

Special report: the onward and upward evolution of local TV journalism

Broadcasting Aug 22

The newsw Weekly of broadcasting and allied arts

Our 46th Year 1977

NEWSPAPER

WPIX WINS BOTH TOP AWARDS FOR EDITORIALS

The two most prestigious honors for TV editorial excellence in the New York area have been awarded WPIX Channel 11.

1976 N.Y. EMMY AWARD

1976 N.Y. STATE BROADCASTERS AWARD

The State Broadcasters Awards is the seventh in the last eight years for WPIX.

Editorials are written and presented by Richard N. Hughes, in conjunction with the WPIX Editorial Board.



WPIX TELEVISION  NEW YORK

41339
LEES JUNIOR CLG
LIBRARY
JACKSON KY 41339
K7479SMK DEC/77



Breaking down the barriers.

"People don't seem to realize we're real human beings with real needs. We need places to live and eat which are accessible . . . we don't want to be isolated," said one Nebraska woman who confronts life from a wheelchair.

In conjunction with Handicapped Awareness Week, the woman, a cerebral palsy victim, was a guest on KOLN-TV/KGIN-TV's *Woman's World*. She and the host performed the entire show from wheelchairs, calling attention to obstacles faced daily by handicapped adults and children.

Informing the public about people's problems is all part of the Fetzer tradition of total community involvement.



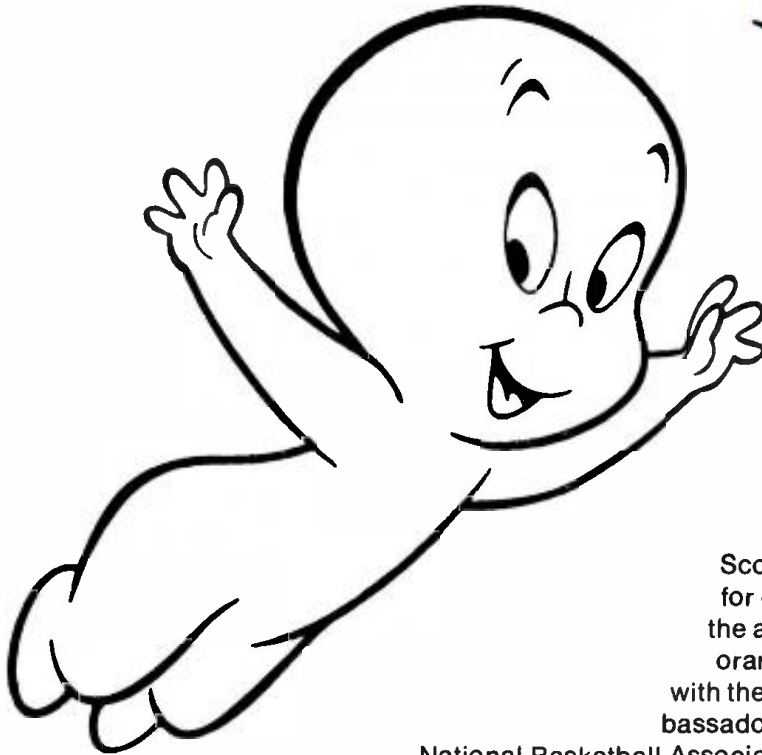
The Fetzer Stations

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

**244
COLOR
CARTOONS**

Casper®

THE FRIENDLY GHOST



**A runaway hit, year after
year...now playing in
66 markets**

Earning top ratings

**Winning enormous
community acceptance**

The prestigious CASPER is the official recruiter of America's Boy Scouts . . . the year around spokesman for UNICEF as well as Grand Marshal of the annual UNICEF parades . . . the honorary astronaut who "flew" to the moon with the crew of Apollo 16 . . . good-will ambassador of baseball's National League, the National Basketball Association, American Dental Association.

As super star of Harvey Comics, with an annual circulation of 36,000,000, CASPER delivers vast, pre-sold audiences.

And the promotion potential is enormous; there are countless CASPER merchandising products.



**Caution: CASPER, The Friendly Ghost, will
frighten your competition.**



**WORLDVISION
ENTERPRISES INC.**

**The World's Leading Distributor
for Independent Television Producers**

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,
Sydney, Toronto, Rio de Janeiro, Mexico City, Munich, Rome

In Cincinnati

Live Television Lives

WLWT-TV5, a pioneer in originating live programming, continues that tradition today on WLWT's regional network.

"The Bob Braun Show" is a live, daily variety program seen in Cincinnati, Indianapolis, Columbus, Dayton and Lexington. Bright conversa-

tion with top guest stars and exceptional musical entertainment have made it a long time favorite.

"World Championship Cincinnati Reds Baseball" is carried on a regional network of ten markets in five states. Selected markets are

carrying "Redscene," a series of 30 minute programs of Reds' features and interviews.

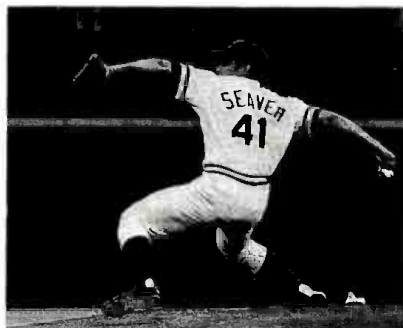
WLWT-TV5 is the lively station in Cincinnati!

WLWT5

140 W. Ninth Street, Cincinnati, Ohio 45202, Phone 513/352-5033



MULTIMEDIA



The Week in Brief

ALSO IN THE ACT □ GAO undertakes its own in-depth study of broadcast regulation. It hopes to get more into facts than the House so far has in its review of communications law. **PAGE 23.**

YES THEY ARE □ Amway Corp. makes official notice that it's close to finalizing deal to purchase Mutual Broadcasting System. **PAGE 23.**

IT'S A WASH □ Silverman says criticism forced ABC to take another look at *Soap* and the result is a better show—but not necessarily less sexy. He also makes it clear it's going on the air. **PAGE 24.**

BIG BUYS □ Metromedia purchases UHF KDOG-TV Houston for \$11 million, which will round out its allowable complement of TV's; Storer picks up WLAK(FM) Chicago for \$4.25 million. **PAGE 27.**

SLAP SHOT □ U.S. Commission on Civil Rights releases its report on broadcast EEO. It's highly critical of the FCC and of the industry for enforcing stereotypes in programing and employment, calls for reforms. **PAGE 30.**

AND NOW, THE NEWS □ BROADCASTING's annual survey of the state of local television journalism begins on **PAGE 35.** There's a look at how ENG is evolving from the TV newsman's new toy to an everyday tool. **PAGE 38.** Getting those fast-breaking stories on the air first is the medium's bread and butter; the capsules beginning on **PAGE 50** show how stations do it live. But spot coverage isn't the only ingredient in a newscast. Investigative reporting and documentaries—whether multi-part "minidocs" or half-hour specials—are also flourishing. **PAGE 64.** Public affairs programing around the country ranges from whole shows to feature units in the evening news. **PAGE 72.**

PUT ON HOLD □ The American Bar Association has deferred action until next year on its recommendation to eliminate the FCC's enforcement of the fairness doctrine on a case-by-case basis. **PAGE 74.**

NEW FACE □ Newsweek Inc. President Peter A. Derow will become CBS Inc. senior vice president on Sept. 6, working on corporate policy and company's future diversification plans. **PAGE 77.**

RUBBED THE WRONG WAY □ Virginia broadcasters are

perturbed at Democratic gubernatorial candidate Henry Howell Jr.'s letter to them reminding them that they should "present fair and equal images" of the candidates. **PAGE 78.**

STALEMATE □ There's no settlement in sight for strike against ABC by NABET employes that's now in its 14th week. Tempers worsen in Los Angeles over incident involving two union men who claim they were struck by a car driven by a KABC-TV executive. **PAGE 79.**

TAX PLAN □ The president of the John and Mary R. Markle Foundation proposes a system of tax breaks to encourage radio programing diversification. **PAGE 80.**

INCHING ALONG □ NBC will begin using one-inch video tape for production of dramatic specials—the first time a network's done that according to NBC. **PAGE 80.**

KEY ISSUE □ NCTA files against application by Monroe county, Fla., for 25 TV translators to serve Florida Keys with Miami signals. Association says such a set-up would put cable in direct competition with government. **PAGE 82.**

TOUGH TALK □ Y&R's Ostrow says the networks "operate, in effect, as a cartel." He urges the development of alternate media forms that would offer competition to the networks. **PAGE 83.**

WE'RE NUMBER ONE □ TVB says that for the first time, television takes in more ad revenues than newspapers—at least from advertisers for which they compete directly. **PAGE 83.**

LOOK AT IT THIS WAY □ Two economists suggest that radio and television haven't caused price spiral in campaign advertising expenditures, but may have actually kept it from going even higher because of their reach. **PAGE 84.**

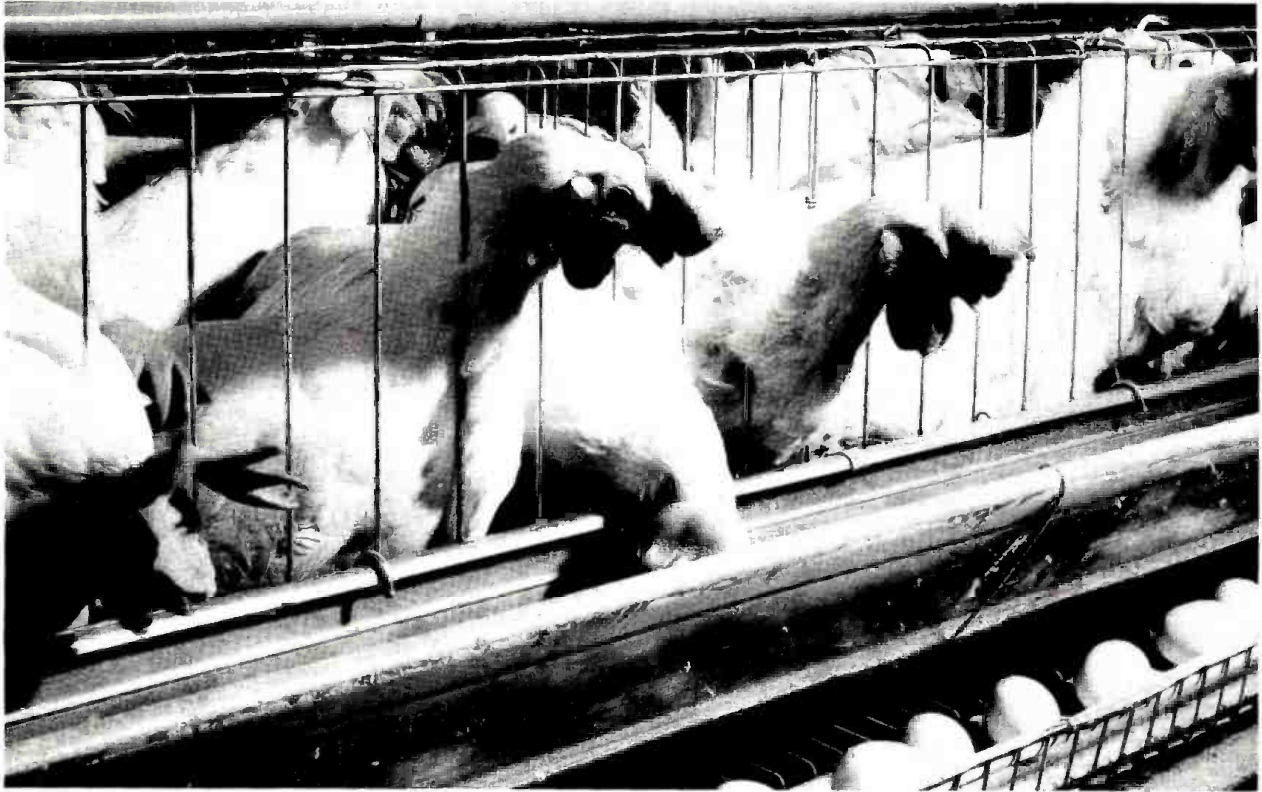
GET THIS STRAIGHT □ South Carolina news groups go to Supreme Court seeking a once-and-for-all answer on gag orders. Broadcast and press associations say lower courts are in "disarray" on the issue. **PAGE 85.**

NO STOPPING HER NOW □ Storer Washington correspondent Fay Wells retires as a newswoman, but typically, she's already off on another career. **PAGE 105.**

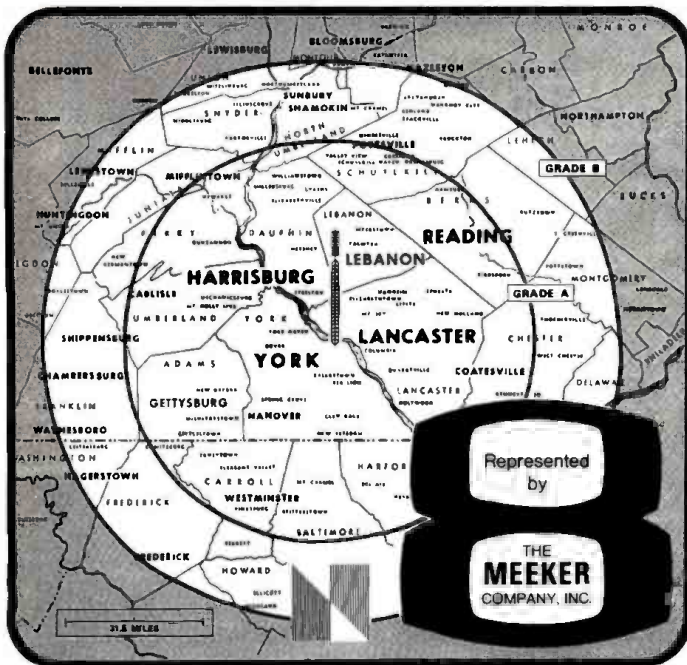
Broadcast Advertising... 82	Closed Circuit..... 7	For the Record..... 89	Profile..... 105
Broadcast Journalism... 85	Datebook..... 15	Media..... 74	Programing..... 80
Business Briefly..... 8	Editorials..... 106	Monday Memo..... 10	Special Report..... 35
Cablecasting..... 81	Equip & Engineering.... 79	Open Mike..... 20	Stock Index..... 103
Changing Hands..... 76	Fates & Fortunes..... 87	Playlist..... 86	Top of the Week..... 23

Broadcasting is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington. Single issue \$1 except yearend issue \$2.50. Subscriptions, U.S. and possessions: one year \$30, two years \$55, three years \$75. Canada add \$8 per year; all other countries add \$8 per year. U.S. and possessions add \$104 yearly for special delivery, \$65 for first class. Subscriber's occupation required. Annually: Broadcasting Yearbook \$30. Cable Sourcebook \$20.

In the WGAL-TV ADI, poultry production contributes importantly to this booming market's stability. Its \$133,002,000 in annual sales ranks it second among nine income-producing categories of the area's agricultural-livestock industry.



multi millions in agri sales assure more buying power in WGAL-TV market



This pioneer TV station effectively covers the entire Lancaster - Harrisburg - York - Lebanon ADI, one of the country's fastest growing areas. This prosperous market is nationally recognized for its business diversity and economic stability. For example, sales of agricultural products alone amount to almost a half billion dollars annually, a substantial contribution to the effective buying income of \$6,878,735,000*. Cash in on this outstanding buying power - include WGAL-TV in your planning.

WGAL-TV

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

*1976 Sales Management Survey of Buying Power
1976 Pennsylvania Abstract

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

STEINMAN TELEVISION STATIONS

Successors

As President Carter continues to delay filling two FCC vacancies, rumors circulate to satisfy appetite for news. But one piece of information that seems solid is that Charles Ferris, general counsel to House Speaker Thomas P. (Tip) O'Neill (D-Mass.) and long considered front runner for FCC chairmanship, met with President in Plains, Ga., three weeks ago and was assured he would indeed be named chairman.

Beyond that, there is speculation that Mr. Ferris may be given two-year term—remainder of term resigned by former Commissioner Benjamin L. Hooks—while full seven-year term that goes with seat now occupied by Chairman Richard E. Wiley would go to black, in deference to requests of Congressional Black Caucus and others. Candidate who is believed in lead for that job is Tyrone Brown, former general counsel of Post Newsweek Stations in Washington and now in law practice there. However, casting some doubt on that speculation is report President has interviewed "several" candidates, not, apparently, including Mr. Brown.

Not yet

With no successor named, FCC Chairman Richard E. Wiley has pushed back beyond Labor Day his date for leaving commission. Republican chairman, who has been serving beyond June 30 expiration date of his term at least in part to accommodate Democratic administration, indicated last week he is prepared to remain on job well into September. But how much beyond Oct. 1 he would stay is another matter. It seems unlikely that two nominees, once picked by President Carter, could be checked out by Federal Bureau of Investigation and confirmed by Senate in less than four weeks.

As for Chairman Wiley's future occupation, which is subject of considerable speculation in Washington, it is assumed he could land partnership with any of several law firms. Best-of-all-possible-worlds situation, according to some observers, would be Washington partnership in Chicago-based firm, which would permit him to retain his Chicago Republican connections.

Real thing

Executives of Television Bureau of Advertising reportedly plan to recommend to TVB board of directors that they draw specifications and estimate costs of setting up new TV rating service (BROADCASTING,

Aug. 8, 15). Task, if approved, is expected to take six to 12 months. Board meets latter part of September.

There had been speculation, when TVB started polling members on interest in creating new service, that it was tactical move against Arbitron Television's bid to renegotiate higher rates on its major-market contracts (BROADCASTING, July 25). TVB sources say it may have started out that way, but that station response, running eight out of 10 in favor, convinced officials they should carry it step further and explore structure and costs.

Next round

Strategies are being formed for battle on saccharin legislation when Congress returns from month-long hiatus in September. In Senate, Edward Kennedy (D-Mass.) is readying several amendments to reintroduce broadcast advertising restrictions that were removed from bill by Senate Commerce Committee (BROADCASTING, Aug. 1). Unofficial count by Kennedy staff showed he would have lost if Senate had voted before recess.

Food and Drug Administration meanwhile has said it wants Congress to clarify what restrictions to impose if FDA is empowered and decides to put clamps on advertising. Bill in House would leave it to FDA to decide what is best. It may not have to worry, way things are going, however. House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and ranking Republican Lou Frey (R-Fla.) are contemplating sending letter around urging colleagues on Commerce Committee, where House bill is pending, to do same thing Senate Commerce Committee did.

729,000 per point

Each network TV rating point in season opening next month will be worth 729,000 homes, up about 2.4% from 1976-77 season's 712,000, according to preliminary estimates A. C. Nielsen Co. has sent to TV networks. Nielsen put new total TV homes base at 72.9 million as compared with 71.2 million this year. New estimate goes into effect with Nielsen's first September report, covering period that starts Aug. 29.

P for programing

Insiders say William S. Paley, who gave up CBS chief executive post last May after holding it for nearly 50 years, appears to be adjusting comfortably to role he announced for himself when he stepped aside: to be chairman and adviser "but

without the pressure of the day-to-day responsibility" (BROADCASTING, April 26). Word is that 75-year-old chairman is involved in wide variety of corporate affairs but—as always—maintains special interest in programing. Last Wednesday he took part in high-level, all-day meeting on that subject.

Added attraction

ABC-TV is paying well for those new affiliates it has been picking up lately (BROADCASTING, Aug. 1). Look at some affiliation agreements on file at FCC reveals that money as well as ABC-TV ratings has figured in inducements to move. KGTV(TV) San Diego, for example, had \$1,591 network rate with NBC, but is getting \$1,975 from ABC (up 24%). In Providence, R.I., WPRI-TV had been receiving \$1,309 from CBS. ABC is paying \$1,900 (up 45%). Both stations switched to ABC June 27.

Them and us

National Radio Broadcasters Association thinks it's target of discrimination by radio establishment. It cites two rejections of invitations to participate in its upcoming annual convention (New Orleans, Oct. 9-12). NBC Radio President Jack Thayer confirms that Bert Sherwood, who runs NBC-owned WMAQ(AM) Chicago, was advised to decline speaking role at NRBA. Mr. Thayer, who is member of National Association of Broadcasters radio board, said NRBA is regarded as divisive force.

Other incident involved Bill Hogan of Metromedia's WNEW(AM) New York, who says he declined NRBA invitation because no Metromedia station is member. Beyond that, it's policy for WNEW executives to keep speaking engagements to about one a year, and Mr. Hogan is waiting to address some group of which WNEW is member. Mr. Thayer said that it's favorite NRBA trick to issue invitations that it can assume won't be accepted—for purpose of looking put upon.

Pure news

For present, there's no disposition, as far as CBS/Broadcast Group president, John A. Schneider, is concerned, to alter format of *CBS Morning News* with Hughes Rudd as New York anchor. Program, which runs third against NBC's *Today* and ABC's *Good Morning, America*, is premised on CBS's dedication to all-news format, without frills. Moreover, in Mr. Schneider's view, it provides showcase for development of news personnel who seldom get exposure elsewhere on CBS-TV schedule.

Business Briefly

TV only

AMTRAK □ National Railroad Passenger Corp. launches 10-week drive starting in early September. Needham, Harper & Steers, New York, will handle spots in about 25 markets during fringe time. Target: total adults.

Eastern Airlines □ Company takes two four-week flights, starting early September and mid-October. Young & Rubicam, New York, will select spots in 28 markets during fringe and prime time. Target: men, 25-54.

General Mills □ Consumer foods group places spotlight on its Mug O'Lunch meal packets in four-week drive beginning this week. Needham, Harper & Steers, New York, will seek spots in nine markets during day and fringe time. Target: total women.

Homelite □ Company features its chain saw in 15-week buy beginning in early September. SFM Media, New York, will

place spots in about 90 markets during fringe time. Target: men and women, 25-49.

G. Helleman □ Brewery features its Schmidt beer in 12-week drive beginning in mid-September. Burton Sohigian, Detroit, is arranging spots in 10 markets during prime time. Target: men, 18-34.

Sharp Electronics □ Company schedules five-week push starting in early October. Isidore Lefkowitz Elgort, New York, is handling spots in at least 35 markets during fringe time. Target: women, 25-54.

Burmah-Castrol □ Oil blender and marketer places spotlight on Burmah-Castrol oils in eight-week buy beginning in early September. Scali, McCabe, Sloves, New York, is selecting spots in four test markets during fringe and prime time. Target: men, 18-34.

Jim Dandy □ Grocery and feed-manufacturing company focuses on its Jim Dandy Puppy Love dog food beginning this week. Weltin Advertising,

Atlanta, will station spots in Southeastern markets during day, fringe and prime access time. Target: women 18-49.

Mueller □ Noodle company features its macaroni in two four-week flights starting in late September and in October. Needham, Harper & Steers, New York, is seeking spots in at least 25 markets during fringe time. Target: women, 18-49.

Pennzoil □ Gasoline and lubricants company features its Gumout carburetor cleaner in four-week promotion beginning in early October. Eisaman, Johns & Laws Advertising, New York, will pick spots in 17 markets during fringe and prime time. Target: men, 25-49.

Arthur Treacher's □ Fast food chain slates three three-week flights beginning in mid-September, late October and late November. Bozell & Jacobs, New York, will seek spots in New York, Philadelphia and Detroit, during prime and fringe time. Target: Total adults.

Phillips Petroleum □ Company slates 13-week campaign beginning in mid-September. Tracy-Locke, Dallas, is arranging spots in about 60 markets in prime, early and late fringe time. Target: men, 18-49.

Red Lobster Inns □ Division of General Mills places four-week buy starting in mid-October. D'Arcy-MacMahus & Masius, St. Louis, is placing spots in 90-95 markets during prime, early and late fringe time. Target: men and women, 25-54.

Vicks □ Division of Richardson-Merrells Inc. features its Vicks Daycare daytime cold medicine in four-week flight beginning in early September. RDR Associates, New York, will seek spots in 25 markets during fringe and daytime. Target: total adults.

Dannon □ Dairy company arranges 12-week drive for its Dannon yogurt beginning in early September. Marsteller, New York, will seek spots in approximately 45 markets during day, fringe and success time. Target: total adults.

O.M. Scott & Sons □ Firm's lawn and garden division places six-week promotion for its Turf Builder beginning in late August. Doyle Dane Bernbach, New York, is planning spots in 60 markets during fringe time. Target: men, 25-64.

Ziebart International Corp. □ Auto body rustproofing company is scheduling six-week buy beginning in mid-

Hogan's Heroes

Colonel Hogan and his merry band of Allied soldiers wrangle everything but maid service from their bumbling German captors in this hilarious sitcom set in a World War II POW camp.

Bob Crane stars. 168 half hours are available.

Viacom

September. Ross Roy, Detroit, is selecting spots in approximately 50 markets. Target: men, 25-49.

Treasury Drug Stores □ Drug-store chain arranges four-month promotion beginning in September. Lando Inc., Pittsburgh, is placing spots in nine markets during all day parts. Target: women and men, 18 and over.

Wm. Underwood □ Company focuses on its meat spreads in four-week campaign starting in early October. Kenyon & Eckhardt, Boston, is placing TV spots in about 38 markets during fringe and prime time. Target: women, 25-49.

Philadelphia Carpet Co. □ Firm places 13-week push for its carpets beginning in mid-September. Tucker Wayne & Co., Atlanta, is handling spots in Kansas City, Mo., and Albuquerque, N.M., during day, fringe and prime time. Target: adults, 25-54.

Mayfield Dairy Farm □ Regional dairy arranges four-week flight for its ice cream starting in late August. Davis-Newman-Payne, Knoxville, Tenn., is seeking TV spots in about three markets during day and fringe time. Target: total women.

Poppin' Fresh Pie Shops □ Food-service division of Pillsbury Co. sets four-week promotion for its pie shops beginning in early September. Paragon Cos., Minneapolis, is placing spots in four markets during fringe and prime time. Target: women and men, 25-64.

County Line □ Division of Beatrice Foods is planning four-week drive beginning in mid-September for its County Line cheese. Ruben Montgomery & Associates, Indianapolis, is seeking spots in 14 markets during day and prime time. Target: women, 25-49.

Sunny Delight □ Citrus punch plans four-week drive beginning in mid-October. Gumpertz/Bentley/Fried/Scott, Los Angeles, is arranging spots in Los Angeles, San Francisco and Sacramento, Calif. during prime time. Target: women, 18-49.

Ritchie Industries □ Livestock watering fountains readies two two-week flights, beginning in mid-September and mid-October. Creswell, Munsell, Schubert & Zirbel, Cedar Rapids, Iowa, is scheduling spots in 20 markets during news and prime time. Target: farmers.

Northern Electric Co. □ House-appliance manufacturer focuses on its Master Chef Donut Bakery subsidiary in four-week flight starting in mid-November. Coordination Group, Chicago, is placing spots in 26 markets during early fringe time. Target: total women.

Union Fidelity □ Insurance company arranges one-week TV campaign starting early next month. Marvin Advertising, Chicago, is seeking spots in 141 markets during day, early and late fringe time.

BAR reports television-network sales as of July 31

ABC \$656,246,200 (33.4%) □ CBS \$655, 158,000 (33.3%) □ NBC \$653,334,500 (33.3%)

Day parts	Total minutes week ended July 31	Total dollars week ended July 31	1977 total minutes	1977 total dollars year to date	1976 total dollars year to date	% change from 1976
Monday-Friday Sign-on-10 a.m.	127	\$ 778,300	4,359	\$ 27,400,300	\$ 21,266,100	+28.8
Monday-Friday 10 a.m.-6 p.m.	999	13,029,200	29,931	438,820,200	357,746,600	+22.7
Saturday-Sunday Sign-on-6 p.m.	230	3,346,000	9,399	212,858,600	178,802,200	+19.0
Monday-Saturday 6 p.m.-7:30 p.m.	91	2,564,000	3,041	110,521,800	87,681,800	+26.0
Sunday 6 p.m.-7:30 p.m.	18	648,100	642	31,355,200	26,532,500	+18.2
Monday-Sunday 7:30 p.m.-11 p.m.	407	24,962,100	12,697	1,009,739,800	826,284,100	+22.2
Monday-Sunday 11 p.m.-Sign-off	193	3,536,500	6,136	134,042,800	114,503,400	+17.1
Total	2,065	\$48,864,200	66,205	\$1,964,738,700	\$1,612,816,700	+21.8

Source: Broadcast Advertisers Reports

Target: men and women, 35 and over.

Stokely-Van Camp □ Company places one-week TV push for its Gatorade carbonated beverage starting this week. Clinton E. Frank, Chicago, is planning spots in approximately 25 markets during fringe time. Target: adults, 18-49.

Radio only

Johnson & Johnson □ Company places spotlight on its tampons in three-week campaign starting in mid-September. Compton Advertising, New York, will place spots in 15 markets. Target: women, 18-24.

Delta Air Lines □ Company places 17-week promotion starting in early October. Burke Dowling Adams, Atlanta, is picking spots in five northeast markets including Boston and New York. Target: adults, 35-64.

American Express □ Credit-card company plans four-week campaign

beginning in early September. Ogilvy & Mather, New York, will select spots in about 50 markets. Target: adults, 25-54.

Ferrero U.S.A. □ Confectionery and bakery-products company features its Tic Tac candy in five-week promotion beginning in September. SFM Media, New York, will pick spots in about 25 markets. Target: teen-agers and adults.

National Pork Producers Council □ Organization launches three-week push starting in early October. Lord, Sullivan & Yoder, Des Moines, is arranging spots in about 22 markets including Baltimore, Houston, Milwaukee and Los Angeles. Target: women, 25-49.

Love Cosmetics □ Division of Menley & James is arranging four-week push starting in late August. SFM Media, New York, is placing spots in approximately 24 markets including Atlanta, Cleveland, Houston and Philadelphia. Target: women, 12-24.

Olin Chemical Corp. □ Spot-radio buy is being planned to run in 30 Midwest agricultural markets for from three to four weeks, starting late September, in support of fertilizer product, Ammo-Phos. Ward Archer & Associates Inc., Memphis, is agency. Target: corn growers.

NBC Nightly News □ Network schedules one-week promotion for its *Nightly News* program starting in early September. McCann-Erickson, New York, will handle spots in top 10 markets. Target: adults, 25 and over.

Bell Telephone Co. of Pennsylvania □ Telephone company slates three-week radio campaign starting in early September. Lewis & Gilman, Philadelphia, is buying spots in major Pennsylvania markets. Target: men, 25-64.

Rep appointments

- WGPR-FM-TV Detroit; KRE-AM-FM San Francisco; KYAC-FM Seattle; WXLL(AM) Decatur, Ga.; WBUL(AM) Birmingham, Ala.; WLTH(AM) Gary, Ind.; WRXB(AM) St. Petersburg Beach, Fla.; R.A. Lazar & Co., Chicago.
- WEEQ(AM) Smithfield, Va.; Southern Spot Sales Inc., Raleigh, N.C.
- WMCF(FM) Stuart, Fla.; Jack Bolton Associates, Atlanta.
- WVIS(FM) Frederiksted, Virgin Islands; Regional Reps Corp., St. Petersburg, Fla.

Thou shalt's and thou shalt not's for advertising on television

You turn on your television set. A program has just ended and you catch the sign-off for the ending show. This is followed by two or three spots—more, if they are only 10 seconds long. Next comes station identification. After that, the station plugs an upcoming program. Then the opening billboard for the next program. Which is followed by another two or three commercials.

Your senses are bombarded with a series of messages that try to sell you everything from detergents that will make your clothes whiter than white to tapes of song hits from the fifties for “only” \$9.95. Some of these messages amuse you, some give you new information, some make menu suggestions, some lift your spirits, some fill you with ambition. And then there are those that bore, offend, irritate, talk down to you. You think to yourself, “I could write a better ad than that.”

Could you? How simple is it? Can anyone write a good commercial? We live in an era when a single minute of prime time can cost a sponsor as much as \$125,000. That does not include the cost of producing the spot or the salaries of the various creative people and executives involved in the process. To justify that large an expenditure, an advertiser has to be reasonably certain that the audience will respond to his sales message and that it will return to him his advertising costs plus a profit. That does not happen easily. Television commercials are not print ads that move or radio commercials with pictures. Or even movies on a small screen. They are a completely different medium, with problems, techniques and competition all their own.

Perhaps the most serious problem facing the advertising professional is that television—the medium itself—has changed the consumer. It has made us all a bit more jaded. People have been begged and badgered, conned and cajoled, implored and intimidated. They have been inundated with promises of whiter teeth, curlier hair, fresher breath, slimmer waists, cleaner clothes, and a decrease in bile, acid, headaches and hayfever. They have been urged to eat, drink, smoke and imbibe. They have been told to anoint their hair, their skin, their underarms and their stomach linings. They have been threatened with rejection, failure and obesity.

When you consider that between the ages of 3 and 13, the average American child sees 29,000 hours of television, is it any wonder that audiences are jaded and skeptical?



Steven O. Frankfurt wears two hats at Kenyon & Eckhardt: He is director of creative planning and development, responsible for all creative product, and he is president of Frankfurt Communications Inc., a K&E subsidiary that is involved in marketing to special market segments such as teen-agers and working women. He has been with K&E since 1974 and earlier was president of Young & Rubicam, before forming Frankfurt Communications in 1971. He also was creative director of Y&R.

And so, in this atmosphere, there are many considerations that advertising writers and producers have to keep in mind before they put the first word to paper. Here are 10 commandments for the would-be creator of advertising commercials.

1. If you are to become an advertising practitioner, you must have a window on the world. You must be in close tune with the economic, sociological and psychological factors that are affecting and changing society. It is not enough to create a bit of advertising that talks about a product with charm or persuasion. It must be judged within a broader frame. Is it in tune with the times? Is it cognizant of the mind-set that the audience is bringing to its television set? You cannot sell in a vacuum.

2. A commercial message is an interruption of either entertainment or information that you have been watching and should, therefore, entertain as well or inform as well as the program that has been interrupted.

3. Know and understand the needs and wants of your audience. If you see your audience only as a homogenized blur, you will touch no one, impress no one. Try to get a fix on the demographic and psychological profile of your prime prospect. It will help you determine the tone, language and over-all approach of your commercial.

4. Develop a healthy, realistic regard for the audience's intelligence. As viewers continue to build up an immunity to advertising exposure, even the roar of a giant

is reduced to a whisper. The results you achieve will depend in large measure, on the proper mix of innovation, ingenuity and respect for the audience's intelligence.

5. Speak unto others as you would have others speak unto you. Be not condescending, overbearing or unbelievable. Sol Hurok once said, “If people don't want to see a show, nothing can stop them.” It applies even more to watching a commercial message. The “off” button is but a step away.

6. The major sin one can commit in the name of advertising is boredom. The temper of our times makes for great personal anxiety. People are continuously subjected to bad news. Consider the relief provided by a bit of humor, a bit of romance or the promise of a better tomorrow. Any of these, properly used, can help you avoid a boring commercial message.

7. Where there is much braggadocio, the best way to get attention is to whisper. The message you create will be seen and heard in a living room, not in the Hollywood Bowl. Create accordingly. Remember that you are a guest in someone's home. In print ads, we have white space—unused space that helps to set off the rest of the message. On television, white space is the intelligent use of sound, of knowing when not to be heard and when to avoid clutter.

8. The look and sound of a commercial cannot be divorced. They must be sublimely married. When used, both the music and the sound effects should reflect or emphasize the mood or the message.

9. Let not your sound and music overwhelm the listener. The individual has only so much capacity to absorb sound and his desire to maintain his sanity forces him to block out much of what he hears. If you sell “soft, soft” products in cold, hard tones; if you yell at people who suffer from headaches; if your “sincere” salesman has a full-scale orchestra playing “Manhattan Serenade” in the background, no one will believe you are telling the truth—even if you are. Applying Mies van der Rohe's architectural principle to the sound of advertising: Less is more.

10. In our multibillion-dollar world of advertising, your product message must be distinct and distinctive. If ever there were a time for creativity in advertising, that time is now. To be running scared in your advertising, to play it safe, to restrict yourself to yesterday's proved solutions means your commercial stands a good chance of being one more entry in the mediocrity stakes. Today, every aspect of our society, from running the Presidency to selling toothpaste, calls for imaginative approaches. When all is said and done, your commercial must be different—or it's dead.

VIDEOCASSETTE EDITING. MADE FOR SPEED. MADE FOR ACCURACY. MADE FOR QUALITY. MADE by JVC.

MODEL # GR-5500S | Recorder



JVC INTRODUCES THE CR-8300U FULL EDITING VIDEOCASSETTE RECORDER...

FOR FASTER EDITS

Now you can significantly cut the time you spend editing 3/4U-format tapes, thanks to JVC.

The unique bi-directional search control of the CR-8300U Electronic Editing Recorder lets you fast-forward at 7 times normal speed. Reverse at 10 times normal.

And you can do it while the tape is threaded on the head. You don't have to stop to rethread.

The unique preview feature lets you pass the signal from a second source through the CR-8300U while it's playing, without erasing the tape. You'll cut down on false starts by knowing what your edit will be like.

FOR MORE ACCURATE EDITS

Accuracy is what the JVC CR-8300U is designed for.

The unique built-in Pre-Roll rewinds tape for about 4 seconds from the actual editing point, and puts the recorder in stand-by mode. When you push "Edit Start" the CR-8300U first plays back about 4 seconds of rewind program, then goes automatically into the recording mode at the edit point. You're assured of the highest accuracy.

When you assemble edit, video and audio signals are edited simultaneously. When you insert, you can edit video and either audio channel independently or in any combination. Either way, accuracy is ± 5 frames.

You want still frame and slow motion? You've got them. The forward speed can be adjusted from 0 to 1/15th normal speed. You'll always find the exact frame you want.

And the tape counter doesn't just count. It has a memory. When you know you'll want to find a particular point again you reset the counter to "000". Then when you rewind, it will automatically stop the CR-8300U right there.

No other moderately priced videocassette editor has this combination of features to give you the accuracy you're looking for.

FOR THE HIGHEST QUALITY PICTURE

But speed and accuracy are nothing without quality. And quality is what the JVC CR-8300U has most of. It has everything you need for NTSC-type color video *built-in*.

Automatic Phase Control and patented Color Dubbing assure generation after generation of duplicates with stable color lock and highest quality.

There's a built-in Dropout Compensator. There's a video S/N ratio

of better than 45dB (uhweighted) on the Rohde & Schwarz noise meter. An audio S/N ratio of better than 45dB. Independent Audio VU Meters and Controls for both channels (which can be operated either automatically or manually) help you upgrade the quality of low-level audio recordings.

Black & white resolution is better than 320 lines; color, better than 240.

And if "flag-waving" turns you off, all you have to do is turn on the CR-8300U. The frame servo locks on the odd field, so every edit is smooth and clean.

JVC WORKS WITH YOU

JVC has worked with broadcasters and producers to give you what you want, what you say you really need. Speed, accuracy, quality. And the features you need to get them.

Features like an external sync input for V-locking other sources. A built-in capstan servo mechanism for jitter-free, stable tape speed. An internal time-lapse meter to make

regular maintenance easier. And a new remote-control system you can learn about by reading the next page.





AND...TO TIE IT ALL TOGETHER... THE JVC RM-83U REMOTE AUTOMATIC EDITING CONTROL UNIT.

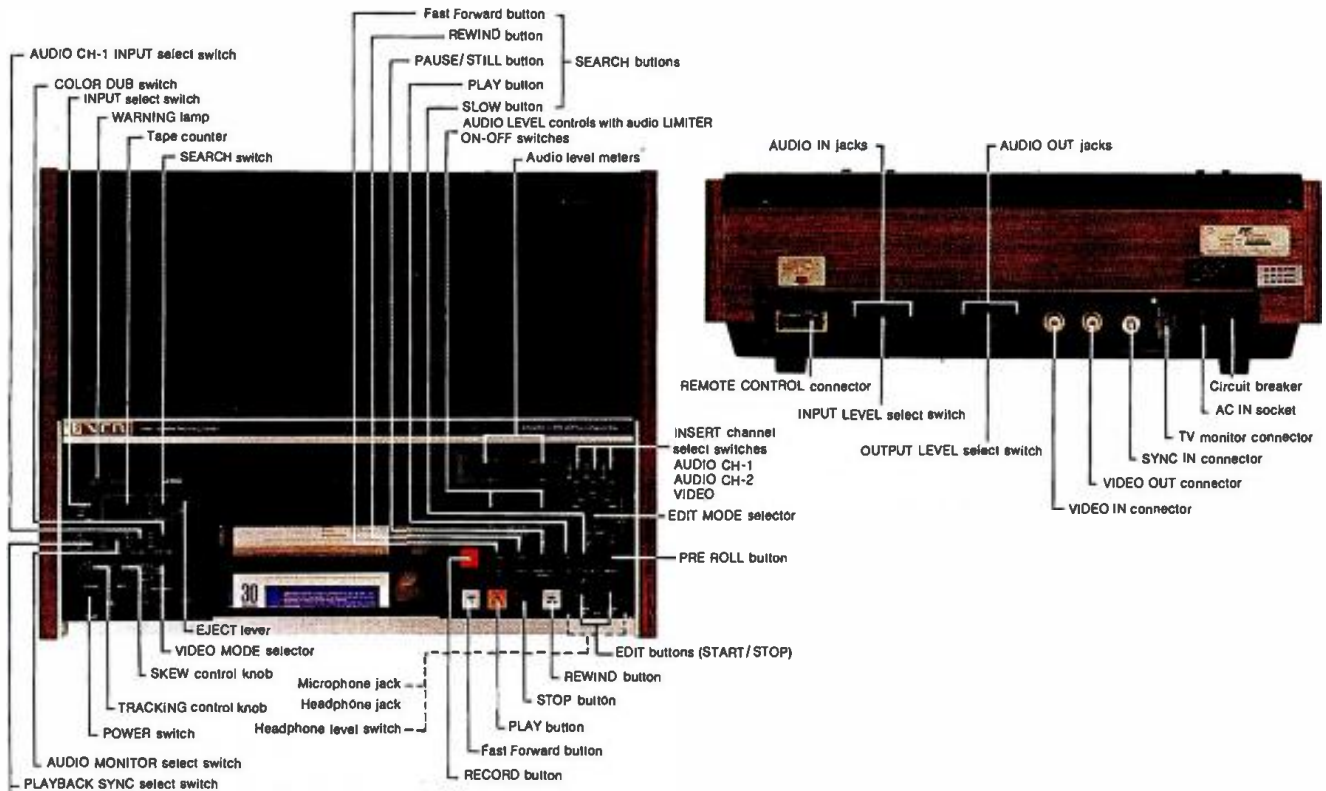
The RM-83U completely controls two JVC CR-8300U recorders for fast and accurate Insert and assemble editing.

Its two independent LED timers (indicating minutes, seconds, and tenths of seconds) can be put on "Hold," so you can precisely identify the edit point. They then return to real time. "Hold" again at the end of the edit, and you've timed the length of your Insert. Both clocks memorize the edit point—for fast and accurate review, you quickly return to it by touching "Search".

Not only can you *review*, you can *preview*. A unique rehearsal editing feature lets you see your edit without putting a signal on the tape. You can be sure you've got exactly what you want, exactly where you want it. After you've previewed, both machines go back to the edit point automatically. If you like what you saw, just push "Start" and you have it.

There are many more great features, such as the automatic safety device that shuts off both recorders if a tape is left in still-frame for 10 minutes. Get all the details on both the RM-83U and the CR-8300U by writing today to the address listed on the back page.

SPECIFICATIONS OF THE CR-8300U EDITING COLOR VIDEOCASSETTE RECORDER



GENERAL

Video Recording System : Rotary two-head, helical scan system
 Luminance : FM recording
 Color Signal : Converted subcarrier direct recording
 Video Signal System : NTSC-type color signal
 Power Requirement : 120 V AC, 60 Hz, 120 watts
 Temperature Operating : 41°F to 104°F (5°C to 40°C)
 Storage : -4°F to 140°F (-20°C to 60°C)
 Operating Position : Horizontal only
 Weight : 67.5 lbs. (30.6 kg)
 Dimensions : 24-1/16" (W) x 7-11/16" (H) x 17-3/4" (D) (610 mm x 195 mm x 450 mm)

Tape Transport

Tape Speed : 3-3/4 ips (95.3 mm/s)
 Fast Forward Time : Less than 6 min. for 60 min. tape
 Rewind Time : Less than 5 min. for 60 min. tape
 Wow & Flutter : Less than 0.2% RMS
 Video Signals
 Input : 0.5 V to 2.0 Vp-p, 75 ohms unbalanced
 Output : 1 V p-p, 75 ohms unbalanced
 Signal-to-Noise Ratio : More than 45 dBs (Rohde & Schwarz noise meter)
 Horizontal Resolution : Color 240 lines, Monochrome 320 lines

Audio Signals

Input : Mic -70 dBs, 600 ohms unbalanced
 : Line -20/0 dBs, 10k ohms unbalanced
 Line Output Level : -20/0 dBs (600 ohms unbalanced load)
 Headphone Output : -28 dBs/-37 dBs, (8 ohms unbalanced)
 Signal-to-Noise Ratio : More than 45 dBs (@ 3% distortion level)
 Frequency Response : 80 Hz to 15 kHz

Be sure to write today to JVC for more information on the CR-8300U Electronic Editing Color Videocassette Recorder and also for a copy of JVC's new Glossary of Video Terms.

JVC

■ indicates new or revised listing

This week

Aug. 21-23—*Southern Cable Television Association* 17th annual convention. Southeast chapter of *Society of Cable Television Engineers* will hold meeting and technical sessions during convention. SCTE contact: Guy Lee, Georgia Cablevision, (404) 892-2288.

Aug. 21-24—*Association for Education in Journalism* annual convention. Radio-TV division of AEJ will offer several panels dealing with broadcast research, ENG and news media topics. University of Wisconsin, Madison, Wis.

Aug. 22—FCC's new deadline for comments on proposal to prohibit acquisition of more than 10% of any broadcast licensee or of any newspaper which could not be controlled or owned with concurrently owned or acquired stations (Docket 20548). Replies are due Sept. 1 FCC, Washington.

Aug. 25-26—Eastern convention of *National Religious Broadcasters*. Hotel Bethlehem, Bethlehem, Pa.

Aug. 25-28—Second annual Chicano Film Festival, with *Centro Video of Oblate College* as host. San Antonio, Tex.

Aug. 25-28—*West Virginia Broadcasters Association* fall meeting. The Greenbrier, White Sulphur Springs.

Aug. 26-Sept. 4—*International Radio and TV Exhibition 1977 Berlin*. Berlin Exhibition Grounds, Berlin. Contact: Bodo H. Kettelhack, P.O. Box 19 17 40, D-1000, Berlin 19.

Aug. 26-28—*Second Northeast Secondary Radio Conference* for the exchange of ideas by Northern radio, trade and record representatives. Marriott hotel, Providence, R.I.

Aug. 27—*Radio Television News Director Association* region 11 conference. Sheraton-Wayfarer, Bedford, N.H.

September

Sept. 1—Deadline for seventh annual Ray Bruner Science Writing fellowship for outstanding journalist who has been on science/medical/health beat at least half time for two years or less and has no more than five years of fulltime reporting experience. Information/entries: *American Public Health Association*, 1015 18th Street, N.W., Washington 20036; (202) 467-5014.

Sept. 1—Deadline for entries in national Abe Lincoln awards of *Radio-Television Commission of the Southern Baptist Convention*, which will be conferred in February 1978 at Tarrant Country Convention Center, Fort Worth. Information: 6350 West Freeway, Fort Worth.

Sept. 2-4—Congress Audiovision 1977 to deal with the use of audiovisual and related media in developing countries, particularly on the African continent. Congress, sponsored by *Commission of the European Communities*, is to run parallel to International Radio and TV Exhibition 1977 Berlin (see preceding). Berlin.

Sept. 2-4—Third annual conference of the *National Black Media Coalition*. Metropolitan hotel, Washington. Information: Pat Scott, NMBC, (202) 363-3593.

Sept. 6-9—*Michigan Association of Broadcasters* fall convention. Mackinac Island.

Sept. 7-9—"Business and Media: A National Symposium" on the relationship between free enterprise and free press, sponsored by the *Georgia State University Chair of Private Enterprise*. Georgia State University, Atlanta.

■ **Sept. 9-10**—*South Dakota Broadcasters Association* annual meeting. KESD-FM-TV Brookings. Information: (605) 668-4191.

Sept. 10—Region 13 workshop of *Radio Television News Directors Association*, featured speaker, Jonn Hart, NBC News, Washington bureau. Pepco auditorium, Washington. Information: Ted Landphair, WMAL, (212) 686-3013.

Sept. 10—Seminar on station license-renewal procedures by *National Association of Broadcasters, New York State Broadcasters Association and New Jersey Broadcasters Association*. Otesaga hotel, Cooperstown, N.J.

Sept. 11-13—*Illinois Broadcasters Association* fall convention. Marriott Lincolnshire Resort, Chicago.

Sept. 11-14—*National Association of Broadcasters* seminar on "Managing the Nonunion Station." Wake Forest University, Winston-Salem, N.C.

Sept. 14-15—*Ohio Association of Broadcasters* fall convention. House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) Ohio Governor James Rhodes, Radio Advertising Bureau President Miles David and outgoing FCC Chairman Richard E. Wiley are among speakers. Columbus Sheraton, Columbus.

Sept. 14-17—Fifteenth annual *Irish Advertising Festival*. William Bernbach, Doyle Dane Bernbach, New York, and Ron Hoff, Foote, Cone & Belding, Chicago, will be among judges and will participate in workshops. Dublin, Ireland. Information: Oliver Walsh, 35 Upper Fitzwilliam Street, Dublin 2; telephone: 76-4876.

Sept. 15—Deadline for entries in *American Cancer Society's* annual media awards for excellence in com-

munications about cancer. Contact: American Cancer Society Media Awards, 40 West 57th Street, New York 10019.

Sept. 15-17—*Radio Television News Directors Association* international conference. Edwin Newman, NBC News correspondent will be keynote speaker Thursday. CBS Correspondent Eric Sevareid will be banquet speaker Saturday when he will receive Paul White Memorial Award. Hyatt Regency hotel, San Francisco.

Sept. 15-18—*Federal Communications Bar Association* fall seminar. Programs include "Sex, Violence and Self-Regulation," with Thomas Swafford, National Association of Broadcasters, and Dr. George Gerbner, University of Pennsylvania, among the panelists, and "The New World of Communications," with FCC Commissioner Robert E. Lee, Hershey Hotel and Country Club, Hershey, Pa. Contact: Gloria Manning, Tour Plan of Washington, 1701 K Street N.W., Washington 20006 (202) 785-2638.

Sept. 16-18—*Maine Association of Broadcasters* annual convention. Samoset-by-the-Sea, Rockland, Me.

Sept. 16-18—Southern area conference of *American Women in Radio and Television*. Kahler Plaza, Birmingham, Ala.

Sept. 18-20—*Nebraska Broadcasters Association* convention. Speakers will include Sig Mickelson, Radio Free Europe/Radio Liberty; Hugh Mulligan, AP; Erwin Krasnow, NAB; Sam Steik, FCC, and attorney-publisher Larry Perry, Scottsbluff.

URGENT SHIPMENTS

NEW DOOR-TO-DOOR PICK-UP & DELIVERY TO OVER 200 CITIES.*

Northwest Airlines' Expedited Package Service is the way to ship packages under 50 pounds speedily and safely—films and other ad materials, spare parts, legal documents, data processing cards, medicines or anything that has to get there fast.

For information, call your local Northwest Orient Cargo office.

To ship today, call 800-424-1003

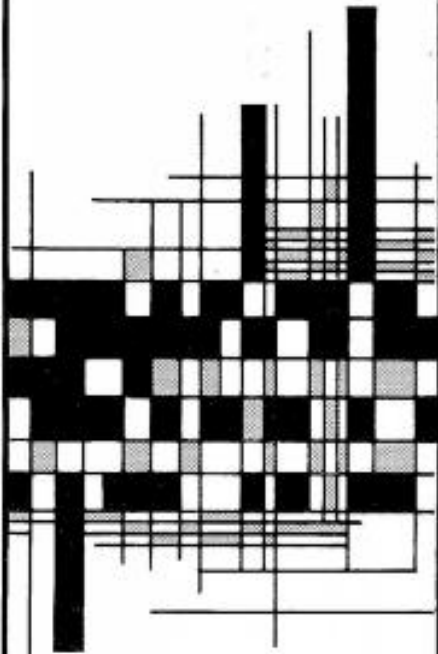
In Washington D.C.: 296-7878
 Honolulu: 808-538-7102
 Hilo: 808-935-7169
 Anchorage weekdays: 907-243-4319
 weekends: 907-277-2964

*Some via connecting carriers.



NORTHWEST ORIENT CARGO

Broadcast Financing?



Heller-Oak knows the Industry's needs.

- Loans
- Leases
- Acquisitions
- Refinancing
- Discounting Seller Notes

Heller-Oak has built its reputation in communications financing on these clear-cut principles:

- No equity participation
- No commitment or investigation fee
- Each transaction is an "Original" structured to your specific needs

From \$200,000 to \$20,000,000 we would like to see your deal. If there is a way to put it together, we would like to work with you to produce the best financing possible.

Call or Write:

David M. Robbin or Loren N. Young



Communications Finance Corp.

105 W. Adams Street
Chicago, Illinois 60690
Telephone: 312/346-2300

A joint venture of
Walter E. Heller International Corporation
and Oak Industries Inc.

Major meetings

Sept. 15-17—Radio Television News Directors Association international conference. Hyatt Regency hotel, San Francisco. 1978 conference will be at Atlanta Hilton hotel, Sept. 20-22; 1979 conference will be at New Marriott hotel, Chicago, Sept. 11-14.

Sept. 18-21—Institute of Broadcasting Financial Management 17th annual conference. Hyatt Regency, Chicago. 1978 conference will be held Sept. 17-20 in Las Vegas; 1979 conference will be in New York Sept. 16-19.

Oct. 9-12—National Radio Broadcasters Association convention. New Orleans Hilton, New Orleans.

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

Nov. 13-15—Television Bureau of Advertising annual meeting. Hyatt Regency hotel, San Francisco.

Nov. 13-16—National Association of Educational Broadcasters convention. Sheraton Park hotel, Washington.

Oct. 16-19—Society of Motion Picture and Television Engineers technical conference and equipment exhibit. Century Plaza hotel, Los Angeles.

Nov. 16-20—National convention of The Society of Professional Journalists, Sigma Delta Chi. Renaissance Center, Detroit. Birmingham, Ala., will be site of 1978 convention.

Jan. 29-Feb. 1, 1978—Association of Independent Television Stations fifth annual convention. Vacation Village, San Diego.

March 4-8, 1978—National Association of

Television Program Executives conference. Bona-venture hotel, Los Angeles. Future conferences: March 10-14, 1979, MGM Grand hotel, Las Vegas; March 8-12, 1980, Nob Hill complex, San Francisco.

April 9-12, 1978—National Association of Broadcasters annual convention. Las Vegas. Future conventions: Dallas, March 25-28, 1979; New Orleans, March 30-April 2, 1980; Las Vegas, March 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984.

April 12-14, 1978—National Association of Broadcasters radio program college. Las Vegas.

April 21-26, 1978—MIP-TV, 14th annual international marketplace for producers and distributors of TV programming. Palais des Festivals, Cannes, France.

April 30-May 3, 1978—Annual convention of the National Cable Television Association. New Orleans.

June 1-3, 1978—Associated Press Broadcasters annual meeting. Stouffer's Twin Towers, Cincinnati.

June 13-17, 1978—American Women in Radio and Television's 27th annual convention. Los Angeles Hilton, Los Angeles.

June 17-20, 1978—American Advertising Federation annual convention. St. Francis hotel, San Francisco.

June 25-28, 1978—Broadcasters Promotion Association 23d annual seminar. Radisson St. Paul, St. Paul. 1979 convention will be June 6-10, Nashville.

Sept. 18-20—Annual convention of National Religious Broadcasters Western chapter. Banquet speaker Sept. 19 will be Dr. Hal Lindsey, author. International Marriott hotel, Los Angeles.

Sept. 18-20—CBS Radio affiliates board meeting. Canyon hotel, Palm Springs, Calif.

Sept. 18-21—Institute of Broadcasting Financial Management 17th annual conference. Hyatt Regency, Chicago.

Sept. 18-21—Pacific Northwest Cable Television Association meeting. Ridpath hotel and motor inn, Spokane, Wash.

Sept. 19-21—Western Electronic Show and Convention, organized and managed by nonprofit Electrical and Electronics Exhibitions Inc. Brooks Hall and San Francisco Civic Auditorium.

Sept. 20-22—Kliegl lighting for television seminar. Site to be announced, Stevens Point, Wis. Contact: Wheeler Baird, Kliegl Bros., 32-32, 48th Avenue, Long Island City, N.Y. 11101; (212) 786-7474.

Sept. 21-23—Fall meeting of Minnesota Association of Broadcasters. Guest speakers will be National Association of Broadcasters President Vincent Wasilewski and program producer Earl Nightingale. Holiday Inn, Worthington.

Sept. 22-23—CATV technical seminar by C-COR Electronics Inc. 60 Decible Road, State College, Pa. Contact: John Yack, C-COR, (814) 238-2461.

Sept. 25-27—Nevada Broadcasters Association annual convention. Hyatt Lake Tahoe, Incline Village.

Sept. 26—Seminar on station license-renewal procedures by National Association of Broadcasters. Penn-Harris motor inn, Harrisburg, Pa.

Sept. 26-28—Eascon '77 conference on electronics and aerospace systems. Sheraton National hotel, Arlington, Va. Information: Eascon '77, suite 636, 821 15th Street, N.W., Washington 20005.

Sept. 26-28—Seventh annual assembly of the Council of Better Business Bureaus. Fred O'Green, president, Litton Industries, will be luncheon speaker first day; Lowell Thomas, dinner speaker that night; Senator John G. Tower (R-Tex.), luncheon speaker second day. Antlers hotel, Colorado Springs.

Sept. 26-Oct. 1—"Electronica '77" telecommunications, radio and television equipment exhibition. Participation will be limited to 45 U.S. companies.

Caracas, Venezuela. Information: Hans J. Amrhein, Room 4036, Office of International Marketing, Department of Commerce, Washington 20230; (202) 377-2332.

Sept. 28—Special meeting of Association of Maximum Service Telecasters engineering committee. AMST headquarters, Washington.

Sept. 28-30—Twenty-seventh annual symposium on broadcasting, Institute of Electrical and Electronics Engineers. Frank Mankiewicz, president, National Public Radio, luncheon speaker, first day; Dr. George H. Brown, retired director, RCA Laboratories, Princeton, N.J., banquet speaker, Thursday. Principal topics for discussion: circular polarization of TV antennas, quadrasonic FM, fiber optics, broadcast satellites. Washington hotel, Washington.

Sept. 30—Deadline for entries in Atomic Industrial Forum awards for contributions to public understanding of the peaceful uses of nuclear energy. Categories are electronic media and print, each with a \$1,000 prize. Information and entries: MaryEllen Warren, AIF, 7101 Wisconsin Avenue, Washington 20014; (301) 654-9260.

Sept. 30—Regional convention and equipment show of Society of Broadcast Engineers, chapter 22. Syracuse Hilton Inn, Syracuse, New York. Information: Charles Mulvey, WNY-TV Syracuse.

Sept. 30—Missouri Public Radio Association fall meeting. Rock Lane Lodge, Branson.

Sept. 30-Oct. 2—Public Radio in Mid America annual meeting. Rock Lane Lodge, Branson, Mo.

Sept. 30-Oct. 1—Fourth annual Advertising Conference of Wisconsin, sponsored by University of Wisconsin Extension. Speakers will include Dr. William D. Wells, Needham, Harper & Steers, and Carl Hixon, Leo Burnett Co. Wisconsin Center, Madison.

Sept. 30-Oct. 2—Southwest area conference of American Women in Radio and Television. Camelot Inn, Little Rock, Ark.

Sept. 30-Oct. 2—Northeast area conference of American Women in Radio and Television. Berkshire Hilton, Pittsfield, Mass.

October

Oct. 1—Deadline for entries, U.S. Television Commercials Festival. Information and entry forms: 1008

THE WALTONS

Guaranteed in these markets...

WNEW-TV	New York	WTPA	Harrisburg- Lancaster- Lebanon-York	WTAJ-TV	Johnstown-Altoona
KTTV	Los Angeles	WRAL-TV	Raleigh-Durham	KOB-TV	Albuquerque
WCVB-TV	Boston	WBRE-TV	Wilkes-Barre— Scranton	KHQ-TV	Spokane
WTTG	Washington	WAPI-TV	Birmingham	WJHL-TV	Bristol- Johnson City
WEWS	Cleveland	WSYR-TV	Syracuse	WKYT	Lexington
KPRC-TV	Houston	WEYI-TV	Flint-Saginaw- Bay City	WNCT-TV	Greenville-New Bern-Washington
WTCN-TV	Minneapolis- St. Paul	KTVX	Salt Lake City	WAFB-TV	Baton Rouge
KTVI	St. Louis	WXII-TV	Greensboro- Winston Salem- High Point	KRDO-TV	Colorado Springs- Pueblo
WXIA-TV	Atlanta	KSLA-TV	Shreveport	KMEG-TV	Sioux City
KIRO-TV	Seattle-Tacoma	KARK-TV	Little Rock	KFDX-TV	Wichita Falls- Lawton
KTXL	Sacramento- Stockton	WTVR-TV	Richmond	WCSC-TV	Charleston, S.C.
KCMO-TV	Kansas City	WBIR-TV	Knoxville	WBNG-TV	Binghamton
WLWT	Cincinnati	WEAR-TV	Mobile-Pensacola	KNDO-TV	Yakima
WTVF	Nashville	WJXT	Jacksonville	KJAC-TV	Beaumont- Port Arthur
KTVK-TV	Phoenix	WROC-TV	Rochester, N.Y.	KVAL-TV	Eugene
WBTV	Charlotte	WSLS-TV	Roanoke- Lynchburg	WWAY-TV	Wilmington, N.C.
WREG-TV	Memphis	KMPH-TV	Fresno	KORK-TV	Las Vegas
WFBC-TV	Greenville- Spartanburg- Asheville	WMT-TV	Cedar Rapids- Waterloo	WMAZ-TV	Macon
WLKY-TV	Louisville	WNDU-TV	South Bend-Elkhart	KBCI-TV	Boise
KMOL-TV	San Antonio	WDEF-TV	Chattanooga	WCTV	Tallahassee
WOWK-TV	Charleston- Huntington			WUTR-TV	Utica-Rome

...A responsible, successful family series

WARNER BROS. TELEVISION DISTRIBUTION, INC.



A WARNER COMMUNICATIONS COMPANY

THINKING OF CHANGING SYNDICATORS?

Jim Gibbon's WFRE did! Oct/Nov 76 Apr/May 77

2500 5400

...and for the first time WFRE was reported
in the Baltimore Report!*

NOW THAT'S BEAUTIFUL!

Learn how *KalaMusic* can work for you. Call Bill Wertz
or Stephen Trivers today - (616) 345-7121.

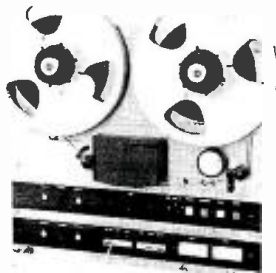
KalaMusic

Suite 334, ISB Building
Kalamazoo, Michigan 49006



*SOURCE: April/May 1977 ARB.
Washington D.C. ADI and Baltimore Metro
12 + 1/4 Hour Averages, M-Sun, 6 am - Mid.

ITC's 750 Series open-reel recorder/reproducer



PROFESSIONAL IN ALL BUT PRICE

MONO
\$1900

STEREO
\$2190

A marvel of simplicity, yet built like a tank. ITC's 750 Series record/playback equipment compares in cost to semi-professional or consumer-type machines. But it's so quiet, so dependable and so flexible in operation that you can use it daily in live studio work and heavy production and editing operations. Many of its features are normally found in only the most expensive open-reel machines.

- Monitor control with automatic meter switching
- Play/Record Synchronization system
- Motion sensing and start memory
- Flip-top head cover
- Straight-line tape threading
- Manual tape lifter defeat
- And much more... all backed by a complete 2-year warranty on all parts and factory labor, plus ITC's famous 30-day money-back guarantee of satisfaction

How can you lose? For more details on the "professional" 750 Series recorder/reproducer, phone ITC collect at 309/828-1381.

it INTERNATIONAL TAPETRONICS CORPORATION
2425 SOUTH MAIN STREET • BLOOMINGTON, ILLINOIS 61701

Marketed exclusively in Canada by McCurdy Radio Industries Ltd., Toronto
© 1976 ITC Form No. 113-0005

Bellwood Avenue, Bellwood, Ill. 60104; (312) 544-3361.

■ **Oct. 1**—FCC's New deadline for comments on proposal to add four VHF drop-ins (Charleston, W.Va.; Johnstown or Altoona, both Pennsylvania; Knoxville, Tenn., and Salt Lake City). Previous date was today (Aug. 22). Replies are now due No. 1 (Docket 20418). FCC, Washington.

Oct. 2-5—*Missouri Broadcasters Association* fall meeting. Holiday Inn, Hannibal.

Oct. 3-4—Southwestern regional convention of *National Religious Broadcasters*. Southwest Radio Church, Oklahoma City.

Oct. 4-6—Second conference on satellite communications for public service users, sponsored by the *Public Service Satellite Consortium*. Mayflower hotel, Washington.

Oct. 5-7—*Indiana Broadcasters Association* fall meeting. Marriott Inn, Fort Wayne.

Oct. 5-9—*Information Film Producers of America* national conference, trade show and awards festival. Holiday Inn, Chicago Film Center, Chicago. Contact: IFPA, 3518 Cahuenga Boulevard West, Hollywood 90068; 874-2266.

Oct. 5-10—*Women in Communications Inc.* annual meeting. Sheraton-Waikiki hotel, Honolulu.

Oct. 7-9—West Central area conference of *American Women in Radio and Television*. Hyatt House, Des Moines, Iowa.

Oct. 9-11—*North Carolina Association of Broadcasters* annual convention. Pinehurst hotel, Pinehurst.

Oct. 9-12—*National Radio Broadcasters Association* convention. New Orleans Hilton, New Orleans.

Oct. 9-15—*Intelcom '77*, international telecommunications exposition, featuring exhibits, technical seminars and sessions, conducted by *Horizon International House*. Information: Barbara J. Coffin, HIH, 610 Washington Street, Dedham, Mass. 02026.

Oct. 10-13—*Electronic Industries Association* 53d annual convention. Fairmont hotel, San Francisco.

Oct. 11-12—*Alabama Cable Television Association* fall workshop. Holiday Inn Airport, Birmingham. Information: Otto Miller, executive secretary, Box 555, Tuscaloosa, Ala. 35401; (205) 758-2157.

Oct. 11-13—Eighth annual Video Expo '77 for private video systems, sponsored by *Knowledge Industry Publications*. Equipment exhibits and seminars will be in Madison Square Garden and Statler Hilton hotel, New York.

Oct. 12—*New England Cable Television Association* fall meeting. Highway hotel, route 93, Concord, N.H. Information: Bill Kenny, Box 321, Tilton, N.H. 03276; (603) 286-4473.

Oct. 12-13—*Kentucky Broadcasters Association* fall convention. A.B. (Happy) Chandler will be principal speaker. Hyatt Regency, Lexington.

Oct. 13—*Religion in Media Association* awards program. Century Plaza hotel, Los Angeles.

Oct. 13-14—*National Association of Broadcasters* fall regional meetings for radio, TV and engineering executives. Hyatt Regency hotel, Chicago.

Oct. 14-16—Western area conference of *American Women in Radio and Television*. Holiday Inn Union Square, San Francisco.

Oct. 14-16—Fall convention of *Illinois News Broadcasters Association*. Champaign-Urbana. Program coordinator: Ron Williams, WDWS(AM) Champaign 61820.

Oct. 16-19—*The Society of Motion Picture and Television Engineers* 119th technical conference and equipment exhibit. Century Plaza hotel, Los Angeles. Information: SMPTE, 862 Scarsdale Avenue, Scarsdale, N.Y. 10583.

Oct. 17-18—*National Association of Broadcasters* fall regional meetings for radio, TV and engineering executives. Hyatt Regency Cambridge, Cambridge, Mass.

■ **Oct. 17-19**—Twenty-third annual conference, *Advertising Research Foundation*. Waldorf-Astoria, New York.

Oct. 17-19—*Advertising Research Foundation* 23d annual conference. Waldorf Astoria, New York.

Oct. 17-19—*National Bureau of Standards* seminar

on time and frequency services including applications to network television and satellites. NBS, Boulder, Colo. Information: Sandra L. Howe, seminar coordinator, NBS, Boulder 80302; (303) 499-1000, extension 3212.

Oct. 18—National Association of Broadcasters public meeting on TV programing. Cambridge, Mass.

Oct. 18-20—Seventh annual conference of Western Educational Society for Telecommunications (WEST). Harrah's hotel, Reno. Information: Wendell H. Dodds, WEST '77 chairman, University of Nevada, Reno 89557.

Oct. 19—Special meeting of the Association of Maximum Service Telecasters board of directors. Subjects will include review of comments filed in the FCC proceeding dealing with short-separation VHF drop-ins and with the congressional review of the Communication Act. Franklin C. Snyder, Hearst Radio, will preside. Omni International hotel, Atlanta.

■ **Oct. 19-20**—Twenty-third annual Broadcasters Clinic, sponsored by the University of Wisconsin-Extension, Madison. Clinic will feature presentation of technical papers by equipment suppliers and consultants. Information: Don Borchert, UW Telecommunications Center, Villas Hall, Madison 53706; (608) 263-2157.

Oct. 19-21—Tennessee Association of Broadcasters annual convention and business meeting. Read House, Chattanooga.

Oct. 20-21—National Association of Broadcasters fall regional meetings for radio, TV and engineering executives. Peachtree Plaza hotel, Atlanta.

Oct. 20-22—Mississippi Cable Television Association annual meeting. Broadwater Beach, Biloxi.

Oct. 20-23—East Central area conference of American Women in Radio and Television. Stouffers, Louisville, Ky.

Oct. 21—Pittsburgh chapter, Society of Broadcast Engineers regional convention and equipment exhibit. Howard Johnson motor inn, Monroesville, Pa.

Oct. 21—Kansas Association of Broadcasters fall

management seminar. Site to be announced, Wichita, Kan.

Oct. 22—Ohio Associated Press Broadcasters fall meeting. Ramada Inn, Grove City, Ohio.

Oct. 23-24—North Dakota Broadcasters Association fall meeting. Holiday Inn, Fargo.

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

Oct. 27-28—CATV technical seminar by C-COR Electronics Inc. 60 Decible Road, State College, Pa. Contact: Joyn Yack C-COR, (814) 238-2461.

Oct. 28-30—Midwest area conference of American Women in Radio and Television. Hershey hotel, Hershey, Pa.

Oct. 29—Florida Association of Broadcasters fall conference. The Beach Club hotel, Naples.

November

■ **Nov. 1**—Awards presentation, U.S. Television Commercials Festival. Deadline for entries was Oct. 1, Chicago.

Nov. 2-4—American Association of Advertising Agencies central region annual meeting. Ambassador hotel, Chicago.

Nov. 3-4—Institute for Democratic Communications "Media Ethics: Problems and Pressures" conference. Speakers will include Ron Nessen, former presidential press secretary; Anthony Lewis, New York Times columnist; Robert Maynard, Washington Post correspondent. Information: Conference coordinator, School of Public Communication, Boston University 640 Commonwealth Avenue, Boston 02215; telephone (617) 353-3450. George Sherman Union, Boston.

Nov. 4-5—Fifth annual Midwest Seminar on Videotape and Film, sponsored by the Chicago Film Council, Chicago Television Guild, IFFA Film and Video Communicators and Society of Motion Picture and Television Engineers. Downtown Marriott hotel, Chicago.

Books

The Newscasters: the News Business as Show Business, by Ron Powers. St. Martin's Press, New York. 238 pp., \$8.95.

Mr. Powers won a Pulitzer Prize as a television critic for the *Chicago Sun-Times* in 1973 and is now a commentator for WMAQ-TV Chicago. Here, he basically repeats the arguments against cosmetic news which have been heard within the industry for years. The targets are "franchised" and "cybernetic" news programs; the villains, station managers whom Mr. Powers calls irresponsible and news consultants. Also included are interviews with such personalities as Barbara Walters and Geraldo Rivera. Some of the reporting is interesting, particularly an explanation from former ABC co-host Stephanie Edwards on why *AM America* fell apart. Generally, however, there is too little reporting and too much over-dramatic prose ("It was a brave, new, worldly undertaking indeed," for example). The irony of Mr. Powers's book is that it is nearly as guilty of flash without substance as the newscasts it attacks.

City as Classroom, Understanding Language and Media, by Marshall McLuhan, Kathryn Hutcheon and Eric McLuhan. The Book Society of Canada,

Get five boating safety radio programs free from State Farm.

This radio series doesn't advertise State Farm. It just gives your listeners sound tips on boating safety, and it's yours for the asking. Five four-minute programs. Plus six shorter messages in 60 and 30-second lengths.

State Farm Fire and Casualty is the nation's largest insurer of small pleasure craft. We know the problems a boatowner can run into on the water. These tapes are designed to help him steer clear of them. And help him protect his boat from thieves, too.

For a free tape and scripts, return the coupon below or call us collect at 309-662-2845.

Dave Hurst
Public Relations Department
State Farm Insurance Companies
One State Farm Plaza
Bloomington, Illinois 61701

Please send me your public service series on boating safety and boat theft prevention. I understand there is no charge.



Name _____

Station _____

Address _____

City _____ State _____ Zip _____

(No P.O. Box Numbers, please)



Agincourt, Ont. 184 pp., \$4.95 paperback. In this textbook, Mr. McLuhan and his co-authors assault media ubiquity, riding to the rescue of younger (and presumably still rescuable) minds besieged by modern-day culture's wrap-around stream of words, pictures and machines. Written in a workshop style and composed almost entirely of questions and study projects, the book seeks to provide middle to high school students with an understanding of the technical, psychological and procedural components of TV and radio, among other media. Three American publishers are negotiating for rights.

Film Scriptwriting: A Practical Guide, by Dwight V. Swain. Hastings House, New York. 373 pp. \$14.50 hardback, \$7.50 paperback.

A "home-study" manual for the beginning scriptwriter, written by a former professor at the University of Oklahoma's School of Journalism, *Scriptwriting* deals with the techniques of both the documentary and the feature film. Included are chapters on the film treatment, the shooting script, narration, dialogue, character and nuts-and-bolts issues such as "surviving" story conferences and the scriptwriter as businessman.

Open Mike®

Defense of standards

EDITOR: As a college broadcast major, I am actively involved with the school radio station. In the July 4 issue of BROADCASTING there was a report that the FCC was thinking of doing away with the third-class operator's test.

At our station, we are required to have the third-phone endorsed before we can even go on the air as a disk jockey. I studied extremely hard for that test and was quite pleased to pass with the broadcast endorsement. We are all responsible and capable students and can handle most emergency situations with confidence. If the FCC were to do away with the test, it would create problems for many radio stations.—*Jana H. Polsky, WMSC(FM) Montclair State College, Upper Montclair, N.J.*

EDITOR: As a station operator, I think that ending tests for third-class operators would be a great mistake. The tests are the only governing factor that controls the quality of employes in the broadcasting industry. I will not hire an unlicensed operator, and if the test is abolished, I will administer a competency test to all applicants for the position as operator at my station. I would urge all other broadcasters

who run quality stations to do the same.—*E. Robinson, general manager, WPRY(AM) Perry, Fla.*

(Also see story, page 75).

Pride in a medium

EDITOR: On behalf of the radio industry, we at Eastman Radio are especially pleased with the exposure given this exciting medium by you and your staff in the July 25th issue and the editorial follow-up Aug. 1.

Radio has come a long way since its predicted demise in 1948. While revenues increase, so do sets in use, total time spent listening and the benefits of a medium that is truly a companion offering different formats for different people.—*Thom Sutton, Eastman Radio, Detroit.*

All the right words

EDITOR: I would like to compliment you and your staff for your story on ABC News [BROADCASTING, Aug. 15]. It was comprehensive, fair and accurate. I cannot tell you what a pleasure it is to be quoted accurately.—*Sander Vanocur, vice president, ABC News, Washington.*

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR C.A.T.V., TV & RADIO PROPERTIES
LICENSED SECURITIES DEALERS
UNDERWRITING — FINANCING

CINCINNATI—

Richard C. Crisler, Clyde G. Haehele, Alex Howard
580 Walnut Street, 45202, phone (513) 381-7775

TUCSON—

Edwin G. Richter Jr., Frank Kallil
POB 4008, 85717, phone (602) 795-1050

BROADCASTING PUBLICATIONS INC.

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

Broadcasting TELEVISION.

The newsweekly of broadcasting and allied arts

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

Sol Talshoff, editor.
Lawrence B. Talshoff, publisher.

EDITORIAL

Edwin H. James, executive editor.
Donald West, managing editor.
Rufus Crater (New York), chief correspondent.
Leonard Zeidenberg, senior correspondent.
J. Daniel Rudy, assistant to the managing editor.
Frederick M. Fitzgerald, senior editor.
Randall Moskop, associate editor.
Barbara Chase, J. David Crook, Mark Miller, Jay Rubin, staff writers.
Kira Greene, John Webster, editorial assistants.
Pat Vance, secretary to the editor.

YEARBOOK □ SOURCEBOOK

John Mercurio, manager.
Joseph A. Esser, assistant editor.

ADVERTISING

David Whitcombe, director of sales and marketing.
Winfield R. Levi, general sales manager (New York).
John Andre, sales manager—equipment and engineering (Washington).
David Berlyn, Eastern sales manager (New York).
Ruth Lindstrom, account supervisor (New York).
Bill Merritt, Western sales manager (Hollywood).
Peter V. O'Reilly, Southern sales manager (Washington).
Ian C. Bowen, sales assistant.
Sally Stewart, classified advertising.
Doris Kelly, secretary.

CIRCULATION

Bill Criger, circulation manager.
Kwentin Keenan, subscription manager.
Sheila Chamberlain, Denise Ehdalvand,
Patricia Johnson, Kevin Thomson, Bruce Weller.

PRODUCTION

Harry Stevens, production manager.

ADMINISTRATION

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

BUREAUS

New York: 75 Rockefeller Plaza, 10019.
Phone: 212-757-3280.
Rufus Crater, chief correspondent.
Rocco Famighetti, senior editor.
Douglas Hill, staff writer.
Diane Burstein, editorial assistant.
Winfield R. Levi, general sales manager.
David Berlyn, Eastern sales manager.
Ruth Lindstrom, account supervisor.
Harriette Weinberg, advertising assistant.
Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
Bill Merritt, Western sales manager.
Sandra Klauener, editorial-advertising assistant.



Founded in 1931 as *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. □ Microfilms of *Broadcasting* are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ *Reg. U.S. Patent Office. □ Copyright 1977 by Broadcasting Publications Inc.

The Philadelphia Story.

DINAH! vs. Mike Douglas vs. Merv Griffin.

In Philadelphia — the only market in the country where DINAH!, Mike Douglas and Merv Griffin are scheduled for 90 minutes in the same time period —
 DINAH! Delivers more women in all demographics.*

<u>4:00-5:30 PM EDT</u>	<u>TOTAL</u> (000)	<u>18-34</u> (000)	<u>18-49</u> (000)	<u>25-49</u> (000)	<u>25-54</u> (000)
DINAH! — WCAU	143	30	61	43	54
Mike Douglas — KYW	118	24	50	36	46
Merv Griffin — WPVI	104	26	40	26	36





Will California die of thirst?

California lies in the grip of its worst drought in 40 years.

The water shortage has reached crisis proportions in some areas. Voluntary conservation has given way to mandatory rationing. Over a billion dollars has been lost by the drought's two-year grip on the state's rich croplands. And the growing scarcity of water has made it a precious commodity to be jealously guarded.

In "Forecast: Dustbowl," a seven-part report broadcast on our evening news, we sought to inform our viewers of the facts

involved. How nature's shifting weather patterns caused the drought. And how, in some cases, man's inadequate planning aggravated it.

We then showed our audience ways in which to cope with the water shortage. Tips on cutting wasteful uses in showers, toilets, shaving and washing dishes. And methods of reusing waste water efficiently.

"Forecast: Dustbowl" was one of several reports we created to aid our viewers in understanding important issues. Others include "Fire!" concerning the cause and prevention of these home disasters. "Smoking: What A Drag," on the continuing

controversy of whether to smoke or not to smoke. And "Property Taxes," about the burgeoning cost to owners that is driving them from their homes.

More reports like these will follow in the future. Because they fulfill the responsibility we have as broadcasters. To present our viewers with information that faces the issues they face in their daily lives.

Not just news. But facts they can use.

KRON-TV

NBC for the San Francisco Bay Area.

Top of the Week

GAO monitors begin study of broadcast regulation

Team that keeps eye on FCC is latest to wonder whether all's well in ways of radio-TV; results of 'self-initiated' audit by Hill's watchdog agency will be made part of Communications Act reworking; networks and group owners first to face interrogators

FCC regulation of the broadcasting industry is proving to be a matter of escalating interest in Washington. Not only is it the subject of review by the House Communications Subcommittee in connection with its planned rewrite of the Communications Act, but now the General Accounting Office, Congress's watchdog agency, is undertaking an in-depth study of its own.

A number of broadcasters, including representatives of all three networks, have been contacted by GAO staff members with requests for interviews in connection with the study, and three interviews in three different cities are scheduled for this week.

All told, representatives of some 20 group owners are expected to be contacted, plus a substantial number of licensees of individual stations. Public interest groups, the National Association of Broadcasters, the National Cable Television Association and the Federal Communications Bar Association are also on the list of organizations to be seen.

The study, according to James New and Joseph Barnes, the GAO staff members principally involved in its day-to-day conduct, is another product of the concern expressed in Congress, by broadcasters and public interest groups concerning the nature and effectiveness of broadcast regulation. It will include a detailed examination of a wide range of commission rules and policies and their impact on the broadcasting industry and, ultimately, the public.

For instance:

Does the policy promoting localism make sense? For television as well as

radio? Is ascertainment of community needs a reasonable requirement, given broadcasters' self-interest in determining local needs and interests? What purposes are meant to be served by the commission's renewal procedures? Are they being served? Is it necessary to limit license periods to three years? What is the logic of limiting ownership to 21 stations? What of the rules dealing with media crossownership? Are they necessary?

Rules dealing with networks will be examined in an effort to determine their value. And First Amendment implications of the fairness doctrine are also on the list as are questions concerning comparative license-renewal hearings.

Messrs. New and Barnes, who are among the GAO staff members assigned to the task of monitoring the FCC (their GAO unit occupies an office at the commission) said the study was "self-initiated." That is, it was not requested by Congress but, rather, grew out of a "survey"—a kind of preliminary check—of FCC procedures begun last fall and completed in March. The survey was said to have turned up the concern and the questions that officials in GAO's Community and Economic Development Division, on the basis of recommendations from the unit at the FCC, agreed warranted an audit.

(Another example of a self-initiated GAO study was one on airline regulation. The resulting report to Congress was a factor in the development of legislation, now pending in Congress, to deregulate the airline industry.)

To a large extent, the subject matter overlaps that of the hearings on broadcast-

ing that the House Communications Subcommittee held during the last week of July and the first week of August in preparation for the job of revising the Communications Act (BROADCASTING, Aug. 1 and 8). However, Messrs. New and Barnes indicated their probe would go deeper. The testimony taken so far in the House—from broadcasters, public interest group representatives and others while participating in panel discussions—reflected attitudes, they said. The GAO study, Mr. Barnes said, "will get into what is actually taking place, how broadcasters are affected by the regulations. Are they doing the job, or are there viable alternatives?"

Mr. New rejected a suggestion that the project might be termed "an exercise in deregulation." That would be prejudging it, he said. But, he added, "We will look at why regulations are there, where they're going, whether they are effective. Why keep them if they are not effective?" The GAO staff members will confer with FCC staffers to obtain the rationale for and the background of the rules being examined.

Although not requested by the House Communications Subcommittee, the new study is likely to play a significant role in that body's Communications Act project. The GAO study, which will include recommendations, is expected to be completed next spring, at about the time the subcommittee would be holding hearings on the draft revision of the Communications Act.

GAO will use six staffers and two or three consultants to conduct the study. One of the consultants already retained is William Canby, a professor of law at Arizona State University, who is a specialist in communications law. (He is

New team in the saddle at Mutual

Amway Corp. of Ada, Mich., has reached an agreement to purchase the Mutual Broadcasting Corp. for a reported \$15 million (BROADCASTING, Aug. 15). Amway, a privately held manufacturer and distributor of household and personal-care products, had been negotiating the sale for some time. The company is owned by Jay VanAndel, chairman, and Richard M. DeVos, president, and their wives, Betty and Helen. Messrs. VanAndel and DeVos have been personal friends since their days together



VanAndel



DeVos

in high school. Their first business venture was a Grand Rapids, Mich., flying school and air-charter service. They founded Amway in 1959. According to Mr. DeVos, at this time Amway intends to "keep running" Mutual "pretty much as it has been"; he anticipates no major personnel changes. He said, "We don't have any plans to change anything. We're novices, and we know very little about" broadcasting. The sale of Mutual, which will operate as a wholly owned subsidiary of Amway, is, he said, approaching its "final stages" of negotiation, and he expects a final settling perhaps as early as next week.

also a brother-in-law of Vice President Walter Mondale; he is the husband of the Vice President's wife's twin sister.) The other is Thomas McCaine, an associate professor of communications at Ohio State University.

GAO may even take the unusual step of attempting to assess public opinion on some of the issues. Consideration is being given to the employment of polling services to determine, for instance, whether the public considers television a local medium or a national one.

"We're determining the views of networks as owners of stations, of group owners, of licensees, and of public interest groups," Mr. Barnes said. "We ought to get the views of the public itself. We want their views. They're affected by regulation."

GAO staff members' plans for interviews this week involve Alvin Flanagan, president of the broadcast division of Combined Communications Corp., in Denver; Clark Pollock, vice president of Nationwide Communications Inc., in Columbus, Ohio; and John L. Booth II, vice president of Booth American Co., in Detroit. Other group owners that had been contacted as of last week were Capital Cities Communications Inc., Metromedia Inc., Westinghouse Broadcasting Co., RKO General Inc., Cox Broadcasting Co. and the three major network companies—ABC, CBS and NBC.

In all cases, the GAO staff members will be familiar with the companies and stations they visit; they will have briefed themselves from material available in the commission files. If a broadcaster has been

the object of a petition to deny renewal, for instance, the GAO representatives will probably want to discuss it.

Broadcast regulation is not the only area of FCC responsibility that will be examined by GAO. A study of the agency's work in regulating common carriers also is being prepared, and a survey of the Field Operations Bureau's operations is being made to determine whether an audit is desirable.

And, at the request of the House Communications Subcommittee, a study is being made of international telecommunications plans and policies—a project that affects not only the FCC but also the State Department, the Office of Telecommunications Policy and the Office of Telecommunications in the Department of Commerce.

'Soap' revisions more satisfaction to fans than foes

Initial reaction finds no one changing sides and network determined to go for a winner; six Bahakel stations say no

Despite ABC Entertainment President Fred Silverman's claims that the widespread criticism of *Soap* has made it "a vastly improved show," there's little indication, if any, that the first two revised episodes fed by closed circuit to affiliates last week would change many minds.

Nor, on the other hand, was there any thought that ABC would reconsider. Mr. Silverman made clear that the network was committed to the show—and confident that it would win over its critics.

The criticism, Mr. Silverman said at a news conference last Thursday in New York, did force the network and the producers "to take a closer look at the characters and story lines." He said some of the criticism was "justifiable," but that the basis for this has been corrected and the show has been made better.

"We're getting more flesh-and-blood characters, with more humanity, without sacrificing the comedy," he said. "When you see it, you'll see."

Some of the episodes, he said, "make you cry as well as make you laugh. Any show that can do that is a good show."

Mr. Silverman said in answer to another question that he had never considered taking the show off the schedule. And expanding it to twice weekly is still a good possibility, he said, "but not in this [1977-78] broadcast season."

He said "seven or eight" affiliates had not yet cleared the series and that ABC had received no reaction, pro or con, from affiliates since closed-circuiting the revised versions of the first and second episodes to them earlier in the week. (Later in the week, however, one station group would join the list of boycotters [see, below]).

Mr. Silverman protested that ABC was being called "the sex network" by some writers. It used to be "the bionic network," he said, then "the teeny-bopper network" and now, since ABC moved

deeper into programing for adults, "the sex network."

That's unfair, he said, adding that ABC has "three hours out of 22 [per week] that could even be suspect." He did not identify the programs, but speculation centered on *Three's Company* and *Operation Petticoat* as possibilities, in addition to *Soap*.

■ Ironically, reaction to last week's first two closed circuits of the revised *Soap* episodes may have supported one element of the Silverman evaluation (that the show was funnier) but not the other (that it was cleaner).

Most conspicuous to affiliates were three "corrections" in the opening show. No longer does a bedroom scene open with the very married Jessica Tate under the sheets with her tennis instructor. Instead she's already up and dressed; he's still in bed, however. In this new version, when Mrs. Tate's daughter arrives (just after mother has left), a simple "Hi" and a passionate kiss replace her earlier greeting: "Hi, take off your clothes and let's go to bed."

The term "boff," which *Soap*'s creators used as a synonym for sexual intercourse, is spoken more sparingly in the revised episodes. Some affiliates thought its use was cut by half—perhaps to only four or five times in the new first episode.

(Last Friday, ABC offered its affiliates a preview of the third episode as well as a collection of excerpts from upcoming shows. The final excerpt presented did

Religious backing. Wowk-TV Huntington, W. Va.—whose president George Koehler has called *Soap* a "half-hour dirty joke" and will run *Mary Tyler Moore* reruns instead (BROADCASTING, July 18)—was the site of a "praise-in" demonstration Aug. 13 in support of Mr. Koehler's decision. Wowk-TV reports that the Reverend Ed Human, of the Castle Hills Baptist Church in San Antonio, who led the demonstration, plans to take it to other parts of the country.

seem to bear out Mr. Silverman's contention of "more humanity," as Mrs. Tate apologizes to her daughter about her affair but the daughter leaves home. Both are on the verge of tears.)

Still not satisfied with the changes is Cy N. Bahakel, who issued a statement shortly after the final closed circuit that "*Soap* will not be aired" on any of his six ABC-affiliated TV stations—WCCB(TV) Charlotte, N.C.; WKAB-TV Montgomery, Ala.; WOLO-TV Columbia, S.C.; WABG-TV Greenwood, Miss.; WBBJ-TV Jackson, Tenn., and WBAK(TV) Terre Haute, Ind. (The ABC affiliation in Charlotte is shifting to Cox's WSOC-TV; BROADCASTING, Aug. 1.) "We have reviewed the revised pilots together with the third episode . . . We have also evaluated the statement by Mr. Jim Duffy, president of the ABC network and Mr. Fred Silverman of the entertainment division concerning the redeeming aspects of *Soap*."

Mr. Bahakel said it still didn't meet his "minimum" standards but he'd "keep an attentive eye" on future episodes. "Popularity and ratings or the lure of profits should not be the deciding criteria," he said.

Ray Johnson, executive vice president and general manager of KTVL(TV) Medford, Ore., originally had intended to run the show, but claims to have been outvoted unanimously by his department heads. Even without seeing the changes, he planned to stick with the decision, and instead go with NBC, with which KTVL has its primary affiliation. His reason: "the amount of pressure" the station has had from those objecting to the show, as well as no written guarantee that changes will come.

Donald McGannon, president and chairman of Westinghouse Broadcasting Co. earlier this month appeared to have little or no change of heart about his refusal to carry the first two episodes over the group's WJZ-TV Baltimore, and although he hadn't seen the revisions and couldn't be reached for comment last week, speculation had it that the "massive



**Katz TV Continental
now represents NTV Network *
Lincoln - Hastings - Kearney, Neb.**



NTV Network. Katz. The best.

*KHGI-TV Kearney KCNA-TV Albion KWNB-TV Hayes Center KSNB-TV Superior

KTVA Anchorage
WSB-TV Atlanta
KVOS-TV Bellingham
KBCI-TV Boise
WLVI-TV Boston
WCIA Champaign
WCSC-TV Charleston, S.C.
WDEF-TV Chattanooga
WKRC-TV Cincinnati
WQAD-TV Dav-Rl-Moline
WJBK-TV Detroit
WSEE-TV Erie
WJRT-TV Flint
KMPH-TV Fresno
WGHP-TV Gr'boro-WS-H Pt.
WFRV-TV Green Bay
WLYH-TV H'burg-Yk-Lan-Leb
KDOG Houston
WISH-TV Indianapolis
WTLV Jacksonville
KBMA-TV Kansas City
KTHV Little Rock
KCOP Los Angeles

WLKY-TV Louisville
WREG-TV Memphis
WITI-TV Milwaukee
WCCO-TV Minn-St. Paul
WTVF Nashville
WVUE New Orleans
WPIX New York
WAVY-TV Norfolk
WPHL-TV Philadelphia
KPHO-TV Phoenix
WMBD-TV Peoria
WIIC-TV Pittsburgh
WXEX-TV Richmond
WOKR Rochester
KCRA-TV Sacramento
XETV San Diego
KTVU San Francisco
KCOY-TV Santa Barbara
WSPD-TV Toledo
KOLD-TV Tucson
KTUL-TV Tulsa
WDAU-TV Scranton



**Don't expect to steal
a young adult audience
from these stations.**

**They have Spelling/Goldberg's
young adult action-adventure
sensation: "The Rookies"**



Scenes from 'Soap'. The most-talked-about segments from *Soap* are captured in these scenes, shot off-the-tube from last week's closed circuit to affiliates: Mrs. Tate's bedroom scene with the tennis pro, her daughter's arrival to share his affections, the gay son in drag, the other son involved with the Mafia.



changes" he had requested from Mr. Silverman (BROADCASTING, Aug. 15) had not been forthcoming.

The plot line, at least for the openers, remained the same. Take two sisters, one rich, one not so rich. Each of their families has "secrets." Jessica Tate has slept with the same man as her daughter. Her husband is an established philanderer. Jessica's sister, Mary Campbell, is married to a man who is impotent because he killed his wife's first husband. Mary doesn't know about the murder, but she does know that her younger son is gay. However, his announcement, while in drag, that a sex change operation is in store does throw her. Her other son is involved with the Mafia; he doesn't know that the man the mob wants him to kill is his stepfather. Enter the stepfather's long lost son—the tennis pro—and so ends the second episode.

Across the affiliate board, aside from the "seven or eight" Mr. Silverman said had not cleared the show and the Bahakel stations, affiliates appear willing to give it a shot, with many enthusiastically expecting a hit.

WCVB-TV Boston General Manager Bob Bennett would have cleared it, changes or not, and is confident that ABC knows what it's doing. His counterpart at WTAE-TV Pittsburgh, John Conomikes, immediate past chairman of the ABC-TV affiliates board, is convinced that "once the show is on the air" and given several weeks exposure, it will be "highly acceptable."

He compares *Soap* with ABC's unsuccessful *Hot l Baltimore* of a few seasons back, but adds that unlike that series—which also dealt heavily in sex—*Soap* is "very well done and very well written." Mr. Conomikes admits there may be some problems with the show, but his decision to clear was based on "the basic concept."

Brian Cobb, general manager of WNGE(TV) Nashville, isn't as hopeful as others, but he believes the "viewers should have a shot" at seeing it. With his service area part of the "Bible Belt," Mr. Cobb anticipates a "great big hassle" and expects Nashville reaction "to be tremendously negative," with the show canceled there not too long after it premieres. He'll

be airing messages asking for written reactions from viewers.

Walter Windsor, general manager of WFTV(TV) Orlando, Fla., hasn't yet given the show the nod but says he would be willing to air it if ABC allows him to swap the times of *Three's Company* (at 9), *Soap* (at 9:30) and *Family* (at 10). He would schedule *Family* first, then *Three's Company*, then *Soap*. Mr. Windsor's belief is that *Three's Company*, as a lead-in to *Soap*, probably will be beefed up sexually and a later time period would be more appropriate. With *Soap* and "its running mate," he expects ABC to have "a blue hour."

If those time changes are not allowed, Mr. Windsor said he might place it at 11:30 Saturday night. (ABC already has said it would allow affiliates in the mountain and

central time zones to switch *Family* and *Soap*.)

(Mr. Silverman also said last week that the *Donny and Marie* show would be "more sophisticated" this season to reflect Marie's reaching age 18 this fall. It will be "closer to the original *Sonny and Cher* show—not the Sunday-night *Sonny and Cher*," he added. But there was no suggestion that this might be one of the "suspect" sex shows he had in mind.)

Instead of being known as "the sex network," Mr. Silverman said he hoped ABC would become known as "the Tiffany network" in recognition of its blend of strong, quality dramas and comedies. "There is no question that we'll assume the comedy leadership in prime time," he added.

Metromedia buys U, Storer gets FM

TV purchase in Houston gives group owner full allowable roster of television stations; Chicago radio deal pegged at \$4.25 million

Two major group owners have announced agreements to purchase stations in Houston and Chicago. Metromedia Inc. has purchased KDOG-TV Houston from Crest Broadcasting Co. for approximately \$11 million, a record price for an independent UHF facility. Storer Broadcasting Co. has announced it will purchase Sudbrink Broadcasting's WLAK(FM) Chicago for \$4.25 million.

■ KDOG-TV is principally owned by Raymond Schindler (49.5%), Frank W. Head Jr. (10%), Leroy J. Gloger (6%), Warner F. Brock and Mr. Schindler's brother, Leon (5% each). The remaining stock of Crest is owned by 29 others. The sellers have no other broadcast interests.

Metromedia is a major group owner which, with this purchase, will round out its FCC-allowed complement of TV's. John W. Kluge is chairman, president and 9.1% owner of the publicly traded company. Metromedia owns KLAC(AM)-KMET(FM)-KTTV(TV) Los Angeles; KNEW(AM)-KSAN(FM) Oakland-San Fran-

cisco; WASH(FM)-WTTG(TV) Washington; WDFH(FM) Chicago; WXIX-TV Newport, Ky. (Cincinnati); WCBM(AM) Baltimore; WOMC(FM) Detroit; WTCN-TV Minneapolis; KMBC-TV Kansas City, Mo.; WNEW-AM-FM-TV New York, and WIP(AM)-WMMR(FM) Philadelphia.

KDOG-TV is on channel 26 with 1,660 kw visual, 331 kw aural and antenna 940 feet above average terrain.

■ Storer's purchase of WLAK almost closes out the Sudbrink station group. Sudbrink, which is owned by Robert W. Sudbrink and his wife, Margareta, recently announced the sale of WPCH(AM) Atlanta to the Meredith Broadcasting group for \$5.2 million (BROADCASTING, Aug. 15). It had previously announced the sales of WWEZ(FM) Cincinnati for \$2 million, WLIF(FM) Baltimore for \$3.9 million and WEZW(FM) Milwaukee for about \$3 million. That leaves Sudbrink holding only WIIN(AM) Atlanta and WFUN(AM)-WLYF(FM) South Miami-Miami.

Mr. Sudbrink has said that he intends to retain the Miami stations.

Storer is the Miami-based, publicly traded owner of WAGA-TV Atlanta; WSBK-TV Boston; WJKW-TV Cleveland; WJBK-TV Detroit; KTNQ(AM)-KGBS(FM) Los Angeles;

WGBS(AM) Miami; WITI-TV Milwaukee; WHN(AM) New York; KCST-TV San Diego, and WSPD-AM-TV Toledo, Ohio. Bill Michaels is chairman and chief executive officer. Peter Storer is president.

WLAK operates on 93.9 mhz with 6 kw and antenna 1,530 feet above average terrain.

Ted Hepburn was the broker in the WLAK transaction.

NAB, AMST ask FCC to try, try again on cable carriage rules

The National Association of Broadcasters and the Association of Maximum Service Telecasters have asked the FCC to reconsider its order relaxing cable-carriage rules for UHF television (BROADCASTING, May 9). The order redrew a station's grade B contour and allows cable systems within the old contours to import distant television signals they were not previously allowed to carry.

AMST contends that the FCC action, which reduced predicted grade B contours by some 15 miles, has, in effect, closed

out new UHF's from areas they otherwise would have served. NAB, on the other hand, says that the commission, via the back door, has eliminated its requirement that systems must delete syndicated programming of distant UHF stations.

The NAB's petition says the commission's action "constitutes a useless and unwarranted departure from the present scheme of syndicated exclusivity protection," and AMST says that any aid to UHF provided by new rules "may come at the expense of other existing and potential UHF stations."

AMST says further that under the new rules "many UHF stations stand to gain nothing by way of increased or continued carriage." It adds that the only UHF stations that may benefit from the new rules are "those that are already well on the way to becoming well established, viable operations"—the very ones that in its view least need the additional cable households.

Both groups also question the FCC action on procedural grounds. The NAB says that the commission's original notice of inquiry "contained absolutely no mention" of possible changes to the syndicated program exclusivity rules.

Civil-rights commission gives low marks to FCC, industry for EEO efforts

CCR criticizes networks, stations and their programing for stereotyping women and minorities and says that stronger policing is needed at the federal level

Television, according to the U.S. Commission on Civil Rights, is a world where, in programing, males are strong, mature individuals who control their own lives and those of others around them while women generally play dependent, subservient roles and minorities appear primarily in ethnic settings or as "tokens" in all-white shows. It is a world of stereotypes.

It is also a world, CCR contends, of "window dressing," where minorities and women appear as actors or as on-camera

In Brief

New fall television season shaping up **more and more as specials time** with all three TV networks slotting abundance in prime time from September through December. CBS-TV is latest to weigh in, with 38 specials already scheduled and "many more" to be announced later. Spokesman said percentage increase from last fall would be "considerable" but could not be more precise because actual total has not been determined. Among stars to be featured on CBS-TV in fall: Lucille Ball, George Burns, late Elvis Presley (already taped), Johnny Cash, Bing Crosby and Goldie Hawn. "The Nutcracker" will be presented on Christmas night.

U.S. Southern District Court of New York has issued **permanent injunction** against American Home Products Corp., New York, forbidding AHP's suggesting in TV, radio and print advertisements that its **Anacin** is superior to McNeil Laboratories' **Tylenol**. Court ruled that specific TV commercial and print ad make "false representations for Anacin and falsely disparage Tylenol in violation of Lanham Act."

FCC administrative law judge has issued summary decision **renewing license of WGAL-TV Lancaster, Pa.** Judge Reuben Lozner acted on petition by Steinman family's WGAL Television that was supported by Broadcast Bureau and by Feminists for Media Rights, whose petition to deny led to commission designating WGAL-TV renewal application for hearing. Judge Lozner said evidence indicated there were no questions requiring hearing on issues specified by FCC. These involved licensee's possible use of co-owned newspapers to aid WGAL-TV unfairly. FMR and WGAL Inc. settled their differences in April in agreement in which licensee committed itself, among other things, to divest itself of station by Dec. 31, 1981 (BROADCASTING, April 25).

Sanford Moore, vice chairman of The Parity for Blacks in Advertising and Mass Communications Committee, called news conference in Washington last week to **accuse major advertising agencies and American Association of Advertising Agencies of combining with broadcast and print media to exclude blacks** from employment and ownership roles in those industries. He called for congressional investigation. Mr. Moore said 10 black-owned advertising agencies—including one he headed, Black Perspective Inc.—had been "forced out of business" since 1973 by allegedly illegal actions of major agencies.

Congressional committees and government agencies had ignored previous pleas for inquiry, he said. Even Congressional Black Caucus "had turned deaf ear." However, he also said he had indications from members of Senate—whom he would not identify—that hearing was possibility. Bob Purcell, of 4 A's, denied that advertising industry attempts to freeze out blacks. "We've gone out of our way to help black agencies," he said. "It's good for the business." And Black Caucus spokesman said he was unaware of request for help, at least since December, when Representative Parren J. Mitchell (D-Md.) took over as head of caucus. In any event, he said **caucus is beginning to look into** amount of advertising money government spends with black-owned media, and plans to ask House and Senate Communications Subcommittees to hold **hearings on minority participation**—in terms of employment and ownership—in broadcast and cable television industries.

Federal Trade Commission, for first time, has challenged legality of **volume discounts in advertising rates**. Specific complaint was issued against *Los Angeles Times* (Times-Mirror Co.)—largest of all U.S. newspapers in advertising volume—but action has created fear that successful "test" case could affect all advertising-based media, including radio and TV. FTC spokesman said commission does not have "industrywide investigation" going but conceded that complaint represents "sensitivity" to matter and could cause attorneys in regional offices to take new look at complaints they receive.

Big-city police chiefs don't think television should cover terrorist acts live, and 93% of them believe live coverage encourages terrorism, according to survey by Dr. Michael Sommer of California State University, Northridge. Survey of police chiefs of 30 largest cities says more than half had "**generally unfavorable**" judgments of on-the-scene reporters; 67% said television journalists should communicate with terrorists only "with official consent."

Representative John Breckinridge (D-Ky.) has scheduled hearings Sept. 20 and 21 before his Small Business Subcommittee on Antitrust and Restraint of Trade Activities on alleged **anticompetitive pricing of FM radios in cars**. Consumer opposition to having to pay auto manufacturers high price for AM-FM combination radios was major impediment several years ago to bill requiring nearly all radio receivers to include FM with AM capability. Justice Department studied car radio pricing, decided last year that no action was needed.

newspersons but where decisions are made and the power is held by white males.

And, finally, television is a world where women and minorities rarely make news, where newsmakers are white males, usually government officials and public figures and where their exclusion suggests to the nation that women and minorities "may not matter."

The CCR, in a 181-page report entitled "Window Dressing on the Set: Women and Minorities in Television," which was released last week, blames the networks for perpetuating racial and sexual stereotypes in their "pursuit of higher ratings and higher profits."

But CCR is also sharply critical of the FCC (the only independent federal agency to impose EEO requirements on those it regulates) for permitting "stereotyped" programming and what CCR regards as the discriminatory employment practices it says lead to that kind of programming. (The report says the commission is willing to accept from television stations "little more than a paper commitment" to end discrimination in employment.) And it makes a number of recommendations for dealing with both elements.

The report, which was submitted to

President Carter and to the Senate and House of Representatives, also says that Congress should provide the FCC with the authority it now lacks to regulate equal employment opportunity matters at the networks. And it says the commission should revise its EEO guidelines and reporting forms to require licensees to make stronger efforts to hire and promote minorities and women.

The report itself, however, came under quick rebuttal fire. Chairman Wiley said that although he shares the view that "unfavorable racial or ethnic 'stereotyping' is offensive," he cannot agree with CCR on its proposed remedy. "To me," he said, "it is difficult to conceive of how the commission would grapple with such a complex and highly subjective concept as stereotyping without becoming deeply involved in the review of broadcast programming material."

As for the enforcement of its EEO regulations, Mr. Wiley said the FCC's efforts "have been both substantive and effective." He noted the continuing increase in minority and female employment in broadcasting over the past five years, and predicted that, "with recent improvements in our regulatory program," it will

"intensify."

The commercial networks also teed off on the report. Bill Leonard, CBS vice president for Washington, said that equality of opportunity is "the very linchpin of CBS policy." He said 46% of CBS employees are women and 16% belong to minority groups. Furthermore, he said, the percentages continue to rise.

As for the programming issue, Mr. Leonard said the CCR has embraced "the notion of government control of the kinds of people we see on television, the roles in which they are cast and, indeed, the ways in which they think, talk and act. That is precisely the way things work in closed societies, in which news and entertainment are choked by government. I doubt if anyone really wants that kind of television here."

ABC expressed confidence that its EEO policies and practices "are in full compliance with applicable federal laws and regulations." It also said it was confident that an objective appraisal would indicate the "significant progress achieved in recent years in the positive portrayal and treatment of minorities and women" in news and entertainment programs.

"In addition, no matter how well in-

Suspect Ronald Zamora, 15, is pleading "involuntary, subliminal television intoxication" in first-degree murder case in Miami. Attorney Ellis Rubin says boy's constant viewing of programs such as *Kojak* and *Policewoman* produced "mental condition of insanity...diseasing his mind and impairing his behavioral controls." According to Mr. Rubin, his client freely confessed to having shot his elderly neighbor, Elinor Haggart, stolen \$415 and her car and taking friends on a weekend spree to Disney World. Another youth, Darrel Agrella, 14, has also been charged in killing. Mr. Rubin says he will call witnesses to testify on violence-producing impact of television and that case "may very well put television on trial." Plea is based on legal concept that person who is drugged or becomes intoxicated without his knowledge is not responsible for his actions while under influence.

□

Pay Television Corp., Manhasset, N.Y., has made agreement with **C. W. Murchison Jr.**, Texas industrialist and owner of Dallas Cowboys football team, whereby Mr. Murchison will acquire **200,000 shares of PTV's stock at \$5 per share.** Mr. Murchison also has been granted exclusive franchise right to use corporation's over-air PTV System-3 subscription television system in seven markets, including New York, Chicago, Los Angeles and Dallas (application for FCC authorization for Dallas has been filed). Pay Television Corp. is successor company to Teco, pay TV firm set up in 1949 by Zenith Corp. Mr. Murchison also has options to buy minimum of 200,000 new shares of PTV stock during next four years and another option to buy from present stockholder 250,000 shares of issued stock. Corporation has issued total of 1,007,497 common shares.

□

Broadcasters, in **comments to FCC** regarding position to be taken at 1979 World Administrative Radio Conference (WARC) in Geneva, are urging that land mobile operators' claim to 470-890 mhz (channels 14-83) be limited or none at all. National Association of Broadcasters agreed with earlier conclusion of Television Broadcast Service Working Group, that "470-890 mhz should be reserved exclusively for television broadcasting." Association of Maximum Service Telecasters asked commission "to unequivocally and unambiguously commit... an exclusive allocation for broadcasting for channels 14-69," and "open channels 70-83 for new translator stations, on a secondary basis," taking position similar to that of Council for UHF Broadcasting. National Cable Television Association, as well as land mobile interests, however, urged "flexibility" regarding spectrum sharing. Aside from interference, common need cited for exclusive broadcast use of UHF

space was "rapid and increasing" TV growth, as cited by Public Broadcasting Service. Other WARC-79 concerns involved expansion of AM band. ABC Inc. said "modest" expansion was preferable to the problems it foresees with "reduced channel spacing." NAB said AM band should be expanded to 525-1805 khz but argued against adding more channels in 115-190 khz band.

□

Donald Quayle, Corporation for Public Broadcasting senior vice president-broadcasting, **resigned last week** in move believed forced by CPB board. Behind-the-scenes explanations were not given but it was reported that Mr. Quayle, 26-year public broadcasting veteran and first National Public Radio president, was handed blame for CPB programming department problems. Mr. Quayle, widely considered public broadcaster first, CPB-man second, also is understood to have been at odds with members of board, especially those seeking harder line in relationship with Public Broadcasting Service. In another CPB matter, executive council of ACNO (Advisory Council of National Organizations) has recommended that association's functions be suspended. Vote is to be held Sept. 8. ACNO was set up as CPB advisor, has long claimed CPB doesn't pay attention to its advice.

□

Edward L. Wax, senior VP at Compton Advertising, New York, named president and chief operating officer at Richard K. Manoff Inc., New York, replacing Russell Shaffer, who has resigned but continues as consultant to Mr. Manoff, chairman of Manoff agency.

□

Duane R. Harm, VP-general manager of KOTV-TV Tulsa, Okla., named VP-general manager of WISH-TV Indianapolis, effective on or before Jan. 1, 1978, succeeding **Robert B. McConnell**, who has been named VP of Indiana Broadcasting Corp., licensee of WISH-TV and WANE-TV Fort Wayne, Ind. (BROADCASTING, Aug. 15). Stations are owned by Corinthian Broadcasting Corp.

□

Former FCC Commissioner **Nicholas Johnson**, now head of National Citizens Committee for Broadcasting, has been handling guest stint on WRC(AM) Washington's morning news. NBC-owned **station is trying out "provocative liberals"** for its live morning debates with former Nixon aide Pat Buchanan. Previous resident liberal was Frank Mankiewicz, now president of National Public Radio. Frank Barnako, station's news director, said they will be trying out others after Mr. Johnson's stint ends Aug. 26. Names include: Edward P. Morgan, Tom Braden of *Los Angeles Times* and Clark Mollenhoff of *Des Moines (Iowa) Register and Tribune*.

tended," the ABC statement added, "we have grave reservations about the [CCR's] suggestion of injecting the government into questions of program and news content."

NBC said news accounts indicate that some of the CCR's "broad-brush charges appear to be based on out-of-date data and are not in accord with the facts, at least as they concern NBC." It also said that women and minority-group members are represented in greater numbers now at NBC than ever before and are also more visible in NBC programs. Furthermore, it said, its own code of broadcast standards, which applies to the advertising it accepts as well as the programing it runs, calls for "special sensitivity in presenting material relating to sex, age, race, color, creed, religion or national ethnic derivation to avoid contributing to damaging or demeaning stereotypes."

The report, which was in preparation for three years ("Closed Circuit," April 1, 1974), evaluates network dramatic programing broadcast from 1969 through 1974, network news programs broadcast in 1974-75 and employment data for 40 major-market commercial and public television stations. The sample consists of 15 network-owned stations, 15 stations affiliated with the networks and 10 public stations in 10 cities.

The report concludes that white males dominated the screen in the period covered. They appeared in 65.3% of all major and minor roles, usually playing older, more independent characters in diverse and prestigious occupations—the lawyer, detective or police chief, for instance. White females, on the other hand, had 23.8% of the roles—usually those of younger, unemployed or underemployed women tied to the family.

As for minorities, nonwhite males had 8.6% of the roles and nonwhite females, 2.3%. (One statistic provided in the report was that whites, both men and women, appeared as villains more often than did nonwhites.) In fact none of the characters portrayed by nonwhite women was a villain. And several patterns emerged as to the kind of program in which minorities appeared. Often, they appeared in action-adventure programs, sometimes as groups of characters—as members of a religious order in a *Kung Fu* episode, for instance, or as members of a crime ring in Hawaii, in a *Hawaii Five-O* story—and sometimes in "token" roles, as service workers and doctors.

CCR found in its study that women and minorities rarely made the news—that newscasts were dominated by stories on white male government officials or public figures.

The study also found that, of the 85 correspondents who reported the news in the sampled newscasts, more than 85% were white males. White women accounted for 8.2% of the total, nonwhite women 3.2% and nonwhite men, 2.4%.

The FCC staff, given a draft of the report several months ago, read it as calling on the commission to deal with the programing issue through rulemaking pro-

cedures or on a case-by-case basis. In commenting, the staff said that, even apart from First Amendment prohibitions and no-censorship provisions of the Communications Act, "Which are certainly applicable," the recommended approach "would create a regulatory nightmare" (BROADCASTING, June 13).

In response, CCR said that it is not suggesting that the commission undertake the role of censor or "bog itself down in a day-to-day review of program content or second-guess casting decisions." (The draft was submitted to the commission without the section on findings and recommendations included.)

CCR says it does suggest, however, that there are a variety of regulatory alternatives "that go beyond the FCC's current approach to program regulation that involve little more than a cursory review of a program log for a composite week but which stop well short of program censorship."

But whatever the FCC does in the pro-



graming area, CCR says the FCC must strengthen its EEO rules.

CCR says that minority and female employment at the 40 stations selected for study has increased. So has the number of representatives of those groups in the upper four categories—officials and managers, professionals, technicians and sales personnel. But, CCR says, detailed analyses of the job titles indicates that women and minorities are not being fully utilized at all levels of station management or in all levels of the stations' operations. "White males hold the vast majority of the crucial decision-making positions," the report says, while women and minorities were in visible on-air jobs and served as "window dressing."

The report, in fact, raises the question of possible misrepresentation on the part of stations in categorizing their employees. It says the job categories are "so broadly defined" in the FCC's employment reporting forms that the employment status of women and minorities can be, and is being, misrepresented. It says an analysis

of salary and duties of women classified under officials or manager, for instance, indicate they are in fact clerks.

If the stations are not aggressively seeking women and minorities for top jobs, the FCC, according to CCR, is not pushing them. The FCC last year revised and, it said, strengthened its EEO guidelines. But CCR says the guidelines retain the "inherent flaw" of the original—they fail to help licensees develop a program to uncover and eliminate causes of underrepresentation of minorities and women.

But a point that appears to disturb CCR particularly is the FCC's contention that its responsibility is not to regulate employment discrimination per se but to assess the significance of past violations, if any, on the part of a licensee, "in light of the applicant's subsequent performance and present compliance with our EEO rules."

Thus, CCR says, the commission apparently "is not interested in eliminating discrimination by its licensees. Instead, it is interested only in learning that licensees intend to make 'good faith effort' to provide equal employment opportunity."

All told, CCR made 10 recommendations aimed at remedying the defects found in television programing and the commission's EEO program. Besides suggesting that the commission issue a rulemaking, that Congress authorize the commission to regulate EEO matters at the networks and that the commission revise its employment-reporting form, it said:

- Production companies and network programing executives should incorporate more minorities into television drama.

- Networks should make training and placement opportunities in decision-making posts in news departments available to women.

- The FCC should extend all reporting requirements associated with its EEO rule to all broadcast licensees.

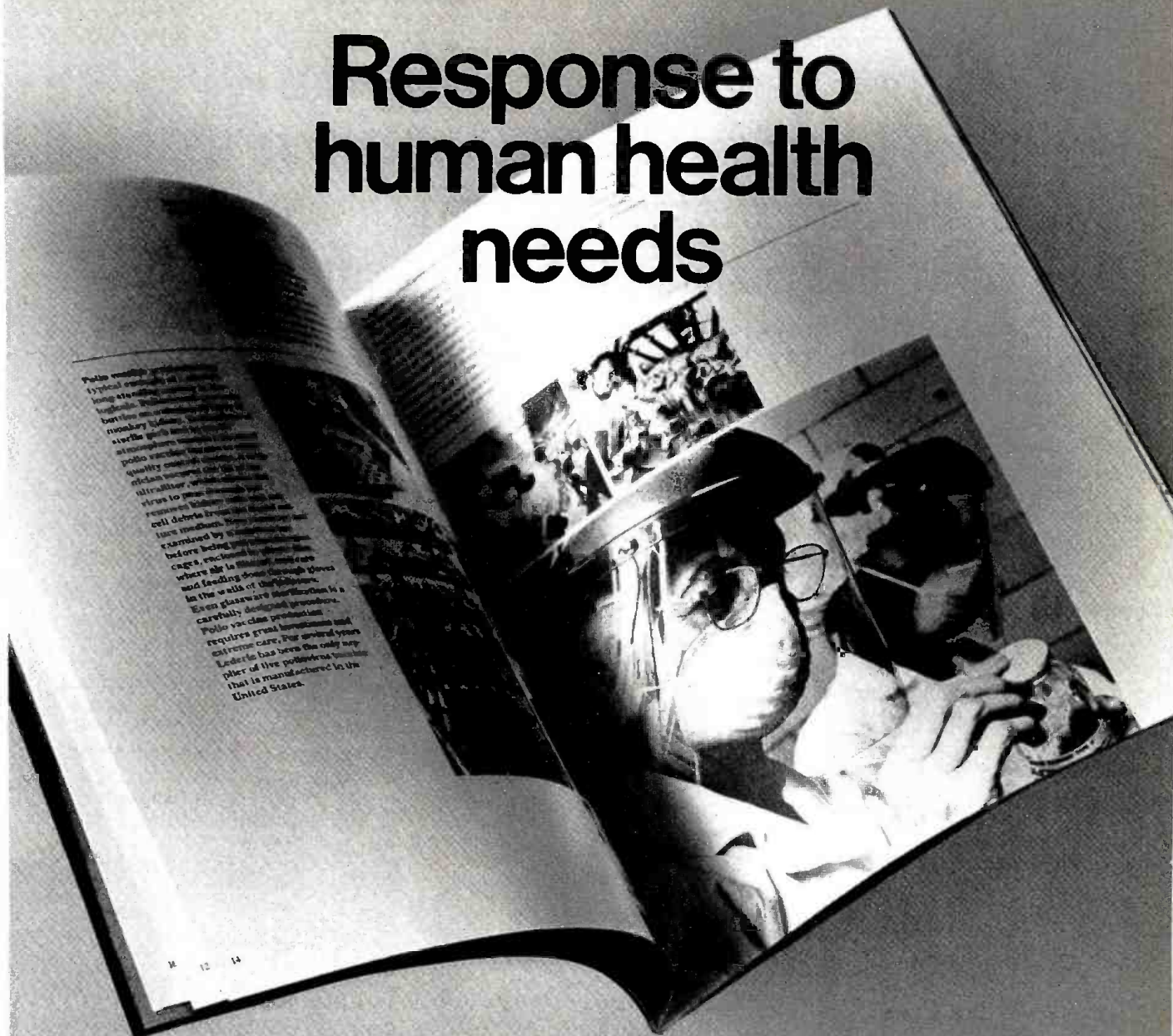
- The commission should require stations to determine the extent to which minorities and women are fully and equitably represented throughout all levels of responsibility.

- The commission should revise its employment-reporting form to facilitate a thorough utilization analysis.

- The commission should establish standards for the employment of minorities and women in broadcasting: Women and minorities should be employed at the rate of 80% of parity with their representation in the local work force, and the dispersion of minorities and women throughout the station's work force should be comparable to that of white males.

- And the commission should require licensees that fail to achieve the goals of parity and dispersion to file the following documents: one containing an analysis of the employment practices that outlines reasons for underutilization of women and minorities; another, a list of measures designed to achieve parity and equal representation, and a third, containing statistical report indicating the results of efforts to hire and promote women and minorities.

Response to human health needs



Spend 20 minutes reading Lederle's booklet and discover:

- How new drug ideas are born
- The astronomical cost of creative drug research
- What research facilities and methods are used to turn a biochemical theory into a reality
- How one of the Virgin Islands was defended against a dangerous tropical disease
- How the polio vaccine is made
- The role of the computer in drug research
- How drugs are marketed
- The nonprofit services available to physicians and other healthcare professionals

For your copy of **Response to Human Health Needs**, fill out and mail the coupon:

Lederle Laboratories
Dept. PR
Pearl River, New York 10965

I'm interested. Please send me your new 28-page booklet, **Response to Human Health Needs**.

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

NEWSPAPER OR MAGAZINE AFFILIATION _____



LEDERLE LABORATORIES
A Division of American Cyanamid Company
Pearl River, New York 10965

Miami Newsfilm Update:

The two largest TV network affiliates in this competitive "Top 20" market choose to upgrade their newsfilm equipment rather than switch to All-ENG, recognizing the indispensable role of 16mm newsfilm in a balanced newsgathering operation.

Despite the continuing "All-ENG" hysteria, the majority of affiliate and independent TV stations across the country have opted for a balanced newsgathering operation — a healthy mix of modern, one-man-band newsfilm cameras and a limited number of ENG units with live transmission capabilities.

What's happening in a "Top 20" market like Miami is typical of current trends in gathering news for television.

Basically a flat narrow strip along the coast, with the Atlantic Ocean on one side and the Everglades on the other, Miami is considered among the fastest growing

markets in the country. Long favored as a major convention town, Miami is also a gateway for South America, Central America, and one-stop service to Europe. Since 1960 Miami has been the third-ranked city in the country in terms of datelines, with more hard news stories in one day than any other market this size.

"Our cost analysis left it very much up in the air as to whether ENG saves you money in the long run."

WCKT-TV, the NBC affiliate in Miami, has won numerous awards in recent years for its outstanding news coverage and investigative reports.

"We have two ENG units with live and tape capabilities," says Gene Strul, News Director, WCKT-TV. "The time had come to decide whether to go All-ENG or to retain film cameras.

"Our cost analysis left it very much up in the air as to whether ENG saves you money in the long run.

"We have also found that, contrary to reports, ENG units still do not serve as replacements for film cameras. We still cannot edit tape with any great speed. And the support equipment for ENG is bulky and difficult to maneuver. We use helicopters frequently to cover stories. (We also use them to rush material to us.) On occasion, we also shoot film from boats. ENG could be a problem when a helicopter or boat is needed. We also do a lot of investigative reporting where ENG would be difficult to use because the amount of equipment required would let everyone know what we're doing.

"As far as the public is concerned, it doesn't make much difference whether we use tape or film. The audience isn't interested in the difference — unless it's live. Of course, the public isn't gaining

anything if a story is put on live just to use the live capability. That's just a promotional gimmick, and the public gets blasé after a while. After all, they have already seen a *moon walk* live, and they see golf games and other events live. After a while they say 'so what.' Why bring in a feature story live when it could have been done better



Dave Seeger, Newsfilm Reporter, WCKT-TV, loading his CP-16 into the news car. "VNF 7240 gives us a lot more latitude," says Seeger. "Working on various investigative series and shooting frequently at low light levels, I've probably 'forced' more film than any photographer around here." (Eastman Kodak has recently developed a new, remarkably fast stock, VNF 7250, with an ASA rating of 400, which permits shooting at light levels as low as two footcandles without requiring any forced developing! If needed, the new VNF 7250 can be pushed three stops to an ASA of 3200!)

on film?

"The question was: should we invest in modern newsfilm cameras or more ENG? We felt that our two ENG units were enough to supplement film and serve our purposes at this point. And so, as our old newsfilm cameras have gone out, we're replacing them with new CP-16 units."



Gene Strul (right), News Director, WCKT-TV, and Dave Choate, Assistant News Director, in conference about an upcoming investigative series. "We have found that, contrary to reports, ENG units still do not serve as replacements for film cameras," says Gene Strul.



Frank Broughton, Lab and Photographic Equipment Manager, WCKT-TV, accepts delivery of eight CP-16's from Charles Sutyak of Photomart (the regional CP-16 dealer headquartered in Orlando, Florida). WCKT-TV purchased two CP-16's in 1973, two in 1975, and in the winter of 1976-77 — twelve additional CP-16's!



"I don't think our equipment inventory should lie exclusively with ENG or film," says Ralph Renick, Vice President for News, Wometco stations. The WTVJ-TV news department equipment inventory includes two ENG vans, five ENG cameras, and nine of the station's CP-16's.

"I don't think a station should go All-ENG primarily because, with present ENG technology, your coverage would be limited."

WTVJ-TV, the CBS affiliate, is the oldest station in Miami. And the "Ralph Renick Report" is probably the longest continuing newscast in America. WTVJ-TV also has the greatest number of ENG

units in Miami: five.

"I don't think our equipment inventory should lie exclusively with ENG or film," says Ralph Renick, Vice President for News, Wometco stations. "I don't think a station should go All-ENG primarily because, with present ENG technology, your coverage would be limited.

"Plus, some stories, especially features with a great deal of motion involved, lend themselves better to a newsfilm camera. Stories that are better covered with film include some breaking stories where you have to be able to move rapidly, and out-of-town stringer stories. While film in our shop is becoming a back-up or secondary system of coverage, with ENG being our primary and preferred mode of coverage, it is important that the news manager invest sufficiently in film equipment that is reliable.

"As for film versus ENG cost factors, the extra personnel involved in ENG and other extra expenditures have made the two a financial draw, they break down about evenly."



Cameraman Jeff Fort, of WTVJ-TV, takes a light meter reading, getting ready for a federal prisoner to come out of the courthouse building. WTVJ-TV acquired twelve new CP-16's in the fall of 1976, of which nine were assigned to the news department.

Ralph Renick (left), Vice President for News, Wometco stations, with Jim Rutledge, News Assignment Editor, WTVJ-TV. "We see film as part of the news operation for the foreseeable future," says Renick.



The leading TV stations in Miami may differ in their general approach to news and newsgathering, in the specific tape/film ratios they use in covering the news, and the extent to which they use ENG live capabilities. Though the competition among the stations is keen and lively, on one subject there's a definite consensus: *16mm newsfilm still remains the backbone of a balanced TV newsgathering operation.*

For further information, please write to:

cinema E products
CORPORATION

Technology in the Service Of Creativity

2037 Granville Avenue, Los Angeles, California 90025
Telephone: (213) 478-0711 ■ Telex: 69-1339 ■ Cable: Cinedevco

Guess which is the Twin Cities' No. 1 show?

- Charlie's Angels
- Eyewitness News
- LaVerne & Shirley
- Happy Days

We don't mean to tilt halos. Or make the days not-so-happy for LaVerne and her friend. But if you named any show but Eyewitness News, guess again. Thanks to you, Sunday Eyewitness News at 10 P.M. is the top-rated* show in the market with a whopping 50% share of metro TV households. It's flying higher even than Charlie's Angels, LaVerne & Shirley and Happy Days! And seven days a week, Eyewitness News averages out to a heavenly 44% share

and a clean sweep of all demographic groups, winning or tying all 45 categories.*

It's no wonder. Anchorman Ron Magers, meteorologist Dr. Walt Lyons, supersportscaster Tom Ryther and the Eyewitness News team bring a bright, "with-it" flavor to news coverage that makes us visibly better than any other channel. And every other program to boot!

So keep us in view. Eyewitness News, KSTP-TV, Twin Cities. Our prime has come.



When news beats prime time... that's news!

EYEWITNESS NEWS
KSTP-TV



Not just growing older, growing better

In local TV news, there's been more than a digit's difference between 1976 and 1977. It's apparent from coast to coast, in conversations with broadcast newsmen (what they say) and in monitoring the product on the air (what they do). It all adds up to an elevation in seriousness. Not a quantum leap, mind you, but a change that's discernible just the same.

A number of factors—not necessarily in the order mentioned—appear to share in both the responsibility and the credit. ENG (electronic newsgathering) is one. Consultants are another. Competition is very much a third. The growing correlation between news performance and over-all station (rating) performance is a fourth.

A fifth may be simply the passage of time, and with it the medium's inevitable gaining of experience in what to do and what not to. And how to do what it does better. Not, perhaps, just the growing greener of television news, but the growing greyer.

The report that follows—BROADCASTING's annual reassessment of the state of the local TV journalist's art—didn't set out to document that kind of difference. It was discovered along the way.



Panorama. The gamut of local TV journalism extends far further than the examples pictured here, but they're indicative just the same. From WCBS-TV New York's "live" (via ENG) reporting of looting and arson that followed that city's blackout this summer, to WKYC-TV Cleveland's unit director-cinematographer Dennis

Goulden's reliance on his film camera (and life jacket) to produce a documentary, to WJLA-TV Washington's following a fire department platoon for 30 days—and to WTOP-TV Washington's Henry Tenenbaum wing-walking (evidence, perhaps, that while TV journalism may be maturing, it isn't yet taking itself *too* seriously).

The solution to high costs in If only the facts didn't get in

The health care industry is under attack because we spend more than any other nation on health care, and health care expenditures continue to rise each year. Health care has become our nation's largest industry, almost 9 per cent of the gross national product.

But the most important consequence of our massive investment is the fact that our health care system is the best in the world. We have a record of solid accomplishment that has been glossed over in the current health care dialogue:

Fact: Americans are living longer. Life expectancy is now an average of 72.5 years.

Fact: In 1931, low-income persons visited a doctor 2.2 times annually; by 1964, 4.3 times; and in 1975, six times (1.9 times more than high-income persons).

Fact: In 1960, 26 infants died per 1,000 live deliveries; in 1976 the number was 16 per 1,000 (a decrease of 38 per cent).

Fact: In 1960, 761 Americans died per 100,000 population; in 1975 the number was 642 (a decrease of 14 per cent).

Fact: In 1960 there were 37 maternal deaths per 100,000 population; in 1975 the comparative number was 11 (a decrease of 71 per cent).

Fact: Ten of the first 15 causes of death in the U.S. are down over the last 12 years.

Fact: In 1952 there were 20,000 reported cases of paralytic poliomyelitis; in 1976 there were eight.

No wonder the *public* has never indicated any desire to alter our health care system! The public expects to continue receiving services the system now offers—and that the quality of these services will constantly improve. These expectations grow despite the prospect of limits on health services that would be imposed by legislated cost controls.

The dialogue on health care led by the Administration has focused solely on costs and, thus far, has been unbalanced. In introducing the concept of controls, the Administration implies that our health care system is unconcerned about costs and is both wasteful and inefficient. However, some of the facts cited above belie that premise. In fact, as government

seeks to control the industry and so reduce costs, it has not addressed the consequences of such measures as they would affect the quantity of services and the level of their quality.

Comparisons of the costs of a hospital room in 1950 with one in 1975 are a familiar statistic. The offset—a comparison of what you got for the money in 1950 versus today—is never drawn. The story of the evolution of the hospital from custodial care for the sick-poor to the sophisticated, complex, highly technological medical center has little appreciation today. The dialogue has been truly unbalanced.

Rising medical costs have prompted the Administration to propose a stopgap plan to control

health care could be simple. the way.

growth. ("Stopgap" is the Administration's word, not ours.) The approach seems sensible, because it's so simple, at first glance: slap a 9 per cent limit on all hospital revenues, gradually tighten the screws in subsequent years, allow virtually no exceptions.

We respect the intentions behind this proposal. But we must disagree most emphatically with the prescription for curing the ailment.

What troubles us most about the scheme is not the short-range financial impact of the proposal. American Medicorp hospitals—we own and manage 54 acute care community hospitals with one per cent of the nation's beds—already live within strict budgets that compel them to deliver the highest quality care on a cost-effective basis. As a privately-owned hospital management company, responsible both to our patients and our stockholders, we're accustomed to carefully watching costs.

What we're fearful of is the long-term consequence of an arbitrary system that inhibits competition, encourages inefficiency and produces unrestrained consumer demand. The proposal exacerbates all the wrongs that make health care costly, while taking no major steps to support those institutions striving to achieve economies.

To explain, some hospitals, admittedly, are high-rollers. Driven by the pressures of the system, they purchase every piece of technology available and their costs reflect this excess. At the same time, more than 20 per cent of acute care hospitals operate with annual cost increases of less than 9 per cent. Thus, the ceiling would really become a floor for these institutions—an incentive to increase costs to 9 per cent to protect against the day when controls are futher tightened. And there are hospitals scrupulously

cost conscious: they spend prudently to meet community needs.

But the Administration's stopgap notion lumps all hospitals together. This creates inequities that get worse with time.

We're not seeking an unfettered industry. We recognize, perhaps even better than does the government, its shortcomings. American Medicorp favors structuring incentives to achieve the twin goals of constraining cost increases while assuring the delivery of quality care. And such an approach is not a far-fetched scheme to avoid control. Indeed, an approach we favor already has been introduced in legislation.

The chief sponsor is Herman E. Talmadge, the respected Senator from Georgia. The bill, which now also has been introduced by Representative Paul G. Rogers (D-Fla.), chairman of one of the two House subcommittees responsible for drafting health legislation, would authorize development of a performance-based reimbursement plan. This plan would introduce the concept of incentives and free enterprise into hospital management, rewarding the efficient institutions and penalizing the inefficient.

The Talmadge proposal is not quite as simple as the Administration's program. But simplicity is not necessarily a virtue when the problem is as complex and as vital as health care. The proposals for Medicare and Medicaid looked straightforward and simple 15 years ago.

American Medicorp strongly urges serious consideration of the Talmadge reform measure. It would achieve the twin goals of cost containment and broad access to medical care while moving the whole hospital system toward greater efficiency.

And that's a fact.



American Medicorp Inc

111 Presidential Boulevard Bala Cynwyd Pennsylvania 19004

The health care legislation debate is of such importance, we have devoted our current annual report to the subject. If you would like a copy, write Mr. Alan B. Miller, President.

End of the beginning for ENG

■ In electronic news gathering (ENG), local news business may be seeing the end of a trend. Everybody's got it. Or if he hasn't, "it's on order," says Al Primo of the news consulting service that bears his name.

It means that no one has the jump on his competitor any more just for having been the first to invest in the expensive new gear. "It's no longer a competitive edge to say, 'we can go live,' when everyone can go live," Mr. Primo says.

And with the increased popularity has come a change—some say a maturing—in ENG's use. In its beginning, ENG was like a new toy to those rich enough to afford it, and, as Mr. Primo notes, there was a tendency to overuse it.

Marc Doyle, news director at WAGA-TV Atlanta, knows what Mr. Primo means. "In the beginning, we used to spend a great deal of time and energy considering and looking for stories to do live," he said. By contrast, "today, we don't spend any time looking for any." Instead WAGA-TV uses ENG "just as a regular news-gathering device," he adds, just as film.

So what happened to this marvelous new mode that was supposed to revolutionize newsgathering, that was supposed to open the door—perhaps—to an era of instant news?

It's true, Mr. Primo says, that "there's nothing more dramatic than a live breaking story." But what the new ENG owners found, he says, was that "that just doesn't happen very often ... the percentage of live events has not been as dramatic as people expected it to be."

ENG has its drawbacks, too—not the least of which is cost. "If you drop an ENG camera, you're dropping \$50,000. If you drop a film camera, you're dropping only \$15,000. That's a hell of a drawback," says Pat Polillo, vice president for TV news operations, Westinghouse TV station group. Another is the problem of obsolescence, he said. The original minicam equipment begins to look more dated as newer, lighter gear is introduced every year.

Still, ENG has no greater booster than Mr. Polillo, whose contention for years has been that with its introduction TV news departments caught a glimpse of the millenium approaching.

One small revolution has in fact already happened, Mr. Polillo says, when it "raised the public expectation. If a major news event is occurring—like a fire, a flood, a hostage situation—the public expectation now is that they're going to see it live on the air ... That alone has changed the way the business has to be done."

For the stations just now introducing ENG into their markets, live capacity can be a competitive tool. Says Mr. Polillo: "The first station to get the public perception that it will cover an event live can easily become the number-one news station in the market." But that effect will

diminish, he adds, as the other stations get into the game.

And everybody *will* get into the game, Mr. Polillo says. "If you don't, do you expect to have even one viewer, if you have film and the other two stations in the market have live ENG?"



Live from Boston. Nearly everyone has converted or is about to convert to electronic news gathering (ENG), so that configurations like this one—where all three network affiliates in a market have it—are not uncommon. These scenes show how Boston's three news leaders use ENG to try to beat each other to the punch.

WCVB-TV met President Carter with ENG during his visit to a Clinton, Mass., town meeting last March (above). The station, which has gone 60% ENG, set up an "outdoor newsroom" from which the activities of two "Action Cam" units and 21 staffers were coordinated.

W8Z-TV used its ENG (right) to report the major oil tanker disaster off Massachusetts shores last December. Here, W8Z-TV reporter Dan Rea reports from a Coast Guard base after flying over the scene. The tape and a still picture of him were broadcast during the 6 p.m. newscast while he reported live by telephone.

A WNAC-TV news editor (below) uses one of five editing consoles at that station. WNAC-TV has gone all the way with ENG.



Mr. Polillo's prediction: "There's not going to be any film within two years—anywhere."

Following the years of shakedown, users of ENG find its main advantages to be these: that by cutting out the time it takes for film transport and development, tape allows more time for editing; that tape is cheaper than film; that it offers the capability, if not the daily opportunity, to go live.

To help justify the steep initial cost,

many stations are using ENG for other things besides news—for live on-air promotions, for instance, and to bring a greater range of camera angles to other studio productions. One station, KGTV(TV) San Diego, Calif., uses a minicamera that way in its noon news program, which is performed in the station newsroom.

Ronald Mires, KGTV news director, says the station is finding other ways to use ENG. It takes some thought, but there is usually a way to work live pictures into a newscast in a way that makes sense, he says. An example is the story his station did recently about a water main break. The problem with the main was recorded early in the day, then worked into a live report at newscast time of the traffic jam that was the aftermath.

■ The way Wayne Vriesman, WGN-TV Chicago news director and president of the Radio Television News Directors Association, sees it, the inevitable period of ENG "overkill" is passing. With a minicam no longer a "new toy," he finds more news directors thinking twice before going live at every opportunity—instead of allowing technological ability to "take the place of solid news judgment."

In 1977, local TV journalism has come around again to the familiar progress pattern of technological advancement: New tools equal new freedom equals new responsibilities. Take the situation earlier this month of KPRC-TV Houston news and public affairs director, Ray Miller, and one of his cameramen, Ken Cockroft.

With a remote unit coincidentally near the scene, it was easy to cover a man on the ledge of a four-story building threatening to jump. He did, but Mr. Cockroft chose not to let the camera follow him down. His boss thinks it was a mistake not to capture the whole event, whether or not it eventually would have been used.

In that case Mr. Miller would have been left with an option. He had decided not to break into regularly scheduled programming with the story. (Mr. Miller attributes Mr. Cockroft's decision not to tape the fall to the fact that the cameraman frequently covers events live.)

But ultimately—whether live or not—there's the same problem: How much should the public's sensibilities determine what the reporter, cameraman or news director put on the air? "I resist the idea that we should clean up the news," Mr. Miller says. After considerable reflection, he says that, had he had it all on tape, he probably would have shown the jump. And he holds to that view despite the dozens of "outraged complaints" his station received just for showing the man on the building and then on the ground. (The story aired during the early evening news and the common sentiment Mr. Miller heard was that it was an "invasion of their dinner hour.")

Or take the matter of executions, should ongoing court battles eventually allow broadcasters to cover them (BROADCASTING, Aug. 15). Earlier this year, Mr. Miller's own bosses told him "actual" ex-

ecutions wouldn't be shown over KPRC-TV airwaves, and a public announcement was made to that effect. If given the opportunity, Mr. Miller admits, he'd air them.

"If it is happening, it is an event people should be aware of," he says, adding that it is "done in the name of the public." Mr. Miller, who himself is against capital punishment, holds that the public has the right to know even though "they may not want to know it."

As for sensationalism, Mr. Miller says "I don't know of anyone trying to peddle gore," but "it ought to have its place" as part of the news because it's part of life.

Mr. Miller particularly has fears about news dilution at stations where news directors are novices or don't have enough clout with their owners. In cases such as those, he is concerned about "cringing" from the news, whether the motivation be "timidity" or "good taste."

RTNDA's Mr. Vriesman's prime concern is not the self-censorship angle but whether newscasts should be weighted toward "hard" or "soft" news. Although his subject differs, Mr. Vriesman's words are similar to Mr. Miller's: "We have a responsibility to show and tell the public . . . to inform and dig and not just do the fluff all the time." He sees an alarming trend toward soft features, with the balance tipped against hard, investigative stories. He claims even to have found stations advertising upcoming entertaining features in daily newspapers the night before.

"This isn't a black and white thing," Mr. Vriesman says, and he does believe that

there should be some entertainment value to the news. But when it amounts to excessive ad libbing between on-air anchors or "having a sportscaster participate in ridiculous events," he's cut it off. It's enough to have "appealing people" on the news show, but, he cautions, "appealing in a professional way."

The prime example, he says, is CBS's Walter Cronkite (although Mr. Vriesman thinks the veteran network news anchor "at times is too straight").

In fact Mr. Vriesman believes that the three networks in certain respects are holding out examples he wishes local operations would follow. From ABC, for example, he is particularly enthusiastic about the possibility that news and sports chief Rooney Arledge is headed toward "emphasis off the anchor and on the content." From NBC, he looks forward to prospects of a nightly minidocumentary ("Closed Circuit," Aug. 8).

Although he is disturbed by an increase in the "soft stuff," Mr. Vriesman does see a positive trend within local television journalism. "We have reached our peak" in "cosmetic newscasts," he says, adding that consultants, while still having an influence "no doubt," have less clout within station operations.

When the news team is operating out of the 199th market—as are the professionals of WHIZ-TV Zanesville, Ohio—the "same need" that brought on happy talk and the like "doesn't apply," according to Allan Land, vice president of licensee T/R Inc. "You don't need a gimmick," he says.

In his market, there's no local TV news

No uncertain feelings about local TV news



Primo



Doyle



Polillo



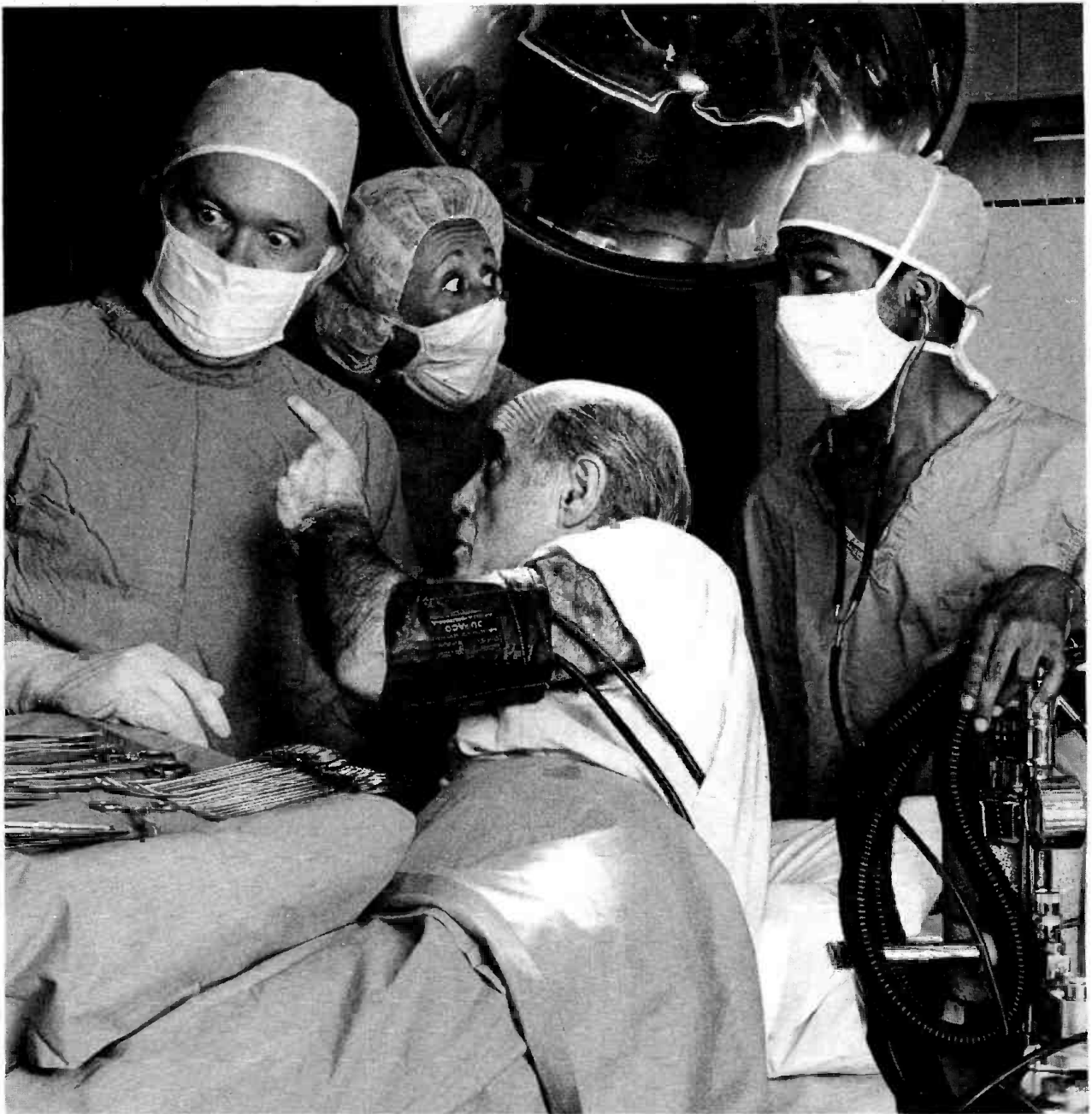
Mires



Vriesman



Miller



“\$1500 for everything... and that’s my final offer!”

How absurd it sounds — a consumer of medical care who’s actually concerned about the price!

But while he may be greeted with amazement by the hospital staff, it isn’t really *he* who’s amazing — it’s the rest of

us, who've been buying health care as if money grew on trees.

The result has been a staggering inflation of the cost of health care and health insurance.¹

(In 1950, for example, our intrepid bargainer's hospital bill would have run about \$15 a day. Today, it'll be close to \$175 a day!)

Ætna is working to slow that inflation.

We're going back, claim in hand, to doctors whose charges seem out of line. Ætna did that half a million times last year — and reduced those claims by an average of \$50 each.²

We're advocating more "same-day surgery;"³ we're pushing "co-payment," where the actual users of health care pay for a piece of it.⁴

These positions do not always make Ætna popular, but they *do* help make health insurance affordable. Insurance costs *can* be controlled. Don't underestimate your own influence. Use it, as we are trying to use ours.

Ætna wants insurance to be affordable.

¹ "Staggering" is probably too weak a word. The share of the gross national product which goes for health services has virtually doubled in the past 15 years. The Government's share of the national health bill is now \$70 billion — a sum second only to national defense.

² This requires Ætna knowing

what the prevailing charges are for every type of medical service in every area of the country, and examining each claim against that standard. Costs vary wildly from city to city. In Philadelphia, \$413 is the average surgeon's charge for the removal of a gall bladder; in Manhattan, the same operation averages \$813!

³ Many minor operations — as many as 20% of all hospital operations — can properly be performed without the patient staying at the hospital overnight. At the now-prevailing rate of \$175 a day, this could mean enormous savings. Ætna also advocates peer-group review by doctors of cases of improper hospitalization

— again, to prevent misuse of hospital facilities.

⁴ "Co-payment" reduces premiums; it also gives the consumer a reason to *care* about health costs, and to demand reasonable ones. Today, frankly, too many consumers of health care have too little stake in controlling costs.

Further information may be obtained by contacting Henry L. Savage, Jr., Public Relations, Ætna Life & Casualty, 151 Farmington Avenue, Hartford, CT. 06156, Telephone (203) 273-6545.



competition (although incoming news signals from Columbus, Ohio, are a factor to be reckoned with). So even without ENG capability (although Mr. Land expects the station will have it soon) and even on a UHF frequency (channel 18) and even with 50% cable penetration in the market, Mr. Land claims a consistent 60 share during the 6 and 11 p.m. newscasts.

There isn't the need for a newscaster to appear on-camera as part of the community, Mr. Land says, when the reporter or anchor is dealing with a city of 35,000 and when he or she is likely to regularly meet viewers downtown. When there is an error or problem with a story, it is easily correctible, Mr. Land says, because the news department is not dealing with anonymous members of the viewing audience.

The close contact Mr. Land cites between the station and the community also helps in getting the news out. It's not an everyday example, but Mr. Land talks of the school department bringing in its trac-

be able to think quickly.

(The same thing is happening to ENG reporters, many of whom are being called on for live performances during a newscast. They have to be good, says Mr. Polillo, because "when you go live, you open the station to destruction . . . there are no erasers when you're doing live news.")

Aside from ENG, there is the other consideration of money, forcing anchorpeople to be good. "The anchorman gets paid the most," Mr. Mires. "He or she should be smarter than the rest of the staff."

What Messrs. Mires and Polillo described is still partly an ideal, however. Other participants and observers report that many stations are still after anchorpeople with qualities associated more with the cosmetic side of the business. They want people with "warmth," "charisma" and who are pleasant to look at. And "we're still in a kind of a youth syndrome," says Sherlee Barish, whose New York-based Broadcast Personnel Inc.

Barish says. One formerly making \$35,000 in a large market is probably making \$50,000 or more now.

■ Not two years ago, "consultant" was a dirty word in many newsrooms. Some of TV news's more stalwart purists raised angry cries against the intrusion of these outside agitators into their news operations. They charged that consultants' influence brought a new rush for ratings and a subsequent cheapening of local news.

To hear the critics tell it, the consultants' major contributions were styled hair and "happy talk."

The consultants fired back that the critics were either overreacting or were over-resistant to change—or both. Most said they did little more than tell stations what they hadn't known before about their audiences' tastes.

That was two years ago. Since then, "I gotta tell you, I haven't heard much about them," Mr. Polillo says. Frank Magid—whose Frank Magid Associates, because it was the biggest, was the most frequent target of the critics—now reports that "for the most part it [the furor] has all died down."

Says Al Primo, "Just as in most other businesses—from coal to newspapers—news consultants are finally becoming an accepted part of doing business."

WAGA-TV's Mr. Doyle, who "always felt consultants were good," says he thinks the heated criticism against them was unjustified. "A number of news directors found consultants running their news operations. The reason that happened is that those news directors weren't running their own operations. . . . I don't think any consultant has any intention or any desire to run a news operation."

Another source of friction, KGTV's Mr. Mires speculated, was that many consultants worked for the station managers, rather than the news directors.

Mr. Magid feels vindicated by the silence among critics. "In the last two years all you've got to do is look at the ratings," he says, claiming that some of his strongest critics have in fact fallen in line with some of his ideas. For instance, some stories the Magid organization pushed which were once considered "soft"—news segments on consumer tips, health lessons and facts on people's vocations—are now considered staples at many stations. "When one station sees what the public really wants, then it capitulates and follows," he says.

Business is booming for Mr. Magid, who now does research and counseling for "over 100" TV stations, 65 radio stations and "40 or 50" newspapers. He claims to have a client in all of the top-50 markets, and in most of the second 50.

Elsewhere, the suburban Washington-based consulting firm of McHugh and Hoffman maintains a quota of 34 clients. Mr. Primo has built his stable to 12 in one year.

Consultants are now pushing into the new frontier of small markets—Mr. Magid's smallest is in the 160th—and the small stations have no trouble finding



Barish



Magid



Bowen

tors to clear the road to the station during last winter's Ohio snows. There was a school department self-interest involved; WHIZ-TV for three weeks canceled four and a half daytime hours, five days a week, to offer instruction while the local schools were closed. "It was the kind of thing nobody else could have done" there, Mr. Land says of the educational programing.

Mr. Land cannot make the claim of some others that a full complement of national news is part of the local news. WHIZ-TV reporters offer "very little" news other than that directly affecting the community, he says, explaining that he leaves the reporting of events outside Zanesville, and perhaps Cleveland (NBC-owned and operated WKYC-TV sometimes provides stories) to the *NBC Nightly News*.

■ Some observers detect a new trend in local TV news anchor people that accompanies the spread of ENG. KGTV's Mr. Mires puts it plainly: "The whole new role for newscasters in recent years is that you have to be smart."

KGTV, as do many stations, occasionally will set up a live minicamera interview between a public figure "in the field" and the anchorman in the studio. The situation is spontaneous; the anchorman has to

places news personalities.

Just good looks are not enough, she says. But it doesn't hurt. She reports there is an especially good market for young, attractive women, many of whom wind up at the side of a "mature" man in a co-anchor arrangement, now popular at many stations.

One anchor phenomenon seen in the last two years is the move by three former network news people to local anchor roles. One, Connie Chung, formerly of CBS News, went west to CBS-owned KNXT(TV) Los Angeles, while the other two went to Washington: David Schoumacher, formerly of ABC News, has just signed a new long-term contract with WJLA-TV, while Jim Hartz, formerly of NBC News, has recently joined NBC-owned WRC-TV.

Miss Barish says there are others at the networks seeking a move to a local market, but she doesn't see it snowballing into a trend. "It's a gamble" for the local station, she said. Most, given a choice between a local news personality with proved pull in a local market and a network personality with no local track record, will choose the former.

The money, meanwhile, continues to improve for anchor people. An anchor in a medium market who was paid \$25,000 two years ago will make \$30,000 now, Miss

Oklahoma City's Pam Olson and Jerry Adams



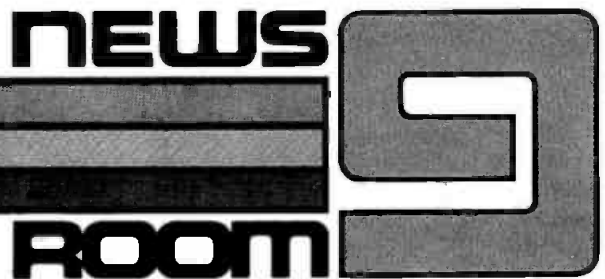
Co-Anchor KWTV's 6 P.M. News Hour


Oklahoma's biggest broadcast beat reporting team puts specialized journalists wherever news breaks.

Oklahoma's biggest team of photo-journalists puts viewers "at the scene" with award-winning film coverage and Live MiniCam 9 instant news.

From the school room to the supermarket, from the courthouse to the Capitol, from the suburbs to the small towns, "Newsroom 9 Takes You There".

Pam Olson, Jerry Adams, and much, much more . . . every weeknight on Newsroom 9 at 6, Oklahoma City's only full-hour newscast.



KWTV Channel 9 Oklahoma City  A CBS Affiliate

Michael DeLier, General Sales Manager
Donald O'Connor, National Sales Manager

Represented nationally by John Blair Company

funds for their high fees. One estimate puts consultants' average annual consulting fee at \$18,000-25,000; the research fee runs from \$15,000 to \$30,000, and can go higher, Mr. Magid says, depending on how difficult it is to collect information in the given community.

■ Recent experience has taught stations that, just as there are trends in sets, graphics and other production techniques, so are there trends in news. The growth of local news from a studio anchorman reading copy to a single camera to the multi-faceted visual show viewers know today has seen a similar broadening in the kind of material that is presented.

One variety of news that has been in vogue for several years and seems to be growing is what several news directors have called "news you can use." This takes in consumer and health material and includes pieces such as "how to stretch the dollar," and "how to make the paycheck work for the family." It's programming the viewer literally can use in his everyday existence, and on many stations runs daily.

"Most people involved in television news accept the criticism that much of what's put on the air is irrelevant" to viewers, Mr. Doyle says in trying to explain the how-to news phenomenon. Obviously, he concedes, there is pressure to do that kind of story because of its viewer appeal. On the other hand, some of the stories it replaces won't be missed. Airing

a story on where parents can get shots for their children before the start of school means that "two or three auto wrecks and fires—which are clearly irrelevant to most people—won't get into the news." He says he sees no harm in that.

But despite Mr. Magid's contention that such consumer segments are gaining respectability, there are those who still rank them below the older forms. "I think it's good," Al Primo says of "news you can use." "But you have to be careful it's not used to substitute for hard news . . . There's nothing more abhorrent to a good news reporter than to be consigned to the consumer beat."

Other news forms being tried include a regular special report. Many news operations, such as Mr. Doyle's, do minidocumentaries in series. Mr. Mires's station does nightly stand-alone reports, on subjects ranging from problems with San Diego's bureaucracy to what goes on under the city's streets, to what will happen when lawyers start advertising.

A common thread running throughout the trends isolated here is growth. Stations have gone from almost no news to as much as two hours in the early evening in some major markets. News budgets continue to grow—10% to 15% a year at Mr. Doyle's and Mr. Mires's stations.

In addition, Messrs. Doyle and Mires have been adding two to three new staff members a year—and they want more. Their aim is for staffs of reporters and researchers as large as or larger than the

local newspaper's. "I hope to have 150 in the news operation," Mr. Doyle says. "Then you could have reporters covering three or four stories a week [instead of that many every day] and when those stories went on the air, they would be right."

Which leads to a question for the long range: Can local news growth reach the ultimate—an all-news TV station? It is a question being discussed increasingly among news directors. "I would like to take 10 of the people who know all there is to know about this business and talk about all-news," Mr. Polillo says. But as to whether it is possible: "I don't know," he admits.

Mr. Doyle, on the other hand, thinks it is already within reach. "It's not only possible, it's highly likely," he says. "Not in the 50th market, perhaps, but in selected major markets. It's on the way."

■ But there's a more "immediate future" for local TV news, in the opinion of Jack Bowen, vice president and senior account executive of McHugh and Hoffman, who sees four major challenges in the local TV journalism business.

The first he characterizes as a "serious growing crisis in news management," a problem that has developed, he says, from an industry that has put too much emphasis on reporting and writing skills and not enough on managerial talent. Another consideration is expansion in the amount of news time and new technology, a situa-

The Best!

The WSAZ NewsCenter has again received national recognition for excellence with the National GOLDEN MIKE Award from the American Legion Auxiliary for our investigative report on the causes and effects of teenage alcoholism. It's nothing new. Last year, the Associated Press presented its National ENTERPRISE Journalism Award to WSAZ Television 3, and already this year, AP Broadcasters have selected the WSAZ NewsCenter as the best regularly scheduled newscast in West Virginia. It's no wonder that more people in the Charleston-Huntington market watch WSAZ's NewsCenter than all other area newscasts combined.*

*Source: Arbitron Feb.-March, '77. Subject to qualifications.

Teenagers on the rocks . . . a five part report.



WSAZ television 3

Charleston-Huntington, West Virginia

a Lee Enterprises station represented by Katz American

KGMB-TV
Honolulu

KEYC-TV
Mankato

KIMT-TV
Mason City

KHQA-TV
Quincy

WSAZ-TV
Huntington

WITH US, BEING NO.1 IS NOTHING NEW. IT'S A 28 YEAR TRADITION.

Very few major TV stations in the country enjoy the kind of dominance in their market that WTVJ does in South Florida.

Maybe it's because we were the first TV station in Florida with a regularly scheduled news program.

Maybe it's because we have the dean of America's local newscasters, Ralph Renick, anchoring our 6PM news. Ralph has the longest running news program in the country.

Maybe it's because we have one of the brightest young newsmen in the business, Jim Brosemer, anchoring our 11PM news.

Maybe it's because our sports coverage features in-depth reports on local sports, not just stories off the wires.

Maybe it's because we were first in South Florida with electronic news gathering equipment that transmits live local news.

Whatever the reason, more people in South Florida watch WTVJ news than any other news. For 28 years in a row.*

And that's a record few stations, if any, in the whole country can match.

WTVJ MIAMI NEWS

*Audience data are estimates subject to qualifications contained in the pertaining survey reports.

How it's done. Coverage of fast-breaking news stories of major importance requires quick action and coordination. When Chicago Mayor Richard Daley died Dec. 20, 1976, WBBM-TV there pulled out all stops, fighting against time, in its attempt to provide Chicagoans with complete, factual and in-depth coverage on its 6 o'clock newscast. The following chronicle gives the account of how the station mobilized its news team to meet that challenge.

2:30-3:00 p.m. Assignment editor hears message on citywide fire band: "Get the doctor here quick [900 North Michigan Avenue] with surgical kit."

Assignment editor hears order to all patrol cars on city-wide police band to control traffic in area of 900 North Michigan.

Assignment editor diverts minicam, on another story, to scene.

Assignment editor gets call: "It's the mayor; he's had a heart attack."

Another minicam sent to scene; Bill Kurtis leaves studio from 900 North Michigan. Reporter John Drummond and film crew sent to city hall.

Bill Kurtis broadcasts live from 900; says it looks bad for the mayor.

3:00-3:30 p.m. By 3:05 five minicams and all film crews are covering mayor's death. Reporter Bob Faw and film crew leave for the mayor's neighborhood.

Silent camera and sound crew dispatched to the scene.

Reporter Harry Porterfield sent to Wesley hospital with minicam and film crew. Interviews paramedics who treated the mayor.

Mayor Daley's press secretary tells Kurtis the mayor is dead; city hall officials tell John Drummond the mayor is dead.

Bob Faw and crew sent to funeral home in the mayor's neighborhood.

Reporter Chuck Gomez researches mayor's medical history.

Reporter Burleigh Hines makes contact with black leaders.

Phil Walters, WBBM-TV's Washington correspondent, calls Illinois congressman.

3:30 p.m. Donna LaPietra, 6 p.m. news producer, starts machinery to cancel all other news for that evening and commercial inserts.

Kathryn Kiefer gives in-studio bulletins from the time the news of the death is received. Gives that job over and goes to taped man-on-the-street interviews.

Producer Bob Harris begins to put obit together with writers Chris Chandler and Marshall Rosenthal.

Tape is fed continuously (from minicam crew) during afternoon to studio. Editors and writers develop scripts for 6 o'clock news.

5:00-5:30 p.m. Bill Kurtis goes on the air, with no script, drawing information from his own and other reporters' on-the-scene reports.

6:00-7:00 p.m. Bill Kurtis reports, anchors news, including:

Peter Nolan interview with Alderman Vito Marzullo—live.

Kurtis interview with Governor Jim Thompson in studio—live.

John Drummond report on the law concerning succession when a mayor dies.

Phil Walter interview—by phone—with Congressman Don Rostenkowski in Washington.

Kathryn Kiefer live from mayor's fifth-floor city hall office.

Harry Porterfield recap of what happened at scene of death; film of interview with doctor.

Kurtis interview with Cardinal Cody at Cody's home—live.

tion he believes has brought people up the news department ranks without "the training or time to develop [proper] skills." Unless a new emphasis is put on

management, he doesn't hold much hope for all the news goals stations might have.

Second, he warns that "stations are going to have to grow their own talent . . .

There are not enough people to steal." Mr. Bowen explains that the past three years have been ones of "intense stealing." Miss Barish reports that stations are now defending themselves against raids on their staffs by putting their air people under long-term contract, typically three years. As a result, the market has gotten "tighter than ever," she says.

More optimistic is Mr. Bowen's third consideration: that "we are right on the edge of total visual development of a newscast." In other words, he explains, "the equipment is there" as are the techniques—split screens, character generators and the like. The challenge now, in Mr. Bowen's view, is to maximize the use of the latest technology to better convey stories to viewers.

Last, he says, "we have the constantly growing local news interest," a major contention within M&H's report, "The TV Viewer Comes of Age" (BROADCASTING, June 6). Mr. Bowen explains that the increased interest carries with it increased responsibility beyond just the reporting of fires and accidents. It's a responsibility, he continues, that involves the "catalytic role of the station within the community. . . . How the news is presented becomes crucial." The case-in-point he uses involves those stations that report on flare-ups over school busing. And a question he'd ask news directors is "do you have reporters who are knowledgeable enough to cover this," in light of "how people will react."

■ What else does the future hold? KGTV's Ronald Mires sees a revolution in station hierarchies because of the new eminence of news. Almost gone are the days when the news director reports to the program director. What is coming, he predicts, is

WCTI-TV

IS AFFILIATED WITH

#

1

STILL THE NETWORK

Bill Jenkins
General Manager

Represented Nationally
by Avefy-Knodel Television

21 YEARS
OF
WINNING

MALRITE

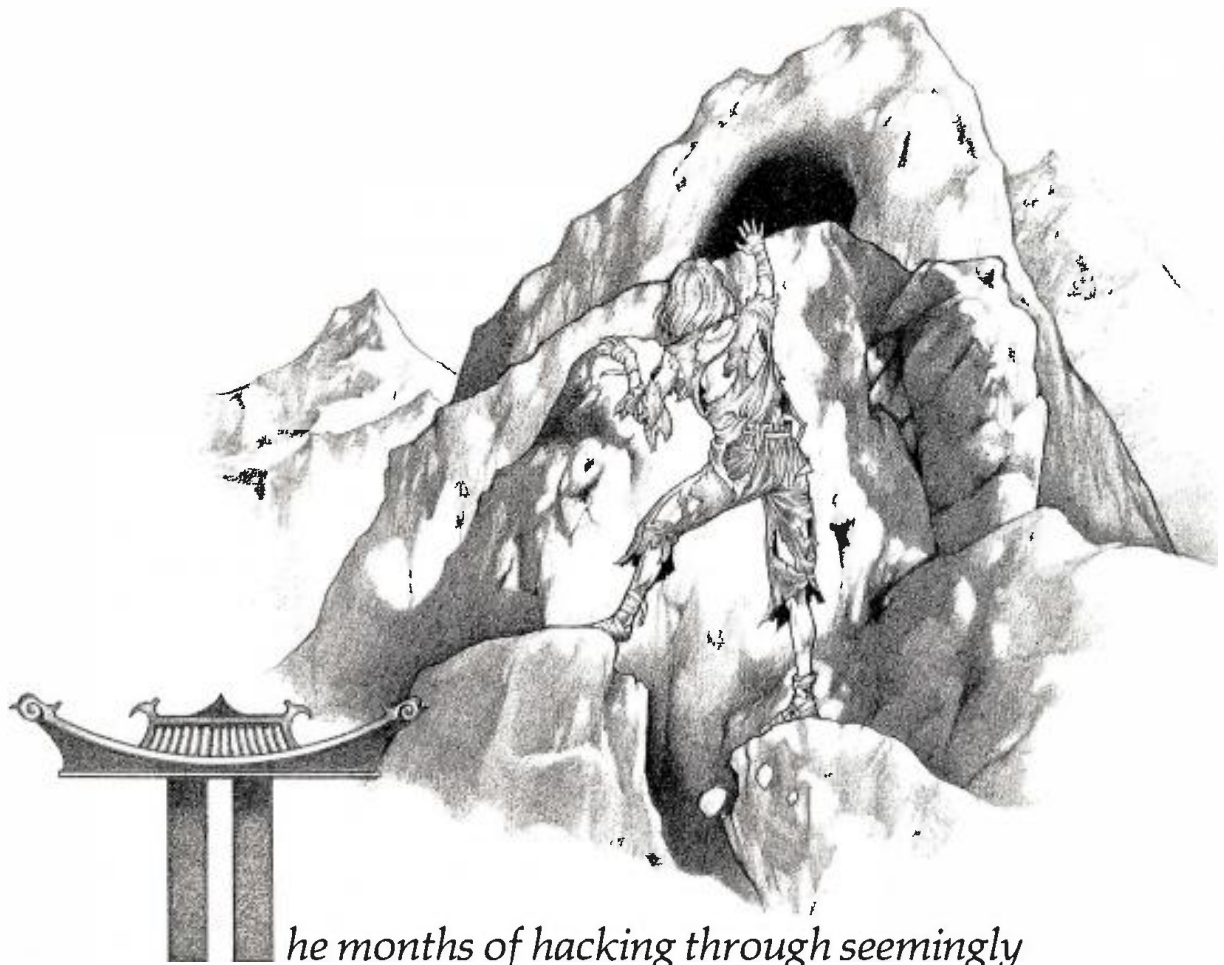
The Broadcasting Company

WHK Cleveland KEYE Minneapolis - St. Paul WZUU Milwaukee WNYR Rochester, N.Y. WBRB Mt. Clemens, Mich.
 WMMS Cleveland KEYE-FM Minneapolis - St. Paul WZUU-FM Milwaukee WEZO Rochester, N.Y. WBRB-FM Mt. Clemens, Mich.
 WCTI-TV Greenville-New Bern Washington, N.C.

APPLICATIONS FOR ADDITIONAL TELEVISION FACILITIES ARE PENDING.

Broadcasting August 22 1977

46



he months of hacking through seemingly impenetrable jungles and scaling tortuous ice-covered slopes had taken their toll. With the last vestige of his strength, he dragged himself to the entrance of the mountain cave.

Forcing his torn and pain-wracked body the last few inches, he collapsed, exhausted at the feet of the great guru.

His quest was finally at an end.

"Tell me, oh great master, oh seer of visions never dreamed of by the pithy mind of ordinary man," he croaked, through fever-parched lips.

"Tell me the answer."

"The answer, my son," the great guru whispered, "is that Xerox is a registered trademark of Xerox Corporation and, as a brand name, should be used only to identify its products and services."

Will you outlive the

We'd like some changes to insure that you don't.

Your financial security is our business. And we believe Social Security is a sound base for your financial planning. That's why the life insurance business is committed to keeping Social Security healthy. Right now there is a serious financial imbalance in the system. The Administration, and others, are currently proposing to Congress methods of correcting this weakness. We agree with some of these methods, but not all.

What's the Problem?

The Social Security system is only as sound as its financing. And we share the general concern that it will run into difficulties unless some changes are made soon.

The immediate problem is that there is more money being paid out in benefits than is being collected in Social Security taxes. If things are allowed to continue as they are now, the Retirement Trust Fund could be depleted by 1983 and the Disability Trust Fund could be depleted by 1979.

The major long-range problem is twofold. First, a technical flaw exists in the present law, which gives a double credit for the rise in cost of living to people retiring in the future. Thus they will be receiving much larger retirement benefits than intended. The second problem is a result of a shift in the balance of our population. Because of a lower birthrate, fewer people will be joining the work force, while more people will be entering retirement. That means, there will be fewer Americans paying Social Security taxes than anticipated, and more collecting retirement benefits.

The Social Security Philosophy.

The Social Security system was not devised as a welfare program. The funding of Social Security has always been self-supporting, based on equal contributions by employers and employees. Because of these contributions, the person who works is assured of Social Security benefits, as a matter of right.

Administration Proposals We Agree With.

TRANSFER OF FUNDS. At present the Old Age and Survivors portion of Social Security is in a stronger position than the Disability portion. The Administration suggests that a larger part of the

financing be assigned to the Disability fund. In view of the greater need for funds in the Disability area, we agree.

EQUALITY OF THE SEXES. Because of recent court decisions that remove sex discrimination from Survivors' and Dependents' benefits, some people are receiving benefits without having been dependent in reality. The Administration recommends, and we agree, that an additional provision should be required to limit Dependents' benefits to those who earn the lesser income.

TAX ON SELF-EMPLOYED. Historically, the Social Security tax for self-employed persons has been one and one-half times the rate for employees. Legislation in 1965 limited the self-employed rate to



Social Security system?

a maximum of 7% of covered wages, which was reached in 1973. The Administration proposes, and we agree, that the original rate of one and one-half times the rate for employees be restored.

Administration Proposals We Would Modify.

AUTOMATIC INCREASES. The current law provides for automatic increases in Social Security payments to parallel the government's Cost of Living Index. Those who are already retired benefit directly through increased monthly Social Security payments. Future benefits for people still working, in effect, are adjusted twice. First, because wages rise when prices rise, increasing the average earnings on which Social Security benefits are based. Second, the same adjustment that increased the benefits for retired workers also applies on top of that initial increase. So the person entering retirement gets a double adjustment. A similar problem also exists in the computation of Disability benefits.

We agree with the Administration that this is undesirable because, if unchecked, it would eventually mean that many people will receive more from Social Security than they earned prior to retirement, and many people will receive excessive Disability payments. This would place a tremendous strain upon the Social Security system and the entire American economy.

However, in correcting this double adjustment for inflation (technically called decoupling), the Administration's proposal should be further modified, restoring the original relationship of benefits to wages that existed prior to 1972, without affecting the benefits currently being paid.

INCREASES IN TAX RATES. A 1% increase in the tax rate on both employers and employees is now scheduled for the year 2011. The Administration proposes that one quarter of this increase would become effective in 1985 and the remainder in 1990. We support the general principle of adoption of tax rate increases necessary to finance the Social Security system, but we recommend increases earlier than 1985; specifically, we propose a modest immediate Social Security tax increase of .5% on both employers and employees, to be followed by a .25% increase in the 1980's.

Administration Proposals We Disagree With.

INCREASING THE WAGE BASE FOR EMPLOYEES. The Administration is asking for specific future increases in the taxable wage base, above what the current law provides. We believe this is undesirable. Since benefits depend on the wage base, this would result in unduly expanding the

Social Security system. We recommend that as the level of wages goes up, the wage base should be increased, as present law prescribes.

EMPLOYERS' TAX. The Administration proposes that the employer's contribution be based on the employee's total salary. We strongly disagree with this, because the employer would be unfairly taxed and this would be harmful to the economy.

GENERAL REVENUE FINANCING. The Administration proposes to get further Social Security funds from general revenues whenever unemployment is over 6%. We strongly disagree with this. Social Security should continue as a self-supporting program. Using general revenues invites open-ended spending. This would put the Social Security program, along with welfare programs, in political competition for funds from general taxes.

Social Security for All.

There are people who are not in the Social Security system, and we believe that the entire United States working force, including all government employees, should participate in the Social Security program. This would further strengthen the Social Security system.

A Free Booklet.

Our proposals to improve the system—which would restore its financial integrity for the next several decades—are spelled out in our free booklet, Strengthening the Social Security System. Just send us the coupon and it's yours.



American Council of Life Insurance

Dept. SS
1850 K Street, N.W.
Washington, D.C. 20006

Please send a copy of Strengthening the Social Security System.

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

We want you to know more about life.

**THE LIFE INSURANCE
COMPANIES IN AMERICA**

REPRESENTED BY THE AMERICAN COUNCIL OF LIFE INSURANCE

the day when news directors start being promoted to broadcast command levels. "It's not enough simply to have been a salesman" any more, he says.

And while news directors are looking ahead and wondering, they are looking back and smiling. They feel they've come a long way. "I can remember the early 60's," Mr. Mires says, when the local news "was a few ribbon cuttings and things that weren't very important." If they could see some clips from those days, "I don't think most people would believe it."

In its relatively short history, local TV news has gone through a number of "evolutions," as Mr. Mires put it—some of them, he and others concede, that were

pretty bad. Few defenders remain of the time "when people were worrying about how the set was going to be colored," as Mr. Primo puts it and when "there was an overkill on hair styles and grooming."

Now, he says, "I think that's eased off a little." Still, he admits that those "showbiz" elements are and will continue to be part of local news. It has to be remembered, says Ron Mires, that local TV news is still part of a medium whose primary product is entertainment.

Yes, stations still feature funny sports- and weathercasters, and yes, an anchorman is heard to attempt a joke now and then, Mr. Polillo says, but that is not what attracts the audience.

Mr. Doyle agrees. "After all these years of screwing around, finally we're beginning to have a consensus: What really makes a difference is the way you cover the news and how you conduct yourself journalistically." He adds that "we are trending toward a more serious presentation."

The point is, says Pat Polillo: When everybody has the same stylish anchor people, the same designer sets, the same audience research and the same electronic gear, only one thing is going to make the difference between a winning news show and a losing one. And that is: how the station handles the "basic building block." The news. ■

Television on the spot (news): See it now

Breaking news stories develop in the living room as ENG immediately brings stories home

Weather, terrorists and disasters caused by nature and man made for some of the biggest and fastest-breaking stories for local TV news departments in the past year.

■ On Jan. 26, 10 years to the day after a blizzard brought southwestern Michigan to a standstill, another crippling snowstorm hit the area. WKZO-TV Kalamazoo used maps to show which streets and major driving arteries were open or closed, and it reported on the progress of snow plows and city vehicles in getting trapped people home or to shelters in school gymnasiums or warehouses. Film crews navigated the streets and highways of the coverage area showing the best ways to cope with the storm. Inserts were slotted in news shows to demonstrate how to cook a meal with what was on hand in the house and how to substitute for milk, bread and other staples.

■ Louisville, Ky., which seldom gets more than 18 inches of snow in one year, had more than 19 inches during last January alone. When a major snowstorm hit the city on Jan. 9, WAVE-TV there put its meteorologist and live ENG camera on the streets and detailed the impact of the storm. The station stayed on the air all night to provide continuous information on school and business closings. During

the three weeks the area battled gripping cold and snow, WAVE-TV established a special 24-hour phone center where people could call for specific weather information, and it aired a series of educational announcements informing the public on how to keep water pipes from freezing. At the end of the month the station produced an hour-long program, *Operation Deep Freeze*, that summarized the problems caused by the cold and featured a viewer call-in segment.

■ The severe winter and shortage of natural gas in Toledo, Ohio, prompted WTOL-TV there to do an emergency news special, *Ohio: a State of Crisis*. The program, aired from the station's newsroom, began with an explanation of the weather situation and included live interviews with the district manager of the local gas company, Toledo's mayor, a representative of the Chamber of Commerce and the city's school superintendent. The WTOL-TV weatherperson explained what was causing the winter's weather problems and reporters looked into what problems the weather and energy crisis created for area schools, businesses and industries. Viewers were given a number to phone to address questions to reporters or the city officials. Live minicams reported from Red Cross headquarters.

■ WTAJ-TV Altoona, Pa., lost power temporarily seven times for a total of 12 minutes July 19, the night the nearby city of Johnstown, Pa., was devastated by

flood. Throughout the night as the rain continually worsened, reporter/cameraman crews filmed the deluge. Because WJAC-TV Johnstown was knocked off the air through the next day, WTAJ-TV was the only source for viewing the disaster and the only TV station able to give emergency relief information.

From the night the storm struck and throughout the week, the station's news team covered the effects of the damage, reactions of state and federal officials, personal testimonials by victims, water contamination, the coordination of government agency funding and the over-all clean-up effort.

■ The evening newscast at WRAL-TV Raleigh N.C., originated live from a local farm July 18, devoted entirely to drought-stricken farmers in the viewing area. Anchorman Charlie Gaddy and a local farmer walked through a devastated corn field and discussed the lost crop. Other members of the news team followed with back-to-back stories that echoed the local farmers' situation. Sylvia Sutter examined the effects of the drought and heat on vegetable farmers; Fred Taylor covered the plight of dairy farmers and Verne Strickland reported on cattlemen.

■ Earle Boynter, emergency news reporter for WFBC-TV Greenville, S.C., was notified at 9:20 p.m. July 14 that a natural gas plant in Easley, S.C. was on fire. At 9:45 he and the station's chief engineer



Right place, right time. Wwl-tv New Orleans reporter Cheryl Ann Holt and cameraman Jay Krajewski were filming a story when they heard gunfire a block away. What they discovered was a shootout between



police and two hold-up suspects. Ms. Holt sought cover behind a police car near one of the suspects who was seriously wounded (center), as was a police officer.





How to dial the Oil Business.

Our three *NEW* numbers in New York:

Jim Morakis (212) 398-3013

Bill Smith (212) 398-3015

Blaine Townsend (212) 398-3016

Public Affairs Department
Exxon Corporation
1251 Avenue of the Americas
New York, N.Y. 10020

started a 14-mile journey to the outlying town. Because of heavy smoke surrounding the area they had difficulty achieving line of sight to their receiving station atop a small mountain 17 miles away. At 10:30 the station picked up a slight flicker on its scope and within minutes a good video signal was being transmitted toward WFBC-TV. The 11 o'clock news opened with a full rear-screen shot of the fire and an introduction announcing that reporters were there. They broadcast from the scene twice more during the newscast, once with an employe of the burning company and again with an exhausted fireman.

■ WLS-TV Chicago news crews had to scramble back in February when a Chicago Transit Authority elevated train rammed another—this all happened during the 5 p.m. newscast—and both fell 20 feet to the pavement, leaving two others dangling from the tracks. WLS-TV had a minicam unit there about three minutes later. In addition to its live coverage that day the station also programed a half-hour special report the next day as a wrap-up on the disaster that killed 11 and injured 189. The live coverage involved some 90 people and ran into thousands of dollars of overtime. The special used the talents of about 20 and was estimated by the station to have cost around \$5,000.

■ A fire broke out in the cell area of the county jail in Columbia, Tenn., June 26, killing 42 inmates. WTVF(TV) Nashville was on the scene with its Columbia film stringer and had pictures on the air for the early newscast. An ENG crew was dispatched and a complete report on the story aired at 10 p.m.

■ The major story covered by WCPO-TV Cincinnati this year was the fire at the Beverly Hills Supper Club in Southgate, Ky., on Memorial Day weekend. WCPO-TV was there and provided coverage well into Sunday morning as it unfolded. With the capability afforded by two fully equipped



Observer to participant. Recent incidents involving hostages have sometimes turned reporters into part of the story. After Hanafi Muslims took over three buildings in Washington (pictures at top), WTOP-TV reporter Bob Strickland got an interview with wounded city councilman Marion Barry while that station's anchorman, Max Robinson, was called by the Hanafi leader and given a list of demands during the 6 p.m. newscast. And in New York (pictures below), a distraught gunman took over a church and held a clergyman, a 15-year-old boy and WABC-TV reporter John Johnson before police finally took him into custody.

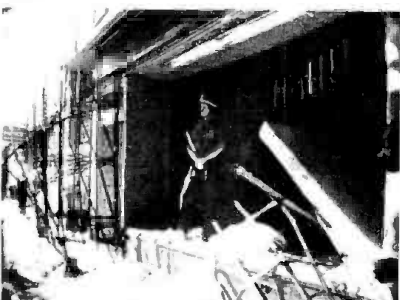


vans for live ENG originations, WCPO-TV had live cut-ins from the fire scene and from the temporary morgue, the two points where information crucial to its viewers was originating. An official list of victims was broadcast live from the morgue about 10 a.m. Sunday and as the list was updated throughout the day, live cut-ins were made to inform the viewers. WCPO-TV carried a live interview with Kentucky Governor Julian Carroll at the scene of the fire Sunday morning, in

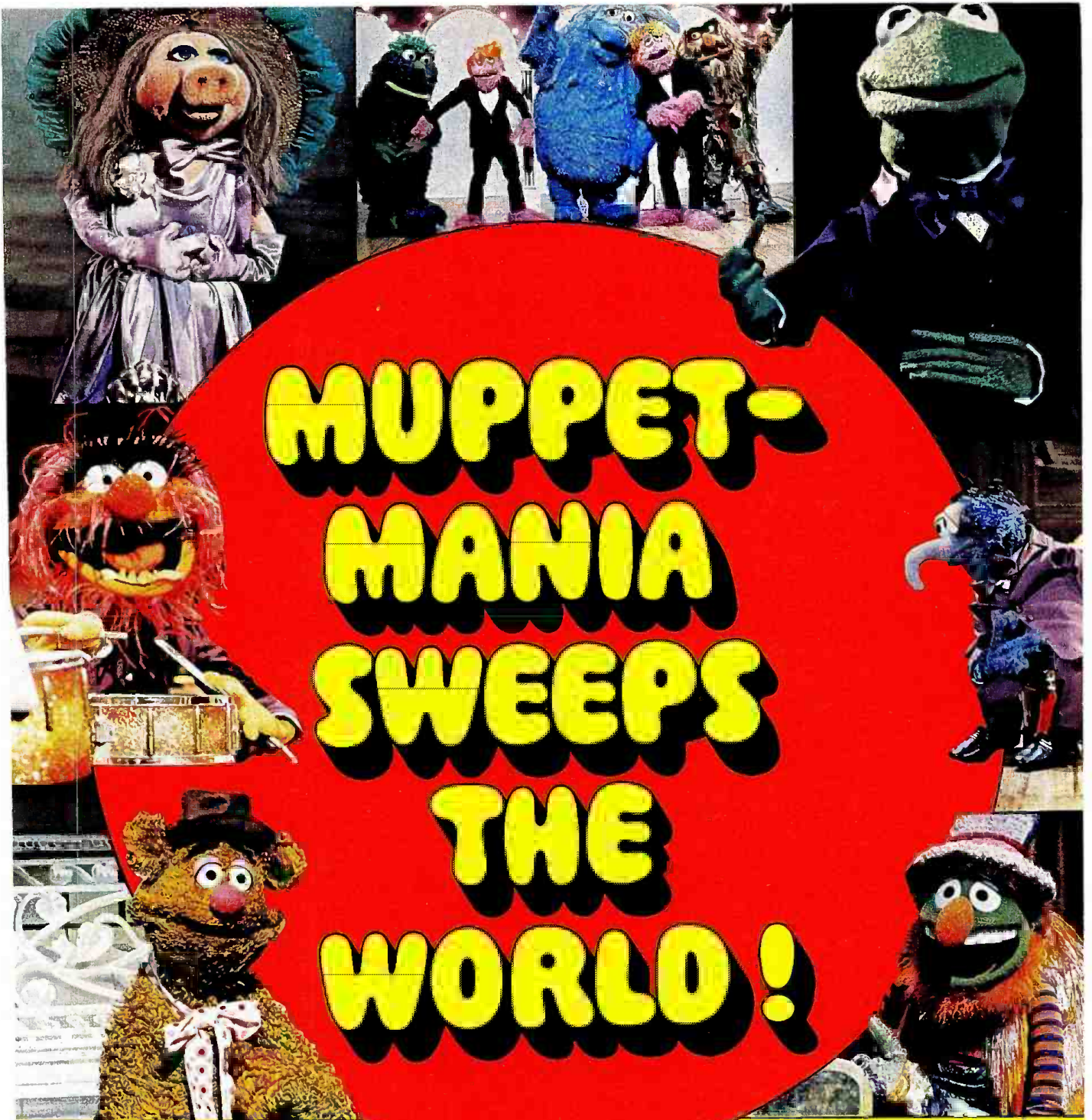
which he disclosed that the disaster would prompt a thorough review and probable overhaul of Kentucky's fire laws. The station also broadcast a live interview with the Southgate fire chief. In addition to the live cut-ins throughout the day, WCPO-TV aired a one-hour special report that Sunday and on Monday ran a full-hour local news program, pre-empting the CBS news.

■ One of the country's rash of hostage situations had WCPO-TV on its toes in mid-February when a man and his estranged wife held several people at gunpoint at an orphanage. The man had taken over the orphanage in search of a child his wife had put in the home. WCPO-TV began coverage during the 11 p.m. report Friday, extending the newscast until almost midnight. There were six additional reports, live from the scene and from police command points between midnight and two in the morning Saturday. Starting shortly after 10 a.m. WCPO-TV was on the air live from the home for nearly two hours through the end of the siege, when viewers received the first official announcements that the hostages were safe and the couple was in custody.

■ Coverage of hostage situations became the center of some controversy this year, with some newspeople becoming directly involved in the stories they covered. The three-day take-over of three buildings and almost 150 hostages in Washington by the Hanafi Muslims beginning on March 9 became one such situation for WTOP-TV anchorman Max Robinson. WTOP-TV mobilized its news staff and originated live remote telecasts from each of the three buildings and the police command center. All available reporters and



Scenes from a blackout. The grisly side of New York City's power failure was presented in these scenes aired by WPIX(TV).



**MUPPET-
MANIA
SWEEPS
THE
WORLD!**

**OVER 235,000,000
VIEWERS WATCH
"THE MUPPET SHOW"
EACH WEEK!**

COMING THIS FALL YEAR 2

ELTON JOHN

MILTON BERLE NANCY

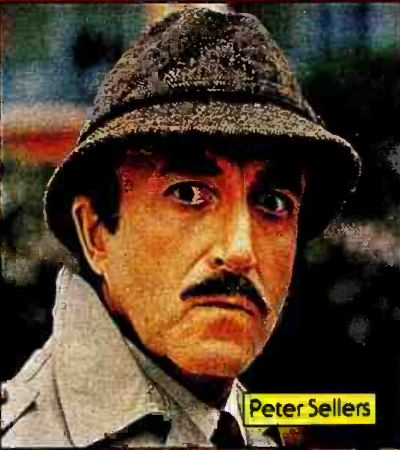
EDGAR BERGEN LOU RAWLS

RICH LITTLE JUDY COLLINS DOM

ZERO MOSTEL JOHN CLEESE TERESA



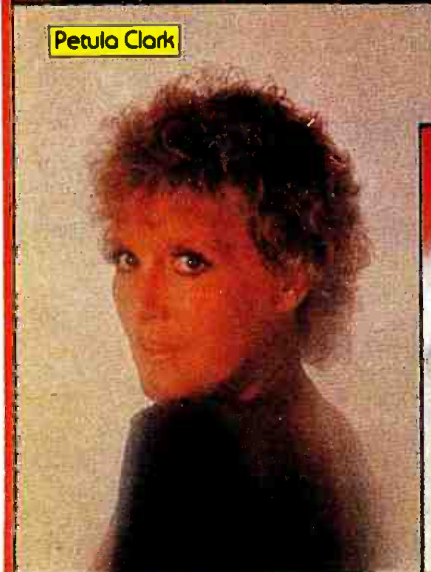
Nancy Walker



Peter Sellers



Bernadette Peters



Petula Clark



Edgar Bergen & Charley Mc Carthy



Lou Rawls



Zero Mostel

MORE STARS! MORE FUN! MORE

**GEORGE BURNS BERNADETTE PETERS
WALKER MADELINE KAHN DON KNOTTS
PETER SELLERS CLORIS LEACHMAN
DeLUISE STEVE MARTIN PETULA CLARK
BREWER CLEO LAINE ... AND OTHERS!**

Elton John



George Burns



Teresa Brewer



Milton Berle



Rich Little



Don Knotts



MUSIC! MORE ENTERTAINMENT!

The MUPPET SHOW



TV'S ALL-TIME FASTEST SELLING SERIES!

Already sold for
the 1977-78 season
in 163 U.S. markets—
including all of the
top 50 and 91 of
the top 100—
plus 103 countries
around
the world!





When the lights went out. WNBC-TV New York's coverage of the New York City blackout added a touch of history to hard reality. At top, Tony Guida (l) and Chuck Scarborough displayed a copy of *Life's* report on the outage more than a decade before, while other scenes told the looting story.

film and tape crews were assembled and dispatched to man those locales. The station provided continuous live special reports from the studio and remote sites, extended the length of its normal news programs and broadcast live morning specials to provide information on street closings and bus reroutings.

Hanafi Leader Hamaas Abdul Khaalis laid out his demands to Mr. Robinson in a telephone conversation broadcast live on the 6 p.m. newscast. As the siege continued, Mr. Robinson was threatened with kidnapping and had to receive police protection. The next day, however, he delivered a commentary on the Hanafi community in front of Hanafi headquarters. Mr. Robinson, the subject of the story he was covering, was covered by broadcast and print reporters and was the lead story on CBS's *Who's Who* program the following week.

■ WJLA-TV Washington News Director Sam Zelman, concerned about the ethical implications of covering and publicizing the deeds of the terrorists, made the decision to broadcast everything that did not interfere with the police or directly affect public safety. No phone calls were made to

where the hostages were kept. The station provided coverage from all three hostage locations and during the siege broadcast interviews with psychologists and psychiatrists who offered insight into the motivation of terrorists and how hostages should behave. In follow-up, one month later WJLA-TV ran *When Terror Strikes* for five consecutive days of evening and late-night newscasts. The program explained what terrorism is, who the different kinds of terrorists are and what the viewer could do when terror strikes. It showed what law enforcement agencies were doing to combat terrorism, including interviews with an FBI terrorism expert and five ex-hostages.

■ NBC-owned WRC-TV Washington fed live coverage of the Hanafi siege to NBC and to the Canadian Broadcasting Corp. Several reporters were added to the staff including newsmen from NBC's stations in New York, Chicago and Cleveland who were flown in. Just after the hostages were released, WRC-TV broadcast a one-hour special, *Hanafi Siege*, which won a local Emmy award.

■ Another local newsman became part of the news on St. Patrick's Day when a distraught gunman (Charles Butts) took over St. Edward the Martyr church in New York's Harlem, holding a clergyman and 15-year old boy hostage. The gunman ordered the clergyman to call WABC-TV New York to summon correspondent John Johnson to the church site. Mr. Johnson entered the church to talk with Mr. Butts and became a hostage himself. About an hour later, while Butts was trying to make a phone call, he was overtaken by Mr. Johnson, who grabbed the gun and simultaneously signaled for the police to enter, single-handedly bringing the volatile situation to an end, with no one harmed. Correspondent Anna Bond covered the story.

■ A news story changed from being just a story to a personal experience for WMAQ-TV Chicago reporter Russ Ewing. Two armed gunmen tried to rob a currency exchange, but police arrived while the robbery was still in progress, so the gunmen fled with three hostages to a nearby building where they holed up. With more than 100 police surrounding the building the gunmen requested that Mr. Ewing be brought in to act as a negotiator between them and the police. Mr. Ewing spent two hours trying to convince the gunmen to surrender. WMAQ-TV pre-empted more than two hours of afternoon programing to cover the story live. It had two minicams and four reporters there, while Mr. Ewing, wearing a wireless microphone so that viewers could hear his conversations, negotiated with the robbers. When the gunmen finally surrendered, WMAQ-TV viewers saw and heard Mr. Ewing as he brought them out, one by one.

■ KGBT-TV Harlingen, Tex., took a different approach in covering its hostage situation. A gunman held six hostages after shooting a border patrol guard at a check point when the guard began a routine narcotics check. KGBT-TV recorded his movements from a distance in order not to become part of the event. The gun-



53 hours. The crime and the arrest of a suspect who confessed to it, were covered in this 30-minute WTVT(TV) Tampa-St. Petersburg, Fla., documentary. The incident involved the kidnapping of a 15-year-old who was dragged from a camping site in the woods but survived. The suspected abductor was arrested 53 hours later. Two days later, WTVT had its show on the air.

man didn't know of the news team's presence until after the capture.

■ When Anthony Kiritsis wired a loaded shotgun around the neck of a mortgage company executive and walked him across town in Indianapolis in February, WTHR(TV)'s news team set up its live mobile unit outside Kiritsis's apartment and camped at the site for the three-day duration, working in 12-hour shifts. WTHR ceased its live coverage when Kiritsis decided to give himself up and led the hostage into the apartment complex clubhouse, still wired to the gun, and proceeded to conduct a long foul-mouthed



On time. KOMO-TV Seattle news cameraman Mahlon Brousseau brought an end to a nine-hour manhunt when he came face to face with the gunman alongside a mountain road. He found deputies farther up the road, informed them of the encounter and followed them back to the scene to film the capture for that night's newscast.

tirade listing his personal complaints against the mortgage company. The decision to return to coverage from the studios was prompted by two things, the station says: the possibility that the hostage would be killed on live television and the station's feeling that the gunman, under the circumstances, was also holding the station hostage. WTHR apologized to its viewers for the foul language being broadcast and returned to live coverage only when the shotgun was removed and the hostage safely released.

■ WRTV(TV) Indianapolis aired 29



All day coverage. After an explosion occurred in a classroom building at the University of Pittsburgh, KDKA-TV there dispatched its ENG unit which filed live cut-in reports from campus, local hospitals, the morgue, central blood bank and identification station.

remote reports during that same siege, with two photographers, a reporter and an engineer on duty around the clock. When Kiritsis said he wanted an apology from the mortgage firm, the prosecutor's office asked WRTV to carry it live (the gunman was watching television). It did. When Kiritsis addressed the media in the clubhouse WRTV covered all of it live.

■ Chris Borgen, correspondent for WCBS-TV New York, was involved in two hostage stories last month. On July 13 in Kinnelon, N.J., two men armed with a revolver, a rifle, a hunting knife and a machete attempted to rob a gas station. When the robbery attempt was thwarted by police they held the gas station attendant and a friend hostage for several hours. Soon after Mr. Borgen arrived to cover the story the gunmen recognized him and asked him to open a dialogue with police. After several hours of negotiation, the newsman secured the safe release of the hostages and the surrender of the gunmen. Six days later he was again involved in negotiations to release two hostages held by a Bronx, N.Y., gunman armed with an automatic carbine. Borgen talked the man into surrendering as police broke into the room from another entrance.

■ One of KPRC-TV Houston's biggest scoops of the year involved a story that was three years old. In the summer of 1974 three convicts took several hostages and tried to engineer an escape from the state prison in Huntsville, Tex. Two prisoners and two hostages were killed in the shootout that ended the episode. KPRC-TV was covering that siege with a portable electronic camera-recorder unit. The station learned that the prison officials were also using video tape to record the shootout and it began negotiations to obtain their tape. It took three years for all the trials to be disposed of but, finally, last spring, the prison director provided the tape to KPRC-TV. It was aired on the early evening newscast, then duplicated in the ENG center and distributed to other stations in Houston and throughout the state.

■ WCBS-TV New York re-invented an entire news operation July 13 to meet the challenge the blackout presented. Backup generators in the alleys outside the studio returned the station to the air minutes after the outage. Throughout that night channel 2 presented over four hours of *Blackout '77* special reports and updates. More than 150 news personnel worked around the clock with no lights, no water and stifling heat. Candlelight was the only illumination for typing and unsnarling miles of power cable used to activate film editing and auxiliary chain film equipment. Lighting had to be done with battery operated "frezzies." To recharge the frezzies' batteries, WCBS-TV rented a motel room in New Jersey in order to use the wall outlets.

■ At WNEW-TV there every member of the news team reassembled in the newsroom without being summoned. Three camera crews equipped with minicams roamed the areas affected by the



Long way from home. When the Johnstown flood devastated that Pennsylvania city, WJZ-TV Baltimore accompanied a Baltimore man as he searched for his daughter—and captured the happy reunion.

blackout throughout the night and into the next day to cover the looting, the fires, the good samaritans and the mood of the city and its people. When WNEW-TV went back on the air at 4 p.m. the next day, the newsroom was ready with an in-depth report of what had gone on during the 17 hours the station was dark.

■ One member of the WNBC-TV news staff walked through the darkened Lincoln Tunnel to get back to the newsroom and an engineer walked up the 85 flights of the Empire State building to the WNBC-TV transmitter to keep the emergency power flowing. When the station gained emergency power and returned to the air, Chuck Scarborough began a news vigil that lasted until 7 a.m. the following day



Food for thought. In the middle of one of the hottest and driest summers in North Carolina history WRAL-TV Raleigh decided that the weather and its effect on farmers was the biggest story of the day, so station anchorman Charlie Gaddy opened the newscast from a farm and then switched to other reporters in the field (literally) for farm reports across the state.

Sperry and Hutchinson:
 The furniture people,
 carpeting people,
 travel and
 incentive people,
 banking people,
 insurance people,
 retail people...

And you thought
 S&H only meant
 Green Stamps.



Eighty-one years ago you would have been right. That's when Thomas A. Sperry and Shelly B. Hutchinson started it all with a little green stamp and a big idea. The idea: give people something extra with their purchases.

But we've grown a lot since then. And today Sperry and Hutchinson serves people in many more places than supermarkets.

Like in your home for instance. That dining room set. The living room carpet. Your favorite recliner. Even the furniture in the bedroom. All of that, and more, could well have been made by the Furnishings Division of Sperry and Hutchinson. You see, we're one of the country's largest residential and commercial furnishings manufacturers.

We also have a Services Division. There's Bayly, Martin & Fay for commercial insurance (they cover the Queen Mary, among other things). The State National Bank of Connecticut for all your banking needs. Hens & Kelly department stores for "everything under the sun." And the Magna Dental Laboratories.

In this our 81st year, Sperry and Hutchinson, a \$612 million company, continues to grow. In our Furnishings, Services and Promotional Services operations, there are over 16,000 people, providing other people with not only what they need, but what they want.

That was the idea back in 1896. And it still sounds pretty good to us today.

THE SPERRY AND HUTCHINSON COMPANY

330 Madison Avenue, N.Y., N.Y. 10017

FURNISHINGS DIVISION

S&H PROMOTIONAL SERVICES

S&H Green Stamps
 S&H Motivation & Travel, Inc.
 S&H Financial Promotions
 S&H Continuities
 S&H Sperry's

American Drew
 Bigelow-Sanford
 Bigelow-Canada
 Buck Creek Industries
 Daystrom Furniture

The Gunlocke Company
 Homecrest Industries
 Interlock Furniture
 Lea Industries
 Pontiac Furniture

SERVICES DIVISION

Bayly, Martin & Fay
 The State National Bank of Connecticut
 Hens & Kelly
 Magna Laboratories



Tense time. One of the biggest stories in Indianapolis in the past year occurred when Tony Kiritsis took Richard Hall hostage and wired a shotgun to Mr. Hall's neck. WVRV(TV) was on hand when Kiritsis fled by car to his apartment (top) and WTHR(TV) was present when Kiritsis held a press conference shortly before he surrendered.

when NBC's *Today Show* signed on to continue the story. He was joined by Tony Guida, and later, by Frank Field. WNBC-TV followed *Today* at 9 a.m. with a 30-minute update and reports every half-hour thereafter plus bulletins throughout the day.

■ WPXI(TV) New York broadcast a two-and-a-half hour special edition of its *Action News* July 24 from 9 to 11:30 entitled "Blackout '77: City of Darkness." The special was presented in three parts: What happened? How did it happen? and What's to be done? Guests included Mayor Beame, the two New York U.S. senators, each of the 14 mayoral candidates, newspaper publishers and reporters, civic leaders, religious leaders, representatives from business and residents of neighborhoods that felt the brunt of the blackout.

■ Although New Yorkers couldn't see the late-night news Washingtonians watched a first-hand account of the blackout as they viewed WCBS-TV's late news on WTOP-TV. John Baker, news director of the Washington station, and his production staff went through almost two hours of red tape to get permission from the CBS network and its O&O station to

have the late news fed to WTOP-TV. After the newscast opened, Anchormen Max Robinson and Gordon Peterson went to the local WCBS-TV news for seven minutes with Dave Marash and Jim Jensen in a shadowed studio, chromakeying the New York anchormen behind them.

■ Washington's NBC-owned WRC-TV also carried live reports from New York that night. NBC News correspondent Brian Ross reported from the New York newsroom twice between 10 and 10:30, affording WRC-TV viewers 12 live minutes of WNBC-TV's late news program.

■ A few miles up the Mississippi River from New Orleans Oct. 20, 1976, a fully loaded ferry boat was rammed by a large freighter. The impact capsized the ferry, throwing dozens of cars and passengers into the water, trapping dozens more under the hull. Within minutes 78 people were dead. As calls went out for rescue squads and other assistance, WWL-TV New Orleans geared up to cover the disaster. Reporter Brian Kinsel and cameraman Bob Eutsler went immediately to the scene and began filming the rescue efforts. Reporter Bill Elder and cameraman Pete Lambousy went to a nearby hospital to film interviews with survivors, and later

moved to the disaster site. At the same time, cameraman Willie Wilson flew over the area recording aerial footage. Meanwhile a WWL-TV minicam van had arrived and reporter Garland Robinette began broadcasting live from the scene. The live broadcasts continued throughout the day and into the night and early morning hours of the following day. Because much of the activity was taking place in the middle of the river, WWL-TV put a second camera and microwave unit on a helicopter which hovered over the scene. Later the unit was placed on a small boat to broadcast live mid-river coverage of the rescue and recovery effort.

■ Another incident on water mobilized the WWBT(TV) Richmond, Va., news crew last October when an empty sulphur tanker struck the deck of the Benjamin Harrison bridge at 6:50 a.m. WWBT learned of the accident at 7:10 a.m. A crew was assembled and the ENG truck rolled at 7:45, in heavy early-morning traffic. At 9:10 the first live cut-in was made. Engineer Dave Frasier and cameraman Ernie Moore took an ENG camera and a microwave transmitter up in a helicopter that was ordered to be waiting at a landing strip at the south end of the bridge and the first live aerial pictures were aired at 9:20.

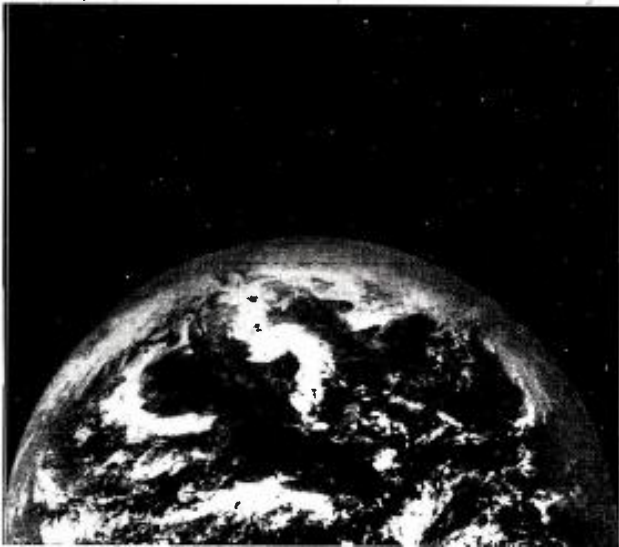
■ When a five-car crash in Orlando, Fla., was picked up on the police monitor close to air time, WDBO-TV there had to act quickly to get the story on the 6 p.m. news. A photographer was rushed to the scene and the station's air traffic reporter was called. Arrangements were made for him to land his plane on a drag strip close to the accident scene and pick up the film from the photographer. The film was to be dropped from the plane to the station. Nobody saw the drop and, with time running out, a search party began scouring the 40-acre field surrounding the station. The can of film was retrieved undamaged from the parking lot of a hamburger franchise that borders the WDBO-TV property and the film was processed and edited and led the 6 o'clock newscast.

■ Coverage of the oil spill created by the Argo Merchant took up over half of the regularly scheduled newscast on WBZ-TV Boston Dec. 21. The report included aerial reports; an interview with Rear Admiral James A. Stewart of the Coast Guard, who used a model of the Argo Merchant created by WBZ-TV to re-enact the disaster by showing which portions of the ship were damaged and how and why it



Action news. The camera crew for WBBH-TV Fort Myers, Fla., caught the action as police opened fire on a car holding a bandit and hostage.

Finding 3 billion tons of coal may sound like a lot. But we've just scratched the surface.



The earth holds energy we've just begun to find.

In the past three years, the people of Phillips Petroleum discovered over three billion tons of lignite coal. Enough to provide electricity to a city of two million people for more than one hundred years.

But coal alone, even in such quantities, won't meet all our energy needs for the future. That's why at Phillips Petroleum we're looking for a lot more than coal.

New uranium ore discovery.



"Yellowcake" derived from uranium ore can be processed into nuclear fuel.

In New Mexico, Phillips recently discovered major new deposits of uranium ore buried thousands of feet beneath



Core samples prove lignite coal deposits are buried beneath the surface.

the desert floor. Once it is mined and processed, this uranium ore can be used as fuel to generate electricity.

In a pilot plant in Pennsylvania, we're working with the Federal Energy Research and Development Administration to develop the technology for converting coal into synthetic natural gas. This new coal gasification process could help to supplement our dwindling supplies of domestic natural gas.

Heat from the earth.

In Utah and Nevada we've drilled deep beneath the earth's crust to harness the potential of nature's own heat called geothermal energy. Once this heat is converted into steam, it could possibly power turbines to provide electricity for our western states.

Of course, we're pleased that our initial exploration efforts have resulted in significant new additions to America's known energy reserves. But more work still needs to be done. So at Phillips, we're going to do a lot more than just scratch the surface.



Geothermal energy (earth heat) provides steam that could power electric plants.

Developing new energy resources for the future. That's performance. From Phillips Petroleum.

The Performance Company





Courtroom coverage. WRC-TV Washington artist Betty Wells captured this intense moment during the Hanafi Muslim trial. This drawing also ran in *The Washington Post*.

happened; a report from New Bedford, Mass., New England's largest fishing port, on the effects the spill might have on the industry; a segment on ways to clean the oil and information on other oil spills, the history of the Argo Merchant, local Congressman Gerry Studds's reaction to the



Borgen to the rescue. WCBV-TV New York's Chris Borgen (far left) persuaded two gunmen (r) to release hostages held in an attempted gas station robbery and surrender to police.



From Los Angeles to Detroit. WJBL-TV Detroit covered the 25th Historic Constitutional Convention of the United Auto Workers live via Westar satellite. There were more than 17 separate microwave transmissions involved in receiving the signals from Los Angeles.

spill and the Audubon Society's fear for the survival of the area's ecological balance.

■ WCBV-TV Boston created a special news format to cover the presidential inauguration and the beginning of Massachusetts Congressman Tip O'Neill's service as Speaker of the House. The station sent three ENG crews to Washington, rented a room from WTTG(TV) there, set up lines and established a mini-newsroom. With a staff of 14, WCVB-TV's "Washington bureau" covered the full round of inaugural events with ENG equipment, edited it in Washington and fed it down the line to Boston between 5 and 6 p.m. Newsman Jack Hynes anchored the 6 o'clock news as usual, except that he broadcast live from Washington.

■ Anchorman John Pruitt, sports director Jim Viondi and reporter Andy Johnston broadcast WSB-TV Atlanta's evening newscast live from Washington via satellite Jan. 18. But it wasn't easy. The signal originated at a rented studio at WTTG, was sent by AT&T land cables to Western Union's mobile earth station there, brought down in New York, sent back up to an RCA satellite, received at an Atlanta earth station by WTCG(TV) there via a permanent microwave link and microwaved by WSB-TV's ENG equipment back to the station. The coverage was of two local-interest stories that broke in Washington that day: the Senate announced Georgian Bert Lance's appointment as U.S. budget chief and baseball commissioner Bowie Kuhn, who had earlier suspended Atlanta Braves owner Ted Turner, agreed to reconsider the suspension.

■ When James Earl Ray and six other prisoners went over the wall at Brushy Mountain State prison in eastern Tennessee June 10 WNGE(TV) Nashville newsmen Bob Donley and photographer Bob

Turner caught a plane for Knoxville as soon as they got word of the jail break. At one point during the 10-hour coverage, when newsmen were allowed inside the prison to film the wall where the escape took place, WNGE wandered off from the crowd and interviewed the guard who witnessed the escape and fired the first shots. When the guard was fired following the escape he refused to talk with newsmen, but Messrs. Donley and Turner spent the day with him in his home. That same night WNGE aired its interview with him in which he stated that he had seen the escape take place, but tripped over his gun and slammed the door shut on his guardpost. The interview moved over both wire services and made front page coverage in the *Atlanta Constitution*.

■ Nine months after a Shreveport, La., advertising executive was murdered in a gangland-style killing, KTBS-TV news director Sam Ellis received a tip that a former public safety commissioner, George D'Artois, was about to be arrested for it. Newsmen were dispatched to the D'Artois home (in an unmarked car) and to the county courthouse. Law enforcement officials denied any knowledge of an impending arrest and the scene at the house was quiet. At 10:30 that night it was learned that Baton Rouge deputies had checked into a hotel and there would be no arrest that night. Early the next morning when the deputies tried to make the arrest, Mr. D'Artois barricaded himself in



Outside Nashville. Local news doesn't stop with the city of license, as WTVF(TV) can testify. With its ENG team traveling throughout the state, the Nashville station covered the Maury county jail fire in Columbia (top), a chemical spill in Rockwood (middle) and the return of convicted assassin James Earl Ray to prison in Petros.

GILBERT & SULLIVAN SUMMED IT UP:



**“In short, whoever you may be,
To this conclusion you’ll agree,
When everyone is somebody
Then no one’s anybody”¹**

**Like everyone else, we depend
on our marks to identify us
and differentiate us from others.**



The term Realtor and the Realtor logo are federally registered collective membership marks owned by the National Association of Realtors. They identify real estate professionals who belong to the National Association and subscribe to its strict Code of Ethics. Consequently, the term Realtor is not a synonym for “real estate agent” or “real estate broker.”

**“Then jump for joy and gaily bound,
The truth is found – the truth is found!”²**

To keep the public from being misled or deceived by improper or unauthorized use of the term Realtor, it’s important to use it correctly. You won’t have any trouble because there’s only one thing to remember.

When you talk about people in the real estate business, make sure they’re members of the National Association before you call them Realtors. If they’re not members, or if you’re not sure of their membership status, simply say “real estate broker” or “real estate agent” . . . even “broker” or “agent,” if you prefer.

**“For duty, duty must be done;
The rule applies to everyone.”³**

The term Realtor has only been in existence since 1916. It was adopted by the National Association of Real Estate Boards (now the National Association of Realtors) for the sole use of its members. This exclusive designation has given the public an easy, appropriate way to recognize National Association members and distinguish them from non-members.

Under the circumstances, you can see why a misuse of the term Realtor could be confusing and maybe even misleading. In the interests of clarity, therefore, it’s important to be accurate. The rule is simple:

Don’t call someone a Realtor unless you know he or she is a member of the National Association of Realtors. Say “agent” or “broker” instead.

“What, never? No, never!”⁴

**“And we are right, I think you’ll say,
To argue in this kind of way.”⁵**

Footnotes: 1. *The Gondoliers*, 2. *Princess Ida*, 3. *Ruddigore*, 4. *H.M.S. Pinafore*, 5. *The Mikado*

NATIONAL ASSOCIATION OF REALTORS®
Chicago, Illinois 60611



In the spotlights. After lengthy negotiations noncommercial KOED(TV) San Francisco gained entry to the trial of city airports commissioner Joe Mazzola, who helped lead a strike against the city. The station, with three minicams, provided pool coverage for four other Bay Area stations during the six-day trial.

his attic and the WNGE news crew waited out the eight-hour stand-off. When he was apprehended WNGE minicams captured the scenes from the house to the jail.

■ WILX-TV Onandaga, Mich., sent two of a staff of 13 news personnel and one of its four minicams to Washington to cover the annual meeting of the Chamber of Commerce of the United States and the activities of its local delegates to report any news that might affect its broadcast area. A series of reports was shot during the four days the crew was there and edited upon their return to WILX-TV. Reports were aired during evening newscasts the day they returned and a half-hour interview program with local chamber members was broadcast.

■ KOMO-TV Seattle reporter-anchor John Sandifer helped police apprehend a hit-and-run suspect in March. Covering the accident story, Mr. Sandifer was told the only clues were pieces of glass and grill work left at the point of impact. Police indicated enough material had been recovered to establish the type of vehicle involved. He persuaded officers to release a description of the suspect vehicle, a late model Ford van. KOMO-TV then filmed a

similar vehicle for use on its evening newscasts, along with a request that anyone having knowledge of the incident or spotting such a vehicle with front-end damage contact the police. A viewer who had seen the van at a bowling alley notified the authorities, who followed the tip and found both the vehicle and the suspect. Policemen told KOMO-TV that had the viewer not seen the newscast and reported sighting the van, the investigation could have taken months.

■ Charlotte, N.C., basketball fans were treated to two instant specials courtesy of WBTV(TV) in March when both the University of North Carolina-Chapel Hill and UNC-Charlotte played in the NCAA college championships in Atlanta. WBTV sent a crew of five that covered both schools' practice sessions and did last minute interviews on Friday afternoon. The video tape was edited at the CBS news bureau there and fed by AT&T cable back to Charlotte. The same approach was used the following day. Both first-round games were covered on tape and edited with CBS equipment. A half-hour highlight package on the games plus locker-room interviews was aired at 8:30 p.m. Saturday.

■ KTVK-TV Phoenix and WBNS-TV Columbus, Ohio, apparently heard the beat of the same drummer this past year and put emphasis on "gang coverage." KTVK used that approach to localize two specials ABC had aired nationally, one on pornography and the other on reverse discrimination. The station covered those issues as they pertained to Phoenix from as many angles as it had reporters on the staff.

■ WBNS provided that same kind of comprehensive coverage to its viewers when President Carter outlined his energy plan to Congress. Reporter Dave Layman was sent to Washington for the speech and to get reaction from Ohio's congressional delegation. Paul White was assigned a story on how and what it costs to convert a house to coal heat and how much pollution that creates. Joe Holbrook reported on insulating a house. Ed Ross covered the money market reaction to the proposals and on the research in progress to help solve the energy crisis. Lou Forrest did stories on what it would cost central Ohio business to go along with the President's suggestions and on public reaction to the plan. Marlynn Singleton reported on the cost of Columbus schools to convert. Paul Thompson did an overview of the coal industry in Ohio and what the President's plan could mean to it in the way of jobs and future development. Tom Ryan got reaction from local politicians. The station broadcast the reports during its early evening newscast.

■ Spot news that comes from the state capital is no big deal for stations in that city but for WWLP(TV) Springfield, Mass., Boston is 100 miles away. To keep its viewers informed, however, the station sends a two-man crew to Boston three days a week, airing the pieces the same day unless they are undated ones that can be used later. ■

Minis or maxis: documentaries are in fashion

From crime and corruption to natural childbirth and truckers, stations devote segments of their newscasts and big chunks of their budgets to special reports

Along with the acceptance of ENG as a fact of journalistic life has come the increased use of the electronic gear for stories other than those of the fast-breaking disaster genre. Documentaries and investigative reporting are shot using tape—the low-light capability being especially useful for stories where equipment and crews must keep a low profile. At many stations the documentary efforts have become a regular part of the newscast with full time reporters and crews assigned to produce minidocumentaries—multipart stories that usually run on consecutive nights.

■ *Cocaine: For What It's Worth* was a

minidocumentary produced by WTMJ-TV Milwaukee. The station assigns a staff of three (reporter, photographer and editor) to work on stories of this kind. WTMJ-TV's stories are five part efforts that run twice daily for a week. The cocaine piece took reporter Bill Taylor three weeks to research and tape, reading case records and finding cocaine users and pushers who would talk about the drug traffic.

Another of WTMJ-TV's minidocumentaries was *Ice Blockade* which followed a Coast Guard ice breaker in upper Michigan during the coldest winter in recent years.

Certain stories are also revisited after the five-day series is over. Again, the cold winter was an important issue, with WTMJ-TV presenting a midwinter follow-up on energy problems with a panel of authorities from gas and electric companies, the state public service commission, labor

leaders and others and took live questions from viewers via the minicam and telephone.

■ WMAR-TV Baltimore featured a number of minidocumentaries including *Divorce: The Kids*, a four-part series that examined the psychological and emotional effects on children affected by the country's rising divorce rate. Another was *The Changing Church*, a five-part look at the changes that have occurred in the Catholic church and the reactions of church officials and parishioners. *Jessica: A 50/50 Chance, Plus Love*, was a five-part documentary on a 3-year-old with leukemia and how she and her parents cope with the problems. It also showed the work of the University of Maryland's cancer center in helping children suffering from the disease.

■ WCKT(TV) Miami claimed a scoop last year when it broke the story that secret



A look at the Middle East. In the course of a month of filming for a special report on the Middle East. KHL-TV Los Angeles writer/producer Anne Kaestner and crew travelled (l to r) to Syria, Egypt and Israel. They also visited Jordan.

meetings were being held in Havana between Cuban officials and U.S. businessmen. Reporter Vic Walters's series of stories identified the businessmen, including a Pepsi Cola official, with the report that Pepsi was trying to circumvent the law by setting up trade with Cuba through a subsidiary. That story resulted in the cancellation of a \$375,000 contract by Pepsi with WKCT, a special congressional hearing and the refusal by Cuban officials to allow any of the station's reporters to visit Cuba.

Other WKCT investigative work included: *The Bribe—A Way of Public Life*, a 10-part series on building inspection corruption; *Casino Gambling For Florida? The Wheels Behind the Deals*, a 10-part series that focused on four key business and political figures, including the mayor, supporting legalized casino gambling in Miami Beach and tied them to organized crime (the Organized Crime Bureau of the Dade County sheriff's office has since requested use of the series), and an investigation of an alleged South Florida Better Business Bureau cover-up of a fraudulent business.

■ A 22-part series on the Southwest Texas Medical Center was an ambitious project undertaken by KMOL-TV San Antonio to show the workings of the center, which employs more than 8,000 people, covers 400 acres and has an annual budget

of more than \$150 million. Another medical-related documentary produced by KMOL-TV was titled *Birth, Death and the Quality of Life*, dealing with euthanasia and infants.

■ A multipart investigation into telephone solicitation for charities developed by WCHS-TV Portland, Me., revealed that most solicitors never bothered to register with the state and that the law requiring them to register was not being enforced. The station's investigation turned up the fact that up to 90% of the funds collected went to the solicitors with only 10% getting to the actual charity. Following the series, the state legislature passed a strict law for public accountability of funds collected as well as disclosure of the percentage that goes to charity and established steep penalties for failing to comply with the statute.

■ In WNGE(TV) Nashville's *Playground Junkie*, the producer worked undercover with narcotics officers and filmed an actual drug buy from a high school student and a 16-year-old heroin addict telling of the large number of teen-age prostitutes who work at local truckstops to supply their drug habits.

■ In August 1976, WTAE-TV Pittsburgh reporter Donna Deaner discovered that a local discount store was selling an inferior grade of meat through a private contractor.

After the airing of her report, the chain store retailer canceled its contract with the meat distributor.

■ WFAA-TV Dallas assigns its documentaries and investigative stories to its regular news staff instead of a special unit. After more than a month of work, WFAA-TV broadcast more than 20 reports on unresolved matters surrounding the assassination of President Kennedy, including the disappearance and death of George deMohrenschildt, one-time close friend of Lee Harvey Oswald, and connections between the two and the FBI and CIA.

Other WFAA-TV efforts included a two-hour examination of race relations in the Dallas-Forth Worth area; a half-hour show on the death penalty in Texas; a nine-part series on environmental hazards, and five-part investigations of the Teamsters Union, heart attacks, plastic surgery and aging.

■ When Senators George McGovern and James Abourezk and a South Dakota college basketball team travelled to Cuba last April, WTVJ(TV) Miami succeeded in sending along correspondent Ike Seamans and cameraman Steve Born to cover the trip and produce some additional stories on Cuba. Besides daily progress reports on the basketball team, the two filed enough features on all phases of Cuban life and business to run more than three weeks.

An issue that began as a local one in WTVJ's viewing area, and then gained nationwide attention was singer Anita Bryant's opposition to the Dade county gay rights ordinance. With many confusing and heated claims being made by both sides, WTVJ aired a five-part series the week before the election to clarify the issues.

■ The small town of Jordan, Iowa, was devastated last year by a storm that sent at least two tornadoes through the town. WHO-TV Des Moines photographer Charles Barthold was on the scene and filmed one tornado. Almost a year later—on June 15—the station presented a 30-minute follow-up. *The Jordan Tornado*:



In the operating room. WJLA-TV Washington cameraman Ed Butler and soundman Skip Melton provided eyewitness coverage of a kidney transplant. This particular segment of the station's medical news series was preceded by a viewer advisory.



Anatomy of a murder trial. As the investigation into the murder of investigative reporter Don Bolles continued, KTAR-TV Phoenix assigned Kim Sedgwick to cover the case and the series on organized crime written by the Investigative Reporters and Editors (IRE) team that was continu-

ing Mr. Bolles's efforts. When IRE was to publish its findings and the Phoenix newspapers said they would not carry the material KTAR-TV polled its viewers to get their opinion. And when the suspect pleaded guilty, station artist Jack Crow was on hand.

One Year Later, focused on the storm, the damage, the rebuilding and the scientific importance of Mr. Barthold's film, with interviews with three scientists who were studying the footage. The special represented an unusually high financial investment by WHO-TV. It cost about \$1,800 to produce, including a larger-than-usual film budget, overtime salaries and travel expenses. Cost were covered by selling sponsorship to an insurance company. The program was a two-man operation with Mr. Barthold producing, shooting and editing and reporter Richard Ray writing and narrating, with both doing most of the work on overtime.

Another WHO-TV special was a 30-minute feature on the life style of an independent trucker called *18 Wheels to Philly* which grew out of a multipart series. The show accompanied a local owner-operator on a grueling 47-hour run from Sioux City, Iowa, to Philadelphia complete with minus-60-degree wind-chill temperatures, mechanical breakdowns and other frustrations.

■ "Few took the Maine Indians seriously when they vowed to win back millions of acres of Maine land, they claimed was unjustly taken from them," said Dave Silverbrand, WGAN-TV Portland, Me., reporter. "When the U.S. Justice Department joined them, the suit

threatened all of Maine's economy." Mr. Silverbrand produced that station's half-hour report on the Indians' claim. Mr. Silverbrand spent two weeks developing the story, one week researching it and one week in the field to produce a show that traced the history of the Indians, how the claim started, how it would affect the lives of Maine Indians and their white neighbors and how the controversy might be resolved.

■ WNEW-TV New York decided to put together a thorough investigation of the police department with reporter Bob O'Brien. In his first report, Mr. O'Brien rode with officers of the citywide street crime unit. The second focused on narcotics sales on the streets of Harlem. A few weeks later a special task force of more than 300 officers was assigned to the problem. A third report spotlighted the problems of Chinatown, the fourth on the city's inability to protect the elderly and the final chapter was an interview with the city's police commissioner about the problems.

Another WNEW-TV investigation was centered on allegations of welfare corruption and cheating resulting in losses ranging between \$200 million and \$400 million per year. After the station's story aired, a grand jury returned indictments against several people. The Department of

Health, Education & Welfare and the New York State Assembly are starting investigations.

■ Crime was also featured on a month-long series of reports produced by WJBK-TV Detroit. Among the topics covered were: homicide, prostitution, pornography, drugs, rape, juvenile crimes, organized crime and the criminal justice system. The station also developed an anticrime booklet that viewers could request.

■ Noncommercial WGBH-TV Boston developed a number of specials that were then fed to the Public Broadcasting Service including a 30-minute feature on the wreck of the *Argo Merchant* which pointed up the lack of mechanisms for preventing similar wrecks. Another was *One Hundred Days of Jimmy Carter* that analyzed the new President's first three months in office. *Life and Death: Dawson, Georgia*, was a documentary that studied racial attitudes and a case involving a man accused of the murder of a customer at a small country store. During the course of the filming, a man was discovered who became the defense's surprise witness.

■ A two-week tour of 28 local car repair shops and the findings showing how many garages cheat consumers was a special on WCBS-TV New York. Other features included examinations of the city's juvenile justice system, a three-part look at the roots of gang warfare in Chinatown, a two-part report on *The Irish Poor* and a two-week Stress Alert detailing the effects of stress, and how it can be controlled.

■ KYW-TV Philadelphia launched a massive effort to cover the canonization of John Neumann June 19. A van, two ENG cameras and an editing deck were shipped to Rome. The crew consisted of three reporter-producers and three technicians who covered stories from the Vatican relating to Bishop Neumann. These stories, combined with reports shot in Philadelphia, were aired daily on regularly scheduled KYW-TV newscasts during the week-long coverage of the canonization. The news team in Rome plugged into the Rie Television Network, sending coverage of the actual canonization ceremony on the 20th back to the United States via satellite. Local ceremonies being held in Philadelphia were then integrated into the one-hour special report from Rome, cap-



Changing times. Cuba, for so long off-limits for Americans, especially American reporters, has opened up to U.S. media. Among those heading south were KCRA-TV Sacramento, Calif., and WTVJ-TV Miami. At left, KCRA-TV anchorman/reporter Stan Atkinson and cameraman Doug Watson film from one of the landing sites of the 1961 Bay of Pigs invasion. At right, WTVJ-TV cameraman Steve Born and correspondent Ike Seamans in Havana's Revolution Plaza (also being visited by ABC-TV correspondent Frank Reynolds, at left).

turing the local impact. KYW-TV fed the special that same day to co-owned stations (Group W) WBZ-TV Boston, KDKA-TV Pittsburgh, WJZ-TV Baltimore and KPIX-TV San Francisco. Ultimately, KYW-TV produced 25 reports relating to the event.

■ Kim Sedgwick, KTAR-TV Phoenix reporter, was assigned to the bombing death of Phoenix newsman Don Bolles, who had been investigating land fraud and white-collar organized crime in the city. She followed reports by the IRE (Investigative Reporters and Editors Inc.), which went to Phoenix to complete the report Mr. Bolles had started. She kept abreast of arrests in connection with his death and subsequent trials or plea-bargains of those arrested. She, artist Jack Cros and cameraman Michael Challik moved to Tucson while it appeared a trial would begin there for John Adamson, who was charged with the bombing and later pleaded guilty, implicating two others. The newly created KTAR-TV Tucson bureau covered all of the court proceedings, putting together video-tape reports and transmitting live at times, using courtroom sketches.

■ WLS-TV Chicago investigative reports took on some varied topics: teen-age alcohol abuse; fighting bureaucratic red tape to get more than \$50,000 in past due unemployment payments returned to viewers, and exposing consumer buying service rip-offs.

■ In New York, WPIX(TV) claimed a first with reporter Jeff Kamen's story on the attempts of Control Data Corp. to sell the Russians a \$13-million Cyber-76 computer which critics said could help defeat the U.S. in the event of war. After his broadcast he shared the information with Jack Anderson's associate, Les Whitten. After the publicity the Commerce Department finally blocked the sale.

■ WNAC-TV Boston completed its conversion to ENG with seven RCA TK-76 color cameras, two microwave vans and a number of video-tape cassette and editing

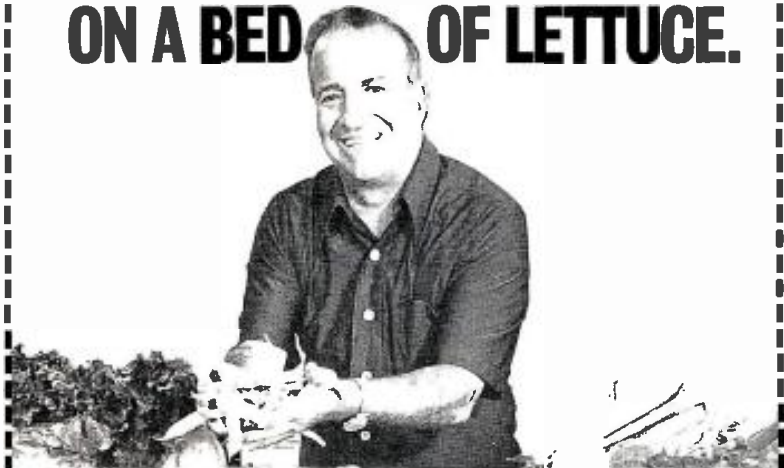


Congratulations. A feature on natural childbirth was part of a series of mini-documentaries on WHO-TV Des Moines, Iowa.

WNAC-TV New England's First All Electronic News Gathering Television Station.

Up and coming 
WNAC-TV BOSTON  A CBS AFFILIATE

THE STAR WHO WAS BORN ON A BED OF LETTUCE.



From the humble origins of a produce market comes a truly down-to-earth television star: Joe Carcione. The Greengrocer.

He's the kind of honest, enthusiastic guy who comes across so sincerely and so personal when he gives his fresh daily tips on shopping for fruits and veggies that people actually look up to him as "the family member who made it big on TV." (One piece of fan mail said: "Hey, Joe. You're the reason we watch the news!")

Wherever Joe goes, people go. And the way his audiences multiply, one thing is sure: for once the public has an honest Joe. And lettuce just say they idolize him.

Hey, Joe. Give me a minute of your time. Send me your 60-second video cassette so I can check you out. If it's your 3rd year of syndication, you gotta be good.

Name _____ Station _____

Address _____

City _____ State _____ Zip _____

The Greengrocer, Mighty Minute Programs, 155 Montgomery St., San Francisco, CA 94104 (415) 788-1233. (P.S. We're at the RTNDA, Booth 68, Sept. 15-17.)





Candid camera. A hidden WCKT(TV) Miami camera catches organized crime figure Meyer Lansky (l) outside a restaurant talking to Jack Cooper, an investor in a Miami dog track, as part of the station's series on organized crime and casino gambling in Florida.

facilities. The station also created a full-time minidocumentary crew it calls Unit 7, which consists of a special projects producer, a full-time crew and any of the station's speciality or general assignment reporters. Some recent stories produced by the unit included a five-part series on the quality of medical care in Boston, which took two weeks to produce and had reporter Garry Armstrong spending six nights in ambulances riding with paramedical teams.

■ Budget cutbacks that led to the closing of city fire houses on a rotating basis prompted WJLA-TV Washington to produce

the documentary, *We're No Heroes*. The station's unit was first trained how to use masks and breathing apparatus and other safety equipment. It then spent one month following the men of Platoon 2, Truck 3, Engine 16. The TV crew ate with them, slept at the station, rolled dice with them to see who washed the dishes and rode on the equipment to a number of calls. Photographer Paul Fine and sound man Clyde Roller even had their equipment fitted with special asbestos covers that enabled them to enter four-alarm fires with the firemen. Since the airing of the program, WJLA-TV has received many requests from fire departments and schools around the country for copies.

Another WJLA-TV effort was a series of exclusive investigative reports by reporter Jim Clarke on Saint Elizabeth's hospital, the only public hospital for the mentally ill in Washington. The expose revealed that the hospital, one of the richest in the world, is wasting millions of taxpayers' dollars. Mr. Clarke told how the hospital lost its accreditation and how—unknown to investigators for the Joint Commission on Hospital Accreditation—three patients there had died in the past two years due to apparently gross neglect by the hospital's medical-surgical division. The series touched off five separate federal investigations, including probes by a congressional committee and the General Accounting



Muckraker. Richard Angelico is the investigative reporter at WVUE(TV) New Orleans. Among the scandals he has unearthed: the discovery that a number of expensive water pumps had been ordered and dumped, unused, into a field.

Office and a major study by a team of surgeons and doctors ordered by the director of the National Institute of Mental Health. Following the airing of the series, the *Washington Post* editorialized on St. Elizabeth's, and commended Mr. Clarke's work as an "exceptional series of reports."

■ Natural childbirth was the focus of a feature produced by noncommercial WTVS(TV) Detroit. *I was Born at Home* was a one-hour show that followed a couple as they prepared for and had a child in their home with only a midwife, family and friends in attendance. The controversy over this method of birth was represented by interviews with area obstetricians who think that midwives don't have the training or ability to spot possible complications, and the midwives who said that childbirth is a natural function that the body can handle successfully on its own in most cases.

■ *Montage*, WKYC-TV Cleveland's weekly half-hour documentary program, is one of the longest running shows of its type—325 episodes over the last 12 years. The programs are not devoted solely to local stories. The NBC-owned station sends the *Montage* crews all over the U.S. and the world for material. In addition to its airing on WKYC-TV, the show is sometimes bicycled to the other four NBC-owned stations and to about 100 PBS stations in the Central Educational Network.

■ Cuba was the subject of another Miami station's documentary efforts. Last May, WCIX-TV produced a one-hour special, *In the Land of the Free*, which was timed to coincide with the 75th anniversary of Cuban independence from Spanish rule. The show—which was broadcast in English and simulcast in Spanish on WOCN(AM) there—traced the history of upheaval in Cuba, the exiles and the adjustment those exiles had to make as they were gradually absorbed into the American culture while still trying to preserve their native customs.

■ A five-part series called *Smut* was WCIX-TV's investigation into Miami's pornography business and the laws involved. Two months after the show aired, the Miami City Commission launched a crackdown against local porno dealers and shut down nearly a dozen.

■ Investigative reporting at WVUE(TV)

The Most Watched NEWSBEAT

More viewers* on the Gulf Coast watch Newsbeat than any other News programs.

6 & 10 PM



WALA-TV

Mobile, Alabama

Represented by Blair TV

* (Average viewing A.R.B. & N.S.I.-April-May '77)

New Orleans is handled by reporter Richard Angelico. In one recent story he spent three months of undercover work digging out information on illegal gambling in local taverns, complete with secretly taken photos of gambling and payoffs. As a result, state police conducted raids on the bars after the show aired. Other stories have gotten similar results: A government official was indicted after Mr. Angelico reported he had allegedly taken \$250,000 in kickbacks on the sale of voting machines; a prominent doctor running a publicly financed birth control program was indicted, convicted and sentenced to jail after a series of reports by Mr. Angelico revealed political payoffs from the doctor's foundation, gambling junkets to Las Vegas in the foundation's airplane and a payroll that included a number of political friends.

■ *The Great Springfield Election Snafu* was a story developed by WHYN-TV Springfield, Mass., after noting some suspiciously low returns for referendum questions in a local election. The station discovered that the poll workers had read the wrong meters on the voting machines. On a hunch, WHYN-TV news director Durham Caldwell checked into the records of past elections and found that in three of the four most recent state elections the same pattern existed. The station then put together a show detailing the whole matter. After the program aired, the election committee recounted the entire city and



In the big house. Felipe Luciano spent five days at the Rikers Island penal institution for a five-part story on prison-live on WNBC-TV New York.

found the only errors were in those precincts WHYN-TV discovered. Later the correct totals for all the referendum questions were certified to the state.

■ A somewhat unusual documentary was developed by WNBC-TV New York reporter Felipe Luciano in his five-part series, *Rikers Island Revisited*. Mr. Luciano, who once spent some time in the jail when he was a member of a New York street gang, returned with an ENG crew to talk with the inmates and the guards for five days.

WNBC-TV investigative stories are the beat of the station's FIND unit which has recently produced reports on the racket in black market babies; the harassment and beating of tenants of a hotel by hoodlums

who wanted the premises for prostitution (which resulted in police action); a labor dispute involving the bombing of the trucks of an independent trucker, and an expose of the open operation of a numbers operation that resulted in police raids and the arrest of the operators of 20 numbers parlors.

■ Another report that stirred up legislative action was *Tow Car Association Rip-Offs*, produced by KPIX(TV) San Francisco. The station's Probe Team Five spent more than a year researching the corruption in the tow-car monopoly and found that the companies that towed cars for the city and county were not selling the cars at public auction but to tow car drivers or companies and were not paying taxes to the state. Following KPIX's reports the state adopted a new system to collect taxes and profits on sales of unclaimed cars, which the station said is expected to net the state more than \$15 million a year.

Minidocumentaries at KPIX have included a five-part probe of air traffic controllers, an investigation into the airplane accident last January that killed the mother of Frank Sinatra and a week-long series on aging.

■ A KSTP-TV Minneapolis crew logged a lot of miles in following a story on the spraying of controversial herbicides by the U.S. Forest Service. The story grew into one on herbicides in general and was presented in 12 segments. In Gulfport, Miss., where the Air Force was getting ready to

FREE

**PUBLIC SERVICE MESSAGES
WARNING OF THE DANGERS
OF WHIPLASH INJURY**

**BEWARE OF THE
JOLT**



**A series of Radio and
Television spots in
behalf of Public Safety
and Health!**

Automobile injury is one of the major health threats in modern society. But the problem is not limited to the tragic death-and-scarring injury accidents that most people fear. Even more serious in terms of numbers is the minor jolt or twist incident that creates neck and spine problems.

Perhaps automobile accidents can't be prevented in a mobile society, but negligence can. Help us to keep those minor twists or strains from turning into major health problems.

**ORDER FREE
RADIO & TV SPOTS**

TO: American Chiropractic Association 77-3
2200 Grand Avenue / Des Moines, Iowa 50312

Please send me your new series of produced public service spots titled "Beware Of The Jolt" for:

- Television (1-60sec. and 1-30 sec. Filmed Spots)
 Radio (5-60 sec. and 5-30 sec. Taped Spots)

I understand the spots will be sent without cost or obligation.
Public Service Director

Station _____

Street Address _____

City _____

State _____

Zip _____



Health and welfare. Dr. Murray Feingold, WBZ-TV Boston medical editor, narrates a segment of his five-part series on thyroid cancer as a patient is examined. Another WBZ-TV special revealed that more than half of the Boston police force was overweight and 15%-20% were in poor physical shape.

destroy 800,000 gallons of the "Agent Orange" chemical that was used in Vietnam, it was learned that it is fundamentally the same as that being sprayed in many parts of Minnesota. The story also took the KSTP-TV crew to Washington, for interviews with government officials and to Wisconsin and Minnesota to interview farmers who claimed that mutated animals were the direct result of herbicide spraying near their properties.

The production of minidocumentaries by KMSP-TV Minneapolis began this past April. The first was a five-part series, *All I Can Do Is Watch and Cry*, an examination of coma victims, their families and how they cope with the illness. The second production, *Incest: The Ultimate Taboo*, created quite a stir. The five-part series dealt mainly with the victims, their families, the role of the church, legal authorities, the courts, special homes for the victims and programs for rehabilitation.

Close-Up 4 is the name of KRON-TV San Francisco's minidocumentary unit that has presented features on California's drought, recreational land proposals for the San Francisco area, a show tracing the path of tax money once it gets to Washington and a look at the future of the diesel and gasoline engines.

KCRA-TV Sacramento also managed to send a news crew to Cuba. Anchor/reporter Stan Atkinson, cameraman Doug Watson and staff artist/interpreter Teresa Jo spent a week in the country, traveling about 1,000 miles and producing 11 special reports on the island. In addition KCRA-TV has scheduled a prime-time half hour of Mr. Atkinson's observations to be aired next month.

An investigative story by WBZ-TV Boston called *Fat Cops* revealed that more than half of the Boston Police Department was overweight and that 15% to 25% were

in such bad physical shape that it was detrimental to their health and jeopardized their ability to perform on the job. After the report, the police department implemented new health standards and physical education facilities.

Another WBZ-TV feature was on health and consisted of a five-part series on thyroid cancer and X-rays and a six-part one on arthritis.

Patrick Clawson is KTVI(TV) St. Louis's full-time investigative reporter. His series, *The Co-Op Conspiracy: Pyramid of Shame*, which aired in April, revealed a 16-state network of farm cooperative investment frauds headquartered in Missouri. More than 16,000 people in Missouri alone had sunk their money into what Mr. Clawson revealed to be worthless securities. The reports triggered the forced bankruptcy of the co-op conglomerate one week after the series began. Since then 10 federal and state agencies are investigating the racket. Mr. Clawson spent four months investigating the racket, travelled more than 30,000 miles in his research and had himself and his wife threatened with murder by racketeers. The station estimated that it spent approximately \$25,000 on the series.

Another of Mr. Clawson's stories detailed police corruption in a St. Louis suburb and resulted in a grand jury investigation and an Internal Revenue Service inquiry. While most TV reporters are well known to the viewers, KTVI does not show Mr. Clawson's face on camera. He is always photographed from the back or shown in silhouette with his name superimposed on the screen.

KDKA-TV Pittsburgh expanded its news to an hour last year, which, the station says, has enabled it to present better investigative pieces. One of its biggest was unearthed by reporter Charles Bosworth and exposed fraud in the Allegheny County Manpower Program, a federally funded program to provide jobs for the poor. Mr. Bosworth discovered that three members of the Pittsburgh Steelers football team were being investigated for fraud and that the key to the investigation was the former manpower head and now secretary to a county commissioner and that as much as a million dollars was stolen by putting nonexistent people on the payroll and funneling that money to a few individuals. Less than 24 hours after those revelations



Viewer response. One of many WKYC-TV Cleveland *Montage* programs to look at health care and hospitals was "A Gift of Life" that spotlighted the need for kidney donors. It resulted in more than 8,000 requests for donor cards.



Coke. Cocaine: *For What It's Worth* was a WTMJ-TV Milwaukee minidocumentary put together by reporter Bill Taylor (top) which contained interviews with users, pushers and psychiatrists.

were aired, the commissioner's secretary resigned and the U.S. attorney announced that his office and the FBI would conduct an investigation.

KTVU(TV) Oakland doesn't just stay in the city limits for its stories. Some of its recent minidocumentaries have included a study of the illegal aliens coming into the country from Mexico, an examination of social and economic problems in Hawaii, the Alaskan pipeline explosion. Among the local programs were: *Housing Costs in the Bay Area*, *Teen-Age Sexuality*, *The Occult*, *The High Cost of Insanity* and *The Most Dangerous Jobs in the Bay Area*.

Wife Beaters was the title and subject of a five-part KYW-TV Philadelphia minidocumentary by reporter Jim Hickey that prompted hundreds of letters and calls from women who said they were victims or had nowhere to turn. The station then decided that there was a need for information on where victims could go for help so it published a booklet identifying the various women's aid groups and facilities in the area.

At the same time the wife beating series was under way, KYW-TV investigative reporter Matt Quinn was working on the story of discrepancies in the trial of a man convicted for rape and robbery that resulted in the county prosecutor's office speeding up the appeal process and a hearing on a motion for a new trial.

A tip from a viewer led to an investigation of a landfill in a suburban county that contained chemical wastes. The wastes were creating an irritating stench and posed a pollution problem for a nearby river. A three-part KYW-TV series resulted in the closing of the landfill.

Police corruption in the Long Island town of East Hampton was uncovered by WABC-TV New York correspondent Peter Bannon in a multipart series that prompted a grand jury investigation. One of Mr. Bannon's sources who had been suspended from the force has since been

reinstated and his sergeant was the first person to be indicted by the grand jury.

Another WABC-TV corruption expose was its report on a raid by a New Jersey prosecutor on a municipal building. After more than a dozen follow-up stories the station's reports have resulted in the indictments of several municipal officials for traffic-ticket fixing in exchange for votes, use of the municipal funds for private purposes and influence over grade fixing and the hiring and firing of school teachers with the primary figures in the investigation being the mayor and his brother.

■ Finding a local angle for a far-away story is not always easy, but WJZ-TV Baltimore came up with one for the Johnstown flood. The station sent a film crew by helicopter to get the story of a Baltimore businessman who went to the flood-stricken town to look for his daughter and finally located her, safe.

Teen-age prostitution made up a five-part WJZ-TV investigative series with interviews with the prostitutes, some parents, the pimps and psychologists to get at the reasons for such action and what is being done to solve the problem.

On the night following the mistrial of Maryland Governor Marvin Mandel, WJZ-TV presented a half-hour news analysis of the trial and the events leading to the mistrial. Two major areas covered during the show were whether there would be a second trial and whether the governor would be able to continue to wield his influence over the legislature.

■ At WCCO-TV Minneapolis the documentaries took a wide range of topics from shows on child prostitution to Laetrile to an examination of the mentally handicapped who live outside state hospitals to a study of the experiences of the clinically dead who come back to life to a piece that rode the rails for two months with a hobo.

■ Bob McAlister, capitol bureau chief of WFBC-TV Columbia, S.C., obtained a confidential draft of a state government audit that accused state agencies of concealing \$155 million in federal funds from the state legislature and of establishing secret slush funds with the money. After his report aired, a number of legislators came out against WFBC-TV for reporting the story without official sanction and issued a written statement that the story was "premature and unfair" to the agencies involved. A week later, the audit was officially released through what the politicians considered the proper channels and every point the station had disclosed a week earlier was confirmed.

■ White-collar crime or computer crime was investigated in a five-part series on WBAL-TV Baltimore that spotlighted the industry's difficulties in detecting the crime, catching and prosecuting those responsible and protecting the public.

Another special on WBAL-TV was *A Cross is Burning*, a five part series and a half-hour report on the activities of the Ku Klux Klan in Maryland which led to an FBI investigation and several arrests.

■ KHJ-TV Los Angeles produced two hour long documentaries. The first, *The*

Hustlers. When the Son of Sam suspect was being shouldered into a Manhattan police station in the early morning of Aug. 12, only one television news organization, Action Movie News Inc., was at the scene with its cameras.

For Action Movie News, it was a coup, bringing to TV screens for the first time the face of the suspect accused of killing six young men and women and wounding seven others. But AMN was on the spot because its staff works seven days a week, 24 hours a day, prowling the city for fast-breaking news events such as fires, explosions, train wrecks, car crashes, hijackings and demonstrations.

New York TV stations seldom have crews out after 9 p.m. The cost would be prohibitive. John Corporon, vice president and news director of WPIX-TV, acknowledges it would cost more than \$100,000 a year to support a late-evening news resource.

Stations regard AMN as a strictly freelance organization. It comes to stations when it has filmed or taped an erupting news event. It is never given the assignment of a scheduled



Son of Sam suspect David Berkowitz on Action Movie News camera.

news happening. The station may elect to buy or not buy a piece of its coverage. Several New York news directors agreed that AMN has found a need and filled it.

Sheldon Levy, head of Action Movie News, said the usual fee for its coverage is \$100. He said stations sometimes offer a bonus and, in the case of "Son of Sam" footage, the tariff was somewhat steeper than usual.

Mr. Levy set up AMN in 1973 after discovering there was a market for film coverage of fast-breaking news events. He had been a dispatcher in the New York fire department and often raced to fires. He filmed some of the blazes and sold a number of the films to TV stations. Without professional journalism or photographic experience, Mr. Levy decided to launch AMN.

The company has a full-time staff of four cameramen, including Mr. Levy; a part-timer, and two assignment editors. The last man 15 emergency-band radios spewing out reports of area fires, crimes and homicides in AMN's one-room office in mid-Manhattan.

Mr. Levy said more than 1,400 of AMN's stories were carried on New York stations last year.

The company is nonunion and its employees work a 60-hour week of five 12-hour days. "We get a lot of applications from cameramen wanting to work for our free-wheeling organization," Mr. Levy said.

AMN recently acquired ENG equipment and now shoots both on film and on video tape. The company is in the midst of an expansion program. It will move on Sept. 1 to larger quarters at 150 East 39th Street, New York 10016. And it has formed a new company, Mobile Video Services, to specialize in remote video production.



Lined up in front of their mobile truck equipped for ENG operations are staffers of Action Movie News Inc. (l to r): Mike Kosinenko, Harry Ryttenberg, Kevin Dougherty (standing), Sheldon Levy, Joe Scurto, Sal Mazza.



What a swinger. KTVU-TV Oakland, Calif., co-anchor Dennis Richmond washes windows on the 47th floor as part of his special report, *The Most Dangerous Jobs in the Bay Area*.

Middle East: A View From the Inside, was the product of a four-week trip to Syria, Jordan, Egypt and Israel by the station's co-anchor Anne Kaestner. The second dealt with the growing problem of terrorism and bombings in the U.S. and was titled *Terrorism, an Explosive Situation*.

■ Another station with an investigative reporting unit is WKBW-TV Buffalo, N.Y. It has uncovered stories over the past year that included reporters accepting gifts; nepotism at city hall; state workers flying first class instead of coach, and a series on why industry is moving out of western New York.

■ KOA-TV Denver's investigative reports have included an 11-part series on massage parlors (with tougher new laws regulating them coming shortly after the series); an investigation into what turned out to be fraudulent home rental agencies; a look at rising property taxes, and a survey of Colorado labor organizations, the last prompted by a strike at the Coors brewery.

■ Laetrile, the Unification church, the governor's budget, housing code enforcement and heart attacks—were all topics



Incest: the ultimate taboo. KSMP-TV Minneapolis reporter Steve Doyle wrote and produced a five-part series on incest that included interviews with victims and one with a father currently serving a jail term for committing the crime.

covered in special features on WAST-TV Albany, N.Y., in the past year.

■ *Crime Probe* was what WREX-TV Rockford, Ill., called its minidocumentary series of 21 reports. Three reporters spent more than 600 hours interviewing people, researching and surreptitiously filming criminal activity for what eventually became a half-hour documentary.

More attention being paid to public affairs

New mobility with ENG units adds new interest to old form; local scene sees shorter versions of CBS's successful '60 Minutes'

Spot news, investigative reporting and documentaries may be the staples of television journalism but there has been a growing interest in public affairs—with consumer reports and “news you can use” two of the more popular offerings. As in the other coverage areas, ENG is providing the stations with new opportunities as exemplified by live talk-back shows that let the public ask community leaders or other public figures questions via ENG units set up at different locations in the community.

■ WJLA-TV Washington featured Maryland's Acting Governor Blair Lee III on a program that let area residents talk directly to him. A camera was set up at a suburban shopping mall where the people questioned Mr. Lee who was at the station's

studios.

■ The major causes of highway accidents and how to avoid them made up a five-part special called *Vacation: Don't Let It Kill You* that aired on WSB-TV Atlanta. Reporter Andy Johnston staged a number of dangerous situations and demonstrated the correct way of handling the problems. Some of the more unusual (and dangerous for Mr. Johnston) were how to get out of a sinking car and what to do in the event of a blow-out at 55 miles an hour.

■ KTAR-TV Phoenix broadcasts a regular series, *What To Do If*, in which Coleen Cook presents vignettes on what to do if someone is drowning, has car trouble or other problems. A three-part series on how to survive in the Arizona desert was credited with saving the life of an 83-year-old woman.

■ Washington's noncommercial WETA-TV gets the area's interests on the air with its *WETA and the People* series. Each

Monday the station's mobile unit is stationed at a preannounced location and records comments on important local issues. On Saturday night community leaders or experts respond to the comments, answer questions and tell what can be done to come up with solutions. A panel of local news persons also respond to the matters raised.

■ Important issues or just interesting people and places around town make up *Bodine's Beat* on KBMA-TV Kansas City, Mo., an hour program. Walt Bodine may



Extra added attraction. Last year WEYI-TV Saginaw, Mich., began offering captioned version of its evening news for viewers who are hearing impaired.

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Media Brokers—Consultants

445 PARK AVENUE

NEW YORK, N. Y. 10022

(212) 355-0405



Behind and in front of the camera. As consumer reporter for WLS-TV Chicago's *On Your Side* news feature, Rona Douglas asks questions such as why there is a shortage of playground equipment at a large public housing project (r). But she doesn't do all the work. The *On Your*



Side staff is made up of (l to r): Dorothy Goldberg, researcher; Karen Agnew, associate producer; Elizabeth Ellzey, researcher; Ms. Douglas; Philip LaHana, researcher, and Pennie Thurman, WLS-TV executive producer, special news projects.

talk about school desegregation in a black barber shop or discuss the best way to cook a steak. Each show also features a photo essay by Marilyn Spender, *Kansas City Star* photographer.

■ **Operation Storm Warning**, a cooperative effort of WHBF-TV Rock Island, Ill.-WQAD-TV Moline, Ill.-WOC-TV Davenport, Iowa, was cited by the Illinois governor's Committee on the Handicapped. The system is designed to warn the deaf of severe weather emergencies. It consists of a series of slides which each station airs upon receiving notification from the local weather bureau. The idea was conceived after it was discovered that many people could not hear voice-over announcements or read the crawl warnings.

■ Gayle Sinibaldi is WNAC-TV Boston's *Nightbeat* reporter. She covers stories on a wide range of topics with the common denominator that they occur in the evening. The stories which may include suburban town meetings or the opening of art events in the city are designed to offer features not usually seen because of the late hour and provide fresh stories for the station's 11 p.m. newscast.

■ The seven public television stations that make up the Pennsylvania Public Television Network offer a program called *Pennsylvania Hotline*. This show utilizes a statewide microwave network to set up a live phone-in program on current issues. PPTN brought together state health officials and other experts for an hour-long show on the Legionnaire's disease and the swine flu scare. The program generated more than 30,000 calls. Other shows using the same format have included topics such as the state's new motor vehicle code, nursing homes and a session with state legislators.

■ WJXT(TV) Jacksonville, Fla., conducts a continuing public opinion poll on various topics. Using an automatic tape recorder and a computer print-out of area phone numbers (which eliminates business phones) the station calls several hundred people each night. When they answer the phone, they hear a recorded message explaining the poll and giving

them the current question. Then their answer is recorded. The next day the answers are tabulated. The station requires about 400 responses to have a reliable sample of the population. That may take as much as three nights of polling.

■ Public affairs efforts by WLS-TV Chicago in the past year included a series by reporter Sheila Stainback that told pregnant women which foods, drugs and activities could be dangerous to their unborn babies; a story on where to find low-cost glasses and dentures, and a profile of a medical clinic which faced the loss of federal subsidies if it did not find a full-time doctor. One was hired two months after the report aired.

■ KEVN-TV Rapid City, S.D., has a large area to cover. The station has local correspondents in 15 larger communities of a five-state region. Once a day each of these 15 reporters gives a one-minute audio tape report of local news. These reports are played on the air with a slide of the particular town. KEVN-TV has a "news you can use" feature that it says is popular. Week-long reports have included information on

moving, divorce and do-it-yourself car care.

■ News from the state capital is the substance of noncommercial WMHT(TV) Schenectady, N.Y.'s *Inside Albany*. The weekly half-hour program is produced by an eight-person team with occasional hour-long specials such as *The State of Welfare*. The program is seen on public TV stations in seven New York cities.

■ KYW-TV Philadelphia produced a number of prime-time specials to help viewers cope with municipal problems. *How To Survive a Newspaper Strike* was a two hour special that tried to clear up the confusion of conflicting claims by the strikers and the papers' management. *How To Survive a Transit Strike* was produced to help the city residents deal with a six-week transit shutdown that affected nearly 400,000 people.

■ CBS's *60 Minutes* has had its influence on local journalism with many stations adopting a similar—although usually shorter—format. KTVY(TV) Oklahoma City calls its show *Saturday Magazine*. Each show contains three to five



Person to person. Maryland Acting Governor Blair Lee was the star of WJLA-TV Washington's first effort in a series of live public chats, providing call-in viewers and those on the scene an opportunity to ask their questions. With Mr. Lee was reporter Betsy Ashton.



Car wash. As part of reporter Andy Johnston's (r) and cameraman Nels Anderson's (l) WSB-TV Atlanta series on how to avoid major highway accidents, Mr. Johnston was dropped into a lake to demonstrate how to get out of a car in deep water.

minidocumentaries ranging from light features to controversial issues.

■ In Fort Myers, Fla., WINK-TV offers its weekly *30 Minutes* program with stories ranging from one on open heart surgery to a three-part series on South Florida's diminishing water supply to a piece on topless dancing.

■ Another *30 Minutes* is programed by WHIO-TV Dayton, Ohio. A recent show on local drug problems took two months of research. The station learned of a police sweep of a park and sent two minicams that taped a dozen drug buys including a sale to two narcotics agents.

■ KIRO-TV Seattle also has a *30 Minutes* program that has focused on a wide range of subjects. "Dangerous Cargo," a segment on exotic chemicals and explosives which are moved through the Seattle area every day by truck and train, won a local Emmy. Another KIRO-TV program is the



Helping hand. WKRC-TV Cincinnati's consumer reporter, Howard Ain—known as the *Trouble Shooter*—looks into car repairs.

monthly *Town Hall Meeting* which features a panel of four experts who answer questions from a studio audience.

■ *Follow the Farmer* is a weekly special on WANE-TV Fort Wayne, Ind. Reporter/meteorologist Paul Barys picks a typical Indiana farmer and follows him through the year. Each week the show highlights another aspect of the farmer's routine. The aim of the show is to "find out the problems, the techniques, the costs, and the headaches and the explanations behind farming."

■ KRON(TV) San Francisco has introduced a number of features including regular medical reports, *Golden Fleece Awards* for the most mismanaged use of tax dollars, *Weekend Happenings* and *You Asked For It*, a response to listeners' questions.

■ Skiing is big business and news in the area served by KSTW(TV) Tacoma, Wash. *Ski-In* is a winter feature designed to "take an objective rather than a promotional look at the local skiing industry."

■ *28 Tonight* is noncommercial KCET(TV) Los Angeles's nightly public affairs show. Each weeknight has a different format. Documentaries air on Monday, interviews on Tuesday, in-the-field news stories on Wednesday and Friday and community access with viewer phone calls on Thursday.

■ Noncommercial WUCM-TV University Center, Mich., offers *Day By Day* as its public affairs offering that runs each weekday at 3 p.m. and is repeated each evening at 7:30. Topics range from solar energy to abortion reform to racial unrest. ■

ABA to be asked to widen interest in FCC rules

Committee that proposed fairness-doctrine reforms now at work on recommendations for program reregulation

The American Bar Association leadership which has deferred action until next year on recommendations to eliminate the FCC's case-by-case fairness doctrine enforcement in favor of a general review at license-renewal time is likely also to have larger FCC issues to consider.

During the ABA annual convention earlier this month in Chicago (BROADCASTING, Aug. 15), the House of Delegates postponed review of the fairness-doctrine proposals that had been made by its science and technology section upon recommendation of a communications law committee. The same committee is preparing recommendations for what are represented to be liberalized regulations of broadcast programming.

Chief writer on that project is Henry Goldberg, former Office of Telecommunications Policy general counsel, now with Verner, Liipfert, Bernhard & McPherson, Washington. The final draft of the programming recommendations is anticipated by September. They will reportedly call for FCC rule revisions regarding ascertainment, renewal, format, prime-time access and the like.

Publication of the plan is targeted for next winter, with House of Delegates action later in the year at the 1978 convention.

Like the fairness-doctrine plan, the programming recommendations are expected to receive wide support from members of the science and technology section. However, unanimity does not seem in the offing. Former FCC Commissioner Kenneth Cox, now with Haley, Bader & Potts, Washington, was one of the few on the committee who objected to the fairness plan. In general, he views that, as well as what he has seen of the programming drafts, as too soft on broadcasters. The committee is under the chairmanship of Marcus Cohn, of the Washington law firm of Cohn & Marks.

NATO alliance

Theater owners says MPAA is guilty of monopoly practices It has accused networks of

The nation's broadcasters and the television networks have a new and unlikely ally in their defense against the FCC's now-stalled network inquiry. The National Association of Theater Owners has come out swinging at the Motion Picture



Rolling their own. The Television Information Office's own on-air debut—*Television in America: The Issue of Violence*—was screened for affiliates of ABC-TV and NBC-TV last week, and will be fed to CBS-TV affiliates by closed circuit this week (Tuesday, Aug. 23, at 4:30 p.m. NYT). The half-hour broadcast will be furnished free to TV stations; if well received, it may be the first of a series of TIO-produced programs on issues of importance to broadcasters and the public (BROADCASTING, July 18). Participating (l to r): Roy Danish, TIO director; Lee Rich, Lorimar Productions; Dr. George Gerbner, dean of the Annenberg School of Communications of the University of Pennsylvania and author of the prominent violence index, and TV newsman-moderator Martin Agronsky.

Association of America, which has argued to the FCC that the networks have an unfair economic leverage in the programming marketplace (BROADCASTING, June 6).

In a letter to FCC Chairman Richard Wiley, NATO President Marvin Goldman accused the MPAA members of engaging "in the same practices and abuses they now attribute to the three networks."

Addressing MPAA's argument that the networks, because they are essentially the only three buyers of television programming, prevent meaningful price competition, Mr. Goldman said that contention "pales into insignificance" when compared with the film industry, "in which there are essentially only seven sellers, the MPAA companies, and 16,000 buyers, the nation's motion picture theaters."

"Based upon the experience of the nation's theater owners in dealing with MPAA for theatrical motion pictures, NATO seriously doubts the commission's strengthening of their bargaining position vis-a-vis the three networks will result in the public's receiving the benefits described in MPAA's request," Mr. Goldman said. He added that the result could lead to a "constriction rather than expansion of the supply of television programming."

MPAA had asked the commission to re-examine and strengthen its "financial interest rule," which prohibits the networks from acquiring rights in programs done by independent producers. MPAA members include Columbia Pictures Industries Inc., Metro-Goldwyn-Mayer, MCA Inc., Paramount Pictures Corp., United Artists Corp. and Warner Bros. Inc.

Mr. Goldman said these companies "already exercise virtual oligopolistic control" over the supply of films, and MPAA's proposal "will open the door to their assuming the same control over the supply of entertainment product to the television industry."

Mr. Goldman sent similar letters to

Senators Edward Kennedy (D-Mass.), chairman of the Subcommittee on Antitrust and Monopolies, and Ernest F. Hollings (D-S.C.), chairman of the Subcommittee on Communications, and to Representatives Lionel Van Deerlin (D-Calif.), chairman of the Subcommittee on Communications, and Peter Rodino (D-N.J.), chairman of the Subcommittee on Monopolies and Commercial Law.

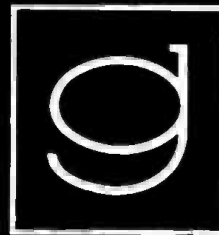
Third-class tests: FCC wants to know

**Commission seeks comments
on proposal to end exams
for limited operator permits**

The FCC has invited comment on its proposal to drop the requirement for tests for third-class radio operators (BROADCASTING, July 4). Under the proposed rule, routine operation of AM and FM stations, where permitted by the rules, could be performed by persons holding the new restricted radio telephone operator permits in place of the presently required limited radio telephone operator permit endorsed for broadcast operation. No examination is required to obtain a restricted radio-telephone operator permit.

The proposal contains a number of other elements. It calls for a dual license structure (one series for the routine operation and one for the technical operation and maintenance of the various classes of radio stations), for the retitling of licenses, and for a new class of operator license for the operation of television broadcast transmitters.

It also would strengthen current rules regarding operator responsibility by assigning new duties to the operator responsible for the transmitter, impose some new requirements on the technician responsible for maintenance and simplify



The Symbol of Leadership in Public Affairs



the gilmore group

Represented by (HR) Television, (M) Meeker Co., (P/M) PRO/Meeker

WEHT-TV (M) Evansville (M) WREX-TV (HR) Rockford (HR) KODE-TV (HR) Joplin (HR) KODE (P/M) Joplin (P/M) WQPO (P/M) Harrisonburg (P/M) WSWA (P/M) Harrisonburg (P/M)

the exam for what is now the radiotelephone third class operator permit (without broadcast endorsement), which would be called the limited radio telephone operator permit, by combining two examination elements into one.

Deadline for comments is Oct. 3, and for reply comments, Oct. 31.

Changing Hands

Announced

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

■ **KDOG-TV Houston:** Sold by Crest Broadcasting Co. to Metromedia Inc. for approximately \$11 million (see story, "Top of the Week").

■ **KDCE(AM)-KBSO(FM) Espanola, N.M.:** Sold by George A. Gonzales Broadcasting Co. to Sangre De Cristo Broadcasting Inc. for \$450,000, plus \$25,000 consulting agreement. Seller is owned by George A. Gonzales, who has no other broadcast interests. Buyer is owned by James F. Hoffman and Jon van Wambeck (50% each). Mr. Hoffman owns WVVX(AM) Highland Park, Ill., and has sold, subject to FCC approval, WVVX-FM there to WVVX Inc. for \$183,750 (BROADCASTING, Aug. 1). Mr. van Wambeck is president of Chicago grain firm and director of Chicago Board of Trade. KDCE is 1 kw daytimer on 970

khz. KBSO operates on 102.3 mhz with 1.1 kw and antenna 460 feet above average terrain.

■ **WLRC(AM)-WLRQ(FM) Whitehall, Mich.:** Sold separately by White River Communications Inc. to Whitehall Broadcasting Co. and Blueberry Broadcasting Inc., respectively, for \$120,000 and \$160,000. Seller is owned by Ralph Trieger, who also has minority interest in WMTE-AM-FM Manistee, Mich. Buyer of WLRC, Whitehall Broadcasting, is owned by Murray Pergament and his brother, Robert (30% and 20%, respectively), and 10 others (none with more than 10%). Messrs. Pergament own New York paint manufacturing firm, and neither they nor other buyers has other broadcast interests. Buyer of WLRQ, Blueberry Broadcasting, is owned by Alastair B. Martin and his wife, Edith (50%), and six others, all of whom are owners of Regional Broadcasters Group. RBG owns WGRD-AM-FM Grand Rapids and WTRU(AM) Muskegon, both Michigan; WAAL(FM) Binghamton, WKNY(AM) Kingston, and WOLF(AM) Syracuse, all New York, and WMGW(AM)-WZPR(FM) Meadville and WPIC(AM)-WYFM(FM) Sharon, both Pennsylvania. Mr. Martin's son, Robin, who has minority interest in RBG, is 51% owner of proposed buyer of WRUN(AM)-WKGW(FM) Utica, N.Y., which are being sold by Woods Communication Group for \$1 million (BROADCASTING, May 9). WLRC operates on 1490 khz with 1 kw day and 250 w night. WLRQ

operates on 95.3 mhz with 1.5 kw and antenna 410 feet above average terrain.

■ **WGRY(AM) Grayling, Mich.:** Sold by Grayling Broadcasting Co. to Alpine Broadcasting Co. for \$167,500, plus \$50,000 covenant not to compete and \$15,500 engineering consultant's fee. Seller is owned by James E. Sylvester (52%), his father, Truman F. Sylvester, and Alvin H. Perkiss (24% each). They have sold, subject to FCC approval, CP for WQON(FM) Grayling for \$5,721.64 to Grayling Broadcasters ("For the Record," July 18) and have no other broadcast interests. Buyer is owned by John D. DeGroot (45%) and five others (11% each). They also own WWRM(FM) Gaylord and WKZY(FM) Escanaba, both Michigan. WGRY is 1 kw daytimer on 1590 khz.

■ **KKAN(AM) Phillipsburg, Kan.:** Sold by KKAN Inc. to Look Broadcasting Inc. for \$150,117, plus \$50,000 covenant not to compete. Seller is owned by Norton E. Warner and his wife, Diana, who also own KIMB(AM) Kimball and KLIN-AM-FM Lincoln, both Nebraska; KABI-AM-FM Abilene, Kan., and KRLN(AM)-KSTX(FM) Canon City, Colo. Buyer is owned by Dwight C. Look and his wife, Edna, who already own 20% of KKAN. Mr. Look is general manager of station and has no other broadcast interests. KKAN operates on 1490 khz with 1 kw day and 250 w night.

■ **WAAK(AM) Dallas, N.C.:** Sold by Fred H. Whitley to WAAK Inc. for \$200,000. Mr. Whitley also owns WGTL(AM) Kannapolis, N.C. Buyer is owned by Gerald M. Marlow and his brother, Richard B. (50% each). They formerly owned Jamesburg, N.J., retail liquor store. They have no other broadcast interests. WAAK is 1 kw daytimer on 960 khz.

■ Other station sales announced last week by the FCC include: KLMN(TV) Fort Smith, Ark.; noncommercial KUNF(FM) La Canada, Calif.; WMBH(AM) Joplin, Mo.; KCGM(FM) Scobey, Mont.; WPFO-TV Greenburg, Pa.; WPCB-TV Pittsburgh, and KIKZ(AM) Seminole, Tex. (see page 91).

■ Total consideration in sale of WKTS(AM) Sheboygan, Wis., (BROADCASTING, Aug. 15) should have read \$175,000 plus assumption of liabilities in excess of \$250,000.

Approved

The following station sales were approved last week by the FCC:

■ **WJAN-TV Canton, Ohio:** Sold by Janson Industries to Heritage Village Church and Missionary Fellowship Inc. for \$2.5 million. Seller is owned by brothers Richard W. (45%), Raymond K. (32.5%) and Russel C. (22.5%) Janson, who have no other broadcast interests. Buyer is non-stock, religious corporation and owner of PTL Television Network, Charlotte, N.C., which syndicates *The PTL Club*, religious program. James O. Bakker is president. WJAN is independent on channel 17 with 230 kw visual, 42 kw aural and antenna 450 feet above average terrain.



MIDWEST \$350,000

A powerful AM daytimer in a rich, quality market. Combination operation with good land and building. Has grossed over \$300,000, but presently doing approximately \$200,000 annually. Terms available with \$100,000 down payment.

BLACKBURN & COMPANY, INC.

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

WASHINGTON, D.C.
20006
1725 K Street, N.W.
(202) 331-9270

CHICAGO 60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA 30301
400 Colony Square
(404) 892-4655

BEVERLY HILLS 90212
9465 Wilshire Blvd.
(213) 274-8151

8/22

■ **KJIN(AM)-KCIL(FM)** Houma, La.: Sold by KCIL Inc. to South Louisiana Broadcasters Inc. for \$450,000 plus \$200,000 covenant not to compete. Seller is owned by estate of Denver T. Brannen (80%), his widow, Eugenia (5%), and three children (5% each). Buyer is owned equally by Joel T. Brannen (son of late owner) and Charles K. Winstanley. Mr. Brannen has minority interest in WDLF(AM) Panama City, Fla., and various realty interests. Mr. Winstanley is general manager and 39% owner of WSCM(AM) Panama City Beach, Fla., and former general manager of WDLF. KJIN operates on 1490 khz with 1 kw day and 250 w night. KCIL is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain.

■ **KMO(AM)** Tacoma, Wash.: Sold by Broadcast House Inc. to Jim Baine Co. for \$500,000, plus \$100,000 covenant not to compete and \$100,000 consulting agreement. Seller is 80% owned by Broadcast Communications Inc., which is owned by Mrs. Jane D. Hall (63%, individually and as trustee), Ed Wheeler (31%), Leslie Vogel and Helen Bunge (3% each). They also own WEAU(AM)-WOJO(FM) Evanston, Ill. Buyer is owned by James L. Baine, who is general manager and 20% owner of KMO. Mr. Baine has no other broadcast interests. KMO operates on 1360 khz with 5 kw full time.

■ Other station sales approved last week by the FCC include: WOWL(AM) Florence, Ala.; WCCR(AM) Urbana, Ill.; KWRG(AM) New Roads, La.; WPEP(AM) Taunton, Mass.; KICA(AM)-KPOE(FM) Humble City, N.M.; WOFE(AM) Rockwood, Tenn., and KONI-AM-FM Spanish Fork, Utah (see page 92).

TV for the aged to go under scrutiny of House group

The House Select Committee on Aging has asked the networks to testify at a hearing on "age stereotyping in the media" Sept. 8.

A witness list had not been completed last week, but among others invited to participate at the one-day hearing was former FCC Commissioner Nicholas Johnson, now head of the National Citizens Committee for Broadcasting.

Committee Chairman Claude Pepper (D-Fla.) said the networks are being asked to "help determine what image of the elderly is provided by television" and to explain what guidelines at the networks govern portrayal of old people. The committee also wants to know what information the networks have about the effects of TV on the elderly and about the effects of TV's portrayal of the elderly on other age group viewers.

In addition the networks are being asked what shows are aimed at the old people and what program changes relating to the elderly have been made in recent years.

A subcommittee aide said the hearing is

to gather facts. No legislation is contemplated.

Mr. Pepper's own feelings on the issue are reflected in his reaction to the report of the Civil Rights Commission on TV's treatment of women and minorities, issued last week (see "Top of the Week"). The document "disappointed" him, he said, because it ignored TV's treatment of the elderly, apparently "a forgotten minority."

"Elderly persons spend more time watching television than engaging in any activity other than sleeping," Mr. Pepper said. "How do they feel when they see no elderly on game shows; elderly portrayed as villains or victims on crime shows; so-called comics masquerading as toothless, sexless, feeble-minded, constipated elderly?"

Mr. Pepper is 76.

Another figure to reckon with in CBS hierarchy

Peter Derow moves over from Newsweek presidency to become Backe's chief staff officer; he'll advise groups on policy

Peter A. Derow, president of Newsweek Inc., will join CBS Inc. as senior vice president on Sept. 6. John D. Backe, CBS president, who announced the appointment,

said Mr. Derow will be responsible for coordination of all staff work, will advise him on future diversification plans for CBS and will work with the presidents of the four CBS operating groups "in helping to define and establish corporate policy."

Mr. Backe said the senior vice presidency was being created "further to strengthen the staff and reduce the number of individuals reporting to the president." It was the latest in a series of changes "to strengthen and streamline the organization of the corporate staff," he said, "in view of the growth of CBS, whose sales of more than \$2 billion in 1976 represented an increase of some 15% over the previous year."

"Mr. Derow," he said, "brings to his new responsibilities superb credentials," having been president of Newsweek and a director of its parent Washington Post Co. since 1976. Now 38, he joined Newsweek as a management trainee in 1965 and has since served in a variety of posts including circulation director, marketing director and finally managing director of Newsweek International; senior vice president of Newsweek Inc., deputy to the publisher of Newsweek and executive vice president of the company.

Staff vice presidents who will report to



Derow

- Negotiations
- Appraisals
- Radio
- T.V.

(703)821-2552

- Newspapers
- CATV
- Financing

Thinking of Selling?

Call us—Our confidential handling and screening techniques can effect a sale with a minimum of exposure and risk.

A Confidential Service to Owners & Qualified Buyers.

Cecil L. Richards, inc. media brokers

Suite 408, 7700 Leesburg Pike, Falls Church, Va. 22043

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

Company	Period/Ended	Revenues	Current and change			Par Share	Year earlier		
			% Change	Net Income	% Change		Revenues	Net Income	Par Share
ABC.....	6 mo. 7/2	760,042,000	+20.7	52,709,000	+73.3	2.91	629,637,000	30,410,000	1.74
CBS.....	6 mo. 6/30	1,288,349,000	+23.2	87,946,000	+16.7	3.11	1,045,699,000	75,305,000	2.64
Comcast.....	6 mo. 6/30	6,029,502	+16.3	306,373	+ 1.1	.18	5,155,066	303,018	.18
Cox Broadcasting.....	6 mo. 6/30	68,347,000	+ 5.3	11,186,000	+11.4	1.90	64,892,000	10,039,000	1.71
Foote, Cone & Belding.....	6 mo. 6/30	38,126,000	+20.8	3,207,000	+43.8	1.33	31,540,000	2,229,000	.99
Lee Enterprises.....	9 mo. 6/30	60,949,000	+18.4	8,062,000	+23.0	1.62	51,466,000	6,550,000	1.30
MCA.....	6 mo. 6/30	382,792,000	+ 2.8	35,187,000	-20.5	1.95	372,293,000	44,253,000	2.46
Meredith.....	Year 6/30	235,623,000	+23.5	12,199,000	+23.6	3.97	190,728,000	9,868,000	3.22
MGM.....	9 mo. 5/31	221,018,000	+14.0	21,159,000	+20.7	1.49	193,709,000	17,526,000	1.23
Oak.....	6 mo. 6/30	80,093,232	+ 9.1	12,949,931	-21.4	.62	73,354,595	1,647,461	.90
Sonderling.....	6 mo. 6/30	13,755,000	+ 8.2	992,000	+ 4.8	.90	12,706,000	946,000	.86

him at CBS are Haskell P. MacCowan, administration; E. K. Meade Jr., corporate affairs; John J. Manion Jr., development; James H. Geer, finance, and James Scott Hill, law and government affairs.

The operating group presidents with whom he will work in "helping to define and establish corporate policy" are John A. Schneider, broadcast group; Walter R. Yetnikoff, records group; John Phillips, Columbia group, and John R. Purcell, publishing group.

Law conference to hear panel on media freedom

Subject is new to agenda of international meeting

Representatives of the legal profession from all over the world will meet in Manila this week for the eighth World Conference on the Law of the World. For the first time the international body will include discussions on communications.

Terry Maguire of the FCC and attorneys Charles Ablard of Philadelphia and Stanley Godofsky of New York will represent the U.S. on a Wednesday, Aug. 24, panel titled, "Mass Communications, Freedom of the Press and the Rights of Man." The central theme of the conference will be the human rights issue.

Others participating in the communications discussion include: Augustin Boumah, president of the Supreme Court of Gabon; Jose Mario Armero, president of the Europa Press, Spain; Gerald H. Flaherty, Canadian Broadcasting Corp.; Felix A. Antonio, associate justice of the Supreme Court of the Philippines; Ali Hamadi El-Gammal, editor of Egypt's *Al Ahram*; Chao-chu Fu, publisher of the *Taiwan Daily News*; Olle Petrini, associate editor of *Expressen*, Sweden, and Mordechai Virshubski, member of the Israeli Knesset.

The conference, which is held every other year in a world capital, is sponsored by the Washington-based World Peace through Law Center, which has affiliated organizations in 149 countries. Some 4,000 judges, lawyers, professors and students are expected to attend.

Candidate's 'reminder' irritates Va. stations

Virginia broadcasters are reeling at what some of them perceive as a bit of over-zealous jawboning on the part of Democratic gubernatorial nominee Henry Howell Jr.

Mr. Howell, a populist, sent a letter to the state's broadcasters reminding them of their "responsibility to present fair and equal images" of the candidates. "I believe that responsibility to the public not only lies in your *equal* treatment, but also your *fullest* treatment of the subject," Mr. Howell wrote.

The letter includes some suggestions on how the broadcasters should cover the coming election: "Invite candidates to appear on your station's news and talk shows, make time slots available to all candidates, encourage your news departments to run regular updates on the campaigns and offer time for debates."

Robert Rogers, president of WANV(AM) Waynesboro, said in a station editorial that Mr. Howell's letter "strongly implies prior restraint ... a violation of the First Amendment."

The Virginia Association of Broadcasters issued a statement calling the letter an "insulting attempt to intimidate broadcasters" and said that there was no evidence that they had failed to live up to their obligations under the fairness doctrine and section 315.

FCC relaxes rules a bit to help isolated community

Noncommercial KRNB-FM Neah Bay, Wash., has received FCC authority to broadcast up to six minutes of classified announcements each day. Neah Bay is an isolated community of 663 persons located on an Indian reservation, and is not served by nearby newspapers or other radio stations.

Other than a bulletin board outside the post office, according to the station, the classified ad program is the only way to advertise the sale of items. The station will receive no revenue from the broadcast of the classified announcements, and the

program will be available to persons "of noncommercial interest only," the station said.

The commission's special authorization was required because of a rule prohibiting noncommercial stations from broadcasting announcements promoting the sale of products or services. The station, which had broadcast the program until it found it was inconsistent with commission rules, said listeners favor its return.

NPR chairman faces pornography charges

Court proceedings are to begin on Atlanta solicitor-general's claims that Ed Elson distributed obscene material to newsstands; 'Hustler' and 'Penthouse' involved

A preliminary court hearing is scheduled tomorrow (Aug. 23) in the case of Edward Elson, president of Atlanta News Agency and chairman of National Public Radio, who has been charged with the distribution of obscene material.

Mr. Elson's Atlanta-based firm supplies magazines to newsstands nationwide. He was charged in connection with the distribution of *Hustler*, *High Society*, *Penthouse*, *Oui* and *Genesis*. His case follows a campaign against alleged pornography by Fulton County Solicitor General Hinson McAuliffe. Mr. Elson, who served seven years ago as a member of a presidential commission on obscenity and pornography was charged as part of the crack-down in Atlanta last month.

Mr. Elson, who was unavailable for comment, plans to plead innocent, according to his attorney.

Asked to comment on the case, NPR President Frank Mankiewicz said: "Here at NPR we are sensitive to censorship wherever it is attempted, and we are happy that Ed Elson shares that sensitivity. We stand by him and wish him well."

So that all might hear

National Association of Broadcasters President Vincent Wasilewski has asked FCC Chairman Richard Wiley to try to get

broadcasters more copies every month of new or amended FCC rules or policies. Mr. Wasilewski asked Mr. Wiley to seek a waiver from the Office of Management and Budget to permit up to 10,000 copies of the actions to be printed, instead of the 2,000 to which the FCC is currently limited. The NAB president said the Government Printing Office moves too slowly to be a viable alternative source for the material, and private companies which also print them cost too much for many broadcasters.

Media Briefs

Satellite, Hispanic-style. SIN, U.S. Spanish Television Network, reports its earth station in Miami has begun operations and eight station affiliates are now interconnected via satellite and microwave relay. WLTv(TV) Miami is latest station to receive SIN's feed of 19 hours of programming a week, consisting of one-hour nightly international newscasts on weekdays and 14 hours of sports, music, variety and news programming on weekends.

Add to the band. CBS Inc. announced it had acquired Lyon & Healy Inc., Chicago, described as world's leading manufacturer of harps and also operator of retail musical instruments stores and a service center for its own products in Chicago area. Price was not disclosed but estimates ranged around \$3 million. Lyon & Healy, whose annual revenues exceed \$8 million, will become part of CBS musical instruments division.

More for Mutual. Mutual Radio Network has added six new affiliates, bringing total to 769 as of Aug. 1. New Mutual stations are: KVEG(AM) Las Vegas; KADL-AM-FM Pine Bluff, Ark.; KKKK(FM) Midland, Tex.; WDCL(AM) Clearwater, Fla., and KGNO(AM) Dodge City, Kan.

Looking back. Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.), former FCC Commissioner Nicholas Johnson, new National Public Broadcasting Service Senior Vice President Chloe Aaron and *Washington Post* reporter Alan Kriegsman are scheduled panelists for Sept. 7 National Town Meeting program on "Public Broadcasting: A Retrospective." Discussion will be staged at Washington's Kennedy Center, and broadcast live over NPR.

Post's new paper. Post Corp., Appleton, Wis.-based group broadcaster and newspaper publisher, has bought *Collinsville* (Ill.) *Herald*. Sellers were heirs of James O. Monroe Sr., including his son, Karl L. Monroe, who will remain as editor of paper. Paul Halbert, general manager of Post's *Granite City* (Ill.) *Press-Record* will assume same post with *Herald*. Post owns eight other papers, four TV's, two AM's and one FM.

FOB's new office. FCC Field Operations Bureau has opened new Pittsburgh office. Wolfe P. Huber is engineer in charge. Address: FCC, William Penn Highway, Monroeville, Pa. 15146; phone: (412) 823-3380.

Equipment & Engineering

Signs of tension in 13th week of NABET strike

ABC and union reports differ on incident in Los Angeles

The strike against ABC by the National Association of Broadcast Employees and Technicians begins its 14th week tomorrow (Aug. 23) with no apparent settlement in sight although "slight progress" was reported in negotiations last week.

Talks are being held under the auspices of the Federal Mediation and Conciliation Service in Washington, and during one session last week ABC and the union agreed on the terms of one clause regarding program organization. NABET cautioned against optimism, pointing out there are 23 items still to be resolved.

An incident related to the strike flared up in Los Angeles on Aug. 12. Two union men said they were struck by a car driven by a KABC-TV Los Angeles executive while they were demonstrating at the main gate of the ABC Television Center. The driver of the car was identified as John Severino, vice president and general manager of the station.

"About 25 or 30 of our men were demonstrating across a path leading to the gate," a NABET spokesman said. "As cars approached the men, the driver would stop to allow our guys to get out of the way. When Severino reached the men, he kept going—though slowly—and hit two of our members."

Taken to a nearby hospital were Eugene Burrows, 57, an audio engineer, and George Fox, a building maintenance worker. Mr. Fox has been released from the hospital, but Mr. Burrows was still there last Thursday with an injured back, according to NABET.

The station had a different version of the incident. A spokesman said pickets were stopping every car going through the gate. When Mr. Severino's car approached, a large group stood in front. Mr. Severino stopped his car, the spokesman said, and told the pickets that he had to get to work. He told them he was going to start the car and did, moving slowly.

"Then one of the men climbed on top of the hood and rolled off," the KABC-TV official said. "No one seemed to be hurt at the time. Some people say they saw the two men who later claimed they were hurt walking around with their signs. The station feels this was a planned and staged demonstration."

Technical Briefs

Price hikes. RCA Broadcast Systems Inc., Camden, N.J., will raise prices on radio and television broadcast equipment by average 8.3%, effective Sept. 15. Increases are being made because of higher

manufacturing and material costs, according to RCA.

Added capability. Harris Corp., Cleveland, has purchased Radio Mechanical Structures Inc., Kilgore, Tex., maker of antennas for satellite-communications systems. Price was undisclosed.

And another. Toshiba has introduced its entry into consumer videocassette recorder market with V-5210 two-hour recorder, available in October for \$1,300. Unit is combination Sony-Toshiba design and is compatible with Sony's Betamax. Available with recorder will be color camera for \$1,700.

Zenith's home VTR. Zenith Radio Corp. announced marketing plans for entry into home video-cassette recorder market under licensing agreement with Sony. Zenith will market Sony-made recorder unit for \$1,300, available early September, and TV/recorder console for \$2,600, available late October. Also in line will be camera and microphone kit for \$395.

Soaring sales. Rank Precision Industries of Des Plaines, Ill., announced installation of three of its Cintel MK3 Flying Spot Color Telecine units at Magosound, New York, and MCA Discovision and Ruxton Limited, Los Angeles. MK3, unlike most film chains, uses flying spot system which Rank says eliminates camera together with problems of lag, color registration and noise in picture low lights.

QUALITY TALKS FOR CKSW

Swift Current, Sask.



Continental's new 5/10 kW AM transmitter is setting records for acceptance. It has performance and efficiency, with the cleanest sound around. Listen to Continental: quality talks.

Write for brochure: Continental Electronics Mfg. Co. Box 270879 Dallas, Texas 75227 (214) 381-7161

Continental Electronics

"With the IGM RAM System, changes can be entered into our programming anytime, quickly and easily... and that saves a lot of time"

L. S. Stevens
Vice President, Engineering
Plough Broadcasting Co.

Plough has RAM (Random Access Memory) Systems in five stations—Boston, Atlanta, Memphis, Chicago, Baltimore. So, with them, the RAM is no experiment.

Combined with IGM Instacarts and reel-to-reel playback units, the system gives each Plough station the flexibility it needs—24-hour programming, an additional program entry for weekends, a 4096-event capability and the ability to "flag" certain events for rapid access for spot changes.

Stevens calls the RAM System "efficient." You will probably agree.

Read about the RAM installation at Plough Broadcasting's WHRK, Memphis, in IGM NEWS #2-77. Send for it today.

IGM

A Division of NTI
4041 Home Road
Bellingham, WA 98225
206-733-4567



Programming

Tax inducements seen as way to radio diversity

Sliding scale would favor special-interest programs, 'experimental' formats

A system of tax breaks to encourage radio stations to diversify their programming and serve more people has been proposed by Lloyd N. Morrisett, president of the John and Mary R. Markle Foundation, which specializes in educational uses of the mass media.

As an alternative he suggested conversion of station licensing to a "rental system," which he said would have "the advantage of emphasizing that the radio spectrum is public property" and could use varying rentals to "encourage diversity and risk-taking." But he added that "differential taxation is a more accepted practice and would perhaps be more easily accomplished."

Mr. Morrisett said that radio, "a sleeping giant," reaches more people each day than any other medium. But, he said, commercial radio is programmed primarily for the 18-49-year-olds that advertisers want to reach, while noncommercial radio, though it offers some diversity, does not do as much as is needed.

Mr. Morrisett made his proposal in an "essay" on radio in the foundation's annual report, covering 1975-76.

"Four hundred million radio sets and eight thousand stations," he wrote, "add up to a wealth of opportunity to listen to radio, but critics contend that this wealth is largely imaginary because the range of available programming is extremely small. With the exception of National Public Radio stations and some others, the programming that is presented is popular music and headline news. Little attempt is made to explicit other forms of programming—drama and the arts, education, programming for children, the elderly—programming that reflects the range and variety of human taste and interest. Defenders of the present system will counter these criticisms by citing the commercial success of music and news formats and the absence of any concerted public demand for anything else.

"As with many other perplexing social problems, there is truth on both sides. The critics of radio are justified in demanding fuller use of radio's potential and broadening of service, but they must also face economic realities. American radio is an advertiser-supported system and deviation from the accepted norms of radio service are likely to be economically risky at best. If any change in the over-all quality of radio service is to be achieved, the critics of the present system must help find ways to encourage economic viability, and the defenders of the present system must be

ready to change if their economic concerns can be met."

Under the present tax system, Mr. Morrisett continued, commercial stations are fully taxed and noncommercial stations are tax-exempt.

"It might be possible," he said, "to devise additional tax categories in order to give [commercial stations] incentive to diversify and to improve service. A category of full service stations might be defined that would offer minimum percentages of music, both popular and classical, news, radio documentaries, drama and children's programs. Perhaps this class of stations should initially be taxed at one-half the normal rate, therefore giving incentive to attempt a form of service that might not initially be as profitable as popular music programming.

"Other formats could also be differentially taxed," Mr. Morrisett suggested. For example, those with specialties—"all children's programs, all programs for the elderly, etc.—could apply for a tax rate based on 'experimental programming.' Such a rate would be set and revised on the basis of experience to give experimental stations a chance at economic viability. . .

"While such a system would give incentives for change, it would not be coercive. A broadcaster would have the choice of trying a risky new form of programming and being taxed at a lower rate, or sticking with traditional radio formats and being taxed at present corporate rates. Economic studies of the industry could give estimates of the tax incentives necessary to create change, and then the rates could be adjusted based on actual experience."

Inch tape to be used for NBC-TV drama

That follows introduction of narrow width for comedies at CBS Center on West Coast

NBC-TV plans to begin taping next month on what it says will be "the first network dramatic program produced on the revolutionary one-inch video tape."

The program is what NBC calls a "theater of fact" drama—"the true story of how a dam bursting in 1972 in West Virginia caused the deaths of 125 people, traumatized the survivors and resulted in a historic multimillion-dollar lawsuit."

William F. Storke, vice president, special programs, said the presentation, *The Survivors of Buffalo Creek*, will be taped on location in the coal-mining country where the tragedy occurred. For it, he said, NBC designed and constructed a mobile unit featuring several one-inch video tape recorders. The taping is to begin Sept. 5 and continue through Oct. 9.

The program is for broadcast some time in the 1977-78 season.

Although NBC billed this as the first use of the one-inch tape for a network dramatic program, CBS began using one-inch tape regularly at the CBS Studio Center in Los Angeles in July, beginning with two of

its new situation comedies, *The Betty White Show* and *We've Got Each Other* (BROADCASTING, June 13).

Humanitas winners

A two-hour *ABC Theater* drama called "Green Eyes," one of the 60-minute episodes of *ABC's Roots* and the "Ted's Change of Heart" half-hour of *CBS's The Mary Tyler Moore Show* won the 1977 Humanitas Prizes of the Human Family Institute.

David Seltzer won \$25,000 for his "Green Eyes" teleplay, James Lee and William Blinn shared \$15,000 for episode four of *Roots* and Earl Pomerantz got \$10,000 for the *MTM* program.

The Humanitas jury, made up of writers, actors, critics and industry executives, picked the winners from 170 prime-time commercial-network programs. The prizes, now in their third year, are funded by the Lilly Endowment.

Program Briefs

Art imitates art. NBC-TV has placed on its fall schedule two-hour *World Premiere* motion picture that dramatizes controversy surrounding TV violence and its effects on children. Called "The Story Teller," film features Martin Balsam as script writer whose television movie is accused of triggering 12-year-old viewer to commit suicide. Date for telecast has not been set.

Crimestoppers. Gold Key Entertainment, New York, has acquired rights to "Dick Tracy" feature films. Four of eight features will also be available as 15-part serials.

Kulik with CPT. Producer-director Buzz Kulik ("Brian's Song," "The Lindbergh Kidnapping Case") has signed an exclusive long-term contract with Columbia Pictures Television that covers development, production and direction of theatrical films and television programs under his company, Jeni Productions Inc.

In the stars. Gert Bunchez & Associates has added *Carroll Righter's Weekly Horoscope Report* to its catalogue of radio programs. Shows are one-minute weekly reports for each astrological sign.

Westward move. Rick Levine Productions, New York, has opened full-service West Coast office at 1516 North Fairfax Avenue, Los Angeles (213-874-4222). Lark Navez, who has been senior producer for Levine in New York, will manage new office.

Cristofer to TV. Michael Cristofer, who recently won Pulitzer Prize for his play, "The Shadow Box," has been signed by Robert Stigwood Group, London and New York, to write script for six-hour miniseries, *Music Inc.*, for showing on NBC-TV. Drama centers around music industry and will mark Mr. Cristofer's first work for television.

For Christmas from DFS. Program Syndication Services, subsidiary of Dancer-Fitzgerald-Sample Inc., New York, is making available to TV stations new Christmas series that features well-known entertainment personalities of various ethnic origins. Titled *Twenty Four Days of Christmas*, series consists of 24 one-minute programs presenting such performers as Liv Ullman (Norway), Leslie Caron (France) and Richard Thomas (Wales).

Open for business. Universal Productions Studio, full-service radio and TV broadcast production firm offering public relations and marketing research services, has begun operations. Owned by Helene and F. J. Roberson, president and vice president, respectively, firm has production capabilities for radio and TV commercials, documentaries, sales presentations, audio recording services, still photography, industrial and slide presentations and offers multicamera television studio and mobile unit for on-location production. 425 Fremont Avenue, Daytona Beach, Fla. 32014.

Four Star in 51. Four Star Entertainment has sold its *Will Rogers' USA* TV special featuring James Whitmore in 51 markets to date including: WNEW-TV New York; KTLA Los Angeles; KTVU Oakland, Calif.; WTOP-TV Washington; WCIX-TV Miami; WTOG St. Petersburg, Fla.; WAGA-TV Atlanta; WRTV Indianapolis; KOMO-TV Seattle; WMAR-TV Baltimore; KCRA-TV Sacramento, Calif., and KWGN-TV Denver.

Cablecasting"

NCTA opposes translator grant to county that franchises cable

It sees fundamental clash over TV-vs-cable issues

Should local jurisdictions that regulate cable television systems be licensed by the FCC to operate television translators? Or would licensing create a serious conflict of interest?

The National Cable Television Association raises those questions in a pleading filed with the commission in connection with applications of Monroe county, Fla., for 25 translators in five locations. And it answers the question in the negative.

NCTA, which filed its pleading in support of a petition to deny filed earlier by Tele-Media Co. of Key West Ltd., which operates a cable system in Key West, noted that its consistent position has been "pro-competition." It has opposed "stifling regulations imposed on cable at the behest of protectionist broadcasters without a sound foundation of empirical data regarding potential economic impact," it said.

And NCTA said that kind of argument can be made in opposition to the Monroe

August, 1977

\$3,300,000

Erie Communications, Inc.

Senior Secured Loan due 1987

We acted as lender and financial advisor to the Company in this transaction. This advertisement appears as a matter of record only.

Becker Communications Associates

1800 North Meridian Street, Suite 410, Indianapolis 46202 • 317/923-2353
Chicago: 312/630-5035 • New York: 212/747-4440 • Los Angeles: 213/552-6115

A NEW SERVICE FROM

Firstmark

New Equipment Loans for Existing Systems

Now you can obtain a loan from Firstmark in the amount of \$25,000 to \$100,000 for new equipment, e.g. earth receiving stations and head-end equipment. If your system is at least 3 years old and you have 2,500 subscribers or more, call Bill Van Huss for a confidential analysis at 317/638-1331.

Firstmark Financial

Firstmark Financial Corporation

Communications Finance Division
110 E. Washington St., Indianapolis, IN
46204 • 317/638-1331

County translator applications. NCTA said its interest in the matter is that a grant "conceivably" could have "adverse precedential effects inimical to the public interest throughout the country." This is particularly so, NCTA added, since "there is no demonstrable need for any translators in the area, let alone 25, and the grant would clearly result in a decreased level of [cable television] service to the public, especially in the critical area of community-oriented programming."

Monroe County is seeking five translators in each of five communities between Miami and Key West. The purpose is to feed the areas involved with programming from the five Miami television stations and, in the process, deliver those programs to Key West.

But the first ground for denial, NCTA said, "derives from the egregious conflict of interest created by the federal government licensing a competing enterprise to the very body responsible for the daily oversight of their competitor." NCTA said that, as the cable television franchising authority, Monroe County's board of commissioners is responsible for franchise renewal and review, ratemaking matters, complaint procedures "and the entire panoply of issues inherent in holding the franchising power."

NCTA also raised another question dealing with the commission's interpretation of a rule governing the granting of more than one translator license to an applicant. The rule says such multiple grants may be made "upon an appropriate showing of need" for them.

The commission, NCTA said, has erroneously been interpreting that rule as requiring a showing of need only after opponents of the applications have made a prima facie showing of a lack of need. That interpretation, NCTA said, "tortures the plain meaning" of the rule. And Monroe County, NCTA said, cannot demonstrate the need for the 25 translators it is seeking.

Cable Briefs

Cox Cable expands. Cox Cable Communications Inc., Atlanta, has agreed in principle to buy University City Television Cable Co. Inc., operator of 22,000-subscriber system serving Gainesville, Fla., and surrounding areas. Agreement calls for Cox Cable to pay about \$3.5 million in cash and notes and 150,000 shares of Cox Broadcasting Corp. common stock (Cox shares have been trading on New York Stock Exchange in \$26-\$27 range).

From Madison Square Garden. UA-Columbia Cablevision Inc. has signed for Madison Square Garden's package of more than 125 sports events and will carry them live to its subscribers via RCA American Communications Inc.'s satellite. More than 640,000 of UA-Columbia's cable subscribers will receive coverage, including hockey and basketball games and professional boxing, wrestling and tennis matches.

RAB pounds drums for its newest buy-radio campaign

David hopes for participation
by all stations in promotion;
seven spots go out this week

Presidents of national radio networks and heads of 20 radio station rep firms were among those who pledged support for the Radio Advertising Bureau's new "Radio: The Sound Alternative" campaign at a mass meeting held by RAB to plan final details of the drive.

The new campaign, like the one that preceded it earlier this year, features prominent advertising executives in testimonials to radio's ability to sell effectively at relatively low costs. RAB has produced seven spots in varying lengths that should reach RAB members this week and is also making them available to nonmembers for a \$2 handling charge (BROADCASTING, July 18, Aug. 15).

RAB officials said station reps and network heads had promised to urge their client stations and affiliates to support the campaign as fully as possible. It kicks off officially on Sept. 3 and runs to Dec. 2, and RAB hopes 3,000 stations—or more—will take part.

Miles David, RAB president, said in fact that he hoped "every radio station in America" would carry the messages on an hourly basis over the Labor Day weekend (Sept. 3-5), then settle into a weekend scheduling pattern for the rest of September, change to a midweek concentration in October and then come back with an every-hour super-saturation program from Oct. 30 through Nov. 5.

Mason Adams, one of the best known commercial voices in radio, is again narrator on the spots, which this time include testimonials by John Keavey of Metropolitan Life, James Perabo of 7-Up Co., James Foster of Western Union (for Mailgram), Joseph Rowan of the National Retail Merchants Association, Lois Patrich of the Carson Pirie Scott department store, and Robert E. Jordan of Mountain States Bank of Denver.

"With stations in virtually every market in the U.S. participating in this campaign," Mr. David said, "it can be far and away the biggest and most concentrated effort in support of an advertising medium in history."

"The announcements target advertising decision-makers—not just advertising managers and agency executives, but also store presidents, buyers, wholesalers, distributors, regional managers of companies—all people who make and influence media decisions. Some of them are in the audience of every station in America."

At the meeting of network and rep firm heads, Harold L. Neal Jr. of ABC Radio, co-chairman of the RAB advertising campaign task force, urged "vigorous sup-



Booster Club. Among those attending RAB's preview of its new campaign: Bottom row (l-r)—Thomas C. Harrison, Blair Radio; Leonard F. Auerbach, Regional Reps; Elaine Pappas, Metro Radio Sales; Nick Gordon, Keystone Broadcasting; Arthur Okun, Mutual Broadcasting System; Ralph Guild, McGavren-Guild; Charlie Columbo, Eastman Radio; Miles David, RAB. Middle row (l-r)—Harold L. Neal Jr., ABC Radio; Thomas Burchill, RKO Radio Representatives; Ed Devney, The Devney Organization; Bernard Howard, Bernard Howard Co.; Jack Masla, Jack Masla &

Co.; Bob McGroarty, CBS (FM) Sales; Ralph Conner, Torbet-Lasker; Jeffrey B. Lawenda, CBS Radio Spot Sales; Albert (Bud) Heck, RAB. Top row (l-r)—Martin H. Percival, ABC Radio Spot Sales; James Alspaugh, HR/Stone Radio Representatives; Sam Cook Digges, CBS Radio; Jack Thayer, NBC Radio; Arthur W. Carlson, Susquehanna Broadcasting and RAB chairman; Michael Faherty, RAR; Brian Dunbar, Buckley Radio Sales, and Steve Van Ophuijsen, MBS. Not pictured, but in attendance: Sal Agavino, Katz Radio, and William S. Froelich, the Christal Co.

port" for the drive. He also asked broadcasters to submit suggestions for a new long-range multimedia campaign to be launched early in 1978, which will rely on monetary and on-air support from the industry. "We're determined to continue these highly effective sell-radio campaigns," he said, "and we need the commitment of broadcasters in markets of every size."

Cary Simpson of WTRN(AM) Tyrone, Pa., is co-chairman of the campaign task force with Mr. Neal.

Hard charges hurled by Ostrow against networks

Y&R executive says they operate almost like a cartel and are giving advertisers less and less value; he urges development of new media, including cable

The advertising industry was urged last week by Joseph W. Ostrow, senior vice president and head of communications services of Young & Rubicam, to encourage the development of new electronic media forms as a way toward "alleviating the pricing stranglehold" that TV networks have on the marketplace.

He claimed that advertisers "continue to pay more and get less from the TV networks, which really operate, in effect, as a cartel."

Mr. Ostrow, who made these charges at a media workshop in Chicago, suggested that advertisers and agencies encourage the FCC to drop restrictions on signal importation via cable and eliminate "taboos

regarding program supply and utilization by the new electronic media." He also recommended that the government clarify the "confusing copyright regulations that impact upon these alternatives to the current uses of television."

Mr. Ostrow accused the TV networks of "pulling out spots and holding back inventory to retain pricing as long as possible, at their own arbitrarily set levels of return." He hastened to add that "I do not suggest that there is anything illegal in any of the approaches taken by the television industry... they are, rather, a reflection of a relatively short-sighted view of an opportunistic circumstance that has been motivated by greed and must eventually fall of its own predatory imbalance."

Mr. Ostrow said that some advertisers and agencies may have rationalized the 1976-77 season increases by citing a shortage of inventory attributable to the Olympics, the conventions and the Bicentennial year, or that it was a period in which TV was catching up with inflation.

"Under either circumstance," Mr. Ostrow asked, "what then is the explanation for the horrendous increases that plague the yet-to-begin 1977-78 television season?"

Mr. Ostrow asserted that television has diminished in value as its cost has increased. Over the last several years, he continued, competitive protection diminished from 30 minutes to 15 minutes and today "hardly exists at all," levels of commercialization have increased and networks have saved significantly by developing pilot films for new series and using them in miniseries.

In order to battle the "cartel-like control" of network television, Mr. Ostrow suggested "an open-door policy toward the development of new media" that would "allow television to expand from

station and network broadcasting to the full spectrum provided by the new electronic media."

TVB sees TV leading papers in ad categories both accept

Not counting classified, liquor and cigarettes, television this year will be number one

Television this year will pass a milestone, outselling newspapers for the first time among advertisers acceptable to both media, the Television Bureau of Advertising said last week.

TVB's ground rule excludes classified advertising, for which television has no place. It also disregards cigarette advertising, which by law is banned from broadcasting, and liquor advertising, which the National Association of Broadcasters code and virtually all stations hold unacceptable.

All other classes of advertiser, TVB said, will invest \$7.67 billion in television in 1977 while putting \$7.60 billion in newspapers, making TV number one for the first time in categories where TV and newspapers compete.

TVB President Roger D. Rice, releasing the figures, said the Newspaper Advertising Bureau had projected, in late July, that 1977 newspaper revenues would total \$10.9 billion. But he said \$3.0 billion of this is in classified advertising: "TV stations are not allowed an hour or half-hour of solid commercials comparable to

classified," he said, "so they cannot compete for this business."

In addition, Mr. Rice said, projections of newspaper bureau figures for 1976 indicate that \$220 million of the newspapers' 1977 total will come from cigarettes and \$80 million from liquor advertising.

"In all other areas," Mr. Rice said, "television and newspapers compete head-on for the same media dollars, and advertisers have voted television the preferred medium. This marks the final—and most difficult—hurdle in television's climb to the top."

Mr. Rice said that "the climb began when advertiser investments in television outpaced farm publications in 1949, passed outdoor in 1950, moved ahead of business publications in 1951, overtook radio and magazines in 1954, surpassed direct mail in 1964 and, in areas where they directly compete, outperformed newspapers in 1977."

TVB said that in 1976 TV's off-limits products, cigarettes and liquor, accounted for two out of every 10 national advertising dollars in newspapers. "In fact," TVB said, "five of their top six national advertisers and six of their top 10 promote products which are prohibited by government or the NAB code from using television."

TVB said cigarette or liquor companies were newspapers' first, second, fourth, fifth, sixth and tenth largest advertisers, as follows: Reynolds Industries, \$55.6 million in newspapers; Philip Morris, \$44.6 million; Loews, \$22.6 million; American Brands, \$22 million; British American Tobacco, \$21.3 million, and Seagrams, \$12.4 million. These figures, TVB said, include newspaper expenditures for some non-cigarette, nonliquor products whose advertising TV can and does compete for. In fact, according to TVB figures television gets a total of about \$54.8 million from products of five of these companies (all but British American Tobacco).

General Foods, B&B want cereal case to be tried in court

A U.S. District Court in San Francisco has scheduled a hearing on a motion to prohibit plaintiffs in a class-action suit against General Foods Corp. and Benton & Bowles from discussing the pending case in the various media, including TV.

The petition for an injunction was filed by General Foods and B&B against the San Francisco-based Public Advocates Inc. and other plaintiffs in a suit charging the food company and its agency with disseminating misleading advertisements for breakfast cereals (BROADCASTING, July 4).

The agency and the food manufacturer made their motion, they said, because plaintiffs in the suit were seeking and have been receiving considerable publicity in the media. In a joint statement, they said that "in the past few weeks the plaintiffs have been trying this case in the media to the prejudice of General Foods and Benton & Bowles."

Campaign costs more without radio-TV?

Two economists propose that reach of broadcasting has ultimately held down expenditures for political advertising

For those who assume that the dramatic increases in political campaign spending over the years are attributable to broadcasting, two economists from the faculty of the University of Delaware have a disturbing proposition: Radio and television—with their ability to reach vast numbers of voters—may actually be a moderating influence on that spending, that it might have soared even higher without them.

Burton A. Abrams and Russell F. Settle lay out their theory—worked out through a multivariate regression analysis—in an article in the current issue of the *Journal of Broadcasting*. And it indicates that there are other factors than broadcasting that cause campaign spending to rise.

One-sided contests—Johnson-Goldwater and Nixon-McGovern, for instance, "tend, other things being equal, to be expensive." The voter participation rate is found to be "positively related to campaign expenditures," as was "growing government involvement in the economy" (it stimulates campaign contributions). And real-income growth and the size of the voting-age population both seem to have increased campaign giving and, therefore, spending.

But broadcasting seems to hold costs down. As the authors put it, "Apparently, over time, broadcast advertising—with its capability of reaching millions of potential voters simultaneously—has tended to displace relatively more costly campaign techniques (direct mail, personal appearances, for example), thereby holding down the growth in campaign expenditures."

The report notes that presidential campaign spending rose from about \$5 million in 1900 to more than \$50 million in 1972. But without radio and television, the authors estimate, costs would have risen to more than \$110 million in 1972.

The authors recall that one study of campaign spending remarks that the Federal Election Campaign Act of 1971, which attempted to hold down campaign spending by limiting the amount federal candidates could spend on advertising, especially broadcast advertising, did not prevent the presidential candidates in 1972 from setting a new spending record. (The spending limits were repealed in 1974.) But Messrs. Abrams and Settle say that, in light of their estimates, the new record was not surprising. Indeed, they say, it might have been caused by the 1971 legislation.

They expect their studies to "stimulate much needed theoretic and empirical research" on the subject of campaign financing and spending. But they also say that until solid evidence refuting it is presented, "critics of the broadcast media may have to seek out a new 'whipping boy' to blame for the high cost of political campaigns."

Advertising Briefs

Hand it over. National Association of Broadcasters has been rebuffed in effort to quash Federal Trade Commission subpoena for information on NAB Code Authority review of 16 toy commercials. But association probably won't appeal FTC denial. In fighting subpoena, NAB attorneys said it's not so much that information is secret or that it would be burdensome to provide it. It's just principle of thing: FTC can get information about 16 commercials from advertisers themselves (FTC has never divulged their names). NAB's final decision, either to turn over material, or to fight subpoena in court, will come at end of month.

Morning in. Labatt's, Canadian brewery, has appointed J. Walter Thompson Co., New York, to handle its beer brands in U.S., marking first time products will be advertised substantially here. Account is expected to bill between \$2.5 million and \$3 million, heavily in TV and radio.

NAD in July. Challenges to four TV commercials were resolved during July by National Advertising Division of Council of Better Business Bureaus. Discontinued were TV commercials for Castle & Cooke Foods (Bumble Bee tuna) and Procter & Gamble Co. (Puritan vegetable oil). Reviewed and found acceptable by NAD were commercials for Mars Inc. (Milky Way candy bar) and Woodhill Chemical Sales Corp. (Super Glue 3).

Another gripe. Action for Children's Television—which last month complained to the Federal Trade Commission about Ralston-Purina's Jack-in-the-Box sweepstakes directed toward children under 10 (BROADCASTING, July 18)—has asked agency for another ban on Ralston Purina TV commercials, those for Cookie Crisp presweetened breakfast cereal. Citizen group charges that spots are "designed to intentionally confuse the child as to the nature of the product by implying that the cereal is actually composed of small cookies."

O&M: beware of comparing

Ogilvy & Mather, which found in a study among women viewers that competitors are the only ones likely to benefit from comparative advertising (BROADCASTING, Feb. 14), now finds similar results in one conducted among men. After testing men's responses to seven commercials that named competitors against seven for the same brands that didn't, O&M said the comparative versions were "less believable," "no less confusing," had no clear-cut advantage in differentiating between brands, "are not demonstrably superior in creating higher identification of the sponsor brand," and "created greater sponsor misidentification." In one case out of seven, O&M said, the comparative commercial did prove "more persuasive."

Supreme Court asked to settle confusion over court coverage

Appellants say lower courts are at odds over restraints

A group of South Carolina news organizations is urging the U.S. Supreme Court to clean up what the groups call the "disarray" among lower federal courts over the conditions under which reporters' coverage of trials can be restricted—and to what degree.

The group, which includes the South Carolina Broadcasters Association and the South Carolina Press Association, made the request last week in petitioning the court to review a decision by the U.S. Court of Appeals for the Fourth Circuit upholding a district court order restricting reporters' coverage of a trial in Florence, S.C.

The district court order, was issued by Judge Robert Martin on May 31, 1976, in the trial of a former state senator charged with misusing federal manpower funds. It barred participants from making out-of-court statements that "might divulge prejudicial matter" and prohibited them from mingling with reporters in or near the courthouse. It also barred interviews with witnesses and the sketching of jurors in the court.

The appeals court upheld most of the provisions of the order, and the Supreme Court last May refused to stay the order. The defendant was subsequently convicted, but the petition said the gag-order issue is not moot—that the same order could be issued again.

The petition noted that the Fourth Circuit Court of Appeals and the one for the Tenth Circuit require only that a "reasonable likelihood" of a threat to a fair trial be found to justify the entry of restrictive orders.

But two other circuit courts of appeal—the Sixth and Seventh—impose such orders only to guard against a "serious and imminent threat" of interference with a fair trial.

Thus, the petition said, the case offers the Supreme Court an opportunity to "provide much-needed guidance on the important and increasingly litigated questions of constitutional law" that remain to be resolved in connection with the free-press, fair trial question. And the petition expressed a preference for the more demanding standard of the Sixth and Seventh Circuits.

As for Judge Martin's order, the petition said it "restricts reporting of the criminal trial to a report only of those matters that transpire in open court." And the Supreme Court, the petition noted, "has

repeatedly emphasized that the First Amendment responsibilities of the press are especially important when reporting about elected officials" such as the legislator in the Florence case.

The petition also posed a question regarding the kind of procedural safeguards that should precede and accompany orders restricting coverage of trials. Judge Martin imposed his without notice and with no opportunity for hearing. The petition said that even if the high court does not believe that the due process clause of the Constitution requires such safeguards, it should use its supervisory powers over the lower federal courts to require the district courts to hold a hearing at which interested parties could comment before issuing restrictive orders.

UPI president calls for satellite system

A new call for broadcasters and newspapers to work together on a distribution system through which they would receive their UPI and AP news services via satellite was issued last week by Roderick W. Beaton, UPI president.

They could save up to \$11.5 million a year if satellite distribution replaced conventional AT&T facilities, Mr. Beaton estimated.

He said UPI and AP are faced with increases of \$4.3 million annually under a pending rate hike by AT&T and that if these are put into effect, the two services would jointly be paying \$17.2 million a year for AT&T circuits.

"The time has come when our industry must try to rationalize some of the things we're doing through more intelligent use and sharing of communications and other facilities," Mr. Beaton told a meeting of UPI editors of Oklahoma. "We believe it can be accomplished without any diminishing of meaningful competition."

The plan, as outlined earlier by both AP and UPI executives, calls for broadcasters and newspapers to put up their own receive-only earth stations, at a cost estimated at about \$5,000 each, for use in receiving UPI and AP audio and hard-copy news services (BROADCASTING, June 13, et seq.).

All theirs. ABC News had exclusive interview with President Jimmy Carter in special report, *The Carter Report Card*, on ABC-TV Sunday, Aug. 14 (10:30-11 p.m. NYT). Mr. Carter was interviewed by ABC News Correspondents Harry Reasoner and Sam Donaldson in Plains, Ga., about his own evaluation of his first seven months in office. Interview was presented along with results of ABC News/Louis Harris polls of public and congressional opinions of Mr. Carter's performance in office to date.

The big picture. Gallup Organization survey commissioned by NBC corporate planning department indicates listeners prefer to receive world and national news from radio network rather than from local radio stations using own newscasters. Seven out of 10 felt radio networks furnished more complete coverage of world and national news.

To and from RTNDA board. Dewey Hegen, KFVR-AM-FM-TV Bismarck, N.D., has been elected director, region five, on Radio Television News Directors Association board. He defeated Wayne Godsey, WTMJ-AM-TV/WKTI-FM Milwaukee in mail ballot run-off forced by tie vote in last spring's elections. Also, Robert Gilmartin, who was elected director from region eight, has resigned post since accepting new position in different region. Replacement is to be named soon.

More medicine. NBC-TV's evening-long NBC News report on medicine, originally scheduled for three hours (BROADCASTING, May 23), will run for three and a half hours on Wednesday, Jan. 4, 1978, from 8 p.m. to 12 midnight NYT, with half-hour break for local news at 11. Final half-hour will be discussion of material presented in earlier portions, which will deal with economics as well as quality of medical care and examine such other subjects as medical-industrial complex, medical education, medically induced diseases, malpractice, history of medical care, new technologies and treatments and future prospects. Daniel P. O'Connor, director of special news programs, is executive producer, and Earl Ubell is senior producer.

Please send

Broadcasting

The newswEEKLY of broadcasting and allied arts

Name Position

Company

Business Address

Home Address

City State Zip

BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

SUBSCRIBER Service

3 years \$75

2 years \$55

1 year \$30

Canada Add \$8 Per Year

Foreign Add \$8 Per Year

1977 Cable

Sourcebook \$10.00

(If payment with order: \$8.50)

1977 Yearbook \$30.00

(If payment with order: \$25.00)

Payment enclosed

Bill me

ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.

The Broadcasting Playlist Aug 22

Contemporary


Last This week	This week	Title □ Artist	Label
1	1	<i>I Just Wanna Be Your Everything</i> □ Andy Gibb	RSO
2	2	<i>Higher and Higher</i> □ Rita Coolidge	A&M
3	3	<i>Best of My Love</i> □ Emotions	Columbia
4	4	<i>Undercover Angel</i> □ Aian O'Day	Pacific/Atlantic
9	5	<i>Easy</i> □ Commodores	Motown
5	6	<i>I'm in You</i> □ Peter Frampton	A&M
7	7	<i>Do You Wanna Make Love</i> □ Peter McCann	20th Century
6	8	<i>Watcha Gonna Do</i> □ Pablo Cruise	A&M
16	9	<i>Float On</i> □ Flosters	ABC
15	10	<i>Don't Stop</i> □ Fleetwood Mac	Warner Bros.
11	11	<i>Just a Song Before I Go</i> □ Crosby, Stills and Nash	Atlantic
8	12	<i>You Made Me Believe in Magic</i> □ Bay City Rollers	Arista
12	13	<i>Handy Man</i> □ James Taylor	Columbia
14	14	<i>You and Me</i> □ Alice Cooper	Warner Bros.
13	15	<i>Looks Like We Made It</i> □ Barry Manilow	Arista
18	16	<i>Barracuda</i> □ Heart	Portrait/CBS
19	17	<i>My Heart Belongs to Me</i> □ Barbra Streisand	Columbia
10	18	<i>Da Doo Ron Ron</i> □ Shaun Cassidy	Warner Bros.
20	19	<i>How Much Love</i> □ Leo Sayer	Warner Bros.
21	20	<i>Telephone Line</i> □ Electric Light Orchestra	United Artists
31	21	<i>Strawberry Letter 23</i> □ Bros. Johnson	A&M
29	22	<i>On and On</i> □ Stephen Bishop	ABC
17	23	<i>Knowing Me, Knowing You</i> □ Abba	Atlantic
24	24	<i>Black Betty</i> □ Ram Jam	Epic
26	25	<i>Smoke from a Distant Fire</i> □ S. Townsend	Warner Bros.
40	26	<i>Cold as Ice</i> □ Foreigner	Atlantic
22	27	<i>Margaritaville</i> □ Jimmy Buffett	ABC
42	28	<i>Signed, Sealed and Delivered</i> □ Peter Frampton	A&M
25	29	<i>You're My World</i> □ Helen Reddy	Capitol
27	30	<i>Give a Little Bit</i> □ Supertramp	A&M
30	31	<i>Theme from "Star Wars"</i> □ London Sym.	20th Century
37	32	<i>Theme from "Star Wars"</i> □ Meco	Millennium
23	33	<i>Christine Sixteen</i> □ Kiss	Casablanca
45	34	<i>Nobody Does It Better</i> □ Carly Simon	Elektra/Asylum
34	35	<i>Swaying to the Music</i> □ Johnny Rivers	Big Tree
35	36	<i>Dreams</i> □ Fleetwood Mac	Warner Bros.
39	37	<i>Keep It Comin' Love</i> □ K.C./Sunshine Band	TK
36	38	<i>That's Rock 'N' Roll</i> □ Shaun Cassidy	Warner Bros.
38	39	<i>Jungle Love</i> □ Steve Miller Band	Capitol
28	40	<i>Ariel</i> □ Dean Friedman	Lifesong
43	41	<i>I Feel Love</i> □ Donna Summer	Casablanca
48	42	<i>Boogie Nights</i> □ Heatwave	Epic
41	43	<i>Edge of the Universe</i> □ Bee Gees	RSO
47	44	<i>Don't Worry Baby</i> □ B. J. Thomas	MCA
-	45	<i>Brick House</i> □ Commodores	Motown
46	46	<i>Jet Airliner</i> □ Steve Miller Band	Capitol
-	47	<i>Cat Scratch Fever</i> □ Ted Nugent	Epic
32	48	<i>Angel in Your Arms</i> □ Hot	Big Tree/Atlantic
44	49	<i>Feels Like the First Time</i> □ Foreigner	Atlantic
-	50	<i>It's Sad to Belong</i> □ England Dan & John Coley	Big Tree

Playback

The king is dead. The death of Elvis Presley will cause his last two singles, *Way Down* and *Pledging My Love* (at 22 and 23 on the country "Playlist"), to climb in requests and sales, predicts Steve Day of WTOS(AM) Winston-Salem, N.C.: "*Way Down* will be a number one record within two weeks." **Could be contemporary.** From Ronnie Milsap to Crystal Gayle, country artists keep proving their music's versatility. Country crossovers to top 40 charts are not unusual, especially in the South, says Gene Michaels of WGOW(AM) Chattanooga, but "I think the whole country plays some of it; Jimmy Buffett's *Margaritaville* (ABC), for example, or Glen Campbell's *Sunflower* (Capitol)." But some stations are quicker than others to add a country-flavored tune. Bill Tanner of KACY(AM) Port Hueneme, Calif., is "not afraid to play a country record. We're on *Rollin' With the Flow* [Epic; at number one on the country "Playlist"] by Charlie Rich—and he sings with a twang like he's selling shock absorbers—but it's a good record." On the other hand, John Scott of WMFJ(AM) Daytona Beach, Fla., shies away from country records: "Unless it's such a monster that we can't ignore it, we're not interested in being early on a country crossover. We don't want to be wrong." Mr. Day of WTOS wasn't wrong when he added Ronnie Milsap's *It Was Almost Like a Song* (RCA): it's at number four on his contemporary station's chart, as it is on the country "Playlist." He says the tune "gets to your heart. There's not a twang in it—it's a universal song."

Country

Last This week	This week	Title □ Artist	Label
1	1	<i>Rollin' with the Flow</i> □ Charlie Rich	Epic
5	2	<i>Sunflower</i> □ Glen Campbell	Capitol
2	3	<i>Don't It Make My Brown Eyes Blue</i> □ C. Gayle	United Artists
3	4	<i>It Was Almost Like a Song</i> □ Ronnie Milsap	RCA
21	5	<i>Southern California</i> □ Jones & Wynette	Epic
4	6	<i>Ramblin' Fever</i> □ Merle Haggard	MCA
-	7	<i>That's the Way Love Should Be</i> □ Dave & Sugar	RCA
9	8	<i>Till the End</i> □ Vern Gosdin	Elektra
11	9	<i>I'm the Only Hell</i> □ Johnny Paycheck	Epic
-	10	<i>Baby, I Love You So</i> □ Joe Stampley	Epic
6	11	<i>I Can't Love You Enough</i> □ Twitty and Lynn	MCA
12	12	<i>I Don't Want to Cry</i> □ Larry Gatlin	Monument
8	13	<i>Play Born to Lose Again</i> □ Dottie	RCA
10	14	<i>Honky Tonk Memories</i> □ Mickey Gilley	Playboy
-	15	<i>Don't Let Me Be the Last to Know</i> □ Mel Street	Polydor
24	16	<i>Gentle to Your Senses</i> □ Mel McDaniel	Capitol
7	17	<i>A Song in the Night</i> □ Johnny Duncan	Columbia
20	18	<i>I've Already Loved You in My Mind</i> □ C. Twitty	MCA
19	19	<i>A Tear Fell</i> □ Billy "Crash" Craddock	ABC/Dot
-	20	<i>The Pleasure's Been All Mine</i> □ Freddie Hart	Capitol
13	21	<i>In the Jailhouse Now</i> □ Sonny James	Columbia
22	22	<i>Pledging My Love</i> □ Elvis Presley	RCA
16	23	<i>Way Down</i> □ Elvis Presley	RCA
14	24	<i>Cowboys Ain't Supposed to Cry</i> □ Moe Bandy	Columbia
17	25	<i>Making Believe</i> □ Emmylou Harris	Warner Bros.

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. A  indicates an upward movement of five or more chart positions between this week and last.

Fates & Fortunes

Media

M.S. (Bud) Rukeyser Jr., VP, public information, NBC, named executive VP, public information, supervising departments responsible for press and publicity, corporate and public information, corporate identification, information services and national community relations. Mr. Rukeyser's promotion is part of NBC's planning under which principal staff functions have been consolidated under four executive vice presidents. Others are James M. Alic (finance, research and corporate planning), Corydon B. Dunham (law, broadcast standards) and David J. Gardam (personnel, labor relations).



Rukeyser



Grimes

J. William Grimes, VP, CBS-owned AM stations, CBS Radio division, New York, named VP-personnel, CBS Inc., New York. Mr. Grimes succeeds **Drew Q. Brinckerhoff**, who was appointed VP, facilities (BROADCASTING, Aug. 1). **Alvin H. Fenichel**, assistant controller, CBS Inc., appointed VP and general auditor of corporation.



Forster

Cecil R. Forster Jr., VP for business affairs of Group W, appointed VP and general manager of WINS(AM) New York. He succeeds **S. William Scott**, who had been serving for interim period as general manager of Group W-owned station and now will resume his duties on full-time basis as VP of news and public affairs for radio station group.

Steve Hicks, executive VP, KLVJ(AM) Beaumont, Tex., elected president-general manager. Hicks family owns KLVJ, KLUF-AM-FM Lufkin, WTAW-AM-FM College Station and KLAR(AM) Laredo, all Texas, and Mr. Hicks serves as VP and director for those stations.

Fred Keshner, director of divisional operations, Columbia Pictures Industries, New York, named to additional post of VP of radio broadcast division, which consists of WWVA(AM)-WCIP(FM) Wheeling, W.Va.; KCPX-AM-FM Salt Lake City; WYDE(AM) Birmingham, Ala., and entertainment complex in Wheeling.

Patricia J. Matson, ABC director of news information, Washington, promoted to director of business information, broadcasting, ABC, New

York, effective Sept. 26. Before joining ABC last April, she was press secretary to National Republican Senatorial Committee in Washington and, before that, served with Mrs. Gerald Ford in White House from 1974 to end of Ford administration. She succeeds **Susan Lack**, who has resigned effective Sept. 23 to relocate in Chicago. Ms. Lack was married to Ronald Tash, Chicago attorney, on July 29.

Allen S. Feuer, VP, Ed Libov & Associates, Chicago, rejoins WROC-TV Rochester, N.Y., as general manager.

Gary Rodriguez, sales manager, KOME(FM) San Jose, Calif., named general manager, WIVY-FM Jacksonville, Fla.

Doyle Rose, local sales manager, WWTC(AM) Minneapolis, promoted to general manager.

Allen R. Shaw, general manager, WRAP(AM) Norfolk, Va., appointed general manager, WGCM(AM) Gulfport, Miss.

Donald J. Newberg, general manager, WGBF(AM) Evansville, Ind., named general manager of WGOW(AM)-WYNO(FM) Chattanooga. **John E. Reiplinger**, WGBF general sales manager, promoted to station manager. **Jim Wood**, WGBF program director, appointed operations director at WGOW-WNYQ. Appointments are subject to FCC approval of transfer of Tennessee stations to Metro Radio Co., licensee of WGBF.

Jim Dowd, sales manager, KOBO(AM) Yuba City, Calif., promoted to general manager of co-owned KUKI(AM)-KALF(FM) Ukiah, Calif.

David Berry, sales manager, WQDR(FM) Raleigh, N.C., named station manager.

Peter M. Fannon, budget examiner for U.S. Office of Management and Budget, appointed director of planning, Public Broadcasting Service, Washington. **Clyne M. Moser**, assistant to director of development at Wolf Trap Foundation there, named PBS development coordinator.

Gary McCarl, with KBRT(AM)-KBIG(FM) Los Angeles, promoted to operations supervisor.

Timothy B. Conroy, development manager, noncommercial WSKG(TV) Binghamton, N.Y., joins noncommercial KTCA-TV and co-owned KTCL-TV St. Paul in same position.

Charlotte C. Klein, senior VP, Harshe-Rotman & Druck public relations, New York, named director of press and community relations, noncommercial WNET(TV) New York.

Lynn M. Jackson, assistant editor, Institute for Continuing Legal Education, Ann Arbor, Mich., named promotion coordinator, noncommercial WUOM(FM) there and co-owned WVGR(FM) Grand Rapids, Mich.

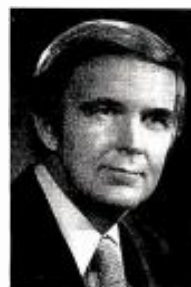
Newly elected officers, California Broadcasters Association: **Frank McLaurin**, KSRO(AM) Santa Rosa, chairman; **George Nickolaw**, KNX(AM) Los Angeles, vice chairman; **Harry Barker**, KQMS(AM) Redding, vice chairman-radio; **Stoddard Johnston**, KMST(TV) Monterey, vice chairman-TV; **Tom Young**, KVON(AM) Napa, secretary, and **Joe Lake**, KXTV(TV) Sacramento, treasurer.

Broadcast Advertising



Johnston

Don Johnston, president and chief executive officer of J. Walter Thompson Co., New York, named board chairman, starting Jan. 1, 1978, succeeding **Edward B. Wilson II**, who is retiring at end of this year. New vice chairmen of J. Walter Thompson, effective Jan. 1, are **Glenn Fortinberry**, executive VP and director of U.S. Eastern division, and **Burt Manning**, executive VP and executive



Fortinberry



Manning

"She knows the talent better than anyone in the business."

She's Sherlee Barish. And television news people are her specialty. Call her.

Broadcast Personnel, Inc.
527 Madison Avenue, NYC 10022
(212) 355-2672

*The Wall Street Journal, 1977

creative director of New York advertising. Elected to agency's board of directors are Mr. Manning; **Greg Bathon**, executive VP for Latin America, Asia/Pacific region and Canada; **William E. Ross**, president of U.S. Western division, and **Ronald K. Sherman**, president of U.S. Eastern division.

Howard L. Rothchild, marketing director-account supervisor, Gerald Rafshoon Advertising, Atlanta (agency that handled Carter for President campaign), elected president-chief operating officer.

Edwin H. Hammer, VP-account supervisor; **Frederick N. Doner**, VP-account executive, and **William J. Case**, VP-marketing, W.B. Doner & Co., Baltimore and Detroit, named senior VP's.

Newly appointed VP's, Young & Rubicam, New York: **David R. Fulton**, **Emil A. Iannaccone** and **Joseph F. Mannix**, group media supervisors; **Patrick J. Briody**, supervisor for TV sports and news programming, and **Robert E. Ig-lol**, group supervisor for network television.

Leonard Sass, VP for television programming and network relations, Needham, Harper & Steers, joins Dancer-Fitzgerald-Sample, New York, as VP-network broadcasting.

R. Donald O'Leary, director of marketing for Television Marketing Associates (division of Telerep), joins Ed Libov Associates advertising, New York, as VP-director of marketing.

Robert Patton, management supervisor, and **George Pryde**, account supervisor, BBDO, New York, elected VP's.

Joseph F. Schramm, president of his own advertising and public relations agency, joins Abramson/Himelfarb advertising/PR, Washington, as VP.

Sam Biondollo, marketing VP for New York City Off-Track Betting Corp., and **Jerry Entls**, from Frankfurt Communications, join Kenyon & Eckhardt, New York, as account supervisors.

Staff changes, Needham, Harper & Steers, Chicago: **Jim Retzer**, art director, promoted to associate creative director; **Carol French**, copywriter from BBDO, joins as copy supervisor, and **Scott Ferralolo**, graduate of Columbia University, joins as copywriter.

Kenneth S. Kagen, research director, H-R Television, joins RKO Television Representatives, New York, in same capacity.

Mai S. Klugman, account executive, Los Angeles office of ABC Radio Spot Sales, promoted to Western manager.

Patricia Wiggins, media buyer for Dan E. Kirk & Associates, Dallas, appointed account executive, Avery-Knodel Television there.

Junior Winokur, account executive, Radio Spot Sales, Chicago, named to same post, CBS Radio Spot Sales, New York.

Dennis R. Linsin, general sales manager, WCAR(AM) Detroit, named regional manager, Cleveland office of Regional Reps Corp.

Brian Sandberg, president, JB Productions, Chicago, joins Kelly, Scott & Madison, media service there, as account executive.

Patricia Gallagher, production and creative coordinator at Grey Advertising, New York, named sales representative at Michlin & Hill Inc., New York, TV and radio commercial music production firm.

Alan Rauch, art director, Grey Advertising, New York, joins Cunningham & Walsh there in same capacity.

Ingrid Carlson, local and national television retail commercial producer, Sears, Roebuck, Chicago, promoted to manager of radio broadcast unit, national retail advertising department.

Jim McCallum, account executive, KNXT(TV) Los Angeles, named general sales manager.

Edward Kiernan, account executive, CBS Radio Spot Sales, New York, named national sales manager, co-owned WCBS-FM there.

Justin Paltrow, divisional sales manager, Torbert-Lasker, New York, joins WLIR(FM) Garden City, N.Y., as national sales manager.

Richard A. Vale, sales representative in wholesale appliance industry, joins WRKO(AM) Boston as sales manager.

Mark L. Cooper, general sales manager, WGBB(AM) Freeport, N.Y., named national sales manager. **Marc S. Kaye**, account executive, promoted to local sales manager.

Donald C. Stark, WGCL(FM) account executive, Cleveland, named retail sales manager.

Rich Rapiti, account executive, WNBC(AM) New York, joins WCBS-FM there in same post.

Bob D. Griffith, senior account executive, McGavren-Guild, Los Angeles, appointed account executive, KLOS(FM) there.

Jere Patterson, media buyer, Grey Advertising, Los Angeles, named account executive, KNAC(FM) Long Beach, Calif.

D.J. Waller and **Lonnie Gibbons**, sales representatives, KARK-TV Little Rock, Ark., join KTHV(TV) there in same posts. **Randy Palubiak**, director of weekday newscasts, KATV(TV) Little Rock, Ark., named KTHV promotion-commercial producer.

Margot Brumfield, account executive, WGSO(AM) New Orleans, joins KFWB(AM) Los Angeles in same post.

Brenda Lane, account executive, WFAA(AM) Dallas, named to same post, KXAS-TV Fort Worth.

Andy Heller, sales representative, KZEW(FM) Dallas, joins WHBQ(AM) Memphis in same capacity.

Kris Pfahler, public service and production director, www(FM) Detroit, named account executive, WRNS(AM)-WIQB(FM) Saline-Ann Arbor, Mich.

Programming

W. Randolph Reiss, national sales manager for KCOP(TV) Los Angeles, based in New York, named sales VP, Paramount Television Service, Hollywood. PTS will provide three hours of prime-time programming one night each week beginning next spring. Schedule is to consist of new Gene Roddenberry-produced *Star Trek* series, movies for television and specials.

William R. Baffi, operations manager, Image Edit Inc., Hollywood, named assistant director of operations, Worldvision Enterprises, New York.

Tony Lynn, program manager, Teleprompter Cable TV's Elmira, N.Y., district, joins Telemation Program Services, subsidiary of Home Box Office, New York, as director of programming.

Mike Weisman, associate producer, NBC Sports, promoted to producer.

Jim White, air personality-production director, KIOI(FM) San Francisco, joins TM Programming, Dallas, as producer for stereo rock and TM country formats.

David Kurman, producer with direct Recording, Mineola, N.Y., joins CBS Radio Network, New York, as program assistant.

Douglas G. Thompson, regional sales manager for Radio Arts Inc., Burbank, Calif., joins Drake-Chenault Enterprises, Canoga Park, Calif., as regional manager, format syndication division.

Paul Berkowitz, Northeast account executive, Cable Network TV, named Southeast division account executive for parent, National Telefilm Associates, Los Angeles.

Bob Harper, with WKBW(AM) Buffalo, N.Y., joins WERE(AM)-WGCL(FM) Cleveland as general program and operations manager, supervising both program departments.

Ken Roberts, air personality, KOPO(AM) Tucson, Ariz., promoted to program director.

Tom Miller, air personality, WWVA(AM) Wheeling, W.Va., named program director.

Ed Fennessy, with WCHV(AM) Charlottesville, Va., named program director, WRNL(AM) Richmond, Va.

Buddy Scott, music director, WGBF(AM) Evansville, Ind., promoted to program director.

James Moran, production manager, noncommercial WFSU-TV Tallahassee, Fla., promoted to director of programming.

Chuck Weaver, commercial production director, KTHV(TV) Little Rock, Ark., promoted to production manager.

Steve Hibbard, staff announcer, WGLD-AM-FM High Point, N.C., promoted to director of production.

Don Hofmann, program director, KVI(AM) Seattle, joins KSPQ(AM) San Francisco as assistant program director.

Kathy McAnally, producer-reporter, California Public Radio, named public affairs director, KCBS-FM San Francisco.

Jeffrey Jay Weber, air personality, WAZY-AM-FM Lafayette, Ind., promoted to music director.

Broadcast Journalism

David A. Browde, assignment editor-reporter, WNEW-TV New York, appointed director of Independent Television News Association's Washington bureau.

David Emery, executive news producer, WFSB-TV Hartford, Conn., named news director, WMAR-TV Baltimore.

Mike Miller, news director, KATV(TV) Little Rock, Ark., joins KTHV(TV) there as news director.

Woody Durham, sports director, WFMY-TV Greensboro, N.C., named news director, WRDU-TV Durham, N.C.

Terry Knight, anchorman-producer-reporter, KID-TV Idaho Falls, Idaho, joins KGVO-TV Missoula, Mont., as news director.

Books for Broadcasters

- T403. AM-FM BROADCAST STATION PLANNING GUIDE** by Harry A. Elkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8 1/2" x 11", illustrated. **\$12.95**
- T404. THE ANATOMY OF LOCAL RADIO-TV COPY** by William A. Peck. Leading station executives have called this book the one that sets the standard for radio-TV copy at the local level. Loaded with hundreds of ways to increase station billing with sales-proven copy. 146 pages. **\$5.95**
- T405. BROADCAST STATION OPERATING GUIDE** by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. **\$12.95**
- T406. THE BUSINESS OF RADIO BROADCASTING** by Edd Routt. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages, illustrated. **\$12.95**
- T407. CATV OPERATOR'S HANDBOOK, 2nd Ed.** Here is the most extensive handbook on CATV ever published! Covers every aspect from basics of system planning and design to program origination and two-way cable operation. For anyone involved in any way with CATV, this valuable handbook is well worth many times its price. 352 pages, illustrated. **\$9.95**
- T411. COMMERCIAL FCC LICENSE HANDBOOK** by Harvey F. Swearer. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radiotelephone license exams plus broadcast and radar endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages, 150 illustrations. **\$10.95**
- T417. GUIDE TO PROFESSIONAL RADIO & TV NEWSCASTING** Robert C. Siller. A practical, self study guide for those who want to get started or get ahead in broadcast journalism. 224 pages, illustrated. **\$9.95**
- T418. HANDBOOK OF RADIO PUBLICITY & PROMOTION** by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8 1/2" x 11" bound in long-life 3-ring binder. **\$29.95**
- T419. HOW TO BECOME A RADIO DISC JOCKEY** by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages, illustrated. **\$9.95**
- T420. HOW TO PREPARE A PRODUCTION BUDGET FOR FILM & VIDEO TAPE** by Sylvia Allen Costa. A complete guide to determining finances for any video tape or film production, from TV commercials to feature-length films. Jammed with facts covering every aspect of estimating costs. Tells how to estimate every cost associated with any size production, including the production location, cameras and accessories, sound equipment, light gear, raw film stock or video and sound recording tape, lab developing, printing and processing fees, personnel—(creative, technical, and talent), scenic elements, location expenses, surveys of remote shooting locations, film and tape editing, optical effects and animation, plus a host of miscellaneous expenses such as writer fees, animals, special effects requirements, and insurance. Also included are typical rate listings and eight sample budgets, representing TV commercials, documentaries, and feature-length films. 192 pages. **\$12.95**
- T421. HOW TO SELL RADIO ADVERTISING** by Si Willing. The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secret as Si Willing illustrates it by theory and by practice. You'll hear all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialog between salesman and prospect you'll learn the approaches and the clinchers. **\$12.95**
- T423. MANAGING TODAY'S RADIO STATION** by Jay Hoffer. Outlines principles evolved by the author during his 20 years as a broadcaster. 288 pages, illustrated. **\$12.95**
- T426. MODERN RADIO BROADCASTING: Management & Operation In Small To Medium Markets** by R. H. Coddington. A comprehensive guide to successful practices of radio stations in small-to-medium-sized markets. 288 pages, illustrated. **\$12.95**
- T434. RADIO PRODUCTION TECHNIQUES** by Jay Hoffer. Here's an all-round book for everyone in radio—performers, producers and directors, and sales and engineering personnel. Covers every phase of radio production from announcements to the overall station "sound"—in fact, every creative aspect of today's radio... with special emphasis on sales. Tells how to produce results for an advertiser, and how to develop production expertise, and how to use the elements of pacing and timing in every production. Covers record screening, jingle use, news, on-air promotion, public service, contests, public affairs, remotes, talk and farm shows, etc. Practical data on sales includes idea development, writing, and how to create more effective commercials. 240 pages, illustrated. **\$12.95**
- T437. RADIO STATION SALES PROMOTIONS** by Jack Macdonald. 300 merchandise-moving ideas! A compendium of creative selling ideas designed exclusively for radio stations—sales tools that work. A vast supply of ready-to-use ideas for producing sales in 43 categories, from air conditioners to washing machines. 72 pages, 8 1/2" x 11" **\$10.00**
- T443. DIRECTIONAL BROADCAST ANTENNAS: A Guide To Adjustment, Measurement & Testing**, by Jack Layton. A complete and practical—but nonmathematical—book about installing, adjusting and maintaining directional antennas. Describes the directional antenna and its construction from the ground up. This is one book every station should have, and every DA must have. 210 pages, 50 illustrations. **\$12.95**

BROADCASTING BOOK DIVISION

1735 DeSales Street, N.W.

Washington, D.C. 20036

Send the books whose numbers are indicated at right. Payment must accompany your order.

Name _____

Address _____

T City _____ State _____ Zip _____

Book No.	Price

Total \$ _____

Michael H. Murrie, news producer, KOCO-TV Oklahoma City, named to same post, KSD-TV St. Louis.

Edward Schimmel, news producer, WPLG(TV) Miami, appointed news producer, WPVI-TV Philadelphia.

Cathy Valerlote, reporter-weatherperson, KIEM-TV Eureka, Calif., appointed reporter-anchor, KTVN(TV) Reno.

Barbara Rowan, reporter-producer-anchor, WKBW-TV Buffalo, joins WDTN(TV) Dayton, Ohio, as reporter.

John Gross, sports director, WICS(TV) Springfield, Ill., named to same post, KXAS-TV Fort Worth.

Mark Concannon, weekend sports anchor, WNYX-TV Syracuse, N.Y., joins WVEC-TV Norfolk, Va., as assistant sports director.

Scott Johnson, from KWWK-AM-FM-TV Waterloo, Iowa, joins KTHI-TV Fargo, N.D., as reporter-weekend anchor. **Bob Kartheiser** and **Dan Quandt**, graduates of Northern Illinois University and University of North Dakota, respectively, named KTHI-TV reporters.

Cable

Michael E. Marcovsky, member of Warner Cable Corp. task force responsible for conceiving and developing QUBE division, Columbus, Ohio, (BROADCASTING, Aug. 1), appointed general manager-Columbus programming, for new division. Also named to QUBE programming posts: **Edward M. Anderson**, unit manager for ABC-TV, New York, named assistant general manager-director of program administration; **John W. Coleman**, news director, WABC-TV New York, joins as executive producer, and **Nyhl L. Henson**, local program manager of Warner's system in Columbus, appointed manager of program operations.

Frank Sheley, commercial manager-Rockford district, Illinois Bell Telephone Co., named general manager, Rockford and Park Cablevision there.

Equipment & Engineering

A. James Hazle, VP-controller, Fairchild Camera and Instrument, Mountain View, Calif., named VP-finance.

Carolyn Alkis, advertising and sales promotion coordinator, Chilton Co., publisher of business magazines, Radnor, Pa., joins CCA Electronics, Cherry Hill, N.J., as marketing services manager.

Ray Perez, national product sales manager with Ameco Inc., Phoenix, joins RMS Electronics, Bronx, N.Y., as assistant sales manager, CATV division.

Doug Laughter, chief engineer, KARK-TV Little Rock, Ark., joins KTHV(TV) there as director of engineering.

Allied Fields



Lyons

James D. Lyons, executive VP-manager of media research division, A. C. Nielsen, Northbrook, Ill., promoted to president-chief executive officer, media research services group, responsible for TV ratings services.

Thomas McKnight, former legal assistant to FCC Commissioner Abbott Washburn,

joins Combined Communications Corp.,

Phoenix, as in-house communications counsel.

R. Michael Senkowski, administrative assistant to FCC Chairman Richard E. Wiley, and **Lawrence J. Movshin**, with firm of Kaler, Karesh & Frankel, Atlanta, will become associated with Washington law firm of McKenna, Wilkinson & Kittner in September.

Dr. Walt Lyons, meteorologist, KSTP-TV Minneapolis, elected to American Meteorological Society's board of radio and television weathercasters.

Deaths

John R. Froome III, 50, VP-assistant general manager-program director, KAKE-TV Wichita, Kan., died of cancer there Aug. 7. He had been with station since it went on air in 1954. He is survived by his wife, Shirley, and eight children.

Jerry Greene, 36, president, Classic Cablesystems, Glens Falls, N.Y., and partner in Greene/Field brokerage firm, Bronxville, N.Y., was killed in plane crash Aug. 11. He was a director of National Cable Television Association, Teleprompter and New York Cable TV Association. Survivors include his wife and two sons.

Setsumaro Kobayashi, 77, board chairman of Fuji Photo Film Co. of Japan and president of Fuji Photo Film USA Inc., New York, died in Tokyo on Aug. 12. He is survived by his wife, three sons and two daughters.

Nugent S. Sharp, 54, consulting radio-TV engineer, died of brain tumor at Veterans Administration hospital in Washington July 19. He had been consultant to FCC, CBS and Atlantic Research Corp., among others. He is survived by three sons.

For the Record

As compiled by BROADCASTING for the period Aug. 8 through Aug. 12 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

AM Applications

■ Opp, Ala.—Opp Radio Inc. seeks 1290 khz, 2.5 kw-D, 500 w-N. P.O. address: Route 3, Box 165, Opp

36467. Estimated construction cost \$157,650; first-year operating cost \$56,785; revenue \$72,000. Format: C&W. Principals: Robert H. Boothe Sr. (22.4%), his son, Robert Jr., Albert G. Goree (17.3% each) and 30 others. Mr. Goree is former owner of WTUB(FM) Troy, Ala., where Mr. Boothe Jr. was station manager. Mr. Boothe Sr. is employe of Opp, textile firm. Ann. Aug. 10.

■ Aguada, P.R.—Aurio Matos seeks 1410 khz, 500 w-U. P.O. address: Box 846, Bo. Piedras Blancas, Aguada 00602. Estimated construction cost \$33,810; first-year operating cost \$22,000; revenue \$80,000. Format: variety. Principal: Mr. Matos owns WRFE(FM) Aguada. Ann. Aug. 9.

■ Blountville, Tenn.—Morgan Broadcasting Co. Seeks 1140 khz, 250 w-D. P.O. address: Box 2312, Knoxville, Tenn. 37901. Estimated construction cost \$25,380; first-year operating cost \$30,200; revenue \$96,000. Format: MOR. Principal: Harry J. Morgan, owner of WSKT(AM) Knoxville, and WSEB(AM)-WSPK(FM) Sebring, Fla. Ann. Aug. 10.

AM Action

■ Broadcast Bureau granted following CP modification to extend completion time to date shown: WGLR Lancaster, Wis., Feb. 28, 1978.

FM applications

■ Delano, Calif.—McGavren Communications Inc. seeks 105.3 mhz, 50 kw, HAAT 243 ft. P.O. address: 5208 Corriander Court, Bakersfield, Calif. 93309. Estimated construction cost \$6,000; first-year operating cost \$75,783; revenue not given. Format: beautiful music. Principals: Steven P. McGavren (75%) and Robert Stefan (25%). Mr. McGavren is vice president of KAFY(AM) Bakersfield. Mr. Stefan is retired vice president of BBDO, New York. Ann. Aug. 8.

■ Hoopa, Calif.—Hoopa Valley Tribal Council seeks 90.9 mhz, 10 w, HAAT minus 1936 ft. P.O. address: Box 817, Hoopa 95546. Estimated construction cost \$14,659.50; first-year operating cost \$4,500. Format: educational. Applicant is Indian tribe. Ann. Aug. 9.

■ Machias, Me.—Washington County Broadcasting Co. seeks 95.3 mhz, 3 kw, HAAT 220 ft. P.O. address: 12 Cooper Street, Machias 04654. Estimated construction cost \$10,500; first-year operating cost \$2,400; revenue \$5,200. Format: easy listening. Principals: Winston D. Chapman (94%) and Eric R. and Sherilyn Lindquist (6%). They also own WMCS(AM) Machias. Ann. Aug. 10.

■ Helena, Mont.—Holter Broadcasting Corp. seeks 92.1 mhz, 3 kw, HAAT minus 413 ft. P.O. address: 2301 Colonial Drive, Helena 59601. Estimated construction cost \$45,534; first-year operating cost \$20,200; revenue \$36,000. Format: popular. Principals: W.L. Holter (80%) and Gene S. Peterson (20%). They also own KYLT-AM-FM Missoula, KBLL(AM) Helena, both Montana. Mr. Holter own KLTZ(AM) Glasgow, Mont., and is applicant for new FM there. Ann. Aug. 8.

■ *Keshena, Wis.—Menominee Indian Tribe seeks 88.3 mhz, 21.4 kw, HAAT 300 ft. P.O. address: Box 397, Keshena 54123. Estimated construction cost \$81,031; first-year operating cost \$60,000. Format: educational. Applicant is Indian tribe. Ann. Aug. 8.

FM actions

■ Broadcast Bureau granted following CP modifications to extend completion times to dates shown: WHMI-FM Howell, Mich., Nov. 17; KMRS-FM Morris, Minn., Feb. 25, 1978; WBLE-FM Batesville, Miss., Nov. 2; KUOE El Paso, Jan. 15, 1978; KVRN-FM Sonora, Tex., Jan. 9; WLXV Front Royal, Va., Jan. 15, 1978; KYLO Davis, Calif., Dec. 1; KLMR-FM Lamar, Colo., Jan. 4, 1978; WIIS Key West, Fla., Sept. 30.

■ Monett, Mo., Monett Broadcasting Co.—Broadcast Bureau granted 95.9 mhz, 3 kw, HAAT 270 ft. P.O. address: 1410 River St., Box 503, Carthage, Mo. 64836. Estimated construction cost \$27,000; first-year operating cost \$27,000; revenue \$30,000. Format: MOR variety. Principal: Lloyd C. McKenney is sole owner of Monett which owns KRMO(AM) Monett. Mr. McKenney also has partial interests in KMDO(AM) (25%) Ft. Scott, Kansas, KBHM(AM) (50%) Branson, Mo. and two cablevision companies (BPH-10,073). Action Aug. 5.

■ *Jefferson, Ohio, Agape School—Broadcast Bureau granted 90.9 mhz, 5.5 kw, HAAT 372 ft. P.O. address: R.D. No. 3, Jefferson 44047. Estimated construction cost \$38,000; first-year operating cost \$2,000. Principal: Myron J. Hubler Jr. is chairman and treasurer on nonprofit educational organization (BPED-2,100). Action July 29.

Ownership changes

Applications

■ KLMN(TV) Fort Smith Ark. (ch. 24)—Seeks transfer of control of MCM Broadcasting Co. from David C. McClincon and others (100% before; 80% after) to Jim C. and S. Robson Walton (none before; 20% after). Consideration: \$10,000. Principals: Walton brothers have various banking and investment interests in Arkansas. They have no other broadcast holdings. Ann. Aug. 10.

■ *KUNF(FM) La Canada, Calif. (88.3 mhz, 10 w)—Seeks assignment of license from La Canada Unified School District to Polytechnic School for \$1.00. Seller is public school system. Buyer is private educational institution in Pasadena, Calif. Ann. Aug. 11.

■ KZAP(FM) Sacramento, Calif. (98.5 mhz, 50 kw)—Seeks transfer of control of New Day Broadcasting Co. from Dorothy Fickes, executor of estate of George J. Fickes (70.5% before; none after) to Dorthy B. Fickes (none before; 70.5% after). Consideration: none. Principals: Mrs. Fickes has no other broadcast interests. Ann. Aug. 11.

■ KATY(AM) San Luis Obispo, Calif. (1340 khz.)—Seeks assignment of license from Hill Radio Inc. to Riverside Broadcasting Co. for \$400,000, plus assumption of \$9,000 advertising trade agreements and \$100,000 covenant not to compete. Seller is Duane E. Hill, who has no other broadcast interests. Buyer is owned by Victor Armstrong (23%), Seymour Berns, Robert Lewine, Bernard Heuman (21% each) and two others (7% each). They also own KVLG-AM-FM La Grange, Tex. Ann. Aug. 11.

■ KAVI-AM-FM Rocky Ford, Colo. (AM: 1320 khz, 1 kw-D; FM: 95.9 mhz, 2.6 kw)—Seeks assignment of license from Western Sun Broadcasting Co. to Lovcom Inc. for \$190,000. Principal in seller is George R. Gregg, who also owns KFTM(AM)-KBRU(FM) Fort Morgan, Colo. Buyer is owned by W.K. Love and his wife, Chonetti. Mr. Love owns

KROE-AM-FM Sheridan, Wyo. Ann. Aug. 11.

■ WQHI(FM) Jeffersonville, Ind. (95.7 mhz, 34 kw)—Seeks assignment of license from Whatever's Fair Inc. to Multimedia Radio Inc. for \$2 million. Seller is principally owned by John T. Rutledge, who has no other broadcast interests. Buyer is wholly owned by Multimedia Inc., major group owner of seven AM's, five other FM's and five TV's. Ann. Aug. 11.

■ KKAN(AM) Phillipsburg, Kan. (1490 khz, 1 kw-D; 250 w-D)—Seeks assignment of license from KKAN Inc. to Look Broadcasting Inc. for \$150,117, plus \$50,000 covenant not to compete. Sellers are Norton E. Warner and his wife, Diana, who also own KIMB(AM) Kimball, KLIN-AM-FM Lincoln, both Nebraska, KABI-AM-FM Abilene, Kan., and KRLN(AM)-KSTX(FM) Canon City, Colo. Buyer is owned by Dwight C. Look and his wife, Edna, who already own 20% of KKAN. Mr. Look is general manager of station and has no other broadcast interests. Ann. Aug. 11.

■ WGRY(AM) Grayling, Mich. (1590 khz, 1 kw-D)—Seeks assignment of license from Grayling Broadcasting Co. to Alpine Broadcasting Co. for \$167,500, plus \$50,000 covenant not to compete and \$15,500 engineering consultant fee. Seller is owned by James E. Sylvester (52%) and his father, Truman F., and Alvin H. Perkiss (24% each). They have sold, subject to FCC approval, WQON(FM) Grayling. Buyer is owned by John D. DeGroot (45%) and five others (11% each). They also own WWRM(FM) Gaylord, Mich., and WKZY(FM) Escanaba, Mich. Ann. Aug. 11.

■ WLRC(AM) Whitehall, Mich. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from White River Communications Inc. to Whitehall Broadcasting Co. for \$120,000. Seller is owned by Ralph Trieger, who also has minority interest in WMTE-AM-FM Manistee, Mich. He has sold WLRQ(FM) Whitehall (see below). Buyer is owned by Murray and Robert Pergament (30% and 20% respectively and 10 others (none with more than 10%). Pergaments own New York paint manufacturing firm. Neither they nor other buyers has other broadcast interests. Ann. Aug. 11.

■ WLRQ(FM) Whitehall, Mich. (95.3 mhz, 1.5 kw)—Seeks assignment of license from White River Communications Inc. to Blueberry Broadcasting Inc. for \$160,000. Seller is owned by Ralph Trieger, who also has minority interest in WMTE-AM-FM Manistee, Mich. He has also sold WLRC(AM) Whitehall (see above). Buyer is owned by Alastair B. Martin and his wife, Edith (50%) and six others, all of whom are owners of Regional Broadcasting Inc., owner of WGRD-AM-FM Grand Rapids, WTRU(AM) Muskegon, both Michigan; WAAL(FM) Binghamton, WKNY(AM) Kingston, WOLF(AM) Syracuse, all New York; WMGW(AM)-WZPR(FM) Meadville, WPIC(AM)-WYFM(FM) Sharon, both Pennsylvania. Ann. Aug. 11.

■ WMBH(AM) Joplin, Mo. (1450 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Big Chief Broadcasting Co. of Missouri Inc. from Lowell Beasley and M.A. Eichhorn (100% before; 33 1/3% after) to Mr.

Beasley, William Searle, and Edwin Percival (50% before; 100% after). Consideration: \$43,666. Principals: Mr. Beasley, who retains one-third interest, owns interest in KFAY(AM) Fayetteville, Ark. He also has various real estate and retail interests in Oklahoma City. Mr. Searle is general manager of WMBH, and Mr. Percival has Oklahoma banking and insurance interests. Ann. Aug. 11.

■ KCGM(FM) Scobey, Mont. (95.7 mhz, 52 kw)—Seeks transfer of control of Prairie Communications Inc. from Larry C. Bowler (59% before; 29% after) to Ramon E. Trower and others (41% before; 61% after). Consideration: \$30,000. Principals: 17 other stockholders. Mr. Bowler is owner of Daniels Country Leader. Scobey newspaper. Mr. Trower owns local agricultural firm and hardware firm. None has other broadcast interests. Ann. Aug. 11.

■ KDCE(AM)-KBSO(FM) Espanola, N.M. (AM: 970 khz, 1 kw-D; FM: 102.3 mhz, 1.1 kw)—Seeks assignment of license from George A. Gonzales Broadcasting Co. to Sangre De Cristo Broadcasting Inc. for \$450,000, plus \$25,000 consulting agreement. Seller is George A. Gonzales, who has no other broadcast interests. Buyer is owned by James F. Hoffman and Jon van Wambeek (50% each). Mr. Hoffman owns WVVX-AM-FM Highland Park, Ill. Mr. van Wambeek is president of Chicago grain firm and is director of Chicago Board of Trade. Ann. Aug. 11.

■ WONO(FM) Syracuse, N.Y. (107.9 mhz, 10.5 kw)—Seeks assignment of license from Sentinel Hights FM Broadcasters Inc. to Roy H. Park Broadcasting of the Finger Lakes Inc. for \$265,000, plus \$75,000 covenant not to compete. Seller is principally owned by Theodore Jones, 55% owner of WHET(AM)-WCRB(FM) Waltham, Mass. Buyer is owned by Roy H. Park, owner of six other FM's, seven AM's and seven TV's (BROADCASTING, June 27). Ann. Aug. 11.

■ WAAK(AM) Dallas, N.C. (960 khz, 1 kw-D)—Seeks assignment of license from Fred H. Whitley to WAAK Inc. for \$200,000. Seller: Mr. Whitley also owns WGTL(AM) Kannapolis, N.C. Buyer is owned by Gerald M. Marlow and his brother, Richard B. (50% each). They formerly owned Jamesburg, N.J., retail liquor store. They have no other broadcast interests. Ann. Aug. 11.

■ WPFO-TV Greenburg, Pa. (ch. 40)—Seeks assignment of CP from Commercial Radio Institute Inc. to Western Pa. Christian Broadcasting Co. for none. Assignment is part of resolution of law suit. Agreement calls for trade of WPFO-TV for WPCB-TV Pittsburgh (see below). Ann. Aug. 12.

■ WPCB-TV Pittsburgh (ch. 22)—Seeks assignment of CP from Western Pa. Christian Broadcasting Co. to Commercial Radio Institute Inc. for \$206,523.18. Assignment is partial settlement of law suit whereby CRI has agreed to pay consideration and trade WPFO-TV Greenburg, Pa., for WPCB-TV. Seller is nonprofit, religious corporation, R. Russell Bixler, president. Buyer owns 39% of WBFF(TV) Baltimore, and is principally owned by Julian S. Smith and Frederick M. Himes Jr. who also own, as individuals, re-

Summary of broadcasting

FCC tabulations as of July 31

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,476	6	21	4,503	46	4,549
Commercial FM	2,866	1	87	2,954	132	3,086
Educational FM	844	0	22	866	86	952
Total Radio	8,186	7	130	8,323	264	8,587
Commercial TV	721	1	3	725	46	771
VHF	513	1	0	514	8	522
UHF	208	0	3	211	38	249
Educational TV	242	3	13	258	7	265
VHF	93	1	7	101	3	104
UHF	149	2	6	157	4	161
Total TV	963	4	16	983	53	1,036
FM Translators	179	0	0	179	84	263
TV Translators	3,391	0	0	3,391	412	3,803
UHF	1,039	0	0	1,039	231	1,270
VHF	2,352	0	0	2,352	181	2,533

*Special temporary authorization

**Includes off-air licenses

maining shares of WBFF. Buyer is also applicant for new TV at Columbus, Ohio. Ann. Aug. 12.

■ **KIKZ(AM)** Seminole, Tex. (1250 khz, 1 kw-D)—Seeks assignment of license from KIKZ Inc. to Triple R Broadcasting Inc. for \$140,000, plus \$12,000 covenant not to compete. Seller is owned by Michael and his wife, Alpha, Horne (51%) and Guy P. Russell (49%). They also own KOYY-AM-FM El Dorado, Kan., and KARY(AM) Russellville. KWCK(AM)-KSER(FM) Searcy, both Arkansas. Buyer is owned by Ralph D. Copland and his family. They also own Sonora, Tex., flight instruction firm. They have no other broadcast interests. Ann. Aug. 11.

Actions

■ **WOWL(AM)** Florence, Ala. (1240 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Hammell Broadcasting Inc. to Benny Carle Broadcasting Inc. for \$200,000. Seller: Richard N. Hammell, who has no other broadcast interest. Buyer is Benny Carl Digesu, who has application pending for new AM at Albertville, Ala. He owns Huntsville, Ala., advertising agency (BAL-9015). Action Aug. 8.

■ **WCCR(AM)** Urbana, Ill. (1580 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Air-ways Inc. to Yankee Ridge Broadcasting Inc. for \$300,000. Seller is owned by R.G. Glover, Robert Eisner Jr., Ray G. Lindsay and Richard W. Brown, who also own WLRW(FM) Champaign, Ill., and WSSB(AM) Durham, N.C. Buyer is owned by John R. Bowen, his father, Charles E. Bowen, and Al F. Wolfe. Elder Mr. Bowen is employe of manufacturing firm; younger is sales manager of WCCR, and Mr. Wolfe is chief engineer there (BAL-8999). Action Aug. 3.

■ **KJIN(AM)**—**KCIL(FM)** Houma, La. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 107.1 mhz, 3 kw)—Broadcast Bureau granted assignment of license from KCIL Inc. to South La. Broadcasters Inc. for \$450,000 plus \$200,000 covenant not to compete. Seller is owned by the estate of Denver T. Branner (80%), his wife Eugenia (5%) and his three children (5% each). Buyers are Joel T. Branner and Charles K. Winstanley. Mr. Branner is son of late owner and also owns minority interest of WDLF(AM) Panama City, Fla. He also has realty interests. Mr. Winstanley is general manager and 39% owner of WSCM(AM) Panama City Beach, Fla. He is former general manager of WDLF (BAL-8955, BALH-2465). Action Aug. 8.

■ **KWRG(AM)** New Roads, La. (1500 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Louis Broadcasters Co. to Progressive Broadcasting Corp. for \$90,000. Sellers: Louis B. Coco and Louis B. Coco Jr., who have no other broadcast interests. Buyer is owned by John Lambert Peroyea and his wife, Barbara. Mr. Peroyea is pilot for Lafayette, La., helicopter company (BAL-9023). Action Aug. 3.

■ **WPEP(AM)** Taunton, Mass. (1570 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Marguerite H.T. McGregor to John F. Crohan Co. for \$250,000. Mrs. McGregor is sole stockholder of licensee. She has no other broadcast interests. Mr. Crohan is former general manager of WCOP-AM-FM Boston (BAL-9025). Action Aug. 5.

■ **KCIA(AM)**—**KPOE(FM)** Humble City, N.M. (AM: 1100 khz, 1 kw-D; FM: 94.1 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Media Corp. to Noalmark Broadcasting Corp. for \$325,000, plus \$75,000 covenant not to compete. Sellers are John A. Perry (25%), Glen L. Houston (50.1%) and Theodore R. Johnson (24.9%). They also own KSDL(FM) El Paso. Buyer is principally owned by family of William C. Nolan (70%), Edwin B. Alderson Jr. (20%) and Russell Marks (10%) who also own KELD(AM)—KEZU(FM) El Dorado, Ark.; KXOW-AM-FM Hot Springs, Ark., and KOCA(AM)—KKTJ(FM) Kilgore, Tex. Mr. Alderson is El Dorado attorney, and Mr. Marks is automobile dealer there (BAL-9004, BALH-2494). Action Aug. 4.

■ **WOFE(AM)** Rockwood, Tenn. (580 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from WOFE Radio Inc. to Roane Broadcasting Co. for \$150,000. Sellers: Ferrell O'Quinn (48%), his son Farnell (4%) and Al Graham. Mr. Farnell O'Quinn owns 80% of WULF(AM) Alma, WUFE(AM) Baxley and 100% of WUFF(AM) Eastman, all Georgia. Buyer is owned equally by Robert S. Brock, Charles L. East and David R. Ledford. Mr. Ledford is station manager of WOFE. Mr. Brock owns television repair service, and Mr. East cafe (BAL-9013). Action Aug. 4.

■ **WORM-AM-FM** Savannah, Tenn.—Broadcast Bureau granted involuntary transfer of negative control of licensee corporation from Neal B. Bunn to Janet L. Bunn, executrix of will of Neal B. Bunn; condition (BTC-8396). Action July 29.

■ **KONI-AM-FM** Spanish Fork, Utah (AM: 1480 khz, 1 kw-D; FM: 106.3 mhz, 220 w)—Broadcast Bureau granted assignment of license from Pioneer Broadcasting Co. to Neale Broadcast Alliance Inc. for \$175,000. Seller: George K. Culbertson, who has no other broadcast interests. He is retiring. Buyer is owned by family of Mr. and Mrs. Sterret O. Neale. Mr. Neale is former regional manager, broadcast relations, of BMI, New York (BAL-9030, BALH-2508). Action Aug. 3.

Facilities changes

AM Action

■ **KCKC** San Bernardino, Calif.—Broadcast Bureau granted mod. of license covering change in licensee name to Sunshine Wireless Inc. (BML-2641). Action Aug. 4.

FM actions

■ **WAHR** Huntsville, Ala.—Broadcast Bureau granted CP to change trans. location to Drake mountain, Huntsville; install new trans.; install new ant.; make changes in ant. system (increase height); ERP 100 kw(H&V); ant. height 540 ft.(H&V) (BPH-9997). Action Aug. 8.

■ **WMMS** Cleveland—Broadcast Bureau granted CP to change trans. location (same site); install new trans.; ant.; make changes in ant. system; increase height; ERP 7.7 kw(H&V); ant. height 1060 ft.(H&V); remote control permitted; conditions (BPH-10,575). Action Aug. 4.

■ **KUOE** El Paso—Broadcast Bureau granted mod. of CP to change trans. location to Commanche Peak, El Paso; studio location/remote control location to Executive Center, 4141 Pinnacle, El Paso; ant.; make changes in ant. system (decrease height); ERP 88 kw(H&V); ant. height 1390 ft.(H&V); remote control permitted; conditions (BMPH-15,170). Action Aug. 4.

In contest

Case assignment

■ **Terrell Hills, Tex., FM proceeding:** Redding Broadcasting Co., SSS Broadcasting Inc. and Wholly Owned Corp. competing for 106.3 mhz (Docs. 21,-307-9)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Walter C. Miller to serve as presiding judge and scheduled hearing for Nov. 14. Action Aug. 9.

Procedural rulings

■ **Burbank and Pasadena, Calif., renewal and FM proceeding:** George E. Cameron Jr. Communications Inc. (KROQ-AM-FM) and Stanfield Gates Radio Co. competing for 106.7 mhz (Docs. 20,629-31)—ALJ John H. Conlin continued Sept. 27 hearing without date. Action Aug. 10.

■ **Seminole, Okla., FM proceeding:** KXOJ Inc., Ron and Karen Ricord and Fank Lilly competing for 105.5 mhz (Docs. 21,269-70)—ALJ James K. Cullen Jr. postponed without date hearing scheduled for Oct. 13. Action Aug. 8.

Initial decision

■ **WBCW(AM)** Jeanette, Pa., **renewal proceeding:** Central Westmoreland Broadcasting Co. (Doc. 20,789)—ALJ John H. Conlin renewed license. Ann. Aug. 12.

Fines

■ **KICX(AM)** McCook, Neb.—Broadcast Bureau ordered licensee to forfeit \$500 for repeated violation rule which provides in part that remote control point

meters shall be calibrated to provide indication within 2% of corresponding instrument at trans. site. Action Aug. 5.

■ **WJAR-TV** Providence, R.I.—Broadcast Bureau notified licensee that it had incurred apparent liability of \$200 for failing to conduct weekly EBS test transmissions during period July 26, 1976 to Sept. 23, 1976. Action Aug. 5.

Allocations

Petitions

■ **Alexandria, Ind.**—Triplett Broadcasting Inc., Marlton, N.J., requests assignment of FM ch. 244A (RM-2935). Ann. Aug. 12.

■ **Grand Rapids, Minn.**—Itasca County Broadcasting Co. requests assignment of FM ch. 288A (RM-2936). Ann. Aug. 12.

Actions

■ **Hay Springs-Scottsbluff, Neb.**—Broadcast Bureau reassigned on hypenated basis VHF ch. 4 from Hay Springs. Action was response to petition by Duhamel Broadcasting Enterprises, licensee of KOTA-TV Rapid City, S.D. Effective Sept. 15. Action Aug. 2.

■ **Ogden, Utah**—Broadcast Bureau proposed removing noncommercial status from ch. 9. Action was response to petition by Ashley L. Robison, who contemplates offering commercial service on channel. Comments are due Sept. 19; replies Oct. 11. Action Aug. 4.

■ **Cape Charles, Va.**—Broadcast Bureau proposed assignment of ch. 241 as community's first FM. Action was response to petition by J. Grayson Duer. Comments are due Sept. 19; replies Oct. 11. Action Aug. 4.

■ **Antigo, Wis.**—Broadcast Bureau proposed substituting ch. 287 for ch. 285A. Action was response to petition by Antigo Broadcasting Co., licensee of WATK-AM-FM Antigo. Comments are due Sept. 19; replies Oct. 11. Action Aug. 4.

Translators

Action

■ **K53AG, K55BJ, K57AT** Wallowa, Ore.—Broadcast Bureau granted CPs for new UHF translator stations to rebroadcast programs of KREM-TV, KXLY-TV, KHQ-TV Spokane, Wash. (BPTT-3227-9). Action July 26.

Cable

Certification actions

■ **CATV** Bureau granted following operators of cable TV systems certificates of compliance: Cable TV Co. of York, for Springfield, Jackson, Conewago, all Pennsylvania (CAC-07372-4); The Ohio Valley Cable Corp., for Boaz, W.Va. (CAC-08000); Lockhart Cable TV Services Inc., for Eagle Lake, Tex. (CAC-08259); Warner Cable of North Canton, for North Canton, Stark, both Ohio (CAC-08295-6); Fort Morgan Cable TV, for Fort Morgan, Colo. (CAC-08372); Brush Community TV, for Brush, Colo. (CAC-08373); Huntington CATV Inc., for Huntington, Ind. (CAC-08439); Teleprompter of Greenwood Inc., for Greenwood, S.C. (CAC-08506); Coastal Cable TV Inc., for New London, Conn. (CAC-08507); Twin Lakes Television Corp., for Harrison, Ark. (CAC-08522); Twin Lakes Television Corp., for Boone, Ark. (CAC-08524); Carroll Cable Co., for Carroll, Iowa (CAC-08556); Danville Cablevision Co., for Pittsylvania, Va. (CAC-08563-4); Northern Valley Cable Co., for Bergenfield, N.J. (CAC-08512); Telecable of Overland Park Inc., for Overland Park, Fairway, Leawood, Lenexa, Merriam, Mission, Mission Hills, Prairie Village, Roeland Park, all Kansas (CAC-08650-8); Telecable of Overland Park Inc., for Shawnee, Kan. (CAC-08689); Tri-County Cable Television Inc., for Jackson Ind. (CAC-08684); Connersville Cable TV Inc., for Fayette, Ind. (CAC-08685); Cable TV of Kalamazoo Inc., for Kalamazoo, Mich. (CAC-08696); Scotts Bluff Cable TV, for Scotts Bluff, Neb. (CAC-08765).

Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
 Telecommunications Consulting
 Member AFCEE
 5390 Cherokee Avenue
 Alexandria, Virginia 22314
 (703) 354-3400

**EDWARD F. LORENTZ
& ASSOCIATES**
 Consulting Engineers
 1334 G St., N.W., Suite 500
 347-1319
 Washington, D. C. 20005
 Member AFCEE

A. D. Ring & Associates
 CONSULTING RADIO ENGINEERS
 1771 N St., N.W. 296-2315
 WASHINGTON, D. C. 20036
 Member AFCEE

COHEN and DIPPELL, P.C.
 CONSULTING ENGINEERS
 527 Munsey Bldg.
 (202) 783-0111
 Washington, D.C. 20004
 Member AFCEE

CARL T. JONES ASSOCS.
 (Formerly Gautney & Jones)
 CONSULTING ENGINEERS
 2990 Telestar Ct., Suite 405
 (703) 560-6800
 Falls Church, Va. 22042
 Member AFCEE

LOHNES & CULVER
 Consulting Engineers
 1156 15th St., N.W., Suite 606
 Washington, D.C. 20005
 (202) 296-2722
 Member AFCEE

A. EARL CULLUM, JR.
 CONSULTING ENGINEERS
 INWOOD POST OFFICE
 BOX 7004
 DALLAS, TEXAS 75209
 (214) 631-8360
 Member AFCEE

SILLIMAN, MOFFET & KOWALSKI
 Washington, D.C. Aren
 8701 Ga. Ave., Silver Spring, MD 20910
 ROBERT M. SILLIMAN, P.E.
 (301) 589-8288
 1925 N. Lynn St., Arlington, VA 22209
 JOHN A. MOFFET, P.E.
 (703) 841-0500
 Member AFCEE

STEEL, ANDRUS & ADAIR
 2029 K Street, N.W.
 Washington, D.C. 20006
 (301) 827-8725
 (301) 384-5374
 (202) 223-4864
 Member AFCEE

HAMMETT & EDISON, INC.
 CONSULTING ENGINEERS
 Radio & Television
 Box 68, International Airport
 San Francisco, California 94128
 (415) 342-5208
 Member AFCEE

JOHN B. HEFFELFINGER
 9208 Wyoming Pl. Hilland 4-7010
 KANSAS CITY, MISSOURI 64114

**JULES COHEN
& ASSOCIATES**
 Suite 400
 1730 M St., N.W., 639-3707
 Washington, D. C. 20036
 Member AFCEE

CARL E. SMITH
 CONSULTING RADIO ENGINEERS
 8200 Snowville Road
 Cleveland, Ohio 44141
 Phone: 216-526-4386
 Member AFCEE

VIR JAMES
 CONSULTING RADIO ENGINEERS
 Applications and Field Engineering
 Computerized Frequency Surveys
 345 Colorado Blvd.—80206
 (303) 333-5562
DENVER, COLORADO
 Member AFCEE

**E. Harold Munn, Jr.,
& Associates, Inc.**
 Broadcast Engineering Consultants
 Box 220
 Coldwater, Michigan 49036
 Phone: 517-278-7339

**ROSNER TELEVISION
SYSTEMS**
 CONSULTING & ENGINEERING
 250 West 57th Street
 New York, New York 10019
 (212) 246-3967

JOHN H. MULLANEY
 CONSULTING RADIO ENGINEERS
 9616 Pinkney Court
 Potomac, Maryland 20854
 301 - 299-3900
 Member AFCEE

TERRELL W. KIRKSEY
 Consulting Engineer
 5210 Avenue F.
 Austin, Texas 78751
 (512) 454-7014

HATFIELD & DAWSON
 Consulting Engineers
 Broadcast and Communications
 906 - 36th Ave.
 Seattle, Washington 98122
 (206) 324-7860
 Member AFCEE

**MIDWEST ENGINEERING
ASSOCIATES**
 Consulting Engineers
 6024 A N UNIVERSITY PEORIA ILLINOIS 61614
 (309) 692-4233
 Member AFCEE

DAWKINS ESPY
 Consulting Radio Engineers
 Applications/Field Engineering
 P.O. Box 3127—Olympic Station 90212
BEVERLY HILLS, CALIF.
 (213) 272-3344

MATTHEW J. VLISSIDES, P.E.
 STRUCTURAL CONSULTANT
 TOWERS, ANTENNAS, STRUCTURES
 Studies, Analysis, Design Modifications.
 Inspections, Supervision of Erection
 7601 BURFORD DRIVE McLEAN, VA 22101
 Tel (703) 356-9504
 Member AFCEE

C. P. CROSSNO & ASSOCIATES
 CONSULTING ENGINEERS
 P. O. BOX 18312 (214) 321-9140
 DALLAS, TEXAS 75218

**JOHN F.X. BROWNE
& ASSOCIATES, INC.**
 CONSULTING ENGINEERS
 1901 Pennsylvania Ave., NW
 Washington, D.C. 20006
 25 West Long Lake Road
 Bloomfield Hills, MI 48013
 Tel: (313) 642-6226 (202) 293-2020
 Member AFCEE

Service Directory

PAUL H. LEE
 RADIO ENGINEERING
 P.O. Box 1575
 Thousand Oaks, California 91360
 (805) 492-5055
 1835 K Street NW
 Washington, D.C. 20006
 (202) 223-1180

**COMMERCIAL RADIO
MONITORING CO.**
 PRECISION FREQUENCY
 MEASUREMENTS, AM-FM-TV
 Monitors Repaired & Certified
 103 S. Market St.
 Lee's Summit, Mo. 64063
 Phone (816) 524-3777

**CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE**
 SPECIALISTS FOR AM-FM-TV
 445 Concord Ave.
 Cambridge, Mass. 02138
 Phone (617) 876-2810

**BROADCAST TECHNICAL
SERVICE, INC.**
 • AM-FM Station Construction
 • Audio/Skeleton . . . Partial Proofs
 • Signal Sound Improvement
 • FREE Counsel by Phone
 Phone 817-772-3371
 Box 7343 • Waco, Texas 76710

DON'T BE A STRANGER
 To Broadcasting's 157,000* Readers.
 Display your Professional or Service
 Card here. It will be seen by the deci-
 sion-making station owners and man-
 agers, chief engineers and technicians,
 applicants for AM, FM, TV and buyers of
 broadcasting services.
 *1977 Readership Survey showing 4.4
 readers per copy.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Community Club Awards (CCA) Radio/TV/News-paper Promotion. Require 3 resident sales managers (Texas/South-East/West-Coast). Full-time travel (Monday through Friday). Salary, commission, incentives provide unlimited earnings opportunity. Availability, background, references, first letter. No phone calls. Box No. 151, Westport, CT 06880.

Sales Manager. Southeastern medium market, top rated MOR, group owned, good sports area. Salary, commission, over ride, car, good benefits. Must be professional street salesperson. Box J-15.

Radio Sales Manager AM/FM station located in PA. Produce and become a partner. Must have sound selling background and handle accounts. Send resume. Box J-74.

Sales Manager ... If you're an aggressive, self-starting sales person; have a good track record and are ready for sales management at our suburban Mid-Atlantic AM/FM stations, send us your resume and references. We offer liberal salary, commission and fringes. Equal opportunity employer. Box J-82.

Group Operation looking for experienced manager for excellent properties, top pay, incentives, and benefits. Send resume. Box J-83.

WALM-AM Albion and **WELL-FM Marshall.** Send resume to Wayne Wright, 111 West Michigan Avenue, Marshall, MI 49068.

Sales Manager, Florida medium market. Experienced pros only. Must be able to lead and sell. RAB trained. EOE. Resume to Box J-130.

Christian Station in large Texas market needs General Manager. Good opportunity in growing organization. Box J-119.

Aggressive fast-growing small-medium market group seeks equally driven individual who can become our sales manager now, and ascend to station manager or group mgr. soon. Midwest college and resort markets. Compensation dependent on experience, and above all, potential. Send complete resume and salary history to Box J-110.

California Daytimer seeking experienced strong Sales Manager who can sell, and lead a sales staff, promotion/community oriented. Great market: Great signal. Box J-91.

Major Group Operator based in the East seeks a sales oriented Station Manager for a 50 KW FM station. Ideal for Sales Manager ready to move up. Excellent company benefits. Plenty of opportunity to move within 10 station group. All replies in confidence E.O.E. Box J-95.

WXIL-The 50kw Rocker wants Professional, experienced Sales Manager capable of selling on AR-BITRON. Must have a proven track record of selling and working with employees. Must be honest, hard-working, aggressive, intelligent and able to make tons of money. We will guarantee you \$2,000 a month against 10% of station gross. You must produce in order to get these bucks. No "buddy system" sales types need apply. We do not discount off the card. WXIL is overwhelmingly Number One (18-34) in a nine (9) station market. Send us resume to WXIL—Regional Radio—P.O. Box 1228, Parkersburg, WV 26101. We need you now.

General Manager, 5000 Watt 1190 AM. Bay St. Louis, MS. Full control. \$1,000. salary plus 1/2 of earnings. Only qualified GM need apply. Send resume Route 6, Box 397, Slidell, LA 70458 or call 504—643-1800.

Station Manager—Aggressive, sales oriented manager for small to medium market, resort area. (St. Ignace, Michigan), chance to buy in. Call evenings: 517—321-1763.

Wanted: General Manager, WHUS-FM. EOE. \$12,000/year plus fringes. Fact sheet upon receipt of resume. 3,160 watt student-funded, non-commercial station licensed to the University of Connecticut Board of Trustees. Send resume to: Ronald Williams, Station Manager, Box U-8, Storrs, CT 06268. Application deadline 9/9/77. Further information, call 1—203—429-3100.

Public Radio Station Manager wanted—University FM station seeks full-time manager. Send application letter, resume with salary expectations postmarked by August 26 to P.E. Paulin, Radio-Television Department, Oklahoma State University, Stillwater, OK 74074. An Affirmative Action, Equal Opportunities employer.

HELP WANTED SALES

Learn To Sell at a professional Midwest radio station. Box H-107.

WVLD AM & WLGA FM are looking for qualified Sales & Production people. 3 possible openings. Resume accepted, no calls. PO Box 1529, Valdosta, GA 31601.

Major market AM station switching to modern country format looking for a top salesmanager and salespersons to build with the new format. Exceptional earnings possible for the right people. Must be able to develop new accounts. Midwest location, advancement to manager possible. Box J-70.

Reps Wanted. Major manufacturer of Broadcast Audio Products is establishing exclusive Rep. sales force. All territories open. Send company resume and line list. Box J-36.

Aggressive Go-Getter to sell Southern California AM/FM. Full track record to Al Gordon, K/Honey, 7351 Lincoln, Riverside, CA 92504, EOE.

WSAR, Fall River, MA, has openings in their sales department for aggressive, straightforward individuals who are not afraid to work. Radio Sales background important. Your qualifications and resume should be sent to Ed Juaire, P.O. Box 927, Fall River, MA 02722. No phone calls. An Equal Opportunity Employer.

Money!! And lot's of it. Sales positions open at No. 1 Southern California radio station— Call 714—737-1370.

Salesperson for Portland, ME, fulltime 5KW AM and Stereo FM. Need an aggressive street salesperson with promotional sales ideas. These are two well-respected radio stations, part of a 6-station group. Call or write Don Wilks or Mike Schwartz at WAQY, Springfield, MA 413—525-4141.

Wanted: California daytimer seeking Strong Sales Manager, who can sell, train and motivate sales staff, familiar with workable promotional and merchandising sales aids. Box J-100.

Sales Engineer for Radio Broadcast Equipment wanted for expanding broadcast manufacturers representative organization. Sales experience calling on AM and FM broadcast stations desired, but will consider broadcast engineer wishing to pursue a sales career. Must be aggressive and willing to travel. Degree helpful. Excellent East Coast location, salary and fantastic opportunity for the right person. Send resume to Box J-111.

Wanted: Aggressive go getter, ready to move up to group owned station in major NE market. Potential management opportunity with growth oriented group. EOE. Send resume to Box J-123.

Program Sales. Six Radio program/series by Tandem Syndications. Good commission. For additional information, send resume. Box J-140.

Immediate Opening in top 15 market. Fast promotion with young aggressive organization. Call Ross Boling 314—946-6600, or write KIRL, Drawer 14, St. Louis, MO 63188. EOE.

Dynamite Sales Opportunity for someone who is tired of working for experience and is ready to work for money. Sell and service accounts for two dominant stations between New York City and Albany. Energy and honesty necessary ... five years experience preferred ... Limitless potential ... Equal Opportunity Employer ... WEOK-WPDH, Box 416, Poughkeepsie, NY 12602.

Perfect Climate. Would you like to live in one of America's loveliest areas? The Napa Valley, 45 miles from San Francisco, is the wine capital of U.S. Excellent sales position with station that has 40 percent share. Call or write George Carl, KVON, PO Box 2250, Napa, CA 94558.

Small market Eastern KY station needs sales-announcer combo. Position can lead directly to management. Must have 2 years commercial radio experience. Applicants desired from KY, West Virginia and Ohio. Send resume, and salary requirements in first letter to General Manager, Box 195, Inez, KY 41224.

WXIL-The 50kw Rocker wants Professional, experienced salespersons capable of selling CPM. Must have proven track record. Negotiable guarantee against commission. This is the top-rated-Dominate-radio station in a nine (9) station market. All applicants send resume and current billing trend to WXIL—Regional Radio—P.O. Box 1228, Parkersburg, WV 26101. We need you now!

Sales Person Needed immediately. Experience helpful but not necessary. Excellent opportunity. Call Bob Outer, WBNR, Beacon, NY 12508. 914—831-1260.

Sales Manager for 100,000 watt modern country station in Southeast. Call Dave Callaway at 912—283-1230.

Sales openings at three of our stations. Join a team of professional broadcasters. Plenty of room for advancement, excellent benefits. E.O.E. Rush resume to Gary E. Burns, Rust Communications Group, Box 1747, York, PA 17405.

Wanted: Radio Sales person or experienced broadcaster ready to move into sales. Great opportunity with our growing group. Contact Ken Riggle, WCMD, Cumberland, MD. 301—724-5400. EOE.

Sales Manager or experienced sales person. FM Contemporary, 30 minutes South of Washington, DC Beltway. WMJS, Box 547, Prince Frederick, MD 20678.

Seven California top rated, medium market AM-FM looking for a topnotch sales person. A great opportunity in a vast growing market. Guarantee, commission, profit sharing, insurance, etc. Do not apply unless you have a proven track record. E.O.E. Minorities urged to apply. All applications given equal consideration. Send complete resume to Larry Thomas, Sales Manager, KUDE, Box K-1320, Oceanside, CA 92054.

HELP WANTED ANNOUNCERS

KPOW-AM Powell is now taking applications. First Tickets only. Write Program Director, KPOW, Box 968, Powell, WY 82435.

HELP WANTED ANNOUNCERS CONTINUED

Announcer with pleasant, authoritative delivery for middle-music, Texas Gulf Coast station. EOE. Box J-44.

Experienced 1st ticket strict disco format announcer. Follow format or stay home. KDKO, PO Box 418, Littleton, CO 80160.

Top Ten Market AOR station seeks experienced morning person. Send tape and resume. Talent/FM Box 60, Washington, DC 20044.

KJ Country has opening for real pro with bright delivery who works well with others. If this is you, send complete resume and current air check to Program Director, KJJJ, 631 N. 1st Avenue, Phoenix 85003.

WCCC AM-FM Hartford looking for creative morning personality. AOR format. Good salary. Rush tape, resume, Program Director, WCCC, 11 Asylum Street, Hartford, CT 06103. EOE.

WSAR, Fall River, MA, has openings for multi-talented personalities for our MOR Personality station. A diversified background in sports, talk and news could lead to a position as Operations Manager. If you feel you qualify for one of these positions, send your tape and resume plus all particulars in a letter to: Ed Juare, General Manager, WSAR, P.O. Box 927, Fall River, MA 02722. No phone calls. An Equal Opportunity Employer.

Whoopee—The Berkshires only 24 hour FM/AM Automated Top 40 station needs full time anncr.—production person. No calls! Send resume and tape with production samples and newscast to WUPE-73 Fourth Street, Pittsfield, MA 01201.

Adult contemporary communicator needed for morning show in fast growing Mid-South market. Bright, happy, information oriented self-starter, strong in community involvement, needed to build adult 25 plus numbers. No barkers. We offer excellent benefits, good working conditions, modern facility in a great community. Equal Opportunity Employer M/F. Send resume in strictest confidence to Box J-121.

Religious Format gal or man Friday wanted for air shift, production. 4 station company offers opportunity for advancement in Southwest. Box J-120.

Bright, mature personality with strong female appeal to handle midday segment. Format: half MOR music, half conversation/feature/interview/telephone. Must be charming entertainer and effective communicator. Top 100 market, New England. EOE-M/F. Salary desired, resume, to Box J-116.

Experienced Talk Show host for evening music-phone show. Power station in South. EOE. Rush resume and earnings history to Box J-114.

Personality Pro—Morning drive at southern MOR giant, large city. You must have excellent production, strong voice and ratings-proven act. EOE. Resume, including salary requirements to John Cabot, Box J-112.

Our 100 KW Live Beautiful Music Station is No. 2 in this Top 50 market. We need an air and production voice with a smooth conversational approach. Better than average salary and working conditions. Ground breaking soon for new facilities. Send air check, resume and salary requirements to Tommy Walker, WGLD, Box 2808, High Point, NC 27261.

Our morning man of 19 years is retiring from radio. Can you fill his shoes? Contemporary MOR, small market, Western NC. Must be community-minded. Multi-talents an asset. Send tape, resume, references, future plans to WADA Box 1390, Shelby, NC 28150.

Bright mature contemporary jock needed now by medium market Pennsylvania station. We're aggressive, growing and ideal for a talented small market person on the way up. Send aircheck; resume; and salary requirements today! An Equal Opportunity Employer Male/Female. Joe Taylor, General Manager, WDDL, 24 South Queen Street, Lancaster, PA 17603.

DJ-Announcer. Play-By-Play back-up. Contemporary format. Experienced only. No phone calls. Aircheck & resume. WFVA, Fredericksburg, VA 22401. E.O.E.

Colorado-Nebraska 3 station group accepting applications for Morning Jock, DJ's, News, Production, Sales, Sports. Send tape & resume to Ray Lockhart, Box 509, Ogallala, NE 69153.

Farm Director: Wisconsin station serving 500,000 persons, seeks morning announcer with farm background. Emphasis on preparation of comprehensive farm market and feature programming. Some sales possible, if desired. Rich agricultural area plus pleasant living. Send resume and tape to WCWC AM-FM, Box 156, Ripon, WI 54971.

We're looking for an announcer to fill a Modern Country slot. Applicant must be a good communicator and capable of other formats. Tape and resume to Steve Samet, WZOE, Box 69, Princeton, IL 61356.

We need a good morning man with an adult approach to music. Good pay and you will work with a professional staff. Call 319-524-5410.

Small Market. Modern Country AM needs dedicated Sportsperson for News, PBP, D.J. Work, Spot Production and work with FM Automation. Tape-resume to WDNT, Dayton, TN 37321.

KWIX Radio—a leader in community involvement and sports—has immediate opening for morning announcer with PBP experience. Call Greg Walker at 816-263-1230.

Multi-Station Group looking for strong MOR personality and experienced P.D. Good opportunity in growing markets. P.D. must also be able to do air shift. Reply Box 98, WYKAGY Station, New Rochelle, NY 10804.

First Phone, Announcer wanted. Strong in production, experienced, willing to work with automation. Understand contemporary radio. Midwest. E.O.E. Box D-125.

There's a new kind of radio growing in Houston. Crawford Broadcasting Company's KFMK has everything: total service, personality oriented programming in full-time stereo; plus the great music of our "Spirit of Love" format. We have an immediate position, at a competitive salary, for a personality who can communicate. Send aircheck and resume to: Buddy Holiday, KFMK-FM, 1900 Medical Towers, Houston, TX 77025.

PD-Morning Man, family type humor, good production, sharp on detail and FCC R&R. PBP optional. 24 hr. AM in beautiful, Midwestern growth area with major college. Write Sarah Crawford, GM, WJPF Radio, Box 550, Herrin IL 62948. EOE/MF.

Unique, Exciting South Texas AM/FM operation seeks talented dedicated broadcasters to join our staff of pros. The people we need can pull an air shift (C and W or Adult Contemporary), gather, write and air news, broadcast from remote locations, interview and do special events programming, plus good production. PBP ability will earn you more money. We aren't replacing, we're expanding and this is a real ground floor opportunity. 3rd class license desired. A good place to work in a good small market with good pay and benefits. Let's talk. Call Harold at 1-512-664-4322.

HELP WANTED TECHNICAL

Radio Engineer for five-year old 35KW FM-Stereo public radio station with six studio complex. Qualifications: 3 to 5 years experience in studio maintenance and operations. Salary commensurate with experience. Contact David Roland c/o WQLN-FM/TV, 8425 Peach St., Erie, PA 16509, 814-868-4654. Equal Opportunity Employer.

Chief Engineer—5000w, DA, Southern New Hampshire. All new equipment. Must have radio broadcast engineering experience. Good salary; benefits. EEO/JAA. Resume and salary history to GM, WVNH, Box 1110, Salem, NH.

Experienced Chief Engineer: Fulltime AM, (D), automated FM Class C authority. Must be competitor for No. 1 ratings. Call Cleve Brien, WLSQ Radio, Montgomery AL 205-264-6449.

Engineer, experienced, desiring an opportunity with a future, please call or write Rish Wood, KINT AM/FM, 5959 Gateway West, El Paso, TX 79925. (E.O.E.).

Live in one of the most desirable communities in the nation. Opening for engineer-announcer. Will train inexperienced person with desire to learn. First Phone necessary. KYCA, Prescott, AZ. Collect, 602-445-1700, or write Box 1631, Prescott, AZ 86302.

Phoenix AM-FM Chief needs good technician to assist. Excellent professional opportunity to sharp first phone willing to start at \$600/mo. Write Chief Engineer, KDKB, Box 4227, Mesa, AZ 85201.

Chief Engineer—Highly qualified Chief for AM/FM station in Midwest. Familiarity with AM directional ant., FM Stereo, digital automation, and digital STL required. Send resumes, references and salary requirements to Box J-124.

FM Chief Engineer—Major beautiful music station in (top 15) Midwest market is looking for a chief. We offer a good salary, excellent working conditions and benefits. We want a perfectionist in audio, experienced in all phases of FM and a person who will worry until the last detail is resolved. Send resume with salary requirement, salary history and references to Box J-128.

Chief Engineer. New England. Fulltime directional AM and Class B FM. Strong audio, RF, and administration. EOE-M/F. Resume, references, and salary requirements, in confidence, to Box J-139.

HELP WANTED NEWS

News Person Wanted for three person Midwest AM-FM local news department. Box J-37.

Experienced Person wanted to cover, write, & air news plus do interview show in growing suburban area. Must be available for interview. Send tape & resume to Dick Vaughan W-A-R-E Radio—90 South Street—Ware, MA 01082.

Southeastern New York AM/FM seeks newperson with ability to cover local/regional sports, some PBP. Want 2 years minimum news experience, 3rd endorsed. Offers best salaries in market, benefits, opportunity for growth. EOE. Minority applicants encouraged. Send references and resume to Box J-138.

Can you communicate? We are looking for that special guy in News that talks to people. If you have what it takes to be a news personality, we're talking \$25,000 minimum. Box J-108.

WFLA, Tampa, has opening for strong news anchor who can write and communicate. Tape and resume to Jim Ashbery, Box 1410, Tampa, FL 33601. E.O.E.

Sports Reporter—Independent all-news. Requires experience, strong writing and delivery, knowledge football, basketball, hockey. PBP experience strongly desired. Resume, non-returnable tape, salary history to William Devine III, Drawer A, 23 North Street, Buffalo, NY 14202. An equal opportunity employer.

News Director for NC News Network and top rated FM Station. Must be strong on air and off. Minimum start \$300 weekly. Tape and resume to: General Manager, WRAL-FM, PO Box 17000, Raleigh, NC 27609. An Equal Opportunity Employer.

Still looking for that qualified person to head our news department. Must be mature, dependable, and very good. Excellent pay and benefits. Contact Manager, KOKX, Keokuk, IA.

Experienced Newperson wanted for new Midwest A.M.; Need pro delivery, gathering and writing for local emphasis. Send tape and resume to KCJJ-Box 2118, Iowa City, IA.

News Director for Adult Contemporary station in Southeast. Call Dave Callaway at 912-283-1230.

University seeks broadcast professional for full-time position of News Director at expanding noncommercial Classical/Jazz/News/Public Affairs FM. Masters and teaching experience preferred. Salary range: \$11,000-\$12,500. Send application and resume to Gary Chew, KWGS, 600 S. College, Tulsa, OK 74104. The University of Tulsa has an Equal Opportunity/Affirmative Action Program for students and employees.

Opening a News Department. Willing to discuss salary. 5000 Watts AM, MOR. Contact immediately, News Director, Matt Stovall, 404-863-3800.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Continuity writer-director. Would do some production and host 30-minute daily phone-in. Experience preferred. EOE. Lowell Jack KMAN-KMKF, Manhattan, KS 66502.

Chief Programmer Opening. Responsibility for directing all programming, including news, production, announcing shifts, special events, talk show, etc. Must be able to direct and guide ten-person Programming Department. Familiarity with automation helpful. Begin \$11,000. Resume to S. A. Hassan, Pres., WILY, Box 528 Centralia, IL 62801.

AM/FM Southeastern New York seeking Assistant Chief Engineer, experienced equipment maintenance and repair, willing to learn Directional AM and Class A FM transmitters. Ability to fill weekend air shift helpful. Salary open. Advancement opportunity. EOE. Minorities encouraged. Send resume, references Box J-132.

University seeks broadcast professionals for full-time positions of Operations Director and Development Director. 3rd Class endorsed license and B.A. required. Salary ranges: \$9000-\$12000. Send application and resume to Gary Chew, KWGS, 600 S. College, Tulsa, OK 74104. The University of Tulsa has an Equal Opportunity/Affirmative Action Program for students and employees.

SITUATIONS WANTED MANAGEMENT

Christian Stations—Currently employed as Sales Mgr/Announcer Contemporary Station. Seeks position in Management or one leading shortly to Management in Christian Broadcasting. Successful business experience; First Phone; stable family man, 31. Call 602-425-2509.

GM heavy on sales available. Thirty years small-medium markets. College. References. Box J-45.

Automation is profitable in a small market if done right. You need a competent Operations Director/Engineer. Available shortly, write now. Box J-73.

Successful G.M., Compatibly employed, seeking equitable change. (Station being sold) No-nonsense, professional, sales-oriented administrator. Knowledgeable FCC regulations, renewals. Honest, creative, cost-conscious, community-involved. Documented credentials. Box J-134.

Capable, experienced general manager desires opportunity in major market. Degree and first-hand experience in programming, sales and management. Top references and track record. Eighteen years in radio with last ten as GM in market of almost half a million against fifteen competitors. Rarely okay trade-outs with shine parlors. Box J-126.

If the bottom line counts, and if you care how it happens, I offer solid, positive, energetic direction. 13 years of rounded radio experience in large and small markets, with sales/promotion emphasis. 33, BA, family man, references. Dean Craun, 402-727-6163.

SITUATIONS WANTED SALES

Experienced Sales, good announcer, production etc. Investment or Management desired, family, age 36, medium to major markets. Call Bob, 704-487-9608.

SITUATIONS WANTED ANNOUNCERS

Beginner—Broadcast trained. Studio experience and 3rd Endorsed Ticket. Interested in experience, not salary. Box J-1.

College grad, 3rd phone endorsement, experience in MOR and C&W, seeks full-time position. Will relocate. Gary DeSantis, 18480 Westphalia, Detroit, MI 48205, 313-372-3567.

Not just another pretty voice. Some experience, and trained broadcast skills. Excellent tape and resume. 212-874-3385 (Steve) Box J-64.

Ego Tripping Out—Newscaster, DJ, commercial writer, broadcast trained, Third Phone, small markets, tape available. Garry 609-767-3839.

Experienced Sportscaster seeking challenging position. PBP, color commentary, sportscasts, actualities. Also experienced in news writing, editing, and production. BA Degree. Northeast preferred, but will relocate for right offer. Call 617-484-1779.

Super Sports/PBP, solid news/sports writing & reporting. Strong DJ. 3rd endorsed. BA, will relocate anywhere. Available immediately. Mike Schikman—212-544-3608.

Young man, good personality, with lot of potential. 3rd endorsed. Some air experience. 23325 Williamsburg Circle, Woohaven, MI 48183. 313-675-1570.

Sports or PD position wanted. 20 year major college/pro sports, PD and talk experience. George Taylor, 291 Cherry, Fall River, MA 02720. 617-672-3108.

33-family-5 years broadcast experience. PD, MD.—Wish medium or large market ann. or PD position—prefer Country. Box J-93.

Beginner seeks first full time job, North or Southeast, Long Island, or other areas, 3rd phone. Box J-94.

Contemp Announcer with personality and voice, the ability to produce and program competently, and perform light engineering. Upper small to medium markets, automated or live. Box J-98.

Would Love to DJ FM Rock station. PBS experience, 2nd Phone, J.T.L. 203 Sagamore, San Francisco, CA 94112.

Announcer—good voice, one years experience. First phone, hard worker, tight board. 22 years old and married. Call Rod 419-782-4142.

Pioneer A.O.R. Broadcaster seeking return to his roots after leading perennial cellar-dweller soft music station to one of the top rated stations in the market. Jim, 419-882-5404.

First Phone. Enthusiastic D.J. 1 yr. exper, college grad. Sounds too good to believe? You must want stability & someone who loves Radio. Send for my wild & informative resume—Michael Ruiz, P.O. Box 53, Venice, CA 90291.

Phonicians Look No More. Coming to Phoenix area on Sept. 16. I want to work for you! Married, looking for stability. Friendly personality, hard working. Sales, production. 3rd. Any shift. Any format. Let me show you what good is. Call to set appt.—Barry Stevens, 212-338-3316.

Beginner seeking work as a DJ in small market. Will relocate anywhere. Hold 3rd Endorsed, Broadcast Schl. grad. Sincere and creative. You need me, I need a chance. For tape and resume, call Keith 815-399-6986.

Black DJ 3rd endorsed, I don't want you to help me. I want to help you. Looking for first professional job. Boardwork, production, copywriting and music awareness. Will relocate. I want to help you. Gene Moore, 7126 Rolling Hills, San Antonio, TX 78227.

4 1/2 years experience. MD, news, production. MOR, EZ BS. Married. Prefer PA, surrounding states. Geoff Neil Stellflug, Oakington Farms, Havre de Grace, MD 21078. 301-272-3964.

Hello, is your station Adult MOR or Beautiful Music? Looking for experience, mature announcer, instead of air personality for full-time position? If you are, I am looking for you! Third phone, mellow style, tight board, good news & production. Will relocate. Call Frank 714-658-1094.

Jay Stevens formerly Production Director KNCN Corpus Christi, Air personality WBUS Miami Beach, looking for good AOR/Progressive position. Good voice, production, willing to relocate. 512-992-3526.

Beautiful Music—Adult M.O.R. 8 years exp. Production—News. Relocate anywhere. Bruce, 405-632-6021—mornings.

SITUATIONS WANTED TECHNICAL

Maine, New Hampshire, Vermont area excellent Chief—experienced all phases—10 years in business presently employed at large Gulfcoast DA operation. 1st, ham, married no children. FCC stickler—honest. 13-15K depending on market. Call 601-832-2633.

Technician 1st Phone trainee, some experience. Will prove capabilities during two week trial. Box J-65.

1st Phone Engineer. Experience: GM/Engineer non commercial station. Announcer, Operations Manager, Engineer AM commercial station. Box J-127.

SITUATIONS WANTED NEWS

News journalist/writer with two years experience desires local news position with a growing or established station. 3rd endorsed. Call Stan Froelich 212-526-1831 day/night.

Four Months Experience gathering, writing, broadcasting news. Hard worker, presently employed. Looking for full time position in small market. Prefer Missouri, Illinois, Nebraska, but will consider any offer. Box J-76.

College Grad., R-TV, 3rd Endorsed, 6 mo. experience, wants entry level position in news, copywriting, traffic, or production. Box J-129.

News Pro. Experienced major market. All phases news, plus sports. Need change. October availability. Box J-118.

Newsman, Combo, First Ticket, presently in small market, looking to move up. Hard worker. Tape, resume, references. Box J-115.

News Director, Anchorman, street reporter. KISS Los Angeles, WXLO New York, Bartell National News Director, prize winner, degreed, mature and stable. Daniel Abernathy 1-213-349-6595.

I can find news anywhere—fact. Ray Stevens, newsman/announcer seeks small Southern market post now. 3rd Endorsment, radio news production and jock experienced, extensive street reporting experience. Tape/resume. 926 Beachview Drive, St. Simons Island, GA 31522.

News Director—Reporter-Talk Shows. 8 yrs. exp. All phases—Bruce 405-632-6021—mornings.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Assistant P.D. under one of the Country's best. I'm now ready to program your Country or M.O.R. Station. Let me put my 12 years of experience to work for you. Box J-99.

Automation minded minority with major market mass appeal credentials. B.S. Michael McIver, POB 21, Jamaica Plain, MA 02130.

Program Manager of successful live Shulke formatted station seeks Programming/Announcing position in live or automated Soft Rock or B.M. Jim, 419-882-5404.

TELEVISION

HELP WANTED MANAGEMENT

Business Manager: Need progressive financial manager for independent Top 10 station. Full responsibility for entire business office. Top salary. EOE. Box J-81.

HELP WANTED SALES

Aggressive, experienced time salesperson for small Virginia, single station market to assume and expand list in fast growing market. ABC affiliate. Excellent benefits. An equal opportunity employer. Write Box J-90.

Local Salespersons needed at all new ABC affiliate in beautiful Tallahassee, Florida. Aggressive, sharp, experienced people with good track record. Good list, benefits, excellent conditions. References and resume to: WECA-TV, Post Office Box 10027, Tallahassee, FL 32302. EOE.

HELP WANTED TECHNICAL

Transmitter Supervisor wanted at VHF ABC affiliate in West Virginia to maintain all transmitter site equipment. Must be experienced with transmission lines, antennas, microwave and R/C equipment. Must have good knowledge of FCC rules and regs. An equal Opportunity Employer. Box H-8.

HELP WANTED TECHNICAL CONTINUED

Chief Electronics Technicians: Operation and maintenance of studio and remote equipment for public broadcasting production facility. Requires First Class FCC license, thorough knowledge of principles of Electronic Theory, engineering methods, procedures, studio operations. Minimum four years experience. Salary: \$12,695 plus University benefits. Resume to: Joe Stuckey, Television Services, Box X, University, AL 35468. The University of Alabama is an equal opportunity affirmative action employer.

Chief Engineer for public station KUID TV and FM. A unique opportunity, 17,000-18,500. Closing date, August 31. For application procedure and vacancy announcement contact Arthur R. Hook, GM, KUID TV, University Of Idaho, Moscow ID 83843. An EEO/AA Employer.

Television Engineer. Community College needs TV Engineer competent in areas of systems design, installation, maintenance, technical production and training. BA degree in Broadcasting with FCC license preferred. Minimum of three years experience. Send resume to Personnel Department, St. Louis Community College, 5801 Wilson, St. Louis, MO 63110. An Affirmative Action/Equal Opportunity Employer.

Chief Engineer. Small market station in Midwest needs chief with technical experience in all phases of station operations, including G.E. transmitter, RCA video-tape machines, Sony ENG, knowledge of digital circuits important. Submit resume indication experience and salary requirements to Box J-125.

New York video teleproduction company wants talented, innovative and creative engineering staff. We need a Videotape Engineer, Telecine Operator, Assistant Chief Engineer and Scheduling personnel. Box J-103.

Maintenance Engineer needed by growing cable TV company originating 6 full-time video channels. Emphasis on Sony 314" videotape equipment. Some studio and cable system work. Send resume to General Manager, Coax Cable TV, 3770 E. Livingston Ave., Columbus, OH 43227. E.O.E.

Television Engineer—Community College system needs TV Engineer to supervise maintenance and operations of color broadcast studio, 10-watt FM Radio station, and peripheral audio systems. First-class license and college degree required. Salary depends on experience. Excellent fringe benefits. Send resume by September 15, 1977, to Dr. James Zigerell, City Colleges of Chicago, 180 N. Michigan Ave., Chicago, IL 60601. An Equal Opportunity/Affirmative Action Employer.

Remote TV Engineer. For Studio and Remote operations. FCC license required. Must have technical and operating background. Send resume and salary requirements to: Chief Engineer, WTCG-TV, 1018 West Peachtree St., Atlanta, GA 30309.

Engineer to operate and maintain Ampex 1200 VTRs. Interest in and knowledge of both quad and helical scan VTRs required. Will work late nights with minimum supervision. First Class license. Chief Engineer, KEYT, P.O. Drawer X, Santa Barbara, CA 93102. An Equal Opportunity Employer.

HELP WANTED NEWS

Reporter: Creative, imaginative person with anchor potential. Solid field experience in complete packaging of reports. Top salary and benefits. Medium four station market in Southeast. Send resume to Box J-10.

Top 20 Market station looking for weekend weather person. Position includes three days Environmental/Ecology reports and weekend weather. If you have background or knowledge of weather, plus on-air experience in commercial television and want to move up, this may be your chance. Send resume only to Box J-48.

Top 20 Market station looking for medical sciences reporter. If you have background or knowledge of weather, plus on-air experience in commercial television and want to move up, let us know. Send resume only to Box J-49.

Need TV News Co-Anchor for Midwest operation. Send complete resume including experience, salary required. An EEO Employer. Box J-131.

General Assignment Reporter, must have professional TV experience, be a good writer and have some production flair. Ship a tape and resume to Bob Grip, News Director, WKRG-TV, P.O. Box 2367, Mobile, AL 36601. An Equal Opportunity Employer.

Immediate Opening for news reporter/photographer/anchor person. Midwest, small market, E.N.G. All applicants considered. Male or Female. Equal Opportunity Employer. We will request video cassette later. Send resume to: Box J-105.

Will You Play in Peoria? The best news staff in one of the best small markets in the country is looking for a cameraperson. CP-16's and RCA 76's exclusively. An Equal Opportunity Employer. Write R. Paul Stueber, News Manager, WEEK-TV, 2907 Springfield Rd., East Peoria, 61611.

Sports reporter. Position available October 1 for experienced individual. Ability to shoot, write, produce, and occasionally anchor. Growing ABC operation in outstanding sports market. Salary open. Equal opportunity employer, male/female. Contact: Mike McNamara, Sports Director, WTVQ-TV, P.O. Box 5590, Lexington, KY 40505.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Graphic Design Supervisor for WHA-TV, University of Wisconsin—Extension Telecommunications Center, Madison, Wisconsin. Primarily responsible for managing the TV Graphic Design Department and acts as head graphic designer. Bachelor's degree in Art or Graphic Design preferred. A minimum of three years experience in television art and/or graphic design. Demonstrated ability to manage creative people and competence in administrative detail work. Salary \$14,000 minimum. Application deadline, September 1. For an application, and additional information, write Richard Hiner, Station Manager, WHA-TV, 821 University Ave., Madison WI 53706. An Equal Opportunity Employer.

Commercial Producer/Director with minimum 5 years experience, for major market production center. Position available immediately, resumes accepted through September 2nd. EOE, M/F, Affirmative Action Employer. Reply Broadcasting Box J-107.

SITUATIONS WANTED MANAGEMENT

Gen. Mgr.; Operations Mgr.; Program Director; Experienced all phases T.V.; Including sales, licensing, EEO, and regulations. Box J-137.

Director of Operations with top 10 market TV station seeks new challenge. Background includes hands on in production, news and engineering. Experienced in budgets and unions. Interested in any market 50 and up. Box J-141.

SITUATIONS WANTED ANNOUNCERS

Female with first phone eager to relocate. Seven months broadcasting experience in studio, some switching. Box J-52.

SITUATIONS WANTED NEWS

Producer/Reporter from award winning medium market station. Experience includes daily news producer, documentary writing & production, investigative reporting & news anchor. Seeking new challenge in larger market. Please contact Box J-31.

Employed Radio/TV Newscaster currently with All-News Radio operation seeking full-time TV Reporter position with Eastern US station preferred, 7 years broadcasting experience. Box J-47.

Award winning anchor seeks right move. I also produce, report, write, know ENG. Box J-59.

Promotion Pro! Experienced, enthusiastic, able to make your news No. 1. Available now! Box J-79.

Major Market Radio/TV. Over 20 years. Currently radio N.D. top 20. Quality sound, write, edit, produce. I work for nice folks, but want a greater challenge. You want a professional, I want long term, growth association. Box J-75.

3 1/2 years experience in Radio. B.A. Mass Communication. Want to move into TV news. Contact Walt, 816—665-9904, after 6 p.m. C.D.T.

Energetic Young Man. Over 2 years heavy Radio News exp.—street, interview & public affairs. B.A. in Journalism, wish to break in small or medium TV market. Will relocate & give you my best. Dave Pultz, P.O. Box 907, Mount Airy, NC 27030. 919—786-6113.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Producer/Director. Award winning production, commercials, news, sports, syndicated programming. Film, tape, live, 10 years with top Chicago independent. Will relocate. H. Ronald McRae, 325 Aster Lane, Hoffman Estates, IL 60195. Phone 312—885-4017.

Mature Professional, seeking employment with mature, professional staff and attitude. Have worked as cameraman, announcer, audio technician, duty director, news, MD, and on air personality. Interested in medium to large market area in Midwest, but willing to relocate. Have BS in Communications from major Midwest university. If you're looking for a hard worker with a straight head, contact me. Box J-97.

Producer in the Public Interest: Award-winning, veteran public affairs producer seeks challenging position in public affairs, documentary or news programming. Energetic, hard-working, imaginative. Strong credentials. Box J-106.

Creative Director looking for new creative challenges. Experienced in all phases of commercial production: From concept to completed spot. Young, energetic and currently employed. Write Box J-113.

ENG/EFP Users Creative, competent operator available. ENG, EFP, & remote experience (including Network). Currently ITV P/D. Box J-122.

Announcer/Program Director 7 years exp, great production, needs good TV grad school area. 304—624-7571, 304—622-4607.

1st Phone radar endorsement 2 yr. exp. Engineering, production, directing. Mike 1—813—522-8505 or 1—904—433-4965, 931 Montclair Rd. Pensacola, FL.

Writer/Cameraman 7 years. awards, Emmy, thinks, writes visually. Produce and/or shoot. Seeks challenge on Coast or Northeast. Sample reel. Lawrence Taymor, 145 Clinton Road, Lawrence, NY 11559. 516—239-5588.

Experienced Producer/Director presently teaching. Seeking fulltime return to Directing. PTV/TV or commercial. G. Stroufe 419—352-6140, or 372-0121.

Art Director: 10 years experience in Television. Mid thirties market. South, Southwest, Southeast preferred. Van Rinehart, 3201 Claremont, Lou., KY 40206.

You, you're the one with a challenging position for a creative Producer-Director. 7 years experience with all kinds of productions. GLB, 215—664-3346.

WANTED TO BUY EQUIPMENT

Used 800 to 1,000 foot television tower. Contact Kay Melia, KLOE-TV ... Goodland, KS 67735 ... 913—899-2321.

In house production company wants used broadcast video equipment. Top prices paid for PC-70 or PCP-70 cameras; Ampex 2000 or 1200's; CBS color corrector; Conrac b/w monitors; Conrac RHA monitors and video D.A.'s. Box J-104.

CBS Comb Filter Decoder. Model 805. Good condition. MTP-Colliseum, 4468 Streetsboro Rd., Richfield, OH 44286. 216—659-9100 Ext. 148.

Ektar Lens 3", F. 4.5, for Model 275/285 Eastman projectors, Bill Seabrook, WETA, P.O. Box 2626, Wash., DC 20013.

FOR SALE EQUIPMENT

3" Air Hellax Coaxial cable new all copper, 50 ohms—4reels, 470 ft each—can be cut and terminated to requirement. Below Mfgs price. Basic Wire & Cable 860 W. Evergreen, Chicago, IL 312—266-2600.

5" Air Hellax copper—New Surplus. Andrews HJ9-50. 2600ft. Can be cut and terminated to requirement. Below Mfgs price. Basic Wire & Cable 860 W. Evergreen Chicago, IL 312—266-2600.

FOR SALE EQUIPMENT CONTINUED

260-foot Tower Construction Company tower, complete with base insulator, beacon, lights and guys. In 20-foot sections. In good condition. \$2700. Contact Victor W. Dawson Box 35297, Fayetteville, NC 28303. 919-867-3131.

Two IVC 870C VTR, low hours, good condition—Consider any offer over \$4,000. each. Call 918-663-8330.

AM Transmitters: Gates BC-5-P2-5KW, Collins 21/E-5KW, RCA BTA-5F-5W. Communications Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

FM Transmitters: Collins 830G2B-20KW, Gates FM-20H3-20KW, Collins 830H-1A-20KW, Bauer 620-10KW, RCA BTF-10D-10KW, Gates FM-10B-10KW, Bauer 610-5KW, Collins 830E-1A-5KW, Collins FM-5000C-5KW, Rust FM-5-C-5kw, RCA BTF-5D-5KW, Gates FM-5G-5KW, Gates FM-5B-5KW, ITA FM-1000C-1KW, Gates FM-1C-1KW, Gates FM-1G-1KW, Collins 830D1A-1KW, ITA FM-250B-250, Gates FM-250C-250, CCA FM-250D-250, Collins FM-250B-250, ITA FM-250-A-250. Communications Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

1-RCA TP-11D Multi-plexer with TP-3B slide projector; 1-Kodak model 350 16mm television projector; 1-IVC 120 Vidicon color camera; 1-Ball Brothers Mark 10 video proc amp; 1-Tektronix 526 vectorscope; 3-Tektronix 525 WFM. Items as is. Best offer. NET Inc., Ann Arbor, MI. 313-971-3600.

RCA TR-70 Quad VTR, DOC, Editor plus KAVEC, excellent condition, \$45,000. 205-956-2200.

RCA 50KW AM BTA-G. Many spare parts. Excellent condition tuned to 1020 KH. \$30,000. John Perry 415-956-5101.

RCA-Model TK 42 Color Television Camera. Contact Carland, Inc. 816-842-6098.

General Electric 250/350 Color Cameras. Six cameras, excellent condition, immediate delivery. Complete set of spare modules. Call: J. J. Kresnicka, D.E. ABC Chicago. 312-263-0800.

Ikegami HL-33A1 ENG camera complete with batteries and accessories. Latest version, low hours, mint condition. 212-759-2515.

For Sale Sansul QSE 5 SB Quad Encoder. Like new; Call Robert Cauthon 918-664-2810.

Ikegami HL-33 for sale. Includes 3 Frezzolini batteries, 1 battery charger, various lengths of camera cable, aluminum travel cases. 212-532-2833.

Model 228 Link NTSC to RGB Decoder. Ideal for transcoding or chroma-key off tape. New condition. Make offer. MTP Coliseum, 4468 Streetsboro Rd., Richfield, OH 44286. 216-659-9100. Ext. 148.

For sale: 2 Frezzolini LW-16 film cameras. Complete with Angenieux 12-120 lens and accessories. Cameras 2-1/2 years old. Have been overhauled yearly, excellent condition. Reason for sale, going ENG. Call: John Spain, WBRZ-TV. 504-387-2222.

For Sale, 2 Schneider f 1.8 10-100 millimeter servo zoom lenses for TK-76 camera. Excellent condition. Best offer. Contact: Ira Goldstone, Engineering Supervisor, WCVB-TV, 5 TV Place, Needham, MA 02192. 617-449-0400 Extension 243/244.

Studio fire leaves undamaged half of newly-installed television transmitter remote control system available for sale. Equipment includes Moseley DCS-2 remote terminal, two selector units, and SCG-8, 39 kHz subcarrier generator. Call 415-342-5208 and make offer.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, Calif. 93637.

"Free" D.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

Hundreds have renewed! We guarantee you'll be funnier. Freebie! Contemporary Comedy. 5804-B Twining, Dallas, TX 75227.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

Freebie! Sample issue. Beatty Comedy. Fox Plaza Suite 2003, San Francisco, CA 94102.

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.

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

Program Directors—Juke Box USA is America's newest syndicated oldies show. Connolly Productions, Box 99, Boston, MA 02101.

700 Jobs—\$12. See our display ad under "Employment Services." We're "Hot Tips!"

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 12, October 24. 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.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 8010 Blue Ash Road, Cincinnati, OH 45326. Telephone 513-791-1770.

"Tests-Answers" for FCC First Class License. Plus "Self-Study Ability Test." Proven! \$9.95. Free Brochure. Command, Box 26348-B, San Francisco 94126

1st class FCC, 6 wks. \$450 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

Don Martin School—40th Yr. providing training in FCC 1st Class License. 4 mo. course-Jan., May, Sept. 8 wk. course-Jan., July, Nov. Complete XMTR., studio. Radio & TV courses start every mo. 7080 Hollywood Blvd., L.A. 90028, 213-462-3281.

Free booklets on job assistance, 1st Class F.C.C. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets. benefits.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

San Francisco, FCC License, 6 weeks 9/12/77. Results guaranteed, Veterans approved. School of Communication Electronics, 150 Powell St., 94102. 415-392-0194.

First Phone four weeks \$395. Save time; save money in exciting Music City, U.S.A. Veterans approved. Classes Sept. 6, Oct. 3, Nov. 8. Tennessee Institute of Broadcasting, 2106-A 8th Ave. S. Nashville, TN. 615-297-5396.

RADIO Help Wanted Management

IMMEDIATE OPENING

Operations Manager/Schulke

Format

KRVR-FM Davenport, Iowa

319-322-2606

an equal opportunity employer

Help Wanted Sales

Are you tired

of the metropolitan ratrace—Trying to raise a family in a metro area—Tired of parking lots, crime, crowded highways and overcrowded or remote recreation facilities?

We're looking for someone who wants to move to small town Colorado or Arizona. Our radio stations have more than one opening for someone qualified to be Sales Manager with Management a possibility. The Colorado station, for example, will provide you a starting active account list of \$80,000 with potential for alot more, depending on initial performance.

You have to be smart enough to realize the value of life in a small town at a quality station and the opportunity and challenge offered. Otherwise, you'll be wasting your and our time.

Send resume, references and tape on first reply to:

Mr. D
5865 Camino Escalante
Tucson, AZ 85718

Help Wanted News

EXPERIENCED FARM DIRECTOR

Unlimited opportunity for qualified person, must have degree in Agriculture or equivalent and be able to handle farm related advertisers both local and national. Excellent salary commensurate with experience, and fringes. Box I-109.

Help Wanted Production

WANTED

Creative Production Director for 50,000 watt WLW-Cincinnati to voice and produce commercials, promos, contests, and audio presentations. Individual must be organized and creative as well as capable of working closely with the Programming Department and major market personalities. If you are a "production pro", send tape of production samples and complete resume including salary history to:

L. Albright
WLW Radio
901 Elm Street
Cincinnati, Ohio 45202
No phone calls please. EEO/MF

EXECUTIVE PRODUCER

National Public Radio based in Washington, D.C., seeks an Executive Producer for "All Things Considered," its daily 90-minute award winning news and feature magazine program. Responsibilities include determining programming, production and journalistic priorities; supervising and working closely with staff of fifteen professionals; administering budget; initiating creative discussions among staff leading to innovative programming on daily and long-term basis. Basic requirements include college degree and eight years experience including both demonstrable capabilities in solid journalistic enterprise as a reporter and/or editor and in the imaginative use of the sound medium. In addition, at least two years experience in broadcast management and budgetary expertise essential. Knowledge of "All Things Considered" and detailed written critique of program important.

Please send critique, resume, samples of writing, audiotapes of previous production work and references on first submission to DeNise Johnson, National Public Radio, 2025 M St., Washington, D.C., 20036. Materials must be received by 9/5/77.

An Affirmative Action/Equal Opportunity Employer

MEMO

TO ALL RADIO OWNERS

Available Now-Manager for small/medium station. Outstanding credentials in sales, new profit centers, operations, programming. Top management background including major market group V.P. Unique opportunity to acquire successful dynamic and creative leader, with industry's best credentials. Salary not as important as total commitment and possible equity. Family man seeking permanent position.

Box J-109.

HAL VESTER

General Manager, Consultant and Author of Formula Radio available in September. Communications graduate, and super salesman with 20 years management experience in North Carolina, Texas and New York. Next stop, your shop. Reasonable stipend plus perks. All replies kept confidential. Call, wire or write: Hal Vester, Audiofonics Inc., 1101 Downtown Blvd., Raleigh, North Carolina 27603. Telephone 919/781-4811.

Director of Network Program Operations



Challenging Opportunity with the Nation's Number One Radio Broadcast Organization

This is a newly-created position for a top radio programming professional with a minimum 5-7 years of outstanding achievement in responsible program management positions in a variety of formats and markets including major markets. Other requirements include background in radio news and sports writing and reporting, and familiarity with audience research and audio technology as they apply to radio programming.

Responsibilities will include overall supervision of all programming activity for the four demographic ABC Radio Network program services including development, production, talent selection and motivation, quality control and coordination with ABC News.

If this is your type of challenge and you have the required credentials, please send a detailed resume including salary history and requirements, to: Mr. M. Drobner, American Broadcasting Companies Inc., 1330 Avenue of the Americas, New York, New York 10019. An equal opportunity employer m/f.



American Broadcasting Companies, Inc.

TELEVISION

Help Wanted Announcers

ARE YOU ANOTHER

**Mike Douglas?
Dinah Shore?
Merv Griffen?**

Major National Entertainment Company is seeking

Hosts and Hostess for
TV Talk/Entertainment Shows.

Must relocate
in mid-American City.

All letters will be answered.

Write to
Box J-117.

Broadcasting Magazine

(More than)
ONE HECK OF AN OPPORTUNITY!

Situations Wanted News

2 Yrs pro

polit PR but tired of telling half a story News/talk/DJ/Anything. Anywhere esp. N.E./Mid-Atlantic. No market too small. B.A. 25. 3rd endorsed. Smart, stable, hard worker, authoritative sound. Call 518-377-0555.

Box J-102.

Situations Wanted Programing, Production, Others

Program/Operations Director

Currently programming medium market group owned Number One rated Adult Contemporary. Track record. 7 year pro—all phases including sales, Adult Contemporary, MOR, & AOR oriented. Heavy promotion; community involvement/local news; demonstrated administrative abilities; bottom liner sharp, no nonsense PD. looking for lucrative deal with progressive company. Box J-136.

Help Wanted Sales

SALES MANAGER (TV Shows)

We are an independent producer and distributor of TV specials and variety shows with outstanding production equipment and expertise. Our shows are aired throughout the country.

The successful candidate will have had several years experience involving direct contact with networks, affiliates and independent stations. This is truly an excellent opportunity for an aggressive, hardworking sales person who thrives on results.

This Midwest Sales Manager will be Chicago based. We offer a fine salary and benefit package. Send a confidential letter or resume to:

Box J-101.

An Equal Opportunity Employer

Help Wanted News Continued

Multi Station Group

is seeking a news professional who is dynamic, creative, energetic and hardworking. We need someone who can work with our television news operations in solving operational and news programming problems. You must be willing to travel and you must have original ideas.

Our employees know about this ad, so if you are interested contact Box J-60.

Help Wanted Technical

CHIEF ENGINEER

Director of Engineering/Operations Services

for Rocky Mountain Public Television Station in 50th market. Responsible for all engineering operations, including staffing, planning, design and budget and personnel administration. Provides creative leadership and directs studio and transmitter operations. Develops system facilities planning, bid preparation and acquisition, installation and maintenance of equipment. Requires bachelor's degree, or equivalent, first-class license and minimum of five years' experience. Salary low to mid 20's. Send resume, three references to Sylva Staab, Personnel Department, 101 Annex, University of Utah, Salt Lake City, Utah 84112. An equal opportunity employer.

Help Wanted Programing, Production, Others

TELEVISION DEVELOPMENT/ PROMOTION

Director of Development/Public Information Services

for Rocky Mountain Public Television Station in 50th market. Responsible for all station fundraising, underwriting, promotion, publicity advertising, and public relations activities. Provides creative leadership and directs membership drives, print and media campaigns, develops grant proposals, implements volunteer activities and imaginative PI and PR services. Requires bachelor's degree and a minimum of five years' experience. Salary low to mid 20's. Send resume, three references to Sylva Staab, Personnel Department, 101 Annex, University of Utah, Salt Lake City, Utah 84112. An equal opportunity employer.

Help Wanted News

WEATHER

It's critical in the Northeast where we are number one in news. Need a professional meteorologist with good on air personality. Send resume to Box I-77. An EOE.

VIDEO SALES ENGINEER

Choice Eastern Region Locations (Washington, D.C., Dayton, Ohio, New York)

Tektronix, Inc., a Fortune 500 Corporation and a world leader in the manufacturing of electronic video test and processing equipment, has several challenging and rewarding opportunities available. These positions require a very strong technical background in broadcast TV, EE degree or equivalent experience, plus successful prior sales experience in a professional broadcast engineering environment.

This position will also require an aggressive, self-motivated personality as you will be operating with a high degree of independency. We offer excellent salary, commensurate with your experience, bonus incentives, commissions and company car.

For immediate attention, please direct your resume with experience and educational information to: Austin Basso - Eastern Region Sales manager.

Tektronix

COMMITTED TO EXCELLENCE

2 Research Court, Rockville, Maryland 20850
All replies will be held in strict confidence.

An Equal Opportunity Employer M/F

CHIEF ENGINEER VIDEO PRODUCTION CENTER

Expanding corporate operation with studio, post-production, and duplication facilities offers outstanding opportunity for engineer with minimum 5 years experience. First phone desired. Set standards, operate, maintain, and repair both broadcast and nonbroadcast equipment. Able to specify, evaluate, provide information, and make recommendations on equipment purchases reflecting changing "state-of-the-art." Ability to train and evaluate personnel. Forward resume and salary requirements to:

Personnel Administrator, Box DR



4 Research Place · Rockville, Maryland 20850
An Equal Opportunity Employer

Situations Wanted Management

CONTROLLER

More than nine years solid experience in three top ten markets. Now seeking a new challenge at corporate or station level with growing group. Extremely bottom line conscience. Let me help you improve your profit picture. Box J-77 or contact Ray Simko 301-656-5206

Employment Service

700 JOBS—\$12

That's about how many new jock, news and radio programming openings we'll be printing in the next 13 weekly issues of the "Hot Tips" jobsheet. Exclusive listings, WE'RE GUARANTEED! Box 678, Daytona Beach, FL, 32017.

**STATIONS! YOUR LISTINGS
ARE FREE!
904-252-3861**

Job Leads

YOUR MONEY BACK...

If the first issue doesn't give you a head start on the jobhunting competition. **EXCLUSIVE RADIO & TV OPENINGS: DJ's...News...Technical...Sales...Everyone**

\$35 Annually (50 issues)

Name _____

Street _____

City _____ State _____ Zip _____

1680-BH Vine St., Hollywood, CA 90028

Radio Programing

THE SHADOW
Radio Mystery Series
IS BACK ON THE AIR!

Now available for local purchase:
CHARLES MICHELSON, inc.
9350 Wilshire Blvd., Beverly Hills, Ca. 90212 · (213) 278-4546

Radio Surveys

500 CALLS \$50⁰⁰
per mo

Other Surveys as low as

\$295⁰⁰
total

Box 2585, Augusta, Ga.
30903. (404) 733-0642

S-A-M-S

For Sale Equipment

The State of Montana Communications Division will accept sealed bids through 10 a.m. Oct. 28, 1977 for the following equipment.

Television Transmitter: Harris-Intertype Gates Division, model ET-50H; channel 7 offset minus, visual frequency - 175,240 mhz; aural frequency - 179,740 mhz; 50 kw visual power; 10 kw aural power. 220 VAC 3 phase 60hz supply voltage; TD-40H notch diplexer and equalizer; automatic power control; plus all other required inside RF equipment, cabinets and accessories for complete installation

Television Antenna: Gates model TAH-10HM Helical antenna for operation on channel 7 minus, main lobe power gain 9.0 x 9.54 db; horizontal gain 8.8 x 9.44 db; 50 kw power rating; antenna is designed to support a flange mounted 6-bay channel 4 balwing antenna. Transmission line and accessories included

Both transmitter and antenna were built in early 1975 but have never been uncrated or used. Both have been kept in conditioned storage since delivery. For a complete list of the items being offered and the required terms of sale, contact: Curt Wheeling, Administrator, Communications Division, Department of Administration, Sam W. Mitchell Bldg., Helena, MT 59601 (406) 449-2586.

Beaucart™ Demo Units—20% Off

We are currently offering a 20% discount on 25 Beaucart audio cartridge tape machines used as demonstration and evaluation units. These machines are fully warranted. A selection of standard models is available, ranging from mono, single-cue machines at a discount price of \$600, all the way up to stereo, three-cue, fast-forward models at \$1,450.

Here's your opportunity to own Beaucart type 10 and 20 machines at a substantial, 20% discount. For more information and a complete listing of demo units available, contact Broadcast Sales Manager Chuck Rockhill at (203) 288-7731.

Beaucart Division
UMC Electronics Co.
460 Sackett Point Road
North Haven, Connecticut 06473



THE CBS SOUND EFFECTS LIBRARY IS THE BEST YOU CAN BUY.

**OVER 8 HOURS OF
SOUND EFFECTS:** fire engines and fire-works . . . wind and waves . . . birds and sea lions . . . horses & buggies and racing autos . . . explosions and avalanches . . . airports . . . stadiums . . . courts of law . . . factories . . . orchestras . . . parties . . . sirens . . . fighting . . . kids at play
**407 CUTS IN ALL --- AND ALL IN A
16-LP RECORD SET FOR ONLY
\$150. COMPLETE!**

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

Please ship the 16-LP CBS Sound Effects Library to:

Name _____

Firm or Call Letters _____

Address _____

City _____

State _____ Zip _____

I agree to purchase this set for \$150.

My check (payable to
BROADCASTING BOOK DIV.)
is enclosed.

Wanted To Buy Stations

Public Company interested in acquisitions and/or mergers. T.V.—Radio. Profitability not a factor.
Reply Box E-69.

DETERMINED AND LOOKING

To Buy *AM
*AM/FM
*Turn Around OK

Cash or Terms. Sunbelt Preferred. Write Principal:
Bayard M. Grant, 127 W. 10th Street, K.C. MO 64105.

For Sale Stations Continued



CHAPMAN ASSOCIATES*

media brokerage service

STATIONS

CA	Small	power	\$160k	46k
SE	Medium	fulltime	450k	terms
SC	Metro	fulltime	425k	25%
W	Metro	FM	950k	323k
E	Maj	power	850k	cash

CONTACT

Ray Stanfield	(213) 363-5764
Paul Crowder	(615) 298-4986
Bill Chapman	(404) 458-9226
Ray Stanfield	(213) 363-5764
Art Simmers	(617) 837-6711

To receive offerings of stations within the areas of your interest, write:
Chapman Company, Inc., 1835 Savoy Dr., NE, Atlanta, GA 30341.

For Sale Stations

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington

Contact:
William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

MEDIA BROKERS APPRAISERS

RICHARD A.
SHAHEN INC.
435 NORTH MICHIGAN - CHICAGO 60611

312-467-0040



H.B. La Rue, Media Broker

RADIO · TV · CTV · APPRAISALS

WEST COAST: 1204 RUSS BUILDING · SAN FRANCISCO, CALIFORNIA 94104
415/673-4474

EAST COAST: 210 EAST 53RD ST., NO. 5D, NEW YORK 10022
212/288-0727



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC

1705 Lake Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

FM NEAR WASH., D.C.

Washington, D.C. is close to this growing suburban market FM Stereo station. A low price for the potential offered. Well equipped including real estate. Additional information provided to financially qualified inquiries.

Box J-135, Broadcasting

AM-FM

Major Southern Market (top 20)
Priced at 3.6 million.

AM Station

in Mid-South (top 40)
Priced at 1.5 million.
Box J-142.

- Fulltimer. N.E. Ky. city. Billing about \$150,000. Real Estate. \$300,000. Good terms.
- Class "C" Stereo covering more than million pop. with strong signal. Mississippi. Terms.
- Fulltimer within 40 miles of Daytona. Only fulltime AM in 30,000 pop. trade area. Real Estate. Billing about \$140,000. \$395,000. \$70,000 d.p.
- Stereo station metro area of Oklahoma City. Collected about \$250,000. \$585,000. Terms.
- Daytimer within 40 miles of Memphis. \$70,000.
- Fulltimer within 60 miles of Chico, Calif. Single station market. Potential for FM now on file. \$480,000. Terms.
- Fulltimer in Eastern Tennessee city. Billing more than \$300,000. \$600,000. Good Terms.
- Class "A" stereo with two translator outlets. Small town near Springfield, Mo. \$95,000. Terms.
- Fulltimer with real estate. Billing about \$100,000. About 50,000 Pop. In county. Southern W.Va. \$230,000.
- AM/FM within 40 miles of Dothan Alabama. \$160,000 for total, buy 49% now with option. Terms.
- Good buy for \$725,000 in N.M.

All stations listed every week until sold. Let us list your station, inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-894-7511 24 HOURS

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

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 the appropriate category according to the copy. 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. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70¢ per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40¢ per word. \$5.00 weekly minimum. All other classifications: 80¢ per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on 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.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Stock Index

Stock symbol	Exch.	Closing Wed. Aug. 17	Closing Wed. Aug. 10	Net change in week	% change in week	1977 High	Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	ABC	N	41 1/4	43 3/4	- 2 1/2	- 5.71	46 3/4	37	9	18,107	746,913
CAPITAL CITIES	CCB	N	47 1/2	48 1/4	- 3/4	- 1.55	57	44 3/4	10	7,481	355,347
CBS	CBS	N	55 7/8	58	- 2 1/8	- 3.66	62	55	9	28,395	1,586,570
COX	COX	N	26 1/2	26 5/8	- 1/8	- .46	33 5/8	26 1/2	8	5,878	155,767
GROSS TELECASTING	GGG	A	14 1/4	14 5/8	- 3/8	- 2.56	15 1/2	13 5/8	7	800	11,400
KINGSTIP COMMUN.	KTVV	O	5 1/4	5	+ 1/4	+ 5.00	5 1/4	3 7/8	9	461	2,420
LIN	LINB	O	18 1/8	18 5/8	- 1/2	- 2.68	20 3/8	16 1/2	7	2,725	49,390
MOONEY	MOON	O	2 5/8	2 5/8		.00	2 5/8	1 7/8	9	425	1,115
RAHALL	RAHL	O	17 1/2	17 1/2		.00	18 1/2	8 5/8	21	1,281	22,417
SCRIPPS-HOWARD	SCRP	O	35 1/2	36	- 1/2	- 1.38	37	31 1/2	8	2,589	91,909
STARR**	SBG	M	5 3/8	5 1/4	+ 1/8	+ 2.38	7	3 1/2		1,418	7,621
STORER	SBK	N	20 1/4	22 1/4	- 2	- 8.98	26 7/8	20 1/4	5	4,876	98,739
TAFT	TFB	N	27 1/2	27 3/4	- 1/4	- .90	33 7/8	27	7	4,070	111,925
TOTAL										78,506	3,241,533

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	5 7/8	5 1/2	+ 3/8	+ 6.81	5 7/8	3 3/4	8	1,232	7,238
AVCO	AV	N	15 1/4	15 1/2	- 1/4	- 1.61	17 7/8	13 3/8	3	11,656	177,754
JOHN BLAIR	BJ	N	18 3/4	19	- 1/4	- 1.31	19	11 1/8	6	2,419	45,356
CHRIS-CRAFT	CCN	N	6	6 1/4	- 1/4	- 4.00	7 3/8	4 1/2	6	5,810	34,860
COMBINED COMM.	CCA	N	20 7/8	21 1/4	- 3/8	- 1.76	23 1/4	19	7	6,692	139,695
COWLES	CWL	N	14 7/8	14 1/2	+ 3/8	+ 2.58	15 5/8	12 1/2	18	3,969	59,038
DUN & BRADSTREET	ONB	N	30 3/8	29 3/4	+ 5/8	+ 2.10	30 7/8	26 1/4	16	26,447	803,327
FAIRCHILD IND.	FEN	N	13 3/8	14	- 5/8	- 4.46	15 5/8	9 1/2	12	5,708	76,344
FUQUA	FQA	N	9 3/8	9 3/4	- 3/8	- 3.84	13	9	6	8,987	84,253
GANNETT CO.	GCI	N	35 3/8	36 1/4	- 7/8	- 2.41	40 3/4	32 3/4	16	22,430	793,461
GENERAL TIRE	GY	N	24 5/8	26 1/4	- 1 5/8	- 6.19	29 1/4	24 5/8	5	22,239	547,635
GLOBE BROADCASTING	GLBTA	O	3 7/8	4	- 1/8	- 3.12	4 3/8	2 1/8	2	2,783	10,784
GRAY COMMUN.	O	D	12 1/4	12 1/4		.00	12 3/4	8	6	475	5,818
HARTE-HANKS	HHN	N	30 3/8	30 1/2	- 1/8	- .40	30 1/2	26	12	4,474	135,897
JEFFERSON-PILOT	JP	N	30 1/2	30 3/4	- 1/4	- .81	32 3/8	26 5/8	10	24,056	733,708
KAISER INDUSTRIES	KI	A	5 1/2	5 1/2		.00	18 5/8	4 5/8	3	28,119	154,654
KANSAS STATE NET.	KSN	O	6 3/8	6 3/4	- 3/8	- 5.55	7 1/4	4 3/4	7	1,716	10,939
LEE ENTERPRISES	LNT	A	23	23 7/8	- 7/8	- 3.66	28 1/8	22 1/4	11	5,010	115,230
LIBERTY	LC	N	22	21 3/4	+ 1/4	+ 1.14	23 1/8	18	5	6,762	148,764
MCGRAW-HILL	MHP	N	19 1/8	19 5/8	- 1/2	- 2.54	19 5/8	15 5/8	11	24,664	471,699
MEDIA GENERAL	MEG	A	14 7/8	15 3/6	- 1/2	- 3.25	20	14 7/8	7	7,463	111,012
MEREDITH	MDP	N	21 3/4	21 5/8	+ 1/8	+ .57	21 3/4	17 3/8	5	3,067	66,707
METROMEDIA	MEI	N	25 1/4	25 3/4	- 1/2	- 1.94	31 1/8	25 1/4	5	6,700	169,175
MULTIMEDIA	MMED	O	24	24		.00	25 1/2	21 1/2	10	4,392	105,408
NEW YORK TIMES CO.	NYKA	A	16 3/4	17 3/8	- 5/8	- 3.59	19 1/2	15 3/4	8	11,207	187,717
OUTLET CO.	OTU	N	18 1/2	18 7/8	- 3/8	- 1.98	24 1/4	16 5/8	8	2,140	39,590
POST CORP.	POST	O	21 1/4	21 1/4		.00	21 1/4	16 1/4	8	869	18,466
REEVES TELECOM	RBT	A	2 3/8	2 3/4	- 3/8	- 13.63	3	1 3/4	16	2,380	5,652
ROLLINS	RGL	N	18 3/4	19 1/4	- 1/2	- 2.59	24 1/4	17 1/8	10	13,404	251,325
RUST CRAFT	RUS	A	21	21 3/8	- 3/8	- 1.75	23 1/2	8 1/2	13	2,291	48,111
SAN JUAN RACING	SJR	N	9 3/4	10	- 1/4	- 2.50	11 3/4	7 5/8	9	2,509	24,462
SCHERING-PLOUGH	SGP	N	33 1/4	32 3/4	+ 1/2	+ 1.52	44 3/4	32	11	54,084	1,798,293
SONDERLING	SDB	A	11 3/4	12 1/4	- 1/2	- 4.08	12 7/8	8 3/8	5	1,103	12,960
TECH OPERATIONS**	TO	A	3 3/8	3 1/4	+ 1/8	+ 3.84	3 7/8	2 3/8		1,344	4,536
TIMES MIRROR CO.	TMC	N	24	24 3/8	- 3/8	- 1.53	25 3/8	20 3/4	11	33,919	814,056
WASHINGTON POST CO.	WPO	A	30	30 1/8	- 1/8	- .41	30 1/8	21 3/4	10	8,659	259,770
WOMETCO	WOM	N	10 7/8	10 7/8		.00	12 3/4	10 7/8	7	8,563	93,122
TOTAL										379,742	8,566,816

Cablecasting

ACTON CORP.	ATN	A	6 3/4	7	- 1/4	- 3.57	7 3/8	3 1/8	12	2,757	18,609
AMECO** *	ACO	O	1 1/8	1 1/8		.00	1 1/2	1 1/8		1,200	150
AMERICAN TV & COMM.	AMTV	O	26 1/4	26 1/4		.00	27 1/2	19 3/4	17	3,465	90,956
ATHENA COMM.**	O		3/8	3/8		.00	3/8	1/8		2,125	796
BURNUP & SIMS	BSIM	O	4 3/4	4 1/4	+ 1/2	+ 11.76	4 3/4	3 1/8	26	8,325	39,543
CABLE INFO.	O		3/4	3/4		.00	7/8	1/2	4	663	497
COMCAST	O		5	5 1/4	- 1/4	- 4.76	5 1/4	3 3/4	9	1,662	8,310
COMMUN. PROPERTIFS	COMU	O	6 3/8	6	+ 3/8	+ 6.25	6 3/8	3 5/8	25	4,761	30,351
ENTRON	ENT	O	1 1/8	1 1/8		.00	2	7/8	1	979	1,101
GENERAL INSTRUMENT	GRL	N	20 7/8	20 7/8		.00	23	18 1/8	9	7,332	153,055
GENEVE CORP.	GENV	O	8 3/4	8 1/2	+ 1/4	+ 2.94	9 1/4	7 1/2	58	1,121	9,808
TELE-COMMUNICATION	TCOM	O	5 1/2	5	+ 1/2	+ 10.00	5 7/8	2 7/8	32	5,281	29,045
TELEPROMPTER	TP	N	7 3/4	8	- 1/4	- 3.12	9 3/8	6 3/4	43	16,793	130,145
TEXSCAN	TEXS	O	1 1/4	1 3/8	- 1/8	- 9.09	2	1 1/4	7	786	982
TIME INC.	TL	N	34 1/8	34 3/4	- 5/8	- 1.79	38 1/4	33	10	20,324	693,556
TOCOM	O		3 3/8	3 3/4	- 3/8	- 10.00	3 3/4	2 1/4	12	617	2,082
UA-COLUMBIA CABLE	UACC	O	19 1/4	19 3/4	- 1/2	- 2.53	21 1/4	15 1/2	14	1,679	32,320
UNITED CABLE TV**	UCTV	J	4 3/4	4 5/8	+ 1/8	+ 2.70	4 3/4	3 7/8		1,879	8,925
VIA COM	VIA	N	16 1/4	16 3/8	- 1/8	- .76	16 3/8	9 1/2	15	3,750	60,937
TOTAL										85,499	1,311,168

Stock symbol	Exch.	Closing Wed. Aug. 17	Closing Wed. Aug. 10	Net change in week	% change in week	High	1977 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Programming											
COLUMBIA PICTURES	CPS	N	17	17		.00	17	7 3/8	13	6,748	114,716
DISNEY	DIS	N	40	38 1/4	+ 1 3/4	+ 4.57	47 5/8	32 1/2	17	31,895	1,275,800
FILMWAYS	FWY	A	8 7/8	9 1/4	- 3/8	- 4.05	9 7/8	6 7/8	8	2,275	20,190
FOUR STAR*			1 1/8	1 1/8		.00	1 1/8	3/4	11	667	750
GULF + WESTERN	GW	N	12 1/4	12 5/8	- 3/8	- 2.97	18 3/8	12	3	48,239	590,927
MCA	MCA	N	36 3/4	37	- 1/4	- .67	42 3/4	36 3/8	8	18,024	662,382
MGM	MGM	N	22	22 7/8	- 7/8	- 3.82	24 1/8	16	9	13,102	288,244
TELETRONICS INTL.	O		4 1/4	4 1/4		.00	6 1/2	4	7	1,018	4,326
TRANSAMERICA	TA	N	15 7/8	15 7/8		.00	16 1/2	13 5/8	9	67,238	1,067,403
20TH CENTURY-FOX	TF	N	24 5/8	25	- 3/8	- 1.50	25	10	13	7,631	187,913
WARNER	WCI	N	29 7/8	28 7/8	+ 1	+ 3.46	32 1/2	26 1/4	7	14,411	430,528
WRATHER	WCO	A	7 1/4	7 1/2	- 1/4	- 3.33	8	4 1/2	11	2,243	16,261
TOTAL									213,491	4,659,440	

Service

BBOO INC.	BBOO	O	29 1/4	29 1/2	- 1/4	- .84	29 3/4	22 1/2	9	2,513	73,505
COMSAT	CO	N	33 1/2	33 3/4	- 1/4	- .74	36 3/4	29 3/8	9	10,000	335,000
DOYLE DANE BERNBACH	DOYL	O	19 7/8	20	- 1/8	- .62	22	16 3/4	7	1,866	37,086
FOOTE CONE & BELDING	FCB	N	17 3/8	16 1/2	+ 7/8	+ 5.30	17 7/8	14 3/4	8	2,304	40,032
GREY ADVERTISING	GREY	O	25	25 1/2	- 1/2	- 1.96	28	16 1/2	6	821	20,525
INTERPUBLIC GROUP	IPG	N	36 1/4	36 5/8	- 3/8	- 1.02	37 1/2	28 1/8	8	2,387	86,528
MARVIN JOSEPHSON	MRVN	O	14 1/4	14 1/2	- 1/4	- 1.72	17 1/4	10 1/4	6	1,896	27,018
MCI COMMUNICATIONS**	MCIC	O	2 1/4	2 3/8	- 1/8	- 5.26	2 1/2	7/8		20,137	45,308
MOVIELAH	MOV	A	1 3/8	1 3/8		.00	2	1 1/4	9	1,410	1,938
MPO VIDEOTRONICS	MPD	A	5 3/4	5 3/4		.00	9	4	8	520	2,990
A. C. NIELSEN	NIELS	O	22 1/4	22 1/8	+ 1/8	+ .56	22 1/4	18 7/8	13	10,762	239,454
OGILVY & MATHER	OGIL	O	35 3/4	35 3/4		.00	36 3/4	31	8	1,805	64,528
J. WALTER THOMPSON	JWT	N	17 7/8	17 3/8	+ 1/2	+ 2.87	18 1/2	15 1/8	8	2,649	47,350
TOTAL									59,070	1,021,262	

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	4 3/8	4 7/8	- 1/2	- 10.25	6	2 3/8	8	1,672	7,315
AMPEX	APX	N	10 3/8	10 1/8	+ 1/4	+ 2.46	11	7 3/8	13	10,885	112,931
ARVIN INDUSTRIES	ARV	N	15 1/2	16 1/4	- 3/4	- 4.61	19 1/4	15	4	5,959	92,364
CCA ELECTRONICS*	CCA	O	5/8	5/8		.00	5/8	1/8	3	897	560
CETEC	CEC	A	2 7/8	2 3/4	+ 1/8	+ 4.54	3 1/4	1 3/4	11	1,654	4,755
COHU	COH	A	3 3/8	3 3/8		.00	3 1/2	2 1/8	15	1,779	6,004
CDNRAC	CAX	N	22 1/2	21 7/8	+ 5/8	+ 2.85	27 1/4	21 5/8	8	1,793	40,342
EASTMAN KODAK	EASKD	N	61 3/4	58 1/4	+ 3 1/2	+ 6.00	86 3/4	57 5/8	16	161,371	9,964,659
FARINON ELECTRIC	FARN	O	8 1/4	8 1/2	- 1/4	- 2.94	12	8	9	4,616	38,082
GENERAL ELECTRIC	GE	N	54 3/4	54 7/8	- 1/8	- .22	56 5/8	49 1/4	13	184,581	10,105,809
HARRIS CORP.	HKS	N	34 7/8	35 3/8	- 1/2	- 1.41	39	28	12	12,261	427,602
HARVEL INDUSTRIES*	HARV	O	3 1/8	3 1/8		.00	5 1/2	3 1/8	8	480	1,500
INTL. VIDEO CORP.	IVCP	O	1 1/8	1	+ 1/8	+ 12.50	2 3/8	1/4		2,701	3,038
MICROWAVE ASSOC. INC	MAI	N	24 1/4	25 1/4	- 1	- 3.96	26	20 1/4	11	1,320	32,010
3M	MMM	N	51 1/4	49 3/4	+ 1 1/2	+ 3.01	57	48 3/8	17	115,265	5,907,331
MOTOROLA	MDT	N	46 1/8	43 7/8	+ 2 1/4	+ 5.12	56 7/8	37 3/4	14	28,544	1,316,592
N. AMERICAN PHILIPS	NPH	N	29 1/2	29 3/8	+ 1/8	+ .42	36	29 3/8	6	12,033	354,973
OAK INDUSTRIES	OAK	N	14 7/8	14 3/4	+ 1/8	+ .84	17 7/8	9 5/8	11	1,639	24,380
RCA	RCA	N	28 1/2	29 5/8	- 1 1/8	- 3.79	31 3/4	25 3/8	11	77,807	2,217,499
ROCKWELL INTL.	ROK	N	31 3/4	32 5/8	- 7/8	- 2.68	36 3/4	30 7/8	8	32,400	1,028,700
RSC INDUSTRIES	RSC	A	2 1/8	2 1/4	- 1/8	- 5.55	2 3/8	1 5/8	10	2,690	5,716
SCIENTIFIC-ATLANTA	SFA	A	19	19		.00	21 1/8	16 3/4	12	1,668	31,692
SONY CORP.	SNE	N	8 5/8	8 3/8	+ 1/4	+ 2.98	10 3/8	8 1/8	15	172,500	1,487,812
TEKTRONIX	TEK	N	36 1/2	36 1/8	+ 3/8	+ 1.03	68 1/2	28 1/4	17	17,342	632,983
TELEMATION	TIMT	O	7/8	7/8		.00	7/8	1/2	1	1,050	918
VARIAN ASSOCIATES	VAR	N	17 1/4	17 1/4		.00	21	14 3/4	12	6,838	117,955
WESTINGHOUSE	WX	N	20 1/8	20 1/4	- 1/8	- .61	22	16 1/4	8	87,492	1,760,776
ZENITH	ZE	N	21 5/8	21 5/8		.00	28	20 7/8	11	18,818	406,939
TOTAL									968,055	36,131,237	
GRAND TOTAL									1,784,363	54,931,456	

Standard & Poor's Industrial Average 107.5 108.0 -5

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.
Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

*Stock did not trade on Wednesday, closing price shown is last traded price.
**No P/E ratio is computed, company registered net loss.
***Stock split.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gains or losses.

Fay Wells: Whether in the air or on it, she's been at her best on the new frontiers

Her life has been filled with the present, guided by the future. Fay Gillis Wells, just retired White House correspondent for Storer Broadcasting (BROADCASTING, July 4, 18), entered the business world as an aviatrix—the first of many careers—because “aviation was the coming thing,” and now, at 68, is launching still another career, as vice president of an agriculture industry business, because “solar energy is the future.”

She was the first woman—as well as woman broadcaster—to cover the White House exclusively and during her 13 years with Storer traveled the globe with four Presidents—Johnson, Nixon, Ford and Carter. But even before that she was a well-seasoned traveler.

Her first job, as saleswoman and demonstrator for Curtis Flying Service in New York, was offered to her as a result of the daring she displayed during an airplane crash the day after she made her first solo. She and her instructor were up doing aerobatics when the tail, wings and engine came off—at a moment when they were flying upside down.

Both fell out and parachuted groundward—she to land unharmed in a tree, he to be hit by the falling plane. Immediately after her rescue from the tree, she went back to the airfield and up again. “It never occurred to me not to go back up,” she says.

In 1930 she went to Moscow with her father, a mining engineer who had been hired by the Soviet Union to teach mining technology. During her four years there she worked for Ralph Barnes, head of the *New York Herald Tribune* Moscow bureau writing feature stories, mainly on aviation.

After she married Linton Wells, newsman and pioneer broadcaster, in 1935, she and her husband “did everything together.” They covered the Ethiopian-Italian war for the *New York Herald Tribune*—she reported on the southern front; he covered the north. She smiles when she remembers a front page of the *Herald Tribune* that carried—side by side—bylined stories by her and her husband.

When the war was over they returned to America where Mr. Wells worked on David Sarnoff's *Magic Key of RCA* program as a roving reporter, broadcasting from all over the country. Later Sarnoff sent the couple to Latin America to examine the feasibility of short-wave radio there. For four-and-a-half months “we were broadcasting from a different country every Sunday,” she recalls.



Fay Gillis Wells—newly retired (June 30) White House correspondent, Storer Broadcasting Co.; b. Oct. 15, 1908, Minneapolis; demonstrator-saleswoman, Curtis Flying Service, 1929; freelance correspondent, *New York Herald Tribune*, 1930-38; book review writer, *Saturday Review*, 1939-42; deputy director, U.S. Commercial Co., 1942-46; yacht-interior designer, 1958-62; columnist, *New York Herald Tribune* Syndicate, 1960-62; joined Storer Broadcasting on White House beat in 1964; now vice president-executive director, Jonathan Stone Ltd. (investor in agro-industries) and president of subsidiary, Citrus Corral, 1977; m. late Linton Wells, 1935; son, Linton II, 31.

Mr. Wells joined CBS after the Latin America trip and they did some extensive traveling, including “a couple of safaris to Africa.”

They later did commercials for *Lux Theater of the Air*. “It was such fun in those days,” she says, “while Lint wrote his autobiography, I covered Hollywood for the *Herald Tribune*.”

They went to Angola, Portugese West Africa, during World War II where Mr. Wells was director of the U.S. Commercial Co. and she was deputy director. There they purchased strategic war materials. The Portugese were not used to doing business with women, she recalls, but “once they learned I could write checks for a million dollars on the U.S. government, they came around.”

Mrs. Wells retired when they returned to the U.S. in 1946 to be a full-time mother to her newborn son, Linton II. They had a 50-acre farm in Mount Kisco,

N.Y., “so he could learn everything.” The 16 years they spent there were “such a joy” she says. “I didn’t want to miss a day of his growing up.”

The Wellses then spent the next four years on a cruising houseboat. During that time she designed yacht interiors, wrote off and on for the *Herald Tribune*, and did some broadcasting, mostly concerning boating. In 1960-62 she wrote “Nautical Notebook,” a syndicated boating column for the *Herald Tribune*.

In 1962 Mr. Wells opened the Washington news bureau for Storer Broadcasting. Two years later, she says, the late George Storer invited Mrs. Wells to join too. “He said ‘Cover the White House,’ so I did,” she says.

She confesses that she knew nothing about covering Presidents, but the approach that had worked for her in the past worked again: “I just jumped into everything . . . and did what I thought was good for Storer.”

Norm Wagy, Storer’s Washington bureau chief, says: “She brought a different dimension to Storer coverage.” She supplemented the normal White House reports—what the President did in executive matters from day to day—with coverage of the First Ladies and the families of the Presidents. This type of coverage was new to radio, Mr. Wagy says. “She had a different style that was off the track and rare to hear on radio.”

“She worked very hard and put in a lot of time at the White House,” testifies Sid Davis, Washington bureau chief for competitor, Westinghouse Broadcasting. “She was dedicated to her work.”

She went in at whatever time the briefings started and afterward spent hours in her booth making or transcribing tapes, preparing reports for the different Storer-owned stations and broadcasting them from the booth. If there was time, she says, she would go over to the East Wing to cover the First Lady.

She always covered state dinners and those were the nights that were the longest. “When you covered Johnson you danced until 3 o’clock in the morning,” she says.

Mrs. Wells characterizes her years at the White House as “unpredictable” and says the most exciting story she covered was the Nixon trip to China (she was one of only three women reporters assigned to it; the others were Barbara Walters of NBC and Marlene Sanders of ABC).

She retired from Storer June 30, but to Fay Wells, retirement is synonymous with new beginnings. The future has beckoned again and now she will be traveling—again—to explore the possibilities that solar energy offers for experimental greenhouse techniques.

Isolated camera

The United States Commission on Civil Rights did more than its bit last week to maintain the paper tonnage issuing from Washington while other elements of government were on vacation. The Commission on Civil Rights released 15,000 copies of a 181-page "report" maligning television for gross insensitivity to women and minorities in programing and employment. Naturally, the cry is raised for more government control.

It is less a report than a polemic. It is riddled with half-truths and colored with innuendoes, but its principal deficiency is the utter absence of any effort to put television into context with the times.

Here is a government work that deplores the distortion of black life as portrayed on the television series, *Amos 'n' Andy*, in the 1950's without as much as a passing reference to the depiction of blacks in other media and the discrimination that blacks suffered in society at that time. It is no less flagrant an omission when the report pretends to quantify the appearance of women and minorities as participants or subjects in television network news without also offering an appraisal of such appearances in other media.

To read "Window Dressing on the Set: Women and Minorities in Television"—a title that gives a fair clue to the objectivity of the contents—is to be told that those people are underrepresented or objectionably stereotyped in television programing and cruelly subjugated in employment. The allegations unjustly underestimate the progress television has made in response to changing times. It would have been a larger service if the Commission on Civil Rights had matched television's record with the records of other communications media in the presentation and employment of women and minorities. But then, that kind of story might not have engaged the attention of the printed press.

Objectivity was not to be expected of a report that was fashioned under the influence of professional malcontents who have made a living out of harrying the television establishment. The Commission on Civil Rights includes in its acknowledgements the counsel it received from such familiar names as Henry Geller, the Citizens Communication Center, the Media Access Project and the National Citizens Committee for Broadcasting. To broadcasters, that's less a list of counselors than the roster of a lynch party.

As reported elsewhere in this issue, the FCC disputes the commission in its findings and proposals. Surely the FCC's vastly larger knowledge will be respected if Congress or the administration begin to show any interest in the Commission on Civil Rights report.

Perennials

Like old television programs, some legislative ideas in Washington never die, however salutary their demise would be in both the public and private interests. Two of the hardestiest have been given reruns in a report issued by the Senate Government Affairs Committee (BROADCASTING, Aug. 15). The report endorses both the creation of an Agency for Consumer Advocacy and federal reimbursement of legal fees for public participation in proceedings before such agencies as the FCC.

The rationale behind both proposals is that the FCC and other regulatory agencies have become the captives of the businesses they are supposed to regulate and that the public is ignored. The record—which not many eager drafters of legislation are often

caught reading—suggests otherwise.

In the past few years citizen groups represented by "public interest" law firms have filed hundreds of petitions at the FCC to deny license renewals of stations that the petitioners wanted to mold into their desired images. If most of the petitions have eventually been denied, it has been for want of a legitimate cause of action, not for want of legal representation.

It would be interesting, but impossible, to calculate the legal costs that broadcasters have borne to defend themselves against these petitions. The certainty is that the figure would be large enough to prove that the public—or rather those little fractions of it that turn up as organized groups—is already asserting its presence emphatically.

There is no need for an Agency for Consumer Advocacy unless the Congress is ready to admit that it is failing in its job. It is the Congress that is supposed to oversee the regulatory agencies, and Congress is elected by consumers. Any senator or representative who votes for the new agency is telling constituents to look for a more competent candidate in the next campaign.

As for federal funding of legal fees, it would only enlarge the body of lawyers now mostly funded by foundations and specializing in attacking regulated businesses. As has been stated here before, the "public interest" lawyers would begin recruiting litigants and magnifying or inventing grievances. The general public interest would be lost in a welter of special-interest claims.

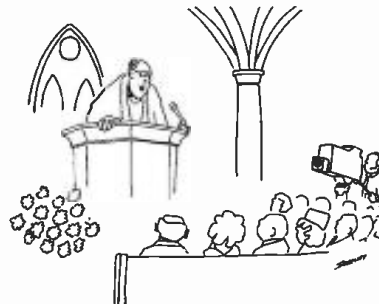
The two ideas that the Government Affairs Committee has trotted out again may never die. It would be in the national interest, however, if they would fade away.

Main event

The dominant impression to be gained from a reading of the extensive report on local television journalism in this issue is that the craft is attacking its work with mature seriousness of purpose.

It is a trend that was discernible a year ago in BROADCASTING's annual visitation to the subject. It is a trend that television management will continue to encourage for reasons going far beyond the immediate purposes of building ratings, revenue and prestige, as well produced local journalism demonstrably has done. Local journalism in all its forms provides television stations with their strongest claim to continued occupancy of spectrum space that is coveted by other services.

The technology is almost at hand to distribute all those network and syndicated programs direct to homes by satellite. It is the local service that will entitle broadcasters to argue that stations in their present number have a place in the future scheme.



Drawn for BROADCASTING by Jack Schmidt

"And now we'll take a 'TV time out' while the ushers pass among you for the offering."

Meet America's Only Major Market UHF Independent News Team



KTXL-TV Sacramento/Stockton now in its third year of news has established itself as America's pioneer Independent UHF nightly news service. TV40 has thirteen news people backed by full ENG capabilities, plus the world wide facilities of ITNA News Service in which KTXL-TV is the only UHF member.

**America's only Major Market UHF Independent News Team!
Sixty minutes nightly - Monday through Friday.**



KTXL-TV40



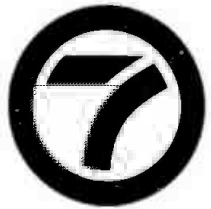
WHIO-TV Is #1

In all the world there's only one #1... and it happens to be WHIO-TV's Newscenter 7 at 11 p.m. The May 77 ARB reports show that Newscenter 7 has the highest late night share of audience of any station in the top 50 markets. It's nice to be on top and with our team of reporters bringing viewers the latest news, weather and sports information seven days a week, we hope to stay on top for a long time!

Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.

Cox TV stations are represented by TeleRep.

follow
the
leader™



whio·tv
dayton

COX
Broadcasting

WSB TV-AM-FM
Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIIIC-TV
Pittsburgh

KTVU-TV
San Francisco-
Oakland

WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

WLIF-FM
Ballimore

