

**ABC's still the star in new season potpourri  
Exclusive: latest ADI rankings for U.S. television**

# Broadcasting Oct 11

The newswweekly of broadcasting and allied arts

Our 45th Year 1976

**NEWSPAPER**



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

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

# Hubbard Broadcasting INC.

<b>KSTP-TV</b> Minneapolis- St. Paul	<b>KSTP-AM</b> Minneapolis- St. Paul	<b>KSTP-FM</b> Minneapolis- St. Paul	<b>KOB-TV</b> Albuquerque	<b>KOB-AM</b> Albuquerque	<b>KOB-FM</b> Albuquerque	<b>WTOG-TV</b> Tampa- St. Petersburg	<b>WGTO-AM</b> Cypress Gardens
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US AIR FORCE  
SERIAL ACQ SECTION  
MONTGOMRY AL 36112

# Sports. Like you've never seen them before.



What we have here is a dramatically new concept in sports television.

#### **Sportsview.**

A behind-the-scenes, off-the-field, off-the-cuff, locker-room look at players, coaches, owners, issues, strategies, surprises.

Provocative programming that examines things like drug use and athletes; point-shaving in basketball; violence in our little leagues; gay athletes; the role of sex operations in future sports.

The super-interesting stories will come from investigative reporting by SPORT Magazine and topflight sportswriters all over the country.

**Sportsview** will be produced by Simmons-Parkes Inc. in association with SPORT Magazine at Metromedia Square in Hollywood.

Hosts for **Sportsview** are two veteran sportscasters. Doug Layton and Jane Chastain.

Format of the new show is weekly, one-half hour and syndicated. Each program will feature a story of national interest, plus one of four different segments aimed at four separate geographical regions of the country—Northeast, Southeast, Midwest and West. Advertisers can buy programming structured particularly for their audience.

Air time is being bought by Simmons-Parkes, Inc. in the top 125 markets that'll cover over 90% of the households. Sponsors are starting to line up for the 30-second spots.

**Sportsview.** Premieres Saturday, January 8, 1977.

A brand new, terrific advertising vehicle. You can get more information by contacting: *Ed Matteson of Avery-Knodel*

A cooperative effort by  
Simmons-Parkes Associates

**SPORT**

EVERY-KNODEL TELEVISION

# sportsview

GET WITH THE PROGRAM THAT'LL GET WATCHED.

# The Week in Brief

**FIVE FRANTIC WEEKS** □ The media strategy of Campaign '76 for President Ford is explained in a bylined article by Dawn B. Sibley, director of media for that organization. It started Sept. 26 and involves a budget of \$8.5 million for radio, TV, newspapers and special ethnic efforts. **PAGE 10.**

**THE BEST AND THE WORST** □ ABC-TV continues to maintain its strong start in prime time while CBS languishes in third place. **PAGE 19.**

**THE NEW ORDER IN ADI'S** □ The 208 television markets as ranked by Arbitron and how they compare to their previous positions. **PAGE 19.**

**WITHOUT A HITCH** □ The second Ford-Carter debate was technically smooth but it was rough going for the participants. The stages are set for the vice-presidential meeting and final presidential confrontation. **PAGE 21.**

**WORK TO DO** □ FCC Chairman Wiley loads the agenda for the rest of the year. **PAGE 24.**

**LAUNCHING WALTERS** □ Television's first woman network anchor is on the air. Another woman in and on the news is *Today's* Jane Pauley. **PAGE 24.**

**REPORT CARD** □ Study released by Oversight and Investigations Subcommittee criticizes the FCC for its history of favoring industries over the public and for excessive loyalty to the party in power at the White House. **PAGE 26.**

**ON THE ROAD** □ FCC regional meetings are set for Houston and Kansas City this month. **PAGE 26.**

**LOOKING AHEAD** □ The House Communications Subcommittee's plans for 95th Congress include a proposed rewrite of Communications Act and hearings on license renewal revision, possible abolishment of fairness doctrine and standards for attachment of cable to telephone poles. Several major bills passed 94th Congress affecting the broadcast industry. **PAGE 30.**

**PAYING ITS WAY** □ Over-the-air pay TV has been standing in the background for almost a quarter century waiting for its big break—its time may be near. Founders of major systems for subscription television give their opinions on what has been the slowdown for pay TV and predict the future of this industry. **PAGE 34.**

**INSEPARABLE** □ Associations for both radio and TV are impractical in the Washington regulatory and legislative

environment, John Summers, executive vice president and general manager of NAB, told North Carolina and Massachusetts broadcasters. He said most issues cannot be neatly categorized as radio or TV. **PAGE 37.**

**STANDING FIRM** □ FCC and the courts are still saying no to third-party political candidates attempting to participate in debates or receive equal time. **PAGE 41.**

**NO CHANGE** □ Sonderling Broadcasting seeks to end two years of legal morass by advising the FCC that it will not change the all-jazz format of WRVR(FM) New York. **PAGE 43.**

**BLACK SHEEP** □ CBS charges NBC's *Baa Baa Black Sheep* is unfit for family-viewing time and complains in writing to NAB's director of Code Authority. NBC says preview tests showed people feel the program is one everyone in the family can enjoy. **PAGE 44.**

**SPRIGHTLY OLD TIMERS** □ WSM's *Grand Ole Opry* has become a radio institution that traces its proud history almost 51 years. **PAGE 45.** Another live country series that has built an amazing following since its start in 1933 is WWVA's *Jamboree*. **PAGE 46.**

**MORE TV RESEARCH** □ ABC will fund five original projects. Three will be for analysis of television's effect on young viewers. **PAGE 47.**

**CABLE REFORM** □ Armed with new copyright bill, NCTA will seek a fresh look at the FCC's rules on signal carriage. Forum will be the commission's en banc meeting tomorrow where PBS and National Black Media Coalition will make presentation on other matters that affect them. **PAGE 48.**

**FIBER OPTICS** □ There's a big test coming up in Japan in which the transmission technique will be utilized for a variety of services. **PAGE 50.**

**IT'S ANA TIME** □ Association of National Advertisers heads for Colorado Springs this week for a convention that will include talks on TV violence, advertising and the future of TV. **PAGE 51.**

**KAISER'S 'GENERALIST'** □ That's the way Herb Victor describes himself and says that he has taken on just about every assignment in TV. And now, as executive vice president of Kaiser Broadcasting, he's putting that experience to good use in turning his company's fortunes around. **PAGE 73.**

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# STILL DOMINATING THE MEMPHIS AND MID-SOUTH TV MARKET\*

\*May, 1976 ARB  
May, 1976 Nielsen

Network shares of audience in the top 100 markets have greatly influenced the standing of many stations in recent months. But not in Memphis. In Memphis WREG-TV, the CBS Affiliate, still dominates . . . still delivers the top audience. Ask your Katz man to give you full details about this continuing Best Buy!



MEMPHIS, TENNESSEE



A NEW YORK TIMES COMPANY

THE NEW YORK TIMES BROADCASTING SERVICE, INC. AFFILIATED WITH CBS. REPRESENTED BY THE KATZ AGENCY.

# Closed Circuit.

Insider report: behind the scene, before the fact

## Everybody wins

Good news for all in television network news competition is that total audience for all three major evening news broadcasts may be beneficiary of huge sampling of Barbara Walters debut on new ABC *Evening News*. Nielsen overnights in New York and Chicago, for example, showed over-all increases last week in total share of audience for three network newscasts: from 56 to 61 in New York, from 47 to 54 in Chicago.

## Mystery man

These days nobody knows whom to put his money on as next chairman of Senate Communications Subcommittee, to succeed retiring John Pastore (D-R.I.). Next in line is Vance Hartke (D-Ind.), who is in big trouble in re-election bid against popular Indianapolis mayor, Richard Lugar. Mr. Hartke nearly always runs behind, as he is doing now, and has always astounded experts by winning. But "this time they've got him," said Indiana commentator. "Maybe." If Mr. Hartke does lose, Senators Howard Cannon (D-Nev.) and Russell Long (D-La.), in that order, would have next cracks at post, but bets are that both would pass it over for other chairmanships.

That brings up Frank Moss (D-Utah), who is also running tight re-election race. Mid-September poll put Mr. Moss behind his Republican opponent, and all state's Democratic candidates are said to be injured by continued candidacy of Democratic Representative Allan Howe, who is appealing conviction for soliciting sex. Statewide poll issued last week, however, put Mr. Moss in front by two points. Neither Messrs. Moss nor Hartke is popular with broadcasters, but Ernest Hollings (D-S.C.) is and would be next in line if others lose. All this is further complicated by proposal for Senate reorganization that would put science and technology affairs under Commerce Committee's jurisdiction. If enacted, it could cause subcommittee realignments that might affect Communications Subcommittee in ways unknown now.

## Strapped

Newspaper advertising has failed to raise \$250,000 in contributions League of Women Voters Education Fund needs to finance presidential debates, but league says it can't turn to radio or television, much as it would like to. It can't afford national broadcast buys, it says, and can't ask for free time—which its lawyers say would be political contribution by broadcasters and thus prohibited by

Federal Election Commission ruling against corporate gifts. League will try direct mail solicitations. Its \$14,000 worth of space in *New York Times*, *Washington Post* and *Wall Street Journal* netted less than \$65,000.

## Jinxed

Planners and participants in second presidential debate were immensely relieved when 90 minutes passed without any failures in equipment such as 26-minute audio gap that flawed first debate. After event, debate questioners and moderator joined representatives of sponsoring League of Women Voters Education Fund for dinner at Scoma's restaurant on San Francisco's Fisherman's Wharf. There, as they rehashed debate and marvelled at their good fortune, restaurant's power failed. They didn't stick around to see if it lasted 26 minutes.

## Backing off

Although it worked on problem for months, FCC has decided against rule permitting cable systems to import distant signals that are significantly viewed even if they duplicate local signals. Argument for permitting importation was that it didn't make sense to deny cable subscriber signal that was available to neighbor off air. Staff even worked out criterion to determine when local station might be so weak that nonduplication protection should be retained: if it had audience of no more than 30,000 prime-time households. But commission decided problem was not worth another rule—that cable system could seek special relief if necessary and that, in any event, rule did not promote diversity of programing available in community. So decision to scrub proposal was made, unanimously.

Interesting bit of intelligence was uncovered in search that led to that 30,000-households criterion: There's no consistent ratio between audience size and television station revenue.

## Ups and downs

Here's quick rundown of how syndicated properties are rating in new TV season: Bristol-Myers's new prime-access barter series, *In Search of...*, documentary half-hours focusing on unusual phenomena like Bermuda Triangle, is off to better-than-expected start in New York and Los Angeles overnights, averaging 26 share and generally winning its time period in both markets. Among returning access shows, Rhodes Productions' *Hollywood Squares* and Jim Victory's *Match Game* are retaining potency, with *Squares*

attracting 30 shares on WABC-TV New York on Thursday.

Len Firestone-distributed *Gong Show*, new comedy game produced by Chuck Barris, is getting low-to-mid-20's shares in New York and Los Angeles, and ITC's new comedy-variety half-hour, *The Muppets*, is getting similar shares in New York and Chicago. In disappointing access debut is Grey Advertising's barter variety series, *The Andy Williams Show*, averaging only 20 share in Chicago, 15 share in Los Angeles and 14 share in New York.

## Up like thunder

Procter & Gamble has just about wound up test marketing of new dishwashing liquid, Dawn, which is expected to be hot entry in detergent field and to be put in national distribution with heavy television campaign in next few months. Benton & Bowles, New York, is agency. Product will be positioned as grease cleaner.

## Missionary

Joseph Baudino, who retired in 1969 as Westinghouse Broadcasting's chief Washington operator, has been called back to scene by Donald H. McGannon, chairman and president, who has filed FCC petition against what he calls network domination of television (BROADCASTING, Sept. 6). Mr. Baudino is reinforcing Wally Dunlap, Westinghouse's Washington vice president, in spreading word at FCC and on Capitol Hill about McGannon campaign.

## Future travels

FCC will conclude its program of regional meetings on broadcasting matters after sessions in Houston and Kansas City this month (see page 26), but Chairman Richard E. Wiley has no intention of putting road show in permanent winter quarters. Cable television is among other areas of commission's jurisdiction in which chairman hopes to conduct series of regional meetings. However, no definite plans for such meetings have yet been formulated.

## On assignment

CBS News's Bill Moyers disappeared from air after political convention coverage but not from journalistic scene. He has completed four *CBS Reports* documentaries, has nearly finished fifth. Filming on sixth begins this week. Howard Stringer, executive producer, expects them to be aired once a month starting in December.

# Business Briefly

**Chevrolet** □ One-month spot TV drive is planned for Chevrolet trucks to begin in early November. Campbell-Ewald, Detroit, is setting its sights on men, 18-49. Company's small-car radio spots will be promoted beginning Nov. 3. Markets include New York, Boston and Atlanta. Agency, Campbell-Ewald, has men, 18-49,

as its demographic target.

**Mobil** □ Company's tire division, through David Singer Associates, New York, has four-week radio promotion ready to begin Oct. 25. This campaign will focus on mid-Western cities, including Milwaukee and Kansas City. Men, 18-49, are

demographic target.

**General Foods** □ Company's Yuban coffee will get special pre-Christmas West Coast radio campaign beginning Nov. 8 and running for five weeks. Los Angeles and San Francisco are among markets. Women, 35-64, will be sought by Yuban's agency, Grey Advertising.

**Magnavox** □ Variety of TV and audio products will be advertised Oct. 18-Dec. 24 in fringe TV 30's. Men and women, 25-54, are targets in widespread pre-holiday campaign. William Esty, New York, is agency.

**General Electric** □ Microwave ovens will be featured in spot TV push in 26 markets starting Nov. 8 for five weeks. Young & Rubicam, New York, is concentrating on time periods calculated to reach women, 18-34.

**Sony** □ Color TV sets will be showcased in TV spots to run for six weeks starting in early November. Doyle Dane Bernbach, New York, is directing its appeal toward men and women, 18-49.

**Borden** □ Drake's Cake, individually packaged snack product, will be subject of fringe and prime-time TV 30's in number of markets beginning Nov. 1 for six weeks. Women, 25-49, are primary targets, teens are secondary. Media/Marketing Affiliates, Los Angeles, is buying service.

**ITT Continental Baking** □ Company seeking availabilities for first quarter of 1977 on behalf of various products which will be running in more than 100 markets through March. Vitt Media International, New York, is seeking to reach various women categories—18-49, 35 and over and 25-64.

**Alberto-Culver** □ Major pre-Christmas radio effort will begin Nov. 1 with six-week buys in most markets, including Houston, Omaha and Nashville. Agency, Lee King & Partners, Chicago, is targeting spots to women, 25-49.

**Frito-Lay** □ Potato chips will be advertised for 13 weeks. Campaign is geared to women, 25-54, will use day and prime-time TV 30's. Young & Rubicam, New York, is agency.

**Maytag** □ Dishwashers will be subject of month-long campaign beginning Nov. 22. Early and late fringe and daytime TV 30's are aiming for women, 25-49. Leo Burnett, Chicago, is agency.

**Nestle's** □ Company's Decafe coffee

## IN SIOUX CITY YOU'VE NOW GOT A CHOICE AT 6 AND 10.

Mary Hartman, Mary Hartman at 10 P.M. now gives Sioux City viewers an alternative to competing local newscasts. There's a choice, too, at 6:00 P.M. where we have replaced the traditional newscast with Family Affair. We're still in the news business more than ever before. News and weather will be reported 44 times a week live. KMEG now gives the market an **extra day** of solid entertainment each and every week.

Now, Sioux City viewers have a choice—and so do you.



*The Feltzer Stations*

RADIO  
WYZZ KILMOROCK BRITTS CREEK  
K.S.M. SIOUX FALLS SIOUX FALLS  
WMM/WRK 2 (FM) CADILLAC  
TELEVISION  
WMEG-TV SIOUX CITY  
WMTV / KADILLAC TRAFALGAR CITY  
WYZZ-TV SIOUX FALLS  
KOLN-TV / SIOUX FALLS  
KMEG-TV SIOUX CITY (FM)

**KMEG-TV**

A CBS Affiliate

A MEGAWATT OF SALES POWER FOR SIOUX CITY  
Avery-Knode Television National Representatives



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

A television station is only as good as the people  
who manage it. Take WRDW-TV, Augusta, Georgia...  
for instance.



Jim Armistead entered television at WRDW fifteen years ago. He was named General Sales Manager in 1967 and General Manager in 1972. Jim Armistead knows what Augusta wants to view!



Bill Kemple, WRDW-TV's General Sales Manager, is a native New Yorker and an expert in advertising and sales. Beginning with Hearst Publications in 1954, and later with Ted Bates Advertising, Bill gained national sales experience that stands him and WRDW-TV in good stead in Augusta.



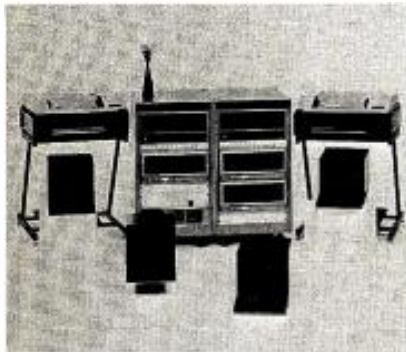
Lee Sheridan has worked both mike and camera in his twenty-five years in radio and television. He joined WRDW-TV as staff announcer in 1956, soon became Sports Director... and was named Program Manager in 1966. There's not much about TV programming that Lee Sheridan doesn't know.

Rust Craft Television in Augusta combines management knowhow, programming skills, sales experience and just the right amount of common sense. That's why, when Augusta thinks of television, it thinks of WRDW-TV.

## WRDW-TV AUGUSTA 12

Rust Craft Broadcasting Company

# THE COX SYSTEM.



**ONLY BROADCAST PEOPLE COULD HAVE DEVELOPED AN AUTOMATION SYSTEM LIKE THIS.**

Because only broadcast people are attuned to the special problems a television station encounters.

So they know that a station manager wants his own system, not a time-sharing one.

The Cox System is just that: in-house and in your control. Tailored to your needs. And unsurpassed in its efficiency and economy.

Find out more about this remarkable advance in broadcast automation. Telephone Bill Henderson at 404/256-5200. Suite 100/Prado North, 5600 Roswell Road NE, Atlanta, Georgia 30342.

**cox data services**  
A Business Service of Cox Broadcasting Corporation

will be advertised on radio for three weeks beginning Oct. 28. Markets include New York, Los Angeles and Chicago. Agency, Case & McGrath, is pitching spots at women, 35 and over.

**Star-Kist** □ TV spots for 9-Lives cat food are scheduled for November. Leo Burnett, Chicago, is seeking audience of women, 18-49, via spots in fringe, daytime and prime periods.

**Van Heusen** □ Two-week spot TV promotion is planned for late November to advertise men's and women's shirts. Scali, McCabe, Sloves, New York, is setting its sights on men and women, 18-49.

**Esquire Electric** □ Stereos are to be advertised in TV campaign beginning Dec. 13 for limited time. Fringe and daytime and prime-time TV 30's are aiming for total adults. Admarketing, Beverly Hills, Calif., is agency.

**J.R. Simplot** □ Processed potato products (frozen) will be featured in scattered campaign, weeks of Nov. 15, Nov. 29 and Dec. 13. Fringe and daytime TV 30's are geared to women, 18-49. Allen & Dorward, San Francisco, is agency.

**Pet** □ Granola Puffs will be accented in spot TV drive to be launched in early November for five weeks in about 30 markets. Placement of campaign is by Haworth Group, Edina, Minn., which is seeking fringe, daytime and prime periods to reach all women and all children.

**Paper Mate** □ Division of Gillette Co. is advertising its ball-point pens via TV spots in top 25 markets in pre-Christmas push for three weeks, starting Nov. 29. Grey-North, Chicago, is searching for fringe, daytime and prime-time slots to reach men and women, 18-49.

**Bonanza** □ Bonanza Steak House chain will be advertised in five-week stint with hiatus, to begin Oct. 11 for two weeks, then Nov. 3 for three weeks. Fringe and prime-time TV 30's are geared to adults, 18-49, and children. Marschalk, New York, is agency.

**Norcliff-Thayer** □ Liquiprin cold medicine will be spotlighted in TV spots for approximately six weeks, starting Oct. 27. Marschalk Co., New York, is targeting its commercials toward women, 18-34, via daytime spots.

**American Home Products** □ Gulden's mustard will be highlighted in spot TV effort to begin in late October for two weeks in about 30 major markets. Though Gulden's normally is handled by John F. Murray Advertising, New York, house agency for American Home, placement for this flight is by Cunningham & Walsh, New York, which is zeroing in on women, 18-49.

**Wickes** □ Furniture company's latest radio spots will get special-market radio promotion to begin Oct. 26. Target area is Midwest, with buying being done out of Foote, Cone & Belding's offices in Chicago. Adults, 18-49, are intended audience.

**McKee Bakery** □ Various products will be highlighted in spot TV promotion to begin in early January and continue throughout first half of year via flights of two to three weeks, with several weeks of hiatus after each flight, in more than 40 markets. Lindsey Bradley Johnson, Chattanooga, is focusing on women, 25-49.

**Ore-Ida Foods** □ Frozen vegetables will be featured in four-week stint to begin Oct. 25 in number of markets with TV 30's in day and fringe time. Target audience is women, 18-49. Doyle Dane Bernbach, Los Angeles, is agency.

**E&B Carpet** □ Dallas-based maker of Evans Black carpets will launch mid-October to November campaign in day and fringe TV 30's. Women, 25-49, are targets in number of western markets. Bloom Advertising, Dallas, is agency.

## Rep appointments

- WRQX(FM) Greensboro, N.C.; WOKI-AM-FM Knoxville, Tenn., and WBYQ(FM) Nashville: Eastman Radio Inc., New York.
- WGFT(AM) Youngstown, Ohio: Bernard Howard & Co., New York.
- KOWN-AM-FM Escondido, Calif.: Savalli/Gates, New York.

**Silco Oil** □ Company's Aztec heaters will get month-long campaign beginning Nov. 1 in number of markets using fringe and daytime TV 30's. Mefford Warren Weir, Denver, is directing spots to adults, 25 and over.

**Friendly Ice Cream** □ Six-week promotions for Friendly's chain restaurants has started in number of Northeast markets. Fringe and prime time TV 30's are aimed at men and women, 18-49, Quinn & Johnson, Boston, is agency.

**Morse Shoe** □ Several three and four-day flights for company's shoe stores are set for Oct. 13, Nov. 23 and Dec. 1 starts in number of southern markets. TV 30's in early fringe and daytime are geared to women, 18-49. Arnold & Co., Boston, is agency.

**Ciba-Gelgy** □ Tolban Cotton Soybeans will be showcased in spot TV drive to be carried in long list of markets for five to six weeks, starting in mid-October. Keenan & McLaughlin, New York, is seeking slots on news and farm programs to zero in on men, 21-54.



**WGN-TV**  
**Chicago's**  
**Number One**  
**Television Station**

**In an average week, WGN-TV is seen in:**

- **270,000 more homes  
than Network Station 1**
- **351,000 more homes  
than Network Station 2**
- **357,000 more homes  
than Network Station 3**



Source: Nielsen Station Index, Chicago  
February, May, July 1976  
Station Total Household Weekly Cumulative Audience  
Monday-Sunday, 7:00 a.m. - 1:00 a.m.  
Data subject to qualifications listed in report.

# Monday Memo®

A broadcast advertising commentary from Dawn B. Sibley, director of media, Campaign '76 Media Communications, Washington

## Five frantic weeks for Ford: Campaign '76 and its media strategy

What stands out the most about our use of television and radio for President Ford's election campaign? It's one of the most creative, most personalized and most flexible uses of the media that I have seen. In fact, our objectives were so immense that the fact that we have managed to execute them as we wanted still remains somewhat of a minor miracle.

At best, it's not an easy task to get \$8.5 million worth of television, radio and newspaper advertising on the air in five weeks. Add to this the enormously detailed creative objectives of John Deardourff, chairman of Campaign '76, plus the built-in complexities that come with buying political media, and you have what could have become an executional nightmare.

However, as I said, we managed. This is what we wanted to do, and how we are doing it.

John Deardourff, along with Malcolm MacDougall, Campaign '76's creative director, conceived and produced approximately 50 television and 50 radio commercials. Each of these commercials was tailored demographically and geographically to communicate to differing groups of potential voters the President's accomplishments in office, and his openness in the White House.

The campaign opened with ads of a general nature, introducing the slogan, "He's making us proud again," and the campaign song, "I'm Feeling Good about America."

As the campaign progressed, we moved to commercials that talk in terms of such specific issues as the economy, jobs, taxes and health care, to commercials using local advocates for the President, and to commercials directed to specific groups such as blacks, Spanish-Americans and older Americans. Each of them, both on television and radio, has been carefully placed to reach the potential voters they were created for.

On network television, we matched demographics by age and income, placing messages aimed at older Americans in programs with a heavy concentration of viewers over the age of 50 and messages aimed at middle-income families in program formats that appeal to households with incomes around \$15,000.

We used spot television in our key electoral states to target geographically different audiences with different messages, placing emphasis on localized issues of particular concern to voters.

In spot radio, we coded all stations by audience and format: blue collar, white



Dawn B. Sibley is director of media for Campaign '76 Media Communications Inc., the in-house advertising agency established to handle advertising for the campaign to elect President Ford. She is on a leave of absence from Ted Bates & Co., New York, where she was recently vice president-account supervisor on the Bristol-Myers account and previously to that, vice president-media director.

collar, older, younger, farm, sports, etc., in order to match stations with specific radio commercials targeting these groups demographically as well as regionally.

Our campaign started Sept. 26 following the first debate. Our strategy was to begin advertising at a lower level, building momentum to a peak during the last two weeks when public interest in the election is at its highest.

We are spending the bulk of the \$8.5 million in television (70%), with the remainder split among radio (15%), newspapers (12%) and special ethnic efforts (3%).

We have purchased over \$2.5 million dollars worth of network time, and we would have bought more if it had been available. Network television has a two-to-one efficiency advantage over spot television. This meant that for every eligible voter in our key electoral states that we purchased via spot television, we were able to purchase two voters through network television. This same efficiency consideration prompted us to seek as many five-minute announcements as were available. (Due to program rate versus announcement rate pricing structure, five-minute announcements run approximately one-third of the cost of a 60-second spot on the networks and roughly comparable to a 60-second in spot television.) After saturating the network television area, we turned to

spot television and radio to build up pressure in our key electoral states. These are the large and medium-sized states where our polling data indicated a high number of undecided or "ticket-splitting" voters. Over \$4.5 million is invested in local broadcast.

This is where flexibility became a paramount consideration. Because we wanted to be able to respond instantly to our polling data, we had to wait until the very last minute to commit our spot dollars. We also wanted to maintain some flexibility after committing so that we would have the option of moving money from market to market should it become necessary.

This presented three big problems. First, how to get schedules of these proportions (approximately 400 television stations and 1,100 radio stations) bought, confirmed and on the air in one week's time; second, how to handle the up-front payment and legal agreement forms that are required in political campaigns; and, third, how to traffic those 50 television and 50 radio commercials to those 400 television stations and 1,100 radio stations.

The solution: organize, plan in advance, but above all, get the best people available to handle the job.

We retained SFM Media Service Corp. to handle spot broadcast buying. Working in advance with SFM, Peter Levins, our broadcast director, and Carol Karasick, our planning director, laid out in detail all potential markets we might be using and what we were looking for. In turn, SFM pre-bought all markets so that when it came time to commit schedules, their buyers were able to order and confirm this volume in five day's time.

Our second problem, advance payment, was solved internally by Barry Lafer, our financial director, who developed a computerized check-writing system that was able to generate 1,500 individual checks at night and have them in our offices at 9 the next morning.

The third, and perhaps the most difficult mountain to climb, was trafficking those commercials. This is a problem that never goes away because we re-traffic and re-traffic every time new commercials are produced, and that is daily. After deciding where each new spot should appear, we instruct our traffic manager, Barbara Guthy, to get them on the air. All I can say is, she's amazing; she's doing it.

So that's how we, at Campaign '76, have employed the broadcast medium to help elect President Ford, and I emphasize the word "help." We all believe that the advertising medium is only one means to convey to the public what Jerry Ford has done for this country and will continue to do. It's who the man is and what his accomplishments are that will really win his election.

# The reality of 5 footcandles.



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

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

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

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

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

Film is good news.





■ indicates new or revised listing

## This week

**Oct. 10-12**—*American Association of Advertising Agencies* Western region conference. Del Monte Hyatt hotel, Monterey, Calif.

**Oct. 10-12**—Fall convention, *Kentucky CATV Association*. Continental Inn, Lexington.

**Oct. 10-12**—*West Virginia Mid-Atlantic Community Antenna Television Association* meeting. The Greenbriar, White Sulphur Springs.

**Oct. 11**—*Pennsylvania Association of Broadcasters* fall seminar. Penn Harris Motor Inn, Harrisburg.

■ **Oct. 12**—Regional meeting, *NBC-TV affiliates and NBC-TV officials*. Omni International hotel, Atlanta.

**Oct. 12**—Public hearings begin in Dallas on first phase of *Federal Trade Commission's* proposed trade regulation regarding information and claims in food advertising. FTC regional office, 500 South Ervay Street.

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

**Oct. 12-13**—Special meeting of the engineering committee of the *Association of Maximum Service Telecasters*. Featured will be discussion of general proposals for reducing FCC established minimum mileage separation requirements for VHF stations and studies and reports on needs to achieve UHF service on a technical parity with VHF service. Other topics: the proposed circularly polarized transmission for TV; CB and FM interference problems for TV, and U.S. planning for participation in the 1979 World Administrative Radio Conference. WTVF(TV) Nashville.

**Oct. 13**—*American Society of Composers Authors and Publishers* Country Music Awards dinner. National Guard Armory, Nashville.

**Oct. 13**—*New England Cable Television Association*

fall meeting. Howard Johnson motor lodge, Nashua, N.H.

**Oct. 13-15**—*Western Educational Society for Telecommunications* annual conference. Sheraton-Anaheim hotel, Anaheim, Calif. Contact: Richard Elliott, 2001 Associated Road, Fullerton, Calif. 92631.

**Oct. 13-15**—Rocky Mountain region co-operative advertising trade fair and seminar, co-produced by *Sales and Marketing Management and Co-Ad Associates*, Lakewood, Colo. Among those on agenda are Ed Crimmins, co-op expert; Paul Faser, Airtime Inc., New York; Fred Lief, Compton Advertising, New York, and Bill McGee, Broadcast Marketing Co. of San Francisco, Currihan Hall, Denver.

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

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

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

■ **Oct. 14**—Regional meeting, *NBC-TV affiliates and NBC-TV officials*. Cherry Hill Inn, Cherry Hill, N.J.

■ **Oct. 14**—*New York council of American Association of Advertising Agencies* forum on "Inside the Carter and Ford Campaigns." Speakers will be Gerald Ralshoon, president of Gerald Ralshoon Advertising, Atlanta (Carter), and John Deardourff, co-chairman of Campaign '76 (Ford) Biltmore hotel, New York.

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

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

**Oct. 17-22**—*Society of Motion Picture and Television Engineers* 118th technical conference and equipment exhibit. John Schneider, president, CBS/Broadcast Group, will be Oct. 17 luncheon speaker. Americana hotel, New York.

## Also in October

**Oct. 18**—*Mississippi Cable Television Association* meeting. Biloxi.

**Oct. 18-19**—*Advertising Research Foundation* 22nd annual conference. Waldorf-Astoria hotel, New York.

**Oct. 18-19**—*National Association of Broadcasters* regional conference. Senator Ernest F. Hollings (D-S.C.) will be second-day luncheon speaker. Hyatt Regency hotel, Houston.

**Oct. 18-20**—*Mid-American Cable Television Association*. Holiday Inn of Wichita Plaza, Wichita, Kan.

**Oct. 19**—FCC regional meeting with broadcasters and members of the public from Texas, Oklahoma, Arkansas, Louisiana and Mississippi. Hyatt Regency hotel, Houston.

**Oct. 19**—*Federal Communications Bar Association* luncheon. Speaker will be Thomas Houser, director, Office of Telecommunications Policy, Army-Navy Club, Washington.

**Oct. 19-20**—*Alabama Cable Television Association* fall workshop meeting. Speakers will be Thomas J. Houser, director, Office of Telecommunications Policy, and Gerald M. Levin, president of Home Box Office. Workshop subjects will include copyright, pole lines and FCC franchise rewrite '77. Contact: Otto Miller, P.O. Box 555, Tuscaloosa 35401; (205) 758-2157. Holiday Inn Airport, Birmingham.

**Oct. 20-21**—*Kentucky Broadcasters Association* fall convention. FCC Commissioner Benjamin L. Hooks will speak. Holiday Inn North, Newtown Pike, Lexington.

**Oct. 21-22**—*National Association of Broadcasters* regional conference. Senator Ted Stevens (D-Alaska) will be second-day luncheon speaker. Brown Palace hotel, Denver.

**Oct. 21-22**—*Ohio Association of Broadcasters* fall convention. Speakers include Carl Stern, NBC News; Dr. Louise Bates Ames, director, Gesell Institute, Yale University; Steve Hoffman, radio-TV editor, *Cincinnati Enquirer*; Rod Warner, WJW-TV Cleveland; Jim Popham, NAB counsel. Fawcett Center, Columbus.

**Oct. 22**—Regional convention of *Pittsburgh chapter, Society of Broadcast Engineers*. There will be 50 equipment exhibit booths. Howard Johnson motor inn, Monroeville, Pa.

**Oct. 22-23**—Annual meeting, *Maryland-Delaware Cable Television Association*, Sheraton-Fountainbleau, Ocean City, Md.

**Oct. 22-24**—*American Women in Radio and Television* Southwest area conference. Hilton Inn, Baton Rouge.

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

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

**Oct. 25-26**—*National Association of Broadcasters* regional conference. Sheraton Portland, Portland, Ore.

**Oct. 25-27**—Fall meeting of *New York State Cable Television Association*. The Concord hotel, Kiamasha Lake. Contact: Tony Esposito, director, NYSCTA, Albany; (518) 463-6676.

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

**Oct. 26-27**—*American Association of Advertising Agencies* Eastern annual convention. Hotel Roosevelt, New York.

## Major meetings

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

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

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

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

**Dec. 11-16**—*Radio Television News Directors Association* international conference. Americana hotel, Miami Beach, Fla. 1977 conference will be Sept. 14-18 at Hyatt Regency hotel, San Francisco; 1978 conference at Atlanta Hilton hotel, Atlanta; 1979 conference at site to be designated in Chicago.

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

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

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

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

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

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

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

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

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

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

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



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

■ **Oct. 27**—American Advertising Federation Advertising Law Conference sponsored with Federal Bar Association. Speakers include Richard E. Wiley, FCC chairman; Joan Z. Bernstein, former acting director of Federal Trade Commission's Bureau of Consumer Protection, and Miles Kirkpatrick, former FTC chairman. Hyatt Regency hotel, Washington.

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

**Oct. 27-30**—Missouri Broadcasters Association fall meeting. Wednesday dinner speaker will be Richard Harris, president, Westinghouse Broadcasting. Thursday luncheon speaker will be FCC Chairman Richard Wiley. Crown Center hotel, Kansas City.

**Oct. 28**—FCC regional meeting with broadcasters and members of the public from Missouri, Kansas, Nebraska, Iowa, North Dakota, South Dakota and Minnesota. Meeting with broadcasters in Crown Center hotel, Kansas City. Meeting with public in Kansas City municipal auditorium.

**Oct. 28-30**—Mississippi Cable Television Association meeting. Broadwater Beach hotel, Biloxi.

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

## November

**Nov. 1**—FCC's new deadline for filing comments on its inquiry into the relevance of license requirements for broadcast station operators (Docket 20817). Replies are now due Nov. 15. FCC, Washington.

**Nov. 4-7**—Western region conference, American Advertising Federation. The Broadmoor, Colorado Springs.

**Nov. 5-7**—Seventh annual Loyola National College Radio Conference. Host will be university's two radio

stations. Lewis Towers campus, Loyola University, 820 North Michigan, Chicago.

**Nov. 7-8**—Annual convention of the Society of Broadcast Engineers. FCC Commissioner Robert E. Lee will deliver keynote speech. Technical program will be conducted jointly with the Society of Cable Television Engineers. Holiday Inn, Hempstead, N.Y.

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

**Nov. 8**—FCC's new deadline for comments on reopened rulemaking proceeding on program records to be maintained by broadcast licensees, including filing of letters received by licensee from public for three years and retention and disclosure of transcript, tape or disk of all programs except entertainment or sports (Docket 19667). Replies are now due Nov. 19. FCC, Washington.

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

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

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

**Nov. 11-12**—National Association of Broadcasters regional conference. Waldorf Astoria hotel, New York.

**Nov. 11-12**—American Association of Advertising Agencies Central region annual meeting. Ambassador West hotel, Chicago.

**Nov. 11-12**—Oregon Association of Broadcasters fall conference. The Thunderbird Jantzen on the Columbia River.

**Nov. 12-14**—National Association of Farm Broadcasters annual convention. Crown Center hotel, Kansas City, Mo.

**Nov. 12-14**—American Women in Radio and Televi-

sion board of directors meeting. Radisson hotel, Downtown, Minneapolis.

**Nov. 15**—Public hearings begin in Washington on first phase of Federal Trade Commission's proposed trade regulation regarding information and claims in food advertising. FTC, 6th and Pennsylvania Avenue, Washington.

**Nov. 15-16**—National Association of Broadcasters regional conference. Representative Louis Frey (R-Fla.) will be second-day luncheon speaker. Omni International hotel, Atlanta.

**Nov. 15-17**—First International Videodisc Programming Conference, co-sponsored by Visiondisc Corp. and United Business Publications. Agenda will include discussions about software likely to be distributed on the new video-disk format. McGraw-Hill conference center, 1221 Avenue of the Americas, New York. Contact: Linda Williamson, (212) 697-8300.

**Nov. 18-19**—National Association of Broadcasters regional conference. Representative Lionel Van Deerlin (D-Calif.) will be second-day luncheon speaker. Hyatt Regency O'Hare hotel, Chicago.

**Nov. 19**—Accuracy in Media conference. International Inn, Washington. Sessions may be expanded to Nov. 20 or switched entirely to that day, according to final agenda requirements.

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

**Nov. 21-23**—Sixth national symposium on children's television, held by Action for Children's Television in cooperation with Harvard Graduate School of Education. University Law School, Science Center and Gutman Conference Center, Cambridge, Mass.

**Nov. 22**—FCC's new deadline for comments on AM clear channel proceedings to allow 1-A clears to operate with greater than 50 kw (Docket 20642). Replies are now due Jan. 24, 1977. FCC, Washington.

**Nov. 22-23**—National Association of Broadcasters regional conference. Stalter Hilton hotel, Washington.

**Nov. 28-Dec. 2**—Annual conference, North American Broadcast Section, World Association for Christian Communication. Galt Ocean Mile hotel, Fort Lauderdale, Fla. Information: Rev. Edward B. Willingham Jr., 600 Palms building, Detroit 48201.

## December

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

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

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

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

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

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

**Dec. 13-14**—Annual meeting of cable television presidents. Place to be announced.

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## The real worlds or radio

EDITOR: Heartiest congratulations on your issue of Sept. 27 in which you so thoroughly survey "The Many Worlds of Radio—1976." As is usual with BROADCASTING, you have zeroed in on the real state of radio and put it into a perspective that should be enlightening to those within and outside the industry.—*Elmo Ellis, WSB-AM-FM Atlanta.*

EDITOR: With regard to your "Many Worlds of Radio" articles (Sept. 27), it appears that your research into short syndicated programs failed to turn up the Chicago Radio Syndicate. We have been syndicating two-and-a-half minute comedy features for the past five years which have been heard on more than 1,000 radio stations in U.S., Canada and Australia. I'm sure you must have heard of *Chickenman, Toothfairy, Masked Minute Man, Ace News Cavalcade, You Had To Be There* and *Mini-People* among others.—*Sandy Orkin, president, The Chicago Radio Syndicate, Chicago.*

## A word for regulation

EDITOR: I attended the national convention of the new National Radio Broadcasters Association in San Francisco and was appalled by what seemed to be the consensus; at least of those who monopolized the floor microphones at the FCC seminar with long-winded questions, that radio stations should be nothing more than broadcast juke boxes of various musical formats. Nearly everyone, including the association officials, grumbled at FCC procedures, which establish some criteria for an absolute minimum program service. Only one of the long string of participants, whose questions often became speeches, expressed any recognition of the fact that broadcasters are not the owners of a wired music service but are licensees of the people of the United States.

Some attacked the 6% of nonentertainment programs established by the FCC as the minimum that could be approved by the Broadcast Bureau staff without commission review. One speaker thought just 1% of public-affairs programming was an intrusion on his rights as a broadcaster to protect his ratings.

Hats off to Bill Ray, chief of FCC Compliance and Compliance, who with a wry smile and dry humor advised the complainers in these approximate words: "As long as you are in broadcasting, you are going to have some regulation by the government. If you want an industry without any regulation I suggest you open a peanut stand."—*Cliff Gill, Cliff Gill Enterprises, Hollywood.*

## Who will heed?

EDITOR: Your editorial, "Distant Thunder" (Aug. 23), is a clear-cut warning of what broadcasting faces in the event that Governor Carter is elected. The question is: How many of us are willing to work for self preservation?—*Rex Howell, senior officer, XYZ Television Inc., Grand Junction, Colo.*

## Long-running

EDITOR: Our Bob Hoover, at the sprightly age of 78, has been named Indiana Newsmen of the Year by the Indianapolis Press Club, of which he was one of the original founders 42 years ago.

Bob Hoover, I am confident, must be the oldest active newsmen in radio. He started as a reporter for the *Indianapolis News* when he was 21 years old which means that his career is 57 years old. He has been a newsmen for WIBC(AM) for the last 20 years.

He still covers the city-county building with particular emphasis on the "cop show."—*R.M. Fairbanks, president, Fairbanks Broadcasting, Indianapolis.*

## Once removed

EDITOR: In your Sept. 20 issue you reported that FCC Chairman Richard E. Wiley "was reappointed by President Ford to a three-year term on the Administrative Conference of the United States." In fact, Chairman Wiley was reappointed to the council of the Administrative Conference. The council's functions resemble those of a board of directors.—*Stephen Klitzman, staff attorney, Administrative Conference of the United States, Washington.*

## The more, the less

EDITOR: We've done it again! The Southern Illinois University chapter of Alpha Epsilon Rho, the national honorary broadcasting society, has conducted another successful BROADCASTING subscription drive. This semester 89 students signed up to receive the magazine.

Each semester that we offer BROADCASTING at the discounted group rates we are flooded with subscribers. And each semester it seems we sign up more than the last. Thank you for offering the group rates and for keeping us up to date on all there is to know about broadcasting.—*Tom Matheson, SIU chapter president, Carbondale, Ill.*

(BROADCASTING's student rates for five or more subscriptions: \$5 for 13 weeks, \$10 for 26 weeks. \$20 for full year.)

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The newsweekly of broadcasting and allied arts

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Jody Cohen, Kira Greene, *editorial assistants*.

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Joseph A. Esser, *assistant editor*.

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Doris Kelly, *secretary*.

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David Berlyn, *Eastern sales manager* (New York).  
Ruth Lindstrom, *account supervisor* (New York).  
Bill Merritt, *Western sales manager* (Hollywood).  
Wendy Ackerman, *classified advertising manager*.

## CIRCULATION

Bill Criger, *circulation manager*.  
Kwentin Keenan, *subscription manager*.  
Sheila Chamberlain, Denise Ehdalvand, Patricia Johnson, Lucille Paulus, Bruce Weiler.

## PRODUCTION

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

## ADMINISTRATION

Irving C. Miller, *business manager*.  
Phillipe E. Boucher.

## BUREAUS

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

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

Hollywood: 1680 North Vine  
Street, 90028. Phone: 213-463-3148.  
Bill Merritt, *Western sales manager*.  
Sandra Klausner, *editorial-advertising assistant*.

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

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

# Meet the TK-46 from RCA.

## Successor to the world's most successful TV studio cameras.

### Chronology of a winner.

The TK-46 is a new camera.

But far from unproved.

It is actually the distillation of years of brilliant camera performance. With features introduced to the industry on the TK-44 and its successors.

Features proved in more than 1,300 of these cameras. In the largest camera universe of any manufacturer.

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

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

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

### Innovation and improvement.

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

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

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

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

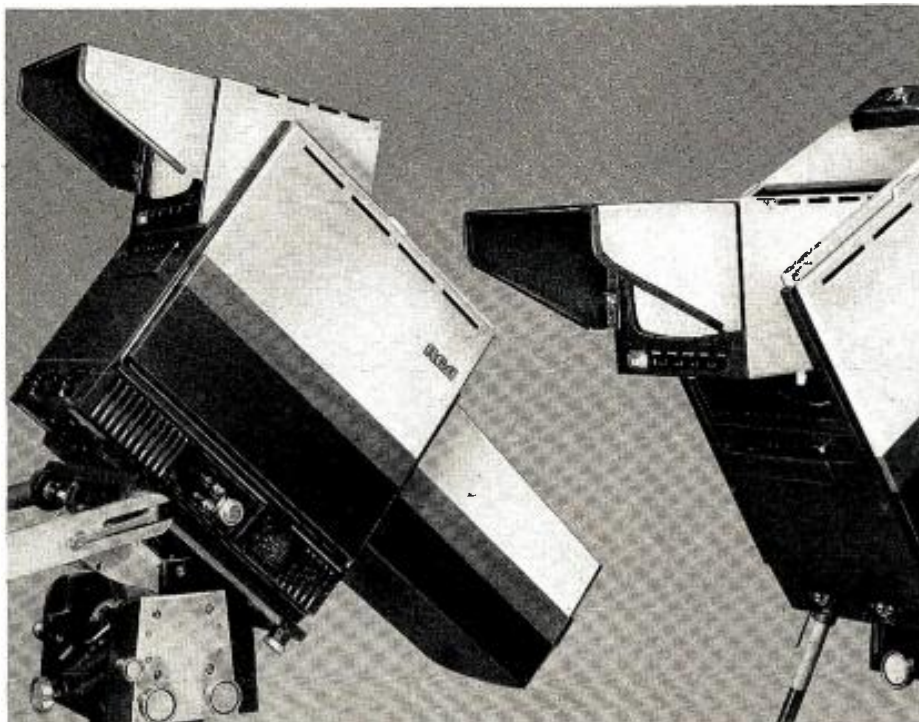
The TK-44B and TK-45 launched the automatic TV camera age. Automatics that simplify or eliminate subjective operator judgements were introduced on these cameras. They include automatic iris, operated by reflected light levels; automatic white balance and automatic black

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

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

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

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



# **RCA**

balance; automatic centering control.

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

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

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

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

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

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

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



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WHIO AM/FM	WPTF/WQDR
WWJ AM/FM	KOIT
WAIT	WHAM/WHFM
KTRH/KLOL	WSYR
KMBZ/KMBR	WTIC AM/FM
KFI/KOST	WSM AM/FM

### The Christal Company

919 Third Avenue, New York, N.Y. 10022  
212/688-4414 Robert J. Duffy, President

# Broadcasting Oct 11

Vol. 91 No. 15

## Top of the Week

### Orderwise, it's still A, N, C among networks

**First casualties of season are beginning to be identified, although upfront 'stunting' at all networks is making tea-leaf reading harder this year**

After 17 nights of national Nielsen ratings—through Wednesday, Oct. 6—ABC-TV was well ensconced in first place, NBC-TV in second and CBS-TV continued to flounder in third.

CBS finally won its first night (Thursday, Sept. 30) by stunting a two-hour episode of *Hawaii Five-O*, part of which was shot on location in Hong Kong. But CBS had come in third on 12 of those 17 nights, which, according to insiders, is the worst prime-time start in the network's TV history.

ABC, off to the best start in its history, appears to be establishing a dominant position on Tuesday (with *Happy Days*, *Laverne and Shirley*, *Rich Man, Poor Man—Book II* and *Family*) and on Wednesday (with *The Bionic Woman*, *Baretta* and *Charlie's Angels*). All seven of those two nights' shows turned up among Nielsen's top 12 rated programs for the week of Sept. 27-Oct. 3. As a matter of fact, ABC is doing so well that its prime-time coverage of the major-league baseball playoffs—which began last Saturday (Oct. 9) and could run through Thursday (Oct. 14) if the American League playoff goes the full five games—might slow ABC's momentum, according to some industry speculation.

But as of now, ABC is at the top of the heap, with only three of its series—*Cos* (Sunday, 7-8 p.m., NYT), *Holmes and Yoyo* (Saturday, 8-8:30 p.m.) and *Mr. T and Tina* (Saturday, 8:30-9 p.m.)—in the kind of deep ratings trouble that makes them prime candidates for cancellation come second season.

And *Holmes and Yoyo* will be given a booster shot on Friday, Oct. 22, when ABC runs an episode at 9 p.m. to benefit, the network hopes, from the compatible *Donny and Marie* lead-in. (ABC had the half-hour loose because Oct. 22 is the night of the final Ford-Carter debate, which begins at 9:30 p.m.)

NBC is hanging on to second place mainly by virtue of such blockbuster

movies as "Airport '75," "Earthquake" (in two 90-minute parts on *The Big Event*), "Dawn: Portrait of a Teenage Runaway," John Wayne's "Big Lake," and a Paul Newman movie called "Never Give an Inch." Because NBC had engaged in a lot of stunting, and because it has the World Series coming up (beginning with an afternoon game this Saturday, Oct. 16), NBC is the hardest network to get a fix on so far, according to various sources. But its Wednesday-night line-up—made-for-TV movies and the new western, *Quest*—looks like a disaster area, with the 23-share average for the three Wednesday hours constituting a poorer performance than that of any other network on any other night of the week.

Mired in last place, CBS is already stuck with at least four shows on which it's pretty much given up: none has been able to

climb above a 24 share—*Tony Orlando and Dawn* (Tuesday, 8-9 p.m.), *Ball Four* (Wednesday, 8:30-9 p.m.), *The Blue Knight* (Wednesday, 10-11 p.m.) and *Spencer's Pilots* (Friday, 8-9 p.m.).

As CBS is still putting the finishing touches on replacement shows for these series, the network will engineer some pre-emptions of these losers over the next month or so. To take one example, *Spencer's Pilots* will be bumped next Friday (Oct. 15) for a twin bill of boxing, the main event a heavyweight fight between George Foreman and Dino Dennis. The following Friday (Oct. 22, 8-9:30 p.m.), a 90-minute tape of the Muhammad Ali-Ken Norton heavyweight championship bout (held on Sept. 28) will squeeze out *Spencer's Pilots* as a prelude to the final Ford-Carter debate in Williamsburg, Va. (see story, following page).

**The standings.** Media buyers will be looking carefully at the following new Arbitron Television ranking of 208 TV ADI's (areas of dominant influence). Although the number of ADI's remains unchanged from the previous list, one new market, Alpena, Mich., carved from the Traverse City-Cadillac ADI, joins the ranking and Flagstaff, Ariz., previously on ADI on its own, is now a part of the hyphenated Phoenix-Flagstaff market. Eighty-eight markets, including Alpena, improved on their standings over the previous ranking; 84 markets dropped down and 36 remained the same. The following listing shows each ADI's new ranking (+ or - indicates the relation to the previous standing), the former ranking, in parentheses, and the number of TV households in the ADI (an ADI consists of all counties in which the home market stations receive a preponderance of viewing, and every county in the U.S. [excluding Hawaii and part of Alaska] is allocated exclusively to one ADI only).

New rank	Old rank	Market	Households	New rank	Old rank	Market	Households
1	(1)	New York	6,326,300	-30	(29)	Providence, R.I.	574,400
2	(2)	Los Angeles	3,814,500	-31	(30)	Nashville	574,000
3	(3)	Chicago	2,646,500	+32	(37)	Phoenix	549,500
4	(4)	Philadelphia	2,247,700	33	(33)	Charlotte, N.C.	530,900
+5	(6)	San Francisco	1,743,200	-34	(32)	Columbus, Ohio	517,000
-6	(5)	Boston	1,713,200	-35	(34)	Memphis	499,400
7	(7)	Detroit	1,554,200	36	(36)	Greenville-Spartanburg, S.C.-Asheville, N.C.	486,200
8	(8)	Washington	1,373,200				
9	(9)	Cleveland	1,297,200	+37	(41)	Oklahoma City	485,700
+10	(11)	Dallas-Fort Worth	1,085,300	-38	(35)	New Orleans	482,600
-11	(10)	Pittsburgh	1,079,900	-39	(38)	Louisville, Ky.	479,700
+12	(14)	Houston	944,400	+40	(44)	Orlando-Daytona Beach, Fla.	462,200
13	(13)	Minneapolis-St. Paul	934,100				
+14	(15)	Miami	919,700	-41	(39)	Grand Rapids-Kalamazoo-Battle Creek, Mich.	454,500
-15	(12)	St. Louis	916,300				
16	(16)	Atlanta	863,000	+42	(43)	Albany-Schenectady-Troy, N.Y.	452,100
17	(17)	Tampa-St. Petersburg, Fla.	860,700				
18	(18)	Seattle-Tacoma	815,200	+43	(45)	San Antonio, Tex.	442,300
+19	(20)	Indianapolis	736,700	-44	(42)	Charleston-Huntington, W.Va.	432,800
-20	(19)	Baltimore	723,700				
+21	(22)	Milwaukee	668,100	-45	(46)	Harrisburg-York-Lancaster-Lebanon, Pa.	432,300
-22	(21)	Hartford-New Haven, Conn.	651,400				
+23	(28)	Denver	651,300	-46	(40)	Dayton, Ohio	427,300
+24	(25)	Sacramento-Stockton, Calif.	649,000	+47	(53)	Raleigh-Durham, N.C.	425,400
				48	(48)	Norfolk-Portsmouth-Newport News-Hampton, Va.	419,700
-25	(24)	Portland, Ore.	641,500				
-26	(23)	Kansas City, Mo.	629,500				
-27	(26)	Cincinnati	626,800	-49	(47)	Wilkes Barre-Scranton, Pa.	415,500
-28	(27)	Buffalo, N.Y.	617,600	+50	(51)	Birmingham, Ala.	407,700
+29	(31)	San Diego	583,800	-51	(49)	Syracuse-Elmira, N.Y.	406,200

New rank	Old rank	Market	House-holds	New rank	Old rank	Market	House-holds	New rank	Old rank	Market	House-holds
52	(52)	Flint-Saginaw-Bay City, Mich.	401,800	-125	(120)	Rochester, Minn.-Mason City, Iowa-Austin, Minn.	131,600	202	(202)	Laredo, Tex.	22,000
-53	(50)	Salt Lake City	395,200					203	(203)	North Platte, Neb.	19,800
+54	(55)	Greensboro-Winston Salem-High Point, N.C.	375,900	+125	(131)	Savannah, Ga.	131,600	204	(204)	Farmington, N.M.	18,400
-55	(54)	Wichita-Hutchinson, Kan.	375,600	+127	(130)	Eugene, Ore.	131,400	205	(205)	Selma, Ala.	16,900
+56	(62)	Tulsa, Okla.	374,400	-128	(125)	Columbia-Jefferson City, Mo.	131,200	+206	(207)	Helena, Mont.	12,800
+57	(60)	Toledo, Ohio	373,200					+207	(*)	Alpena, Mich.	10,300
+58	(61)	Shreveport, La.-Texarkana, Tex.	365,400	-129	(122)	Traverse City-Cadillac, Mich.	131,100	208	(208)	Miles City-Glendive, Mont.	9,300
-59	(57)	Little Rock, Ark.	364,700	-130	(124)	Topeka, Kan.	130,800				
-60	(56)	Richmond, Va.	363,300	+131	(134)	Lubbock, Tex.	126,900				
-61	(58)	Knoxville, Tenn.	335,300	+132	(143)	Columbus-Tupelo, Miss.	126,600				
-62	(59)	Des Moines, Iowa	326,100	+133	(135)	Wilmington, Del.	126,500				
+63	(65)	Mobile, Ala.-Pensacola, Fla.	319,800	-134	(133)	Bluefield-Beckley-Oak Hill, W.Va.	126,300				
-64	(63)	Omaha	315,200	-135	(132)	Quincy, Ill.-Hannibal, Mo.	122,300				
+65	(69)	Jacksonville, Fla.	314,800	+136	(139)	Albany, Ga.	122,100				
-66	(64)	Rochester, N.Y.	306,000	+137	(140)	Las Vegas	121,400				
-67	(66)	Green Bay, Wis.	302,100	-138	(128)	Wasau-Rhineland, Wis.	120,700				
+68	(70)	Roanoke-Lynchburg, Va.	301,600	+139	(141)	McAllen-Brownsville, Tex.	119,300				
+69	(74)	Fresno, Calif.	299,300	-140	(136)	Macon, Ga.	119,100				
+70	(72)	Springfield-Decatur-Champaign, Ill.	285,300	+141	(144)	Boise, Idaho	117,900				
-71	(67)	Davenport, Iowa-Rock Island, Moline, Ill.	280,900	-142	(138)	Minot-Bismark-Dickenson, N.D.	116,200				
-72	(71)	Cedar Rapids-Waterloo, Iowa	274,600	+143	(153)	Fort Myers, Fla.	116,100				
-73	(68)	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	268,300	-144	(137)	Erie, Pa.	116,000				
+74	(75)	South Bend-Elkhart, Ind.	268,000	145	(145)	Abilene-Sweetwater, Tex.	105,900				
+75	(76)	Chattanooga	267,000	146	(146)	Bangor, Me.	104,900				
-76	(73)	Johnstown-Altoona, Pa.	262,600	+147	(150)	Reno	104,100				
+77	(80)	Albuquerque, N.M.	261,100	148	(148)	Odessa-Midland, Tex.	102,900				
+78	(79)	Spokane, Wash.	260,300	149	(149)	Tallahassee, Fla.	100,100				
+79	(83)	West Palm Beach, Fla.	251,800	-149	(147)	Utica, N.Y.	100,100				
-80	(78)	Portland-Poland Spring, Me.	246,400	+151	(154)	Santa Barbara-Santa Maria, Calif.	99,100				
+81	(85)	Springfield, Mo.	233,400	152	(152)	Chico-Redding, Calif.	98,900				
-82	(81)	Lincoln-Hastings-Kearney, Neb.	232,700	+153	(161)	Clarksburg-Weston, W.Va.	98,800				
+83	(85)	Jackson, Miss.	228,300	-154	(151)	Bakersfield, Calif.	98,400				
-84	(77)	Youngstown, Ohio	220,300	155	(155)	Medford, Ore.	95,400				
+85	(86)	Bristol, Va.-Kingsport-Johnson City, Tenn.	214,800	+156	(158)	Missoula-Butte, Mont.	94,900				
+86	(94)	Salinas-Monterey, Calif.	210,300	157	(157)	Alexandria, Minn.	85,800				
-87	(82)	Springfield, Mass.	205,300	+158	(160)	Florence, S.C.	82,100				
+88	(89)	Fort Wayne, Ind.	200,700	159	(159)	Dothan, Ala.	80,300				
-89	(87)	Evansville, Ind.	199,200	-160	(162)	Tyler, Tex.	74,700				
+90	(93)	Lexington, Ky.	196,200	+161	(162)	Watertown-Carthage, N.Y.	72,400				
-91	(90)	Peoria, Ill.	194,300	+162	(165)	Rapid City, S.D.	69,400				
+92	(95)	Tucson, Ariz.	191,800	163	(163)	Laurel-Hattiesburg, Miss.	69,200				
-93	(92)	Fargo, N.D.	190,800	+164	(169)	Idaho Falls-Pocatello, Idaho	68,900				
-94	(88)	Sioux Falls-Mitchell, S.D.	189,100	+165	(142)	Fort Smith, Ark.	67,800				
+95	(101)	Waco-Temple, Tex.	184,400	+166	(170)	Billings, Mont.	65,100				
96	(96)	Lansing, Mich.	184,100	-167	(164)	Meridian, Miss.	64,400				
-97	(91)	Greenville-New Bern-Washington, N.C.	184,000	-168	(166)	Salisbury, Md.	64,200				
-98	(97)	Columbia, S.C.	183,200	+169	(172)	Great Falls, Mont.	63,100				
+99	(100)	Burlington, Vt.-Plattsburgh, N.Y.	181,000	+170	(173)	Ardmore-Ada, Okla.	62,700				
+100	(106)	Austin, Tex.	175,500	-171	(167)	Alexandria, La.	62,700				
-101	(98)	Baton Rouge	174,100	-172	(171)	Cheyenne, Wyo.	58,200				
-102	(99)	Huntsville-Decatur-Florence, Ala.	173,300	+173	(175)	Lake Charles, La.	58,000				
+103	(104)	Rockford, Ill.	171,600	-174	(168)	Jonesboro, Ark.	57,500				
-104	(103)	Colorado Springs-Pueblo, Colo.	170,900	+175	(178)	Panama City, Fla.	52,900				
-105	(102)	El Paso, Tex.	168,600	176	(176)	Anchorage	51,800				
+106	(111)	Augusta, Ga.	163,300	-177	(174)	Marquette, Mich.	51,100				
+106	(112)	Monroe, La.-El Dorado, Ark.	163,300	-178	(177)	St. Joseph, Mo.	49,500				
-108	(105)	Madison, Wis.	163,000	+179	(182)	Gainesville, Fla.	48,700				
-109	(108)	Duluth, Minn.-Superior, Wis.	159,800	180	(180)	Biloxi-Gulfport-Pascagoula, Miss.	47,400				
-110	(109)	Amarillo, Tex.	158,500	+181	(184)	El Centro, Calif.-Yuma, Ariz.	47,300				
+111	(114)	Joplin, Mo.-Pittsburg, Kan.	151,700	-182	(181)	Eureka, Calif.	47,000				
+112	(116)	Columbus, Ga.	149,800	-183	(179)	Mankato, Minn.	45,600				
-113	(107)	Terre Haute, Ind.	148,200	-184	(183)	Roswell, N.M.	45,000				
-114	(110)	Wheeling, W.Va.-Steubenville, Ohio	148,000	+185	(187)	Twin Falls, Idaho	43,700				
+115	(117)	La Crosse-Eau Claire, Wis.	147,400	-186	(185)	Casper-Riverton, Wyo.	43,400				
+116	(119)	Sioux City, Iowa	144,700	+187	(191)	Palm Springs, Calif.	39,500				
+117	(121)	Montgomery, Ala.	143,300	+188	(190)	Tuscaloosa, Ala.	38,300				
-118	(113)	Lafayette, La.	143,000	-189	(188)	Jackson, Tenn.	36,100				
-119	(118)	Wichita Falls, Tex.-Lawton, Okla.	141,300	-190	(189)	Greenwood-Greenville, Miss.	35,700				
+120	(123)	Charleston, S.C.	139,500	+191	(192)	Lafayette, Ind.	35,100				
-121	(115)	Binghamton, N.Y.	137,300	+192	(193)	Lima, Ohio	35,000				
+122	(129)	Yakima, Wash.	134,700	-193	(186)	Grand Junction, Colo.	34,800				
+123	(126)	Corpus Christi, Tex.	134,300	194	(194)	Anniston, Ala.	34,600				
+124	(127)	Beaumont-Port Arthur, Tex.	134,200	+195	(196)	Bellingham, Wash.	30,500				
				+195	(197)	Harrisonburg, Va.	30,500				
				+197	(198)	Parkersburg, W.Va.	29,100				
				-198	(195)	Ottumwa, Iowa-Kirksville, Mo.	27,700				
				199	(199)	Zanesville, Ohio	27,400				
				200	(200)	San Angelo, Tex.	27,200				
				201	(201)	Presque Isle, Me.	27,000				

\*New ADI.

## WNET incident raises question about law on candidate access

For a time last week, it seemed that non-commercial WNET(TV) New York was about to sell—against its will, it suggested—five minutes of time for a political message by Senator James L. Buckley (C-R-N.Y.), who is running for re-election. But by the end of the week, the senator had withdrawn his request for placing the message, and had accepted an offer for a free 15-minute program.

Regardless of the settlement of that aspect, the incident points up a problem arising out of the 1971 political campaign legislation requiring broadcasters to afford candidates "reasonable access." Senator Buckley is believed to be the first candidate to apply the law to public broadcasting stations, and FCC officials last week agreed with him that the law makes no distinction between commercial and non-commercial outlets.

The law holds the threat of a loss of license for stations refusing to grant reasonable access. And the senator used it as a lever to persuade seven public television stations in New York state to agree to run the commercial from one to six times: WXXI Rochester, WMHT Schenectady, WCNY-TV Syracuse, WSKG Binghamton, WLIW Garden City and WNYC-TV New York.

Since they are noncommercial stations operating on educational channels, they may not charge for the time. But WNET, which operates on a commercial channel, may charge and planned to—\$1,000 for each of the four times the message was to run. A spokeswoman for the station, Angela Solomon, said the charge was designed to cover expenses and discourage other candidates from seeking to place "commercials" on the station.

The partial resolution of the dispute led WNET to offer the same kind of 15-minute program to Senator Buckley's Democratic opponent in the Senate race, Daniel Moynihan, and to Senate candidates in New Jersey and Connecticut.

The Buckley matter seems certain to lead to efforts to exempt public broadcasting stations from any obligation to carry what amount to commercials for political candidates. The Public Broadcasting Service and WNET plan to seek relief either through Congress or the FCC, or both.





## Two down, two to go in debates

**Foreign-policy confrontation is more combative than Philadelphia; next up is vice presidential meeting in Houston; Ford, Carter meet again, in Williamsburg**



**Second time around.** Practice may make more perfect, but it apparently makes more predictable, too. Fewer Americans watched the second "great debate" in San Francisco last Wednesday (Oct. 6) than watched the first in Philadelphia two weeks earlier (Sept. 23)—by television's measure, a full three rating points fewer. The over-all three-network national Nielsen was 52.4, compared to 55.4 on the first outing. NBC researchers estimate that 85 million people watched some part of last week's debate, versus about 90 million for the first debate.

Among those who watched, not all were charmed. The cartooned comment (below) of Mike Peters, in the *Dayton Daily News*, captured one point of view.



The second debate between President Ford and Jimmy Carter went off without incident last Wednesday—without any technical breakdowns like the 26-minute audio gap that marred the first debate three weeks ago.

The only mishap—or so it was called by the analysts—was President Ford's comment about East European countries not being dominated by the Soviet Union. But that had to do with the substance, not the form of the debate. CBS, the network in charge of the pool coverage last week, drew no attention at all the day after, in contrast to the headlines the ABC drew the day after the first debate.

The victory at the second debate was handed to Jimmy Carter both by critics and by instant viewer polls Wednesday night. A joint poll by the Roper Organization and the Public Broadcasting Service, taken during the final 20 minutes of the debate, showed 40% of respondents felt Mr. Carter won. Another 30% thought Mr. Ford won and the remaining 30% called it a draw.

That outcome was almost the opposite of the findings of the same poll during the first debate, when 39% of the viewers said they thought Mr. Ford won and 31% thought Mr. Carter did.

The Roper-PBS poll said more Carter supporters gave the victory to their candidate than did Ford supporters to theirs. That too is a reversal of the first poll.

Another same-night viewer poll by the AP also gave the edge to Mr. Carter, but only slightly. Mr. Carter won, according to AP's respondents, 38.2% to 34.6%. Mr. Ford won the first debate 34.4% to 31.8%, according to the same poll.

The AP poll also found that any edge on previously uncommitted voters Mr. Ford might have picked up in the first debate was offset by Mr. Carter in the second debate. Mr. Carter still leads over-all in the AP voter poll, 48.5% to 44.8%.

The implication given by these polls is that the winner of the 1976 debates will be the man with the best two out of three. Mr. Carter and Mr. Ford meet again Oct. 22 for 90 minutes at William and Mary College in Williamsburg, Va. Topics for the third debate will not be limited, unlike last Wednesday's, which was confined to national defense and foreign policy issues. The first was limited to domestic and economic issues.

Although the setting and faces were the same, the second debate was adjudged better television than the first. Commentators noted there were fewer statistics and

more give and take between the candidates. Mr. Carter strode right into battle on the first question of the night, slinging accusations of weak foreign policy leadership and secretive conduct by the Ford administration. He was considered the aggressor, in contrast to his performance at the first debate, in which, he admitted, he had been too "reticent." That is not to say, however, that Mr. Ford was timid. Both men spoke forcefully, often using their hands to lend added emphasis to their words. As in the first debate, the President stood gripping his lectern, eyes glued to his opponent whenever he was not speaking. Mr. Carter changed his style a little, sitting down frequently on his chair, looking at Mr. Ford—in general attempting to look more "presidential" than he did the first time, according to one of his advisers.

The site of the Wednesday debate was the theater of San Francisco's Palace of Fine Arts, a local landmark built for the Panama Pacific Exposition in 1915, partly to celebrate the completion of the Panama Canal.

The panel of questioners Wednesday comprised Max Frankel, associate editor of the *New York Times*; Henry L. Trewhitt, diplomatic reporter for the *Baltimore Sun*, and Richard Valeriani, diplomatic correspondent for NBC News. Pauline Frederick of National Public Radio was moderator.

This week all eyes will be on the vice presidential candidates as they meet Friday in Houston for their first and only debate. It will last 75 minutes, beginning as the others have at 9:30 p.m. The site is the Alley Theater.

Network pool responsibilities of the vice presidential debate go to the Public Broadcasting Service.

PBS's pool producer, Wallace Westfeldt of WETA-TV Washington, was in Houston last Thursday to survey the scene and meet with representatives of the other three networks. He said he anticipates no problems in setting up. The staging for the vice presidential confrontation will be exactly the same as the first two presidential debates.

He said PBS will devise a failsafe system to prevent any equipment failure. CBS last week had two systems backing up the equipment that failed for ABC during the first debate.

The format for the vice presidential meet will change slightly from the presidential debates. One candidate will be given two and a half minutes to answer a question. His opponent will then have two and a half minutes to rebut and the first will then have one minute more to rebut the rebuttal.

James Karayn, director of the debates project for the sponsoring League of Women Voters Education Fund, said last week Houston was picked because it was the only site both candidates, Senator Robert Dole (R-Kan.) and Senator Walter Mondale (D-Minn.), could agree on. Mr. Dole has pushed all along for a site in the South.

Mr. Karayn said Thursday he had not yet given any thought to changing the format



**They asked the questions.** The second candidate debate was moderated by (l) Pauline Frederick of National Public Radio. Questioning Mr. Carter and Mr. Ford were Richard Valeriani, NBC News; Henry Trehitt, *Baltimore Sun*, and Max Frankel, *New York Times*.

of the last presidential debate. There was a complaint from the Ford camp that Mr. Carter had wandered from the subject in some of his answers, occasionally answering questions that were not asked and rebutting Ford statements out of turn. The President's news secretary, Ron Nessen, said the Ford campaign might request a change in the format of the final debate to require the candidates to stick to the questions asked.

He said his mind boggled on reading comments from Mr. Carter's television adviser Barry Jagoda that Mr. Carter would favor a debate that permitted the candidates to directly address each other (BROADCASTING, Oct. 4). Mr. Karayn has offered the idea of face-to-face confrontation to the candidates' representatives more than once, he said, but added that at no time has either side even entertained the idea.

The final debate will be at William and Mary's Phi Beta Kappa building, where that scholastic honor society was founded 200 years ago as a debating society.

Mr. Karayn said the league and networks have gotten along well in the first two debates. There have been occasional challenges from people who think the networks could do the job better by themselves, the most recent from Reuven Frank, head of NBC News from 1968 to 1973, who wrote in the *The New Leader* that the league has allowed the candidates to control the debates. Mr. Frank faulted the league for permitting the candidates to help choose the questioners for the debates and for not permitting the networks' cameras to pan the audiences at the debates. Those actions Mr. Frank sees as undermining the purposes of journalism.

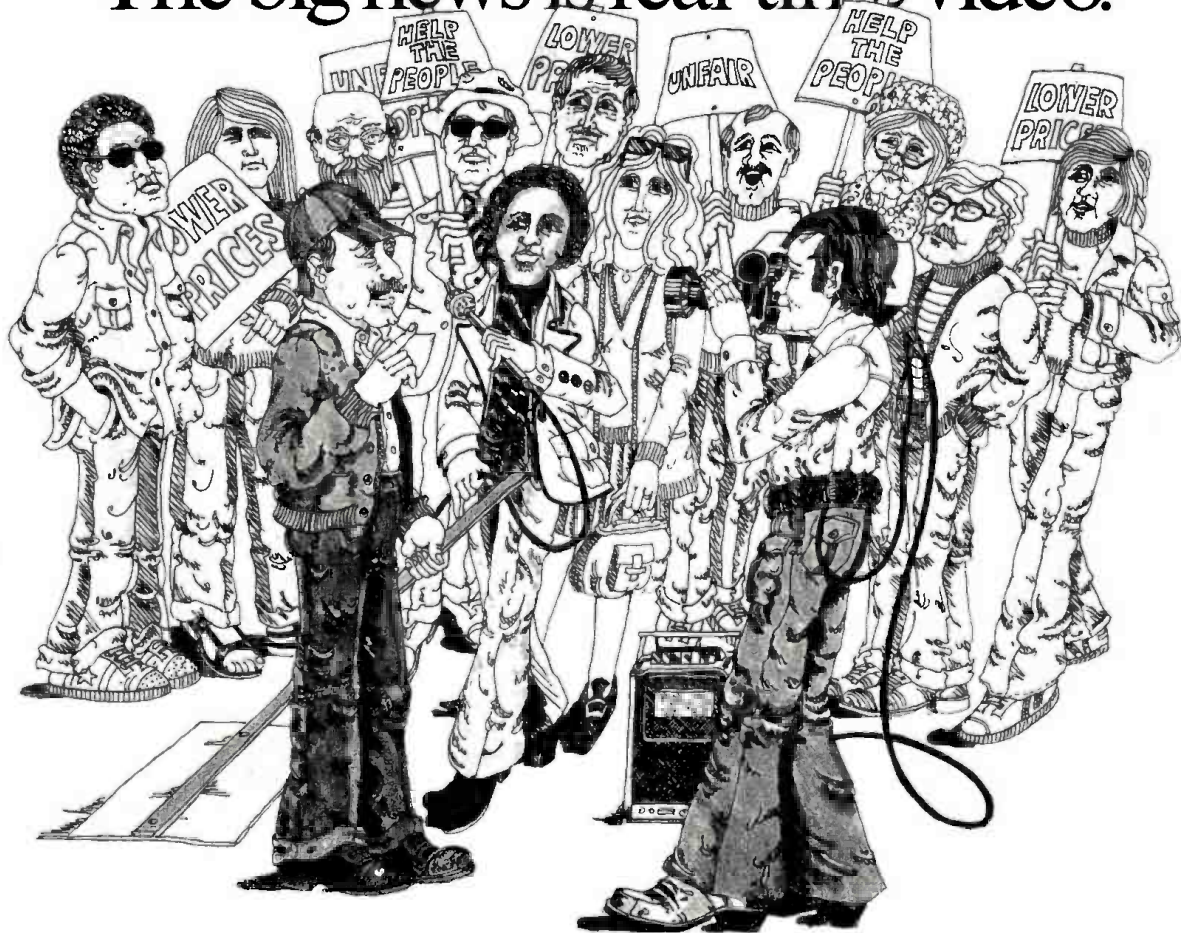
Mr. Karayn said he has not seen the article, but charged that in the 1960 debates, the networks did much worse. They permitted the candidates' representatives to be in the network control rooms during the confrontation between John Kennedy and Richard Nixon, he said. The league's TV coordinator, Jack Sameth, tells a story, Mr. Karayn said, of being slapped on the head with a rolled-up newspaper by one such candidate representative while he was working at one of the 1960 debates. Mr. Sameth was then a producer for ABC and coordinated the pool at one of the Kennedy-Nixon confrontations.

## In Brief

- **NBC-TV** reportedly made tentative offer to give affiliates two minutes and 10 seconds of time for own commercials in second half-hour of proposed **hour-long evening news**, during regional affiliates meeting in Chicago last week. First reaction—from Donald H. McGannon, chairman-president of Westinghouse Broadcasting who has filed FCC petition to halt network news expansion, was that if NBC and other networks followed that scheme, **affiliates of all three would still be out aggregate of \$40 million yearly.**
- ABC-TV has engineered **first cancellation of 1976-77 prime-time season** by dumping *Cos* (Sunday, 7-8 p.m., NYT), comedy-variety series starring Bill Cosby, according to various industry sources. Replacement show is *The Young Pioneers*, western saga about teenage married couple homesteading in post-Civil War Great Plains, which will be produced by Lee Rich's Lorimar Productions (*The Waltons*). *Cos* started with solid 30-share sampling during Sept. 19 debut but fell to 26 share on Sept. 26 and then plummeted to disastrously low 21 share on Oct. 3. Date of final *Cos* episode is still to be determined.
- **WKQT(AM)-WSHH(FM)** Pittsburgh sold by Cecil Heftel to Nationwide Communications, Columbus, Ohio, group owner (and subsidiary of Nationwide Insurance Co.), for \$3.6 million. Mr. Heftel, based in Honolulu, is disposing of part of station group; he is Democratic candidate for Congress. Broker: Edwin Tornberg, Washington.
- **WLOF(AM) Orlando-WLOQ(FM)** Winter Park, both Florida, have been traded, subject to FCC approval, by Home Security Broadcasting Co. to R.W. Rounsaville Stations for Rounsaville's **WCIN(AM)** Cincinnati. Home Security, owned by publicly traded Capitol Holding Corp., Louisville, Ky.-based insurance holding company, will spin off wcin for \$2.1 million to Jon C. Peterson, owner of WYLD-AM-FM New Orleans. Home Security has no other broadcast interests. Robert W. Rounsaville, 100% owner of group broadcaster, will pay nothing for WLOF, \$375,000 for WLOQ. Because he owns WBJW-FM Orlando, Mr. Rounsaville will spin off WLOQ to comply with FCC multiple-ownership rules (Winter Park is suburb of Orlando). Rounsaville will keep WLOF but sell WNBE(AM) Winter Park, which it now owns. Rounsaville also owns WMBR(AM)-WAIV(FM) Jacksonville, Fla.; WDAE(AM)-WAVV(FM) Tampa, Fla., and WVOL(AM) Berry Hill, Tenn. WLOF is on 950 khz full time with 5 kw. WLOQ is on 103.2 mhz with 3 kw and antenna 105 feet above average terrain. Wcin is on 1480 khz with 5 kw day and 550 w night.
- **National Association of Broadcast Employees and Technicians** has asked FCC to dismiss its petition to deny renewal of license for seven **Fetzer Broadcasting Co.** television and radio stations in Michigan (BROADCASTING, Sept. 6). NABET said it had reached "mutually satisfactory" labor relations with Fetzer, and urged commission to grant renewals for WKZO-AM-TV Kalamazoo, WWTV(TV), WWAM(AM) and WKJF(FM), all Cadillac, WWUP-TV Sault Ste. Marie and WJFM(FM) Grand Rapids.
- **Paul Levitan**, 60, former director of special events, CBS-TV, 1961-72, died Oct. 1 at Roosevelt hospital, New York, after open heart surgery one week earlier. He is survived by sister and by brother, George, technician with CBS-TV Operations, New York. ■ **Randall S. Jessee**, 62; broadcast newsman (WDAF-TV Kansas City) who later became executive of U.S. Information Agency, died Oct. 5 in Liberty, Mo., after apparent heart attack. ■ **Kenneth R. Croes**, 49, president and general manager of WKY-TV Louisville, Ky., died Oct. 7, of cancer, in Houston hospital.
- FCC has designated license renewal applications of **WGNE-AM-FM** Panama City Beach, Fla., for hearing to determine if WGNE prearranged winner in station contest, whether station broadcast claims it was number one in market and other violations. FCC also deferred action on assignment of license of **WRKT-FM** Cocoa Beach, Fla., for \$320,000 (BROADCASTING, March 1) to owners of WGNE-AM-FM until after renewal case is resolved.
- Readers in Northeast and Atlantic coast areas may be experiencing **late deliveries** of BROADCASTING, due to three-week-old strike of United Parcel Service, affecting states from Maine south to South Carolina and west to West Virginia. UPS load has fallen on U.S. Postal Service, and consequently on normal postal customer.



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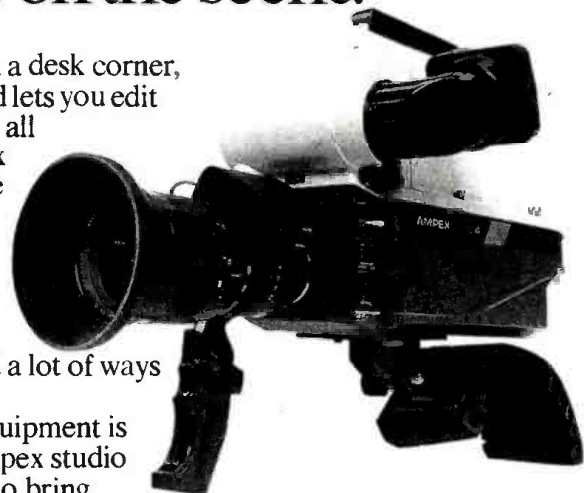
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## U.S. hopes for moratorium on Canadian policy for ad deletion

**State department and Wiley propose wait-and-see period; tax law, however is fact of life**

After a full day of talks at the State Department on Wednesday, Canadian officials were reporting to their government on a number of suggestions that had been discussed for resolving differences arising out of Canada's efforts to stop the flow of Canadian advertising dollars to U.S. television stations. An option that their American counterparts reportedly put forward and that the U.S. hopes will be acceptable would impose a moratorium on the Canadian policy requiring cable systems there to delete commercials from the American programs they import.

But although both sides at the talks said they had been helpful, owners of U.S. border stations were not pacified. They are still considering filing a complaint with President Ford's special trade representative that, theoretically at least, could lead to retaliation for alleged restraints on U.S. commerce. Attorneys for the stations will confer tomorrow on the question of filing the complaint.

The Americans are concerned about two matters. One is the new tax bill, put into effect last month (BROADCASTING, Sept. 27), that denies tax deductions to Canadians buying time on American stations. The other is the policy, not yet widely implemented, requiring cable television systems to delete commercials

from U.S. television signals.

U.S. officials last week were convinced there is no chance of rolling back the tax legislation, however. That has become a fact of life despite efforts of the State Department, under prodding from senators sympathetic to the broadcasters' cause, to oppose implementation of the legislation as well the commercial deletion policy.

The U.S. delegation, however, was not giving up on the commercial deletion issue, and the communique that was issued on Wednesday spoke of "alternatives" for achieving the objectives of the Canadians.

Although both sides were reluctant to discuss such alternatives, it is understood the Canadians' suggestions involve a reduction in the number of commercials that would be deleted; one called for deleting only those carried in prime time. The U.S. delegation, which was headed by Richard D. Vine, deputy assistant secretary of state, and FCC Chairman Richard E. Wiley, was said to have adamantly opposed any deletions.

The Americans preferred their suggestion—reportedly, a proposed three-year moratorium on deleting commercials. The moratorium would not only provide a cooling-off period but time for both sides to observe what effects the new tax bill will have on the flow of advertising dollars south across the border. Canada, the U.S. suggested, might find the deletion policy unnecessary.

The meeting was the second between the two governments on the issues affecting U.S. border television stations. The first was in Ottawa in January. There was no indication last week that another meeting will be held. The communique referred only to discussions continuing "through diplomatic channels."

## FCC sets fast pace toward end of year

The FCC apparently will make good on a statement FCC Chairman Richard E. Wiley had made while the copyright bill was working its way through Congress. Once it is enacted, he said, a complete re-evaluation of the commission's complex syndicated exclusivity rules should be undertaken. Congress completed action on the bill two weeks ago (BROADCASTING, Oct. 4).

Another priority—primarily of a house-keeping matter—involves the "future of the review board." The board was established in 1961 for the purpose of relieving the commission of some of its hearing-case workload—the four super-grade staff members who serve constitute an intermediate board in the adjudicatory chain.

But in the past year, the board's duties have been reduced, and some of its staff transferred to other assignments. Of the 12 professional slots left to the board, six are unfilled. So Chairman Wiley feels that, in a time of tight budgets, the commission should consider whether to abolish the board—and reassign its personnel to sections of the commission where workloads are heavy—or strengthen the board and give it new duties to relieve the commission of more work. The matter will be discussed on Oct. 26.

On the Oct. 14 agenda is consideration of a Wiley plan for a conference to discuss means by which minorities can gain access to broadcast ownership. Another of the big-ticket items is the VHF drop-in proposal; it will be considered on Dec. 15.

The remainder of the calendar that is of interest to broadcasters and cable system operators follows:

October—12, FCC monthly en banc meeting (see page 48); 13, UHF task force formation; 14, regional concentration of control of broadcast media and minority ownership conference; 18, definition of a cable television system; 19, FCC regional meeting, Houston; 21, petition-to-deny day; 26, future of review board; 27, 1977 cable certification and franchise requirements; 28, FCC regional meeting, Kansas City.

November—2, syndicated exclusivity cable rules; 4, report of program review task force; 10, broadcast ownership reporting requirements; 15, FCC monthly en banc meeting; 16, network radio rules modification; 17, broadcast comparative hearings policy; 18, reconsideration of cable access rules and miscellaneous cable rulemakings; 24, cable radio carriage; 30, Massachusetts Attorney General Francis X. Bellotti's petition (seeking a rulemaking banning advertising of over-the-counter drugs before 9 p.m.).

December—7, small earth-station policy; 8, captioning for deaf and signal carriage fixed contours; 14, VHF translators—unattended operation; 15, VHF drop-ins; 16, petition-to-deny day; 20, FCC monthly en banc meeting; 21, automated transmitters.



**Women's work.** The names making news in news last week were Barbara Walters, 45, the new anchorlady of ABC News, and Jane Pauley, 25, her non-successor (NBC News insists) on the *Today Show*. Miss Walters's starring turn with Harry Reasoner got off to a ballyhoo that matched her annual salary: \$1 million for the biggest news promotion in the network's history, according to Ron Gleason, director of research and development.

Ratingswise, it's still in the air. Overnights from New York, Chicago and Los Angeles (national ratings won't be available until Tuesday, Oct. 12; news program ratings are reported only once a week in prime-time) showed "incredible" sampling on Monday (Oct. 4)—up 94% in Chicago, for instance—falling off notably as the week progressed. The network was still ahead of competition in those cities at week's end.

Miss Pauley begins to show her stuff today (Oct. 11) at 7 a.m. She is a 1972 graduate of Indiana University, got her first television job as a reporter for WISH-TV Indianapolis in 1973 and moved to NBC's owned WMAQ-TV Chicago in 1975. Salary: in \$75,000 range.

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## Congressional study gives FCC so-so rating

**Moss's Oversight Subcommittee says commission tended to cling to 'status quo' and not buck the industry; it also chides dominance of VHF over UHF and fairness and cable decisions**

The FCC has a history of favoring the industries it regulates over the general public interest and is guilty of excessive loyalty to the party in power in the White House, concludes a study released last week by Representative John Moss's (D-Calif.) Oversight and Investigations Subcommittee.

The criticisms are consistent with those the subcommittee had for eight other agencies which it has studied over the last 18 months. Ranking the nine, the subcommittee places the FCC in a middle range of quality and effectiveness. The commission was lumped together with the National Highway Traffic Safety Administration, the Consumer Product Safety Commission and the Food and Drug Administration in a group with so-so records of performance.

In the top group were the Securities and Exchange Commission, the Federal Trade Commission and the Environmental Protection Agency. The Interstate Commerce Commission and the Federal Power Commission were in the bottom group, "some distance from the others."

"Until recently," the report's FCC section begins, "the Federal Communications Commission has displayed a reluctance to frame decisions that run counter to the wishes of firms that dominate the equipment and operation of broadcasting and telecommunications services. The commission tended to cling loyally to the status quo in a rapidly changing technology."

In the next sentence the subcommittee sees a ray of hope, however: "Today the commission seems to be growing in sensitivity to the public interest with respect to cable television, telephone equipment, and competition although it remains besieged by powerful external pressures."

The subcommittee has several specific complaints with the commission. To list them:

- "Despite recent improvement," the FCC "has been wanting in vision and consistency of policy."

- "It has failed to realize the potential of cable TV and UHF."

- "It has given insufficient thought to the uses of broadcasting in the public interest."

- "It has vacillated between protection of established interests and the protection of competition to the extent that it has overregulated land mobile and cable TV

but neglected its responsibilities in license renewal."

- The FCC "has been unduly influenced by representations and information furnished by the regulated industries."

- "Consequently, the commission has tended to resist competition and new developments in communications technology."

- "It has misallocated uses of the spectrum, subjecting it to wasteful and unproductive use."

- "It has failed to clarify the issues relating to Comsat or to determine the validity of the conflicting claims of contending interests."

The report says that the commission has not only tended to favor narrow economic interests, but also has occasionally guarded narrow political interests. It supports the latter accusation with a half-page footnote on the opening page of its FCC chapter that disagrees with the FCC decision against Ronald Reagan, President Ford's challenger in the Republican primaries this year, in the WCKT(TV) Miami case. Mr. Reagan's supporters had demanded equal-time on WCKT to counter a 30-minute interview with Mr. Ford run by the station in five pieces during successive evening newscasts. The commission ruled that the interview pieces were exempt as bona fide news from the equal time requirement.

The Investigations Subcommittee indicated its disagreement with that, saying, "If the FCC had looked further, it might have learned, as the subcommittee staff did, that the station's news director had initiated the interview through Republican party officials and representatives of President Ford's campaign committee."

The commission's decision to exempt candidate news conferences from the equal time requirement in Section 315 of the Communications Act also was partisan, the report implies. Both decisions, it says, gave a decided advantage to the incumbent President.

A major shortcoming at the commis-

sion, the report says, is that too many decisions have been made in private meetings. An example of that is the commission's decision after a series of closed-door meetings in 1974 to issue a policy statement rather than a rule in the proceeding on children's television. The citizen group, Action for Children's Television, is challenging that decision on the ground, among others, that it was excluded from the meetings.

It also cites as an example the closed-door sessions between FCC Chairman Richard Wiley and network heads that led eventually to the adoption by the National Association of Broadcasters of the family viewing concept. Program producers and writers groups in Hollywood have complained that they were excluded from those meetings at the FCC, where their futures were being affected.

In successive case studies, the subcommittee report outlines six FCC "failures." One is the commission's failure to "exploit technological developments that would substantially increase the uses of the spectrum." It charges that the commission's practice of assigning increasingly higher frequencies has the effect of reducing the widths of bands and increasing probability of interference. Furthermore, it says, "other options for use of the bands provided by new technology such as UHF stations, are rejected because the commission and the current holders have been reluctant to disturb established patterns of service."

The report refers to the "VHF Mistake," its label for the dominance of VHF frequency allocations, resulting in 70% of the UHF spectrum being idle today. Yet, it says, "if the commission had chosen to go with UHF . . . the public today would have undoubtedly had more television stations and greater choice." It is another case of the commission protecting entrenched networks and VHF affiliates with "artificial limits on TV opportunities for entrepreneurs," the report says.

The report clearly favors current pro-

## Next FCC regionals in Houston, Kansas City

**Both will take place this month; Fogarty will join Hooks, Wiley**

The FCC is getting back on the road with its regional meetings. Two are on the schedule this month—numbers eight and nine—one in Houston, on Oct. 19, the other in Kansas City, on Oct. 28.

The Houston meeting will be for broadcasters and members of the public in the states of Texas, Oklahoma, Arkansas, Louisiana and Mississippi. It will be held in the Hyatt Regency hotel, with broadcasters' workshops in the afternoon and an "Ask the FCC" panel session for the public at night.

The Kansas City session will draw from the states of Kansas, Missouri, Nebraska, Iowa, North Dakota, South Dakota and Minnesota. The broadcaster sessions will be held in the afternoon at Crown Center

Hotel; the public session, at the Municipal Auditorium, at night.

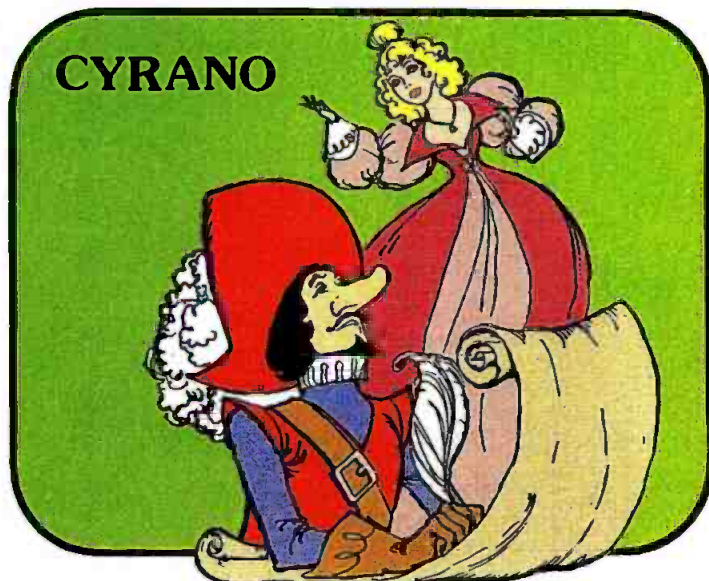
One added commission starter has been named to accompany Chairman Richard E. Wiley and Commissioner Benjamin Hooks, who make all the regional meetings, to the one in Houston—Commissioner Joseph Fogarty, who joined the agency last month.

Seven members of the staff will make both trips—Wallace Johnson, chief of the Broadcast Bureau; Werner K. Hartenberger, general counsel; William B. Ray, chief of the complaints and compliance division; Richard Shiben, chief of the license renewal and transfer division; Lionel Monagas, chief of the industry equal employment opportunity unit; Martin Levy, chief of the broadcast facilities division, and C. Phyll Horne, chief of the field operations bureau.



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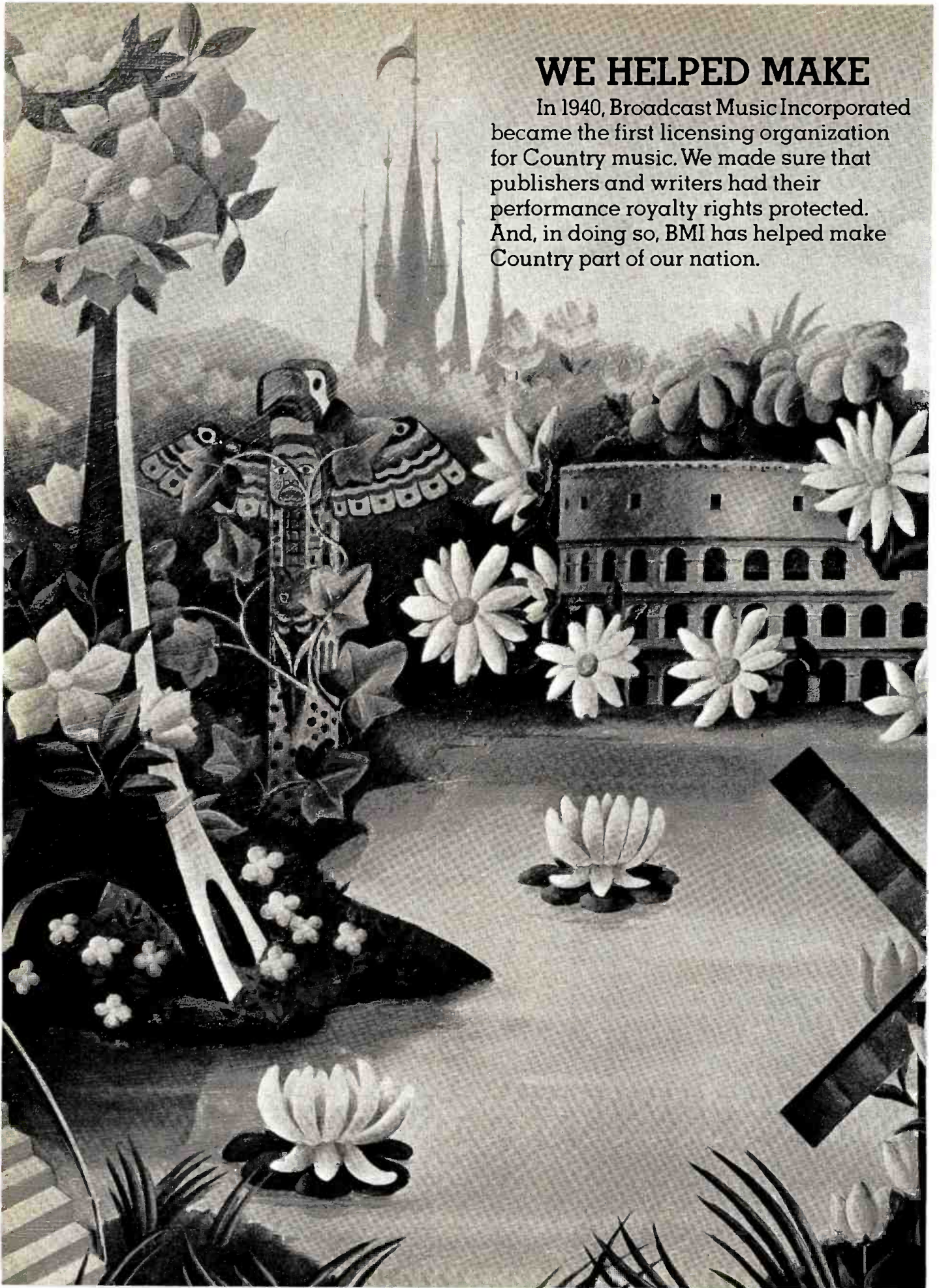
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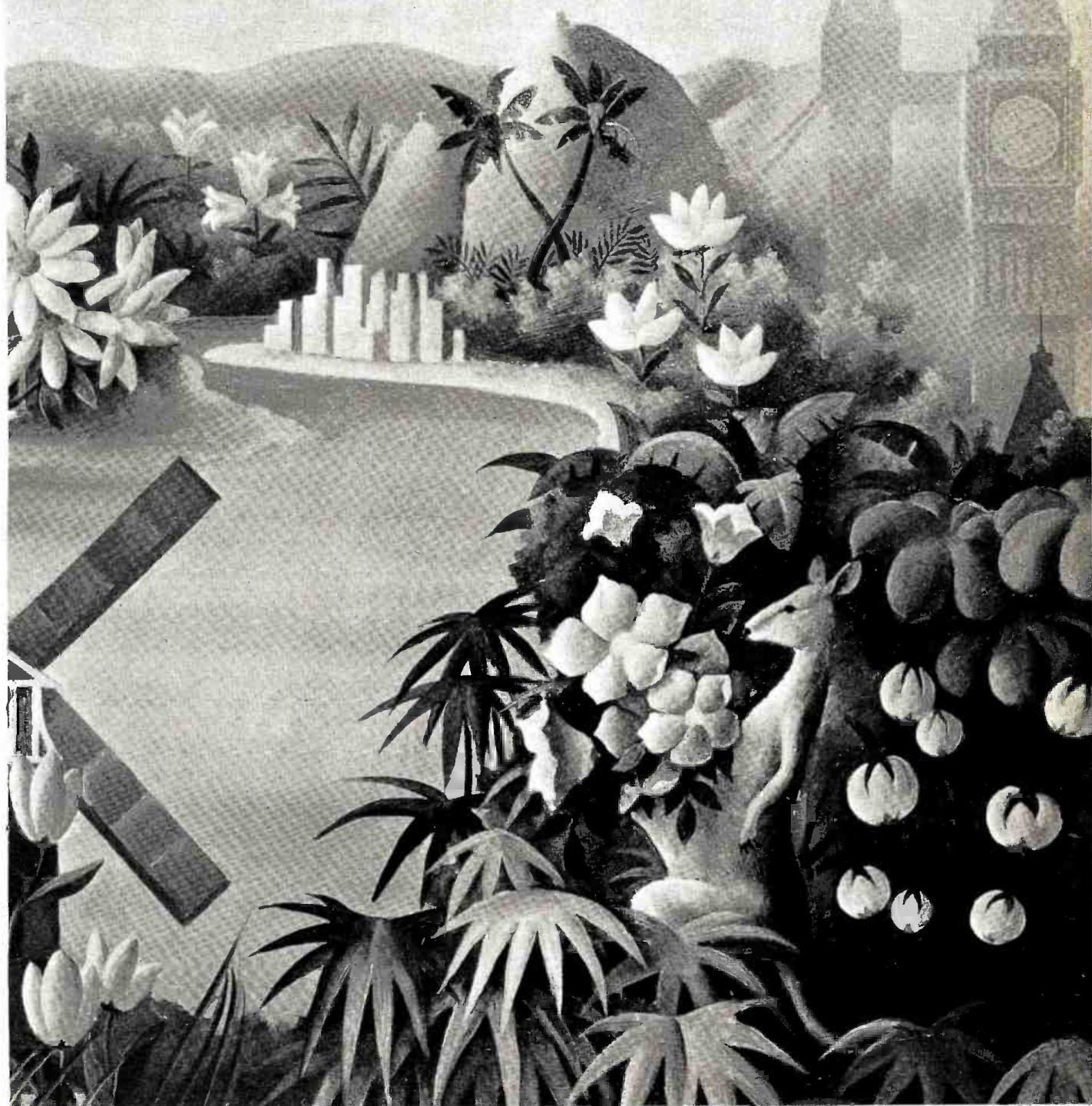
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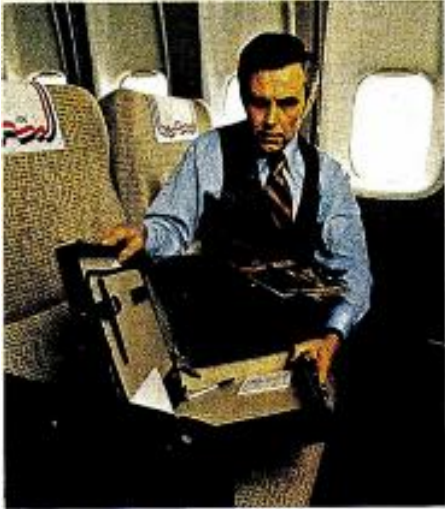
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posals for dropping VHF stations into the top-100 markets, but predicts that the commission will allow that proceeding to drag on for as much as 10 years because of the increase in competition the drop-ins would undoubtedly bring to existing VHF stations.

The report also notes the establishment of a UHF task force at the FCC to work out an analytical approach to UHF use. That panel "should have been established years ago," it says.

The subcommittee points up the "failure of the license renewal process" with a review of the WLBT(TV) Jackson, Miss., case.

WLBT is the station that had its license renewed without hearing for one year in 1965 despite a petition to deny involving various charges of discrimination against blacks in programing and of failure to meet fairness doctrine obligations. The subcommittee implies its agreement with the subsequent appeals court ruling overturning the commission's decision.

The subcommittee notes that broadcasters are unrelenting in their pleas to Congress for more license stability, despite a solid history of renewals; in 1972 through 1974, the commission renewed more than 99% of all broadcast licenses. "In effect," the report says, "broadcasters tend to look upon renewal of their licenses as their natural right. In view of the funds and effort they have invested, their attitude is understandable. It is the commission's duty, nevertheless, to require that the use of the spectrum, a limited natural resource, satisfies standards which are in the public interest."

In its case study of the commission's cable TV regulation, the subcommittee relies for its facts and interpretation on the House Communications Subcommittee staff's cable report of early this year. As in the latter, its conclusion is that FCC regulation of cable has been faulty and excessive. It concludes that "the most serious flaw in the commission's regulation of cable TV has been its policy of adopting rules based on a brokering of private interests and placing the burden of proof on cable firms to demonstrate that it will not substantially harm broadcasting." Adherence to that philosophy, the report charges, has led to "a number of anticompetitive rules," chief among them the FCC's pay cable and distant signal importation rules.

In the end, the subcommittee offers five basic recommendations: (1) a greater effort to select commissioners for the FCC who are "well qualified to serve the public interest;" (2) that Congress strengthen its oversight of the commission; (3) that the commission include members who are "well acquainted with the technical, commercial and economic aspects of communications;" (4) that Congress approve for the commission additional staff to conduct its own research in matters ordinarily reported by the regulated industries, and (5) that the commission provide procedures to assure broader representation of all views at its proceedings.

## **Big plans for 95th Congress, but not much from the 94th**

**Van Deerlin wants a brand new Communications Act, including license renewal revision; session just ended, however, let numerous media bills die though it passed copyright, sunshine law and CPB funding**

Only a week after the 94th Congress wrapped up its work and went home for the elections, work has begun on what is destined to become the most significant piece of communications legislation since 1934—a proposed rewrite of the Communications Act by the House Communications Subcommittee.

The project was officially off the starting blocks last week with the circulation of a letter over the signatures of the House Subcommittee chairman, Lionel Van Deerlin (D-Calif.), and ranking Republican, Lou Frey (R-Fla.), inviting comments, including sample drafts of a new act.

Representative Van Deerlin, campaigning last week in his native San Diego, where he faces minimal opposition in his re-election bid, indicated eagerness to begin the project. In the next Congress, he told BROADCASTING, "we'll be spending less time talking about sex and violence, and getting down to some basics." The reference to sex and violence is to the subcommittee's inquiries this summer into the effects of family viewing, a project that Mr. Van Deerlin approached with undisguised reluctance (BROADCASTING, Aug. 23).

The Communications Act rewrite will absorb many of the legislative projects the subcommittee has until now dealt with individually—including license renewal revision. The subcommittee did not get around to promised license-renewal hearings this year for lack of time in Congress's final days. But Mr. Van Deerlin promised renewal legislation would be given front-burner treatment by the next Congress. Reminded of that last week, he said he would not foreclose the possibility of hearings early in 1977. But "if we can make it [renewal legislation] part of the larger package, it would seem a part of wisdom," he added.

(The suggestion has also been made that another advantage of leaving renewal revision for the Communications Act is that a renewal provision favorable to broadcast incumbents would counterbalance a cable TV section many suspect will favor cable.)

The subcommittee's cable inquiry, to which it devoted about 15 days of hearings this year, will be absorbed by the new project. Thought will be given also to abolishing the fairness doctrine, the basis for

which is contained in Section 315 of the Communications Act. Said Mr. Van Deerlin, "I hope [the act] moves in the direction of putting broadcasters in the same First Amendment stance that the print media already occupy."

One bill is likely to receive individual treatment early in the next Congress, Mr. Van Deerlin said—the pole attachment/cable forfeiture bill. Allowed to die by the last Congress, the bill sets the stage for states to assume jurisdiction for the attachment of cable to telephone poles—with FCC standards for those that don't—and authorizes the FCC to fine cable systems for rule violations.

Mr. Van Deerlin said he and Mr. Frey agree on the subcommittee's agenda, including plans for license renewal revision.

It is possible to project with some certainty the activity of the House Communications Subcommittee, where the chairman and ranking Republican appear assured to re-election. The future subcommittee on the Senate side, by contrast, is impossible to foretell because its chairman of 21 years, John Pastore (D-R.I.), retires this year. The next chairman will not be known until after the November elections. Two of the prime contenders for the communications post, Vance Hartke (D-Ind.) and Frank Moss (D-Utah), are up for re-election.

A retrospective look at the 94th Congress, the one concluded Oct. 2, shows several major bills passed that affect the broadcast industry. The biggest bill, finished at the 11th hour, was the copyright bill, under which cable systems and public broadcasters have to pay copyright royalties for the first time. The broadcasters fought to make sure the bill did not open any doors to unlimited cable growth in the future, and won some assurances. Chief among them was a prohibition against cable operators substituting their own commercials on imported broadcast signals. The bill awaited the President's signature last week.

A copyright-related bill that did not pass, much to broadcasters' pleasure, was the performers' royalty bill, which would have required broadcasters and other users of recorded music to pay royalties to record performers and manufacturers. It is on hold until 1978, when the register of copyrights will report back to Congress with recommendations for the legislation.

Congress passed and President Ford signed a "sunshine" bill requiring most government agencies, including the FCC, to open most of their meetings to the public. (The commission anticipates having new procedures adopted to conform with the law on or before the March 1977 deadline for implementation.)

Congress also passed a multi-year appropriation for the Corporation for Public Broadcasting, a measure the public broadcasting community has long sought to give itself security to plan long-term program projects. The appropriation, part of a bill vetoed by the President, but restored by Congress in its last week, funds CPB under a matching plan through 1979.

In addition, Congress passed the trans-

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lator bill, which is not a major piece of legislation, but one the FCC had requested to permit translators to originate a limited amount of programming and allow FM translators to run unattended.

The list of bills Congress did not pass in the last two years is long. Some seemed sure things—for example the sports anti-blackout bill, which would extend the 1973 law prohibiting TV blackout of home professional sports games if sold out 72 hours in advance. The bill was actually signed by House-Senate conference committee, but then withheld in the last months of this session after intensive lobbying against it by the National Football League.

Most of the other legislation left behind, however, had little chance from the start, such as a resolution introduced in both Houses urging the FCC to strictly enforce pay cable antisiphoning rules.

Besides license renewal measures, other bills left hanging at the end of this Congress included measures to abolish the fairness doctrine and keep government out of all broadcast programming decisions (chief sponsors were Senators William Proxmire, D-Wis., and Roman Hruska, R-Neb.); bills to exempt presidential and vice presidential candidates from the equal time requirements of Section 315 of the Communications Act (by Senator John Pastore, D-R.I., and the late Representative Torbert Macdonald, D-Mass.); a resolution to permit daily live TV and

radio coverage of House proceedings (by Representative B.F. Sisk, D-Calif.); a bill creating a new consumer agency to be the consumer's advocate before other agencies such as the FCC (but barred from FCC license renewal proceedings); bills extending daylight savings from the present six months a year to seven; the so-called competition improvements bill to increase the government's antitrust enforcement (with the possible result of causing the FCC to relax its pay cable rules).

Other bills not cleared include a bill to create a presidentially appointed council to study the effects of advertising on children (by Representative Timothy Wirth, D-Colo.); several bills with varying approaches to making the regulatory agencies such as the FCC more effective and responsive to the public interest, including the "sunset" bill which would close down virtually every government program and agency every five years unless specifically reauthorized by Congress; an FCC reform bill by Mr. Macdonald offering an assortment of commission reforms, including reducing the number of commissioners from seven to five, authorizing the commission to reimburse attorneys' fees to indigent participants in commission proceedings and requiring the commission to submit its budget request to Congress directly instead of first to the Office of Management and Budget. Still others were a bill requiring nearly all radio receivers to

include FM capacity, and a bill to tighten the reporting requirements on lobbyists to the federal government.

Most of these measures are likely to be reintroduced next year when Congress reconvenes. Some, such as the consumer agency bill, the competition improvements bill, Senator Proxmire's fairness doctrine bill and the resolution for TV coverage inside House and Senate chambers are assured of reintroduction.

## Changing Hands

### Announced


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

■ KTHV(TV) Little Rock, Ark.; KWKH(AM)-KROK(FM) Shreveport, La.: Sold by Times Publishing Co. to Gannett Co. (see page 33).

■ WBYP(FM) Hendersonville, Tenn.: Sold by Hendersonville Broadcasting Corp. to Mooney Broadcasting Corp. for \$366,727 plus \$233,273 loan to seller to pay debts. Seller is owned by William R. Sinks, Donald R. Fauble, John M. Steinhauer Jr., Randall L. Davidson and Michael R. Fleming, who have no other broadcast interests. Buyer is owned by publicly held Mooney Broadcasting Corp., George P. Mooney, president, which also owns WERC-AM-FM Birmingham, Ala.; WBSR(AM) Pensacola, Fla.; WMAK(AM) Nashville and WUNO(AM) San Juan, P.R. WBYP is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

■ WRMF-AM-FM Titusville, Fla.: Sold by Fairbanks Broadcasting Co. to Advance Communications for \$575,000. Seller is station group, principally owned by Richard M. Fairbanks, that includes WIBC(AM)-WNAP(FM) Indianapolis; WKOX(AM)-WVBF(FM) Framingham, Mass.; KVIL-AM-FM Highland Park, Tex., and WIBG(AM) Philadelphia. Buyer principals are Pat Nugent, E. Franklin, J. Jenkins and A. Rector. Mr. Nugent was vice president of broadcast division of Peoria (Ill.) Journal Star Inc. Other buyers are principals of International Tapetronics Corp., Bloomington, Ill., manufacturer of audio cartridge and tape machines. WRMF is on 1060 khz with 10 kw day and 5 kw night. WRMF-FM is on 98.3 mhz with 3 kw and antenna 234 feet above average terrain. Broker: R.C. Crisler.

■ WVTS(FM) Terre Haute, Ind.: Sold by Raftis Broadcasting Inc. to West Pines Broadcasting Corp. for \$450,000. Seller is owned by Harold J. Raftis and his son, Michael J.; neither has other broadcast interests. Buyer is owned by Dr. Everett L. Conrad (24.24%), Arnold L. Page (12.12%), Frederick L. Adamson (10.10%), Harold E. Johns (10.10%) and 12 other stockholders. Buyers have no other broadcast interests, and are farmers and business and professional people in the Terre Haute area. WVTS is on 100.7 mhz with 50 kw and antenna 500 feet above average terrain.



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10-11



■ WSVI(TV) Christiansted, Virgin Islands: Sold by People's Broadcasting Corp. to Insular Media Systems Inc. for assumption of \$359,500 in debts and liabilities. Station has been off the air (BROADCASTING, Dec. 8, 1975). Seller is owned by Warren Trafton, Sidney Lee, Albert Sheen, Donald Gerrits, Alex Schade and seven other stockholders, none with other broadcast interests. Buyer is owned by S. Allen Early Jr., Charles S. Brown and George G. Newman (33-1/3% each), all attorneys in Detroit with no other broadcast interests. Wsvi is ABC affiliate on channel 8, with 58.5 kw visual, 7.2 kw aural and antenna 742 feet above average terrain.

■ WBCH-AM-FM Hastings, Mich.: Sold by Barry Broadcasting Co. to Kenneth and Marjorie Radant, Raymond and Josephine Radant and Lauren A. Colby for \$211,384.50. Radant families already own 30.8% of seller and, with Mr. Colby, are buying up remaining 69.2% owned by Dr. John Walton, Richard and Rose Cook and three other stockholders, none with other broadcast interests. Kenneth Radant, present general manager of stations, is son of Raymond and Josephine Radant. Marjorie Radant is Kenneth Radant's wife. Mr. Colby, Washington communications attorney, also owns majority interest in WTHU(AM) Thurmont, Md., and 50% of WBUZ(AM) Fredonia, N.Y. WBCH is 250 w daytimer on 1220 khz. WBCH-FM is on 100.1 mhz with 1.55 kw and antenna 295 feet above average terrain.

■ Other sales reported to the FCC last



**New hacienda.** The new 4,400 square foot offices of XETV(TV) Tijuana (San Diego) were dedicated with tours for local civic leaders and advertising personnel. On hand with Martin Colby, XETV general manager (l) and formerly with Blair TV, were (l-r): Harry Smart, Blair vice president; John Ryan, Blair, San Francisco, and Ralph Abell, Blair, Los Angeles. The facility is located at 8253 Ronson Road, San Diego 92111. (714) 729-6666.

week include: KWIP(AM) Merced, Calif.; WDOL(AM) Athens, Ga. (see page 57).

#### Approved

The following transfers of station ownership were approved last week by the FCC: WFHK(AM) Pell City, Ala.; KREO(AM) Indio, Calif.; KMFB-AM-FM Mendocino, Calif.; KBGN(AM)-KBXL-FM Caldwell, Idaho; WAYT(AM) Wabash, Ill.; WEBQ-AM-FM Harrisburg, Ill.; KVCK(AM) Wolf Point, Mont.; WSML(AM) Graham, N.C.; WKYE(AM) Bristol, Tenn.; WIDD-AM-FM Elizabethton, Tenn.; KIKT(FM) Greenville, Tex.; WREL(AM) Lexington, Va.; WFAD(AM)-WCVM(FM) Middlebury, Vt. (see page 58).

## Gannett adds more properties to its journalism stable

**Latest purchase of three papers includes broadcast properties that will be spun off later**

The acquisitive Gannett newspaper chain has agreed in principle to buy the daily and Sunday papers in Shreveport and Monroe, La., and with them two co-located radio stations, which will be spun off, and an interest in KTHV(TV) Little Rock, Ark.

The papers are the Shreveport morning and Sunday *Times*, and the Monroe morn-

ing and Sunday *World* and the Monroe evening *News-Star*, all owned by Times Publishing Co. of Shreveport and subsidiaries. The co-owned KWKH(AM)-KROK(FM) Shreveport will be sold to comply with FCC rules prohibiting acquisitions of co-located newspaper and broadcast properties. Gannett officials said they had not decided whether to retain the 42% interest held by a Times subsidiary in KTHV. The rest of the KTHV stock is held by the Little Rock *Arkansas Democrat* (32%), C.W. Lowry, station president (16%), and the estate of K.A. Engel (10%).

The purchase of the three newspapers would give Gannett a perspective total of 60 dailies in 21 states. Three of those newspapers are included in a similar and pending deal involving KGBX(AM) and 50% of KYTV(TV), both Springfield, Mo., KHMO(AM) Hannibal, Mo., and KBIJ(AM) Muskogee, Okla. and newspapers in Springfield and Muskogee (BROADCASTING, June 21). Gannett plans to spin off the Springfield and Muskogee radio stations. Since it owns only half of KYTV, Gannett isn't sure it will be required to sell the TV.

KTHV is a CBS affiliate on channel 11, with 316 kw visual, 38 kw aural and antenna 1,760 feet above average terrain. KWKH is on 1130 khz full time, with 50 kw. KROK is on 94.5 mhz with 100 kw and antenna 320 feet above average terrain.

Gannett, publicly traded on the New York Stock Exchange, is based in Rochester, N.Y.

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## Has the day arrived for over-the-air pay television?

**A groundswell of money, stations, equipment and interest has many convinced that this time there's no stopping subscription TV**

Over-the-air pay TV has been struggling for almost a quarter century for a breakthrough that, although often predicted, has never been realized.

The predictions are back. Subscription television (STV), according to its lifelong crusaders, will finally get its chance next year. This time, they may be right.

After the FCC, congressional and court battles among pay advocates, theater owners and broadcasters in the late 1960's, the FCC began approving technical STV systems. The first was Zenith Radio Corp.'s Phonevision, granted type acceptance by the commission in August 1970. Five others have been approved since.

The commission also began authorizing facilities for subscription TV. In July 1972 it approved pay authority for WBTB-TV Newark, N.J., on channel 68. It approved two construction permits the next year, for WQTV(TV) on channel 68 in Boston and for WCGV(TV) on channel 24 in Milwaukee, neither of which is yet on the air even as a regular broadcast facility. In 1974, the FCC approved pay authority for KWHY-TV on channel 22 in Los Angeles and last August granted the assignment of license and application for STV authority of KBSC-TV on channel 52 Corona (Los Angeles), Calif., to Oak Broadcasting Systems Inc.

There are hearings being conducted presently at the FCC involving six STV hopefuls in San Francisco, Philadelphia and Washington. Pay TV applications are pending at the commission for stations in Detroit, St. Louis, Dallas, Fort Worth, Chicago, Minneapolis, Houston and Worcester, Mass.

Solomon Sagall, president and founder

of Teleglobe Pay-TV System Inc., New York, is among those who call 1977 "the year of the breakthrough" for subscription television. Mr. Sagall, whose 410 system was approved by the FCC in 1973, has been wrong before. In 1965 he was quoted as saying pay TV was "looming on the horizon," and 10 years later predicted that 1976 would be the year of initiation of Teleglobe's system on KWHY-TV. Mr. Sagall blames the Washington lobbies of broadcasters and theater owners and the large amounts of capital required to launch an STV program for slowing the "inevitable" process.

Isaac Blonder of Blonder-Tongue Laboratories Inc., Old Bridge, N.J., says WBTB-TV will be programming with STV "probably in March." WBTB-TV was owned by Blonder-Tongue until last March when 80% of the station and Blonder-Tongue's FCC-accepted BTVision STV system were purchased, subject to FCC approval, by Wometco Enterprises Inc. (BROADCASTING, March 15). Blonder-Tongue was unable to get its STV system into operation, according to Mr. Blonder, because of the cost involved. "I couldn't put up \$5 million for the over-the-air test," he said in a recent interview. Wometco has the capital to rescue the operation, according to Mr. Blonder. (The company is involved in broadcasting, cable television, Coca-Cola bottling, automatic vending and tourist attractions—and, as a major motion picture exhibitor, was not so long ago a bitter enemy of pay TV.) "We're already building the first thousand decoders [the picture and sound devices needed to receive the STV signal] for the Newark audience," Mr. Blonder said.

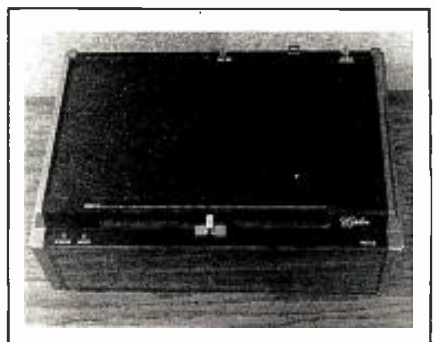
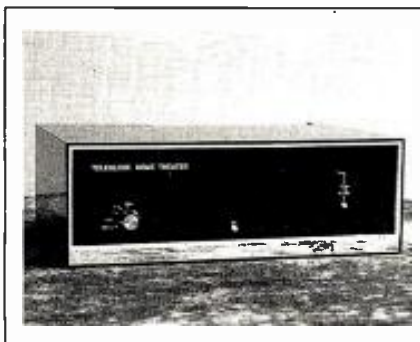
George F. Wiemann, president of Pay Television Corp., says he "is ready to manufacture" his PTV System-3 as soon as the FCC approves a station using his system for STV authority. (Blonder-Tongue will manufacture the system for WBTB-TV and WQTV, Teleglobe the system for KWHY-TV and WCGV and Oak Industries Inc. will manufacture its Model I system for its KBSC-TV.) Although Pay Television Corp. hasn't landed a station franchisee yet, it is "working on deals in several cities," according to Mr. Wiemann. And

"if we have an approval," Mr. Wiemann says, "we'll have boxes in the market within six months."

Robert S. Block, president and a principal owner of KWHY-TV, is optimistic about a 1977 breakthrough too, but doesn't want to "get into the prediction business." Mr. Block is also the president of Telease Inc., the licensee of the Teleglobe-developed system, is president and principal of STV-authorized WCGV Milwaukee and principal of other broadcast groups applying for STV authority. Mr. Block said August 1977 is a realistic date for STV programming to begin on KWHY-TV, but that from a broadcaster's standpoint, he would rather begin the STV operation rather than engage in the "blue sky predictions" that have fallen through in the past.

According to Messrs. Sagall and Wiemann and others among pay TV's advocates, over-the-air subscription programming won't really hurt either broadcasters or theater owners, or anybody else in the industry. FCC rules, instituted in 1975 (BROADCASTING, March 24, 1975) laid a strict although viable foundation for pay TV operation, according to pay advocates. The FCC won't allow commercials on pay TV, for example. The over-the-air pay broadcasters would have to depend upon subscriptions for the STV portions of their broadcasting. The commission will also require at least 10% of pay TV programming to consist of something other than feature films and sports events (considered the highest potential profit makers for pay operations). Other rules will not permit pay broadcasts of feature films more than three years old in the U.S. or the siphoning-off of free sports events broadcast live over conventional television in the particular market during any of the five seasons preceding the proposed STV.

Mr. Wiemann, who worked in financial and administrative positions with 20th Century-Fox between 1962 and 1969, said pay television will "stimulate the growth of motion pictures." Movie producers have witnessed the decline of their industry since the advent of television, he said, and exhibitors have had to resort to sex and violence fare not available on televi-



**Future's hopefuls.** These are three of the four over-the-air pay TV decoder boxes in prospect for that medium. They are (1) Blonder-Tongue's BTVision granted in July 1971, (2) the Teleglobe 410 system approved in March 1973 and (3) Pay Television Corp's PTV System-3, approved last April. Not shown is Oak Industries' Model I system. All work similarly. They are usually attached to the antenna terminals of the

television receiver and when turned on by the viewer, unscramble the encoded picture and sound broadcast by the STV licensee. Billing methods vary from the monthly cards issued by Pay Television necessary to activate the decoder to the internal accounting mechanism and computer relays of the Teleglobe system and the internal tape accounting system of the BTVision.



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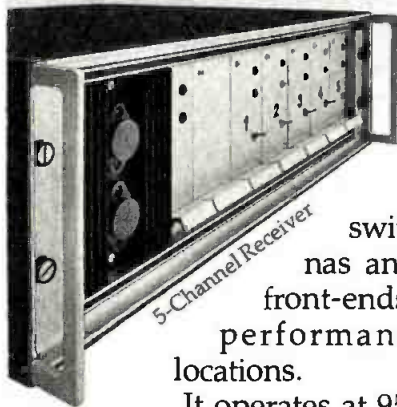
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## The Four Cities in Which Over-The-Air Pay TV Is Authorized

City	Licensee	Station	System
Newark	Blonder-Tongue Broadcasting Corp.	WBTB-TV, Ch. 68	BTVision
Boston	Boston Heritage Broadcasting Inc.	WQTV(TV) Ch. 68	BTVision
Milwaukee	B & F Broadcasting Inc.	WCGV(TV) Ch. 24	Teleglobe
Los Angeles	Coast Television Broadcasting Corp.	KWHY-TV, Ch. 22	Teleglobe
Corona, Calif. (L.A.)	Oak Broadcasting Systems Inc.	KBSC-TV, Ch. 52	Oak

## The Three Cities in Which STV Applications Are Set for Hearing

San Francisco	Lincoln Television Inc.	KTSF-TV, Ch. 26	SDC
	vs. Leon A. Crosby Vue-Metrics, Inc.	KEMO-TV, Ch. 20 New, Ch. 57	BTVision Teleglobe
Philadelphia	vs. Radio Broadcasting Co.	New, Ch. 57	none
	Channel 50 Inc.	WGSP-TV, Ch. 50	Teleglobe
Washington	vs. Channel 20 Inc.	WDCA-TV, Ch. 20	BTVision

sion in order to survive. Mr. Wiemann said the growth of over-the-air pay TV and its steady diet of first-run feature films will create a new motion picture market that will stimulate the development of films higher in both quantity and quality. Exhibitors will have a greater choice, he said, and even the conventional television networks will have greater variety, as the film producers are given more incentive to pro-

duce. "It's water seeking its own level," he said.

Pay works, Mr. Sagall said, via a decoder device in the television viewer's home that unscrambles the picture and sound broadcast by the pay licensee. Typically, he said, the decoder would include a billing device that records the customer's pay selections. Teleglobe's system can bill either on a per-program or package basis, as three movies for \$5.

Pay TV system manufacturers differ as to whose is best. Mr. Blonder said his system is in the practical, operational stage and is "the only one you can look at." Mr. Wiemann, whose company bought the rights to Zenith's Phonevision and also owns the FCC-approved SDC system, said the new PTV System-3, approved last April, was displayed at the company's annual stockholders' meeting in Chicago last month. It is a working model, Mr. Wiemann said, and "nobody is near us in equipment." The decoder is equipped with a security system using subscription cards issued to customers each month. The cards are necessary to operate the decoder.

Whatever the arguments as to equipment superiority, there seems to be an attitude that there is room for all in the over-the-air pay market. The profit potential, according to the manufacturers, is great and most arguments center around which licensees will get STV authority for a particular market.

The most recent fight decided by the FCC left Oak Broadcasting Systems Inc. (a subsidiary of Oak Industries), the winner in Corona, Calif., a suburb of Los Angeles. Oak's opponent was Coast Television Broadcasting Corp., the licensee with STV authority for KWHY-TV Los Angeles. Coast argued that Oak did not properly ascertain community needs, did not possess adequate financial resources and would be really serving Los Angeles in its STV programming, contrary to FCC rules permitting only one STV station in markets having no fewer than five television stations.

The commission found in this case,

however, that Oak's ascertainment study and programming proposals did meet FCC requirements, and that Coast misinterpreted the "one to a community" rule.

Other cases yet to be decided by the FCC include those in Washington, Philadelphia and San Francisco which the commission has already designated for hearing. The first "mutually exclusive" applications for STV authority tendered to the FCC came from San Francisco, those of Lincoln Television Inc., permittee of KTSF-TV on channel 26 and Leon A. Crosby, licensee of KEMO-TV, now in operation on channel 20. Since they were the first, the commission set some guidelines last December for comparing mutually exclusive applications for STV authority.

Basically, competing applicants will be compared on the basis and results of their programming survey of the interests of the community in entertainment and sports programs, the cost of their service to the consumer and financial information proving an ability to construct and maintain the STV operation for a period of one year. The approved STV systems will be compared, too, the FCC said, but only with regard to quality of transmission, continuity of service and the security of the scrambling and unscrambling mechanisms to protect against unauthorized access to the STV signal.

Besides these general issues, the commission added issues to be determined in Crosby's application. The commission said there was some question about the financial information submitted by Mr. Crosby and further questions about his financial ability to continue operation for one year after construction of KEMO-TV. Mr. Crosby will also have to answer questions as to the completeness of his ascertainment of community interests at the hearing, now scheduled for February 1977.

In Washington, the contest is between Channel 50 Inc., using the Teleglobe system, and Channel 20 Inc., proposing the Blonder-Tongue system.

The commission set that hearing for next February, too, and will seek to establish whether Channel 50 Inc., applicant for assignment of a construction permit for WGSP-TV, is financially qualified to build the station and institute STV service. WGSP-TV has said that if denied STV authority, it would still seek funding for the construction of a conventional television station. WGSP-TV, headed by Theodore S. Ledbetter, has also asked the FCC for a waiver of its one-to-a-community rule because, it says, Washington is a large enough city, with enough broadcast facilities to provide the free television necessary. Two STV stations in the market, WGSP-TV said, would enhance diversity and competition and would be in the public interest.

Channel 20 Inc., licensee of WDCA-TV, doesn't seem to have the financial problems WGSP-TV has. While the FCC found both applicants had conducted adequate community needs and interests surveys and established that a public demand for STV service exists, the commission said

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only WDCA-TV has established so far that it is financially able to provide STV.

Financial issues are also at the heart of the Philadelphia applicants' case. Vue-Metrics Inc., headed by Mr. Block, is competing with Radio Broadcasting Co., headed by Leon Gross, for construction permit and STV authority on channel 57. The FCC has set the hearing for next January to determine the financial ability of both stations to construct and operate the station. Radio Broadcasting will also be questioned about its STV system. The company, which is a radio common carrier and is involved in mobile telephone, background music and other nonbroadcast radio services, had proposed using its own STV system. The commission said it could not grant Radio Broadcasting STV authority without first approving its proposed system but that it would allow the company to enter the hearing approved. Bill Gross, son of Leon Gross, said in an interview, however, that the company will now "use one of the systems type approved" by the FCC. He would not indicate which of the six systems Radio Broadcasting had chosen.

Mr. Sagall estimates between six and seven million homes will be able to receive over-the-air pay signals next year. He believes "1977 will see the start of STV . . ." in Los Angeles (KWHY-TV), Newark, N.J. (WBFB-TV) and Corona, Calif. (KBSC-TV). He and other advocates of STV estimate that \$3-\$5 million per market will be necessary to get an over-the-air pay operation into business, depending on whether a new station will have to be constructed.

But the removal of legal barriers by Congress and the FCC, the development of efficient and economically priced technology and the arrival of financial backing from groups like Wometco, Telese and Oak Industries, has convinced Mr. Sagall, and even the more cautious in the fledgling industry, that the time has arrived for over-the-air subscription television.

## Annual NAEB convention ready for Windy City

About 5,000 persons are expected at the National Association of Educational Broadcasters 52d annual convention Oct. 24-27 at the Conrad Hilton hotel in Chicago. Some 50 companies have signed on as exhibitors.

Recipients of this year's NAEB Distinguished Service Award will be Virginia Kassell, creator, producer and project director of the Public Broadcasting Service's *Adams Chronicles* and retiring Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.), a long-time supporter of public broadcasting. The two recipients, as well as FCC Commissioner Benjamin L. Hooks, will address the convention.

More than 150 general sessions and specialized seminars are planned in the areas of instruction, programing, production, engineering, research, education and management. Special events will include a

demonstration of the activities and potential of the joint U.S.-Canadian Communications Technology satellite.

## Radio and TV are inseparable—Summers

### NAB executive cites common problems on regulatory front

National Association of Broadcasters Executive Vice President and General Manager John Summers told a broadcast audience last week that separate radio and TV associations are not feasible in the Washington regulatory and legislative environment.

Most issues, Mr. Summers told the

North Carolina Broadcasters Association Wednesday, cannot be neatly categorized as radio or TV. He said the same in a speech to the Massachusetts Broadcasters Association the previous Friday.

To illustrate his point, he cited the copyright bill, which two weeks ago was passed by Congress. One provision in the bill permits broadcast stations to sue cable systems that substitute commercials on imported broadcast signals—on its face a benefit primarily for broadcast TV. But it helps radio, too, he said, particularly in radio-only markets, where if commercial substitution were permitted on cable TV, local radio might stand to lose advertisers.

Mr. Summers credited the NAB staff with recognizing the potential danger for radio and righting the problem in the bill.

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These non-commercial messages are aimed at informing your listeners . . . not advertising State Farm. For a free tape and scripts, return the coupon below or call us collect at 309-662-2625.



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Please send me your public service series on burglary and car theft prevention. I understand there is no charge.

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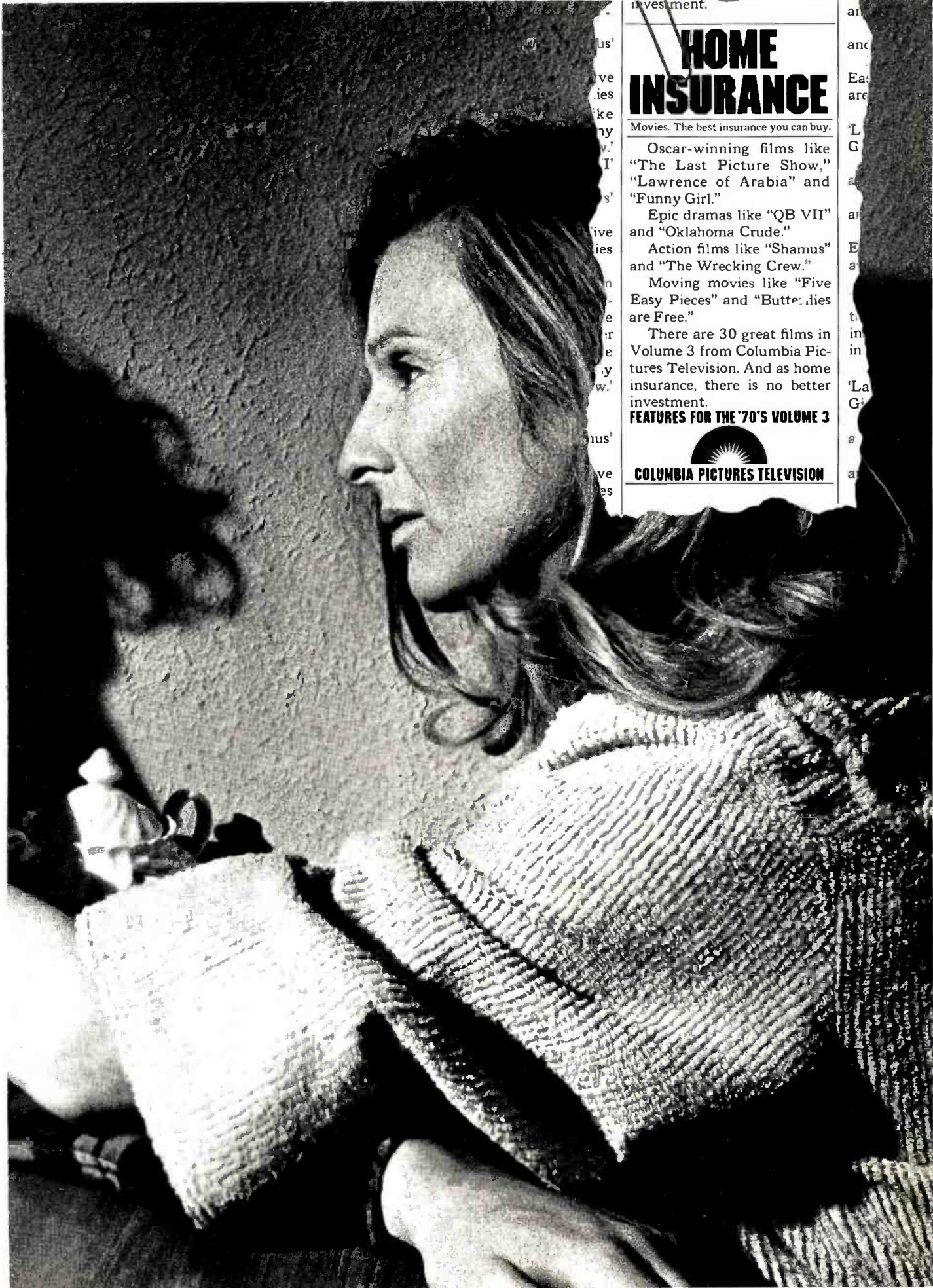
Moving movies like "Five Easy Pieces" and "Butterflies are Free."

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**COLUMBIA PICTURES TELEVISION**



# Jimmy Carter on broadcasting

**Presidential candidate comes out in favor of longer licenses, TV coverage of Congress, against violence; if elected he plans biweekly news conferences**

If Jimmy Carter becomes President Carter, look for a great deal of broadcast coverage of the President and his cabinet. Indeed, with his influence, even Congress may finally yield to the cameras and microphones.

While he holds to the view that the President should speak against violence on television, he does not have only scare words for broadcasters. He favors a longer license period for them.

But it was the Democratic presidential candidate's views on the use he would make of the media if elected that dominated an interview he gave *TV Guide* that was published in the current issue. "I intend to hold news conferences every two weeks, with a minimum of 20 full-scale news conferences per year," Mr. Carter said. "I intend to restore the format of the fireside chat, using television or radio or both, depending on the importance of the subject. I would like to have them fairly frequently, maybe once a month on a sub-

ject of major interest to the American people."

He wouldn't hog the limelight. He said he would make his cabinet members available to Congress for cross-examination on important issues during joint sessions. And he would hope that those sessions would be covered live.

He would also like to see Congress covered by radio and television, though he said he was not sure live coverage would be feasible, "except on special occasions." He noted that, when he was governor of Georgia, sessions of the legislature were taped, edited to an hour or 90 minutes and presented every evening on public television stations in the state. The coverage, he said, led to an improved quality of the work of the legislature and a decrease in "irresponsible and idle speechmaking."

Mr. Carter, who on Wednesday met President Ford in the second of three scheduled debates, said he expected to benefit from the debates. As one who, he says, is less well-known than President Ford, he welcomes the televised debates as a means of reaching millions of Americans and taking the opportunity to correct the "false images" of him that are created by his political opponents. Because of that, he believes he will benefit from the debates, assuming neither he nor President Ford makes a serious mistake.

Asked about his remarks to the effect that, if elected, he would use his office as a means of attempting to reduce violence on television (*BROADCASTING*, Aug. 16), Mr. Carter did not back off. But he stressed that he does not favor censorship, and he drew a distinction between censorship and influencing public opinion through the statements of political leaders. "I believe there is a legitimate role to be played by national leaders, certainly including the President, to express concern about elements in our society," he said.

He also held to his view that "there is too much of a sweetheart arrangement" between industries and the agencies that are supposed to regulate them, a position he has expressed before in stating he would appoint consumer-oriented individuals to regulatory agencies. He did not make that point in the interview; rather, he offered a somewhat cryptic remark on which there was no follow-up: "In the particular case of the FCC, you have a major responsibility to protect the Constitutional right to freedom of speech and freedom of expression of dissenting viewpoints. I think a longer licensing period for radio and television stations would also be beneficial."

Indeed, he had a number of good things to say about broadcasting. He said his eight-year-old daughter, Amy, has learned a great deal from television generally and from *Electric Company* and *Sesame Street* specifically. And although he is reported to have complained privately about coverage of his campaign, he told *TV Guide* that, throughout the 21 months he has been campaigning for the presidency, he feels that he has been treated fairly by television and that the coverage has been "adequate." As for television's coverage of the

news generally, he feels it is accurate.

But, like most of those in or seeking public office, Mr. Carter is not ready to see the fairness doctrine abolished. "There's a difference . . . between television and the print media," he said. A license gives a television station an exclusive right to a channel on which to broadcast its news, he said. And although he would favor reducing the "constraints" on television, he could not see removing all of them "unless the television medium was willing to give up the degree of exclusive rights which it presently enjoys."

## FCC touches up its ascertainment guidelines

**But commission rejects suggested changes by CBS, volunteer group**

The FCC has modified its rules requiring broadcasters to ascertain community problems, although not to the extent some petitioners had sought. The commission made clear that a licensee must conduct its general survey only within its city of license, and amended its rule to require the same public notice by commercial radio licensees that is now required of television licensees—that the licensee every year places in its public file a list of what it considers significant community problems and some of the programs it has carried to meet them. (Previously, radio stations announced on air only that they are required to ascertain problems and to carry programs to help meet them.) Another change in the rule will permit renewal applicants who within the preceding 12 months have conducted ascertainment surveys in the area in connection with other applications to incorporate the surveys in order to avoid duplication of effort.

The commission turned down petitions by CBS and Call for Action Inc., a non-profit volunteer organization that affiliates with a single station in a market to receive complaints from the public and then makes a programming recommendation to the station if a satisfactory solution cannot otherwise be found.

CBS had objected to the requirement that licensees list the problems and needs discussed by interviewees; it said some of those contacted might be subjected to harassment. And it sought an amendment to make it easier for broadcasters to rely exclusively on news and public service announcements to meet community problems. CFA had requested the commission to permit CFA management-level volunteers to conduct leadership interviews.

## Wiley and Inouye slated as NAB seminar speakers

Senator Daniel Inouye (D-Hawaii) and FCC Chairman Richard E. Wiley are slated as luncheon speakers at two of National

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## FCC 315 stance holds up against protests from minor candidates

**Commission decisions involving TV debates are backed up by courts; McCarthy and others continue to press the issue**

Those "other" presidential candidates are still losing in court and at the FCC in their effort to get some free broadcast time out of the televised debates between President Ford and his Democratic challenger, Jimmy Carter.

Last week, the FCC rejected equal-time and fairness-doctrine complaints that the American Independent Party, whose candidate is Lester Maddox, and independent candidate Eugene McCarthy filed in response to the first debate. The principal aim of each candidate was a ruling requiring his participation in the debates.

Mr. McCarthy's effort to obtain court relief before the second debate last Wednesday—his lawyers filed a motion to block the debate—failed when the Supreme Court issued a one-sentence order rejecting his request that it bypass the U.S. Court of Appeals and hear an appeal from the commission's decision. Mr. McCarthy has also filed an appeal with that court. It later ordered an expedited proceeding, directing the commission and the networks to file briefs by Tuesday.

Earlier, the appeals court in Washington affirmed the commission's decision denying the Socialist Workers Party's equal-time complaint against ABC, CBS and NBC as a result of the first debate. The court, to which the case had been referred by the U.S. Court of Appeals in New York, acted on the basis of written pleadings; it did not hear oral argument.

The SWP, however, has not given up. It has asked the Supreme Court to review the case. Already pending before the high

Association of Broadcasters seven fall TV executives seminars, Senator Inouye for the meeting in Portland, Ore., Oct. 25-26, and Chairman Wiley for the meeting in Washington, Nov. 22-23. TV meetings are being held concurrently with NAB conferences for radio and for engineers. Dates and places for all seven are: Houston, Oct. 18-19; Denver, Oct. 21-22; Portland, Oct. 25-26; New York, Nov. 11-12; Atlanta, Nov. 15-16; Chicago, Nov. 18-19, and Washington, Nov. 22-23 (see BROADCASTING, Sept. 13, for speakers at earlier meetings).

### Media Briefs

**Thumbs down.** FCC said it won't reconsider its July decision denying renewal of license for WMOU(AM)-WXLQ(FM) Berlin, N.H., for fraudulent billing. Licensee, White Mountain Broadcasting Co., in seeking reconsideration of denial, said station owner Robert R. Powell did not know of scheme and that commission did not consider all evidence at hand. Commission said initial decision was based on facts supplied by White Mountain and that since licensee filed no exceptions to those findings, facts could not be now challenged. FCC said claim that Mr. Powell didn't know of double billing practices was without support.

**Hoax 'unpardonable.'** FCC Administrative Law Judge Thomas B. Fitzpatrick has issued initial decision denying renewal of license for KIKX(AM) Tucson, Ariz., for staging false news event of kidnapping of KIKX disk jockey, tying hoax into misleading station contest to maintain listener interest and other violations of FCC rules. Judge Fitzpatrick said even though station licensee, John W. Walton Jr., headquartered in El Paso, did not know hoax was planned, Dennis Forsythe, general manager of KIKX when "kidnapping" was perpetrated in January 1984, had committed "unpardonable" deception against public, and that licensee must be held responsible.

**Allegations denied.** Screen Gems and Gaylord Broadcasting Co. have told FCC that petition to deny Screen Gems' sale of WVUE(TV) New Orleans to Gaylord filed by Southern Media Coalition and group of individuals from New Orleans is vague, repetitive and unsupported. Coalition had charged both broadcasters with lack of concern for meeting black community's employment and programming needs and other violations of rules (BROADCASTING, Sept. 13). Screen Gems said WVUE has expended energy and resources to meet EEO and programming needs, and Gaylord said its proposals to meet these needs are consistent with FCC rules.

**Too late.** Nomination of D. Tennant Bryan to U.S. Advisory Commission on Information ("Closed Circuit," Aug. 30) was sent by President Ford to Congress too late for action this session, according to Senate Foreign Relations committee, which received it. Mr. Bryan, chairman of Media

General, owner of WFLA-AM-FM-TV Tampa, Fla., and newspapers in South, was expected to succeed J. Leonard Reinsch, retired president of Cox Broadcasting and chairman of Cox Cable.

**To NBC.** WMEX(AM) Boston will become affiliate of NBC Radio, effective Jan. 1, 1977. Station is owned by Richmond Brothers, was formerly affiliate of ABC/Contemporary network and operates at 1510 khz with 50 kw day and 5 kw night.

**Opinion, please.** FCC's notice of proposed rulemaking to restudy rules governing maintenance of programming records invites comments specifically on: whether commission should permit machine reproduction of material in public file of radio stations; whether program logs of radio stations should be made publicly available; whether FCC should require retention and disclosure of transcript tape or disk of news and public affairs programs for both radio and TV, and an evaluation of experiment requiring radio stations to maintain all written comments and suggestions from public concerning operation of station for three years from date received, in local public inspection file. Comments are due Nov. 8.

### Bar group against D.C. ethics proposal

The Federal Bar Association, which is composed of attorneys who serve in the government or who are former federal employes, has adopted a resolution opposing a proposed ethics opinion of the District of Columbia Bar Committee on Legal Ethics. The proposed opinion holds that when a lawyer is disqualified from participating in a case because of a substantial responsibility he had for it while in government, all of his partners and associates are also disqualified. The FBA's resolution says that the opinion, if adopted, "would cause serious harm to the federal service by substantially impairing the ability of the government to recruit both young and experienced lawyers, without overriding benefit of justification."

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court are requests by the Democratic National Committee and Representative Shirley Chisholm (D-N.Y.) for review of the commission's ruling that paved the way for the League of Women Voters-sponsored debates: It held that broadcast, live and in its entirety, of a debate between candidates arranged by an independent party not associated with a broadcaster is on-the-spot coverage of a bona fide news event exempt from the equal-time law. (The commission last month modified the ruling to the extent of including tape-delayed coverage within the exemption.)

The commission, in denying the Maddox and McCarthy complaints, rejected the argument that the 26-minute halt in the first debate because of audio failure demonstrated that "the league and networks were not acting separately. The commission noted that the public address system in the hall in Philadelphia where the debate was being held and the networks' sound systems were connected and that the failure of one involved the failure of the other. Furthermore, it said, "no broadcaster is shown to have exercised control over the continuation or suspension of the debate."

The commission also rejected the argument that the participation of the candidates in the arrangements for the debates took them out of the class of bona fide news events. "Such candidate input into the debate arrangement," the commission said, does not remove the debate from the exemption.

The key factor, the commission said, was the broadcasters' judgment that broadcast of the debate was "on-the-spot coverage of a bona fide news event" exempt from the equal-time law. The commission said it could not fault that judgment.

Nor did the commission find any basis for a fairness doctrine complaint. The commission said the purpose of the doctrine as applied to political campaigns is to insure that the public is aware of significant candidates and issues. And in order to promote such a discussion, the commission added, it must be able to assure broadcasters that their decisions as to the amount of coverage to be given to the campaigns of candidates will be disturbed only when a prima facie case is made that the decisions are unreasonable

or made in bad faith. "We do not believe that either of the complainants has made such a showing," the commission said.

The commission also noted that each of the networks cited instances of coverage of both candidates in news programming and that neither candidate has provided information indicating that the coverage was inadequate.

(The American Party, which had filed suit in a vain effort to block the first debate, last week filed a complaint with the commission asserting that its presidential candidate, Tom Anderson, is entitled to equal-time as a result of that debate. The party generally made the same arguments the commission rejected in denying the Maddox and McCarthy complaints.)

The commission issued the ruling on a 4-to-1 vote. Chairman Richard F. Wiley and Commissioners James H. Quello and Abbott Washburn were in the majority, with Commissioner Robert E. Lee concurring in the result. Commissioner Benjamin L. Hooks dissented and the commission's new members, Joseph Fogarty and Margita White, did not participate.

Commissioner Hooks, who dissented to the original ruling which opened the door for the debates, said in a dissenting opinion that it would have been "much simpler and more conducive to honesty" had the commission "not strained" the equal-time law and "not pre-empted" Congress's role in providing whatever relief Congress found appropriate—as it did in 1960 when it suspended the law for the Kennedy-Nixon debates.

Commissioner Hooks said, as he has before, that if the candidates had agreed to debate on television, "congressional suspension would have been forthcoming faster than a bionic 50-yard dash."

Mr. McCarthy, interviewed by reporters in Niagara Falls, N.Y., said he was not surprised by the commission's decision. "The FCC is made up of Republicans and Democrats—no independents like myself," he said.

## Debates draw damage suit

Equal time and allegations of fairness doctrine violations are not the only kind of litigation the League of Women Voters-

sponsored debates between President Ford and Jimmy Carter are generating. Last week, a veteran journalist, John F. Graham, filed a \$5 million damage suit naming as defendants the president of the League, the League itself and the presidents of ABC, CBS, NBC and the Public Broadcasting Service, and those networks, as well.

Mr. Graham, who resides in Washington but who has worked for the old *New York Sun*, NBC and CBS, claims, in the suit filed in U.S. District Court in Washington, that the defendants have conspired to deprive him of his civil rights—"namely, the right to cast an informed vote in the national elections on Nov. 2, 1976." They did this, he said, "by consciously, deliberately and with malice aforethought [excluding] presidential candidates except candidates Ford and Carter from participating in the televised discussion of political issues on Sept. 23, 1976."

## News council lines up post-debates conference

The National News Council will invite sponsors, political parties and media organizations involved in the televised presidential debates to a conference following the campaign "to review and evaluate the debates with the purpose of capitalizing on the lessons of the 1976 experience to develop ground rules that will encourage future encounters..." The council announced its intentions after its regular meeting in New York Sept. 20 and 21.

The council laid to rest its examination of the Central Intelligence Agency's relationship to the "news community" (BROADCASTING, June 28), saying the council "accepts the assurances of the CIA that it has decided, as a matter of policy, to end the employment of American newsmen, and that all remaining instances of such employment will, in fact, cease within a reasonable time... We specifically note that the CIA has not given such assurances with respect to foreign newsmen, nor has the council expressed any opinion concerning this practice."

In other business, the council elected two new members: Norman E. Isaacs, editor in residence at Columbia University Graduate School of Journalism, and Michael E. Pulitzer, editor and publisher, *Arizona Daily Star*, Tucson, and grandson of Joseph Pulitzer.

## Journalism Briefs

More than just two. Public Broadcasting Service this month has scheduled series of half-hour prime time reports with minority candidates for presidency. Appearances and air dates include Eugene McCarthy on Oct. 21; Peter Camejo, Socialist Workers Party, Oct. 25; Lester Maddox, American Independent Party, Oct. 26, and Lyndon LaRouche, U.S. Labor Party, Oct. 27. Series is co-produced

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by WNET(TV) New York and WETA-TV Washington.

**New news service.** Black Hawk Broadcasting Co., Waterloo, Iowa, is operating Iowa News Radio, news service designed to augment efforts of news departments of local radio stations. Service provides package of Iowa news stories edited and voiced for radio, beginning at 6:30 a.m. and updated throughout day, plus one weekly half-hour public affairs program. Dale Cerbin, news director of Black Hawk-owned KCBC(AM) Des Moines, is INR news manager. Headquartered in that city, INR began operations last Monday (Oct. 4) with 14 subscribing stations: KLGA(AM) Algona, KCOG(AM) Centerville, KCHE(AM) Cherokee, KCLN(AM) Clinton, KGRN(AM) Grinnell, KHBT(FM) Humboldt, KMAQ(AM) Maquoketa, KRIB(AM) Mason City, KILJ(FM) Mount Pleasant, KMA(AM) Shenandoah, and Black Hawk-owned stations KWWL(AM)-KFMW(FM) Waterloo, KLWW(AM) Cedar Rapids and KCBC.

**Flexible feed.** CBS News, Radio, has implemented closed-circuit service for affiliates and owned stations to supplement existing "Newsfeed" which goes to stations six times daily. New "Speedfeed" will provide actualities (speeches, news conferences, interviews) on more flexible basis, as closed circuit time is available and varying in number and length as material is available. Longer, unedited takes are designed especially for all-news formats.

**Commodity news.** UPI and Commodity News Services, subsidiary of Knight-Ridder Newspapers, have formed new newswire service to provide commodity and general business information obtained from international network of bureaus and specials correspondents. UPI delivers its services to more than 6,900 broadcast and newspaper subscribers; Commodity News Services offers 12 separate newswires tailored to business information needs of almost 4,500 North American subscribers.

**Don't forget.** National Public Radio has placed full page advertisement in *New York Times* and quarter pages in *Washington Post*, *Boston Globe* and *Los Angeles Times*, reminding public that Barbara Walters of *ABC Evening News* is not first woman to be co-host of national news program. Ads explain that Susan Stamberg has been co-anchor of NPR's nightly 90-minute *All Things Considered* news program since 1972. NPR said ads cost about \$16,000.

## Epilogue on Schorr

**Ethics Committee slaps his wrist, says press should police itself in reports on government secrets**

The House Ethics Committee has described as "reprehensible" the actions of former CBS correspondent Daniel Schorr in acquiring the secret House intelligence report and passing it to the New York weekly *Village Voice*.

The same committee earlier stopped short of citing Mr. Schorr for contempt

after he refused repeatedly in open hearing to give any information about his source. Mr. Schorr subsequently resigned from CBS News (BROADCASTING, Oct. 4).

The Ethics Committee concluded in its final report on the investigation of the leak, released last week, that Mr. Schorr's source was someone on or close to the staff of the defunct House Intelligence Committee, which authored the report.

It editorialized that the press should police itself on what it reports about government secrets. There will be disagreement between the press and government over control of information, the committee said, but added, "it is not axiomatic... that the news media are always right and the government is always wrong... The fact is, the news media frequently do not possess sufficient information on which to make a prudent decision on whether the revelation of a secret will help or harm."

## Women make progress

**RTNDA completes survey of radio-TV stations to determine profile of newsroom directors**

The number of women in their 20's directing broadcast newsrooms has begun to rise in recent months, according to a 1976 survey conducted by Radio Television News Directors Association.

Eleven women are now heading commercial TV news operations, compared to two in 1972 and four in early 1975, RTNDA's survey indicates. Seven of the 11 had been on the job only about one year, and six were in the 24-30 age range.

Eight percent of the news directors surveyed in commercial radio this year were women, compared to 4% in a similar survey four years ago. Half of the women surveyed had been on the job a year or less, and half were 21-25 years old. In a 1975 survey, the median age was 35.

Results were obtained from questionnaires returned by 64% (413) of all commercial TV (including joint TV-radio) stations and 42% (329) of the AM and separate FM radio-only operations sampled from the 1975 BROADCASTING YEARBOOK.

## Sonderling backs down on change of N.Y. format

**Amendment to its application for purchase of WRVR(FM) says it won't abandon jazz programing**

Sonderling Broadcasting Corp. sought with a single filing at the FCC last week to hoist itself out of the legal morass into which it plunged two years ago when it proposed to purchase WRVR(FM) New York and change its all-jazz format. The filing is an amendment to the transfer application saying that the format will not be changed.

The amendment was filed on Tuesday, in what FCC commissioners probably considered the nick of time. The commission was scheduled to consider the transfer application on Thursday, and the members faced alternate draft orders prepared by the Broadcast Bureau. One would have approved the transfer; the other would have designated the application for hearing.

The alternate drafts—a device to which the staff does not often resort in preparing recommendations for the commission—indicate the difficulty the problems raised by the application were causing. Originally, the staff drafted a proposed order calling for approval. But after the General Counsel's office raised questions as to whether the draft could be squared with court orders requiring the commission to hold hearings in cases in which a station sale would result in the loss of a "unique" format, the second draft was prepared.

The sale is being opposed by the Citizens Committee to Save Jazz Radio. Sonderling intended to maintain a heavy schedule of jazz at night, but to reduce by about half the total amount of jazz now aired. Much of the remainder of the day would have been devoted to rhythm and blues. The committee contended that a unique service would be lost.

Sonderling, which has contracted to pay

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**Concrete.** FCC has upheld rules further limiting amount of programing that may be duplicated by co-owned AM and FM stations in same local area. Effective May 1, 1977, no more than 25% of average week may be duplicated by FM in communities of more than 100,000. Effective May 1, 1979, 25% limit will be extended to stations in 25,000 to 100,000 population category. FCC denied petitions for reconsideration filed by Daytime Broadcasters Association, WAIT(AM) Chicago and Sonderling Broadcasting Corp.

\$2.3 million to Riverside Broadcasting Co., the present owner, said in the letter to the commission that accompanied the amendment that the change moots the basic objection to the sale. Accordingly, it requests "immediate action" on the application.

However, one of the attorneys for the citizen group, Charles Firestone, of the Citizens Communications Center, said problems remain. Besides the format issue, he said, several others must be resolved, including one dealing with Sonderling's ascertainment of community needs.

The case is an example of the kind of problem the commission hopes its policy statement on entertainment formats will permit it, in time, to avoid. The statement, adopted in July, says that decisions on entertainment formats are to be left with broadcasters, that the commission lacks the constitutional and legal authority to interfere (BROADCASTING, Aug. 2).

However, the statement, which runs counter to the teaching of a number of court decisions is being appealed by citizen groups. And the commission has stayed the effectiveness of the statement pending the conclusion of the litigation.

## McGannon decries program quality, television violence

**There are social and practical reasons for better shows and less hard action, says Group W chief to IRTS gathering**

Donald H. McGannon, chairman and president of Group W, last week called on broadcasters to upgrade the quality of TV programing and to take a hard look, for both social and business reasons, at violence on television.

Mr. McGannon made his twin appeal in a talk before the International Radio and Television Society in New York. He offered his counsel within the framework of a speech looking ahead to television's next 30 years.

"As we talk here today, I believe the American public is thirsting for a new dimension in television programing and news, more than the television industry

thinks it is ready for," he asserted. "In the matter of entertainment, I believe the American public is prepared—and even anxious—for more programs with social significance—like *All in the Family* ... like *The Incredible Machine* ... like *Eleanor and Franklin* ..."

In response to this enlarging public appetite, there is too often the tendency "to give them more of the same, to take what you've got and expand it or imitate it," Mr. McGannon contended. "Let me assure you I am not suggesting Shakespeare every night or large doses of ballet," he said. "Rather, I am suggesting that we recognize the power and potential of our medium—that we confront ourselves with the hard reality that the American public is crying for a chance at a new dimension—a parole from banal repetition of yesterday's hits."

In this context he remarked that major corporate clients are pouring millions of dollars into public television "for what they consider an association with quality programing." He said the public's readiness for this type of programing is underscored by the success of *60 Minutes*.

Mr. McGannon also pointed to a need in television "for analysis, interpretation and for commentary." He emphasized that "there is no regularly scheduled network news-in-depth, news analysis or commentary in prime time." He questioned whether the medium's full potential was being tapped, adding "when audience levels are at their peak, there are no mind-stretching programs."

He quoted a network executive as having said recently in a national magazine: "The audience has turned its back on quality in favor of professionalism. We're giving them the same old garbage done a little better." Mr. McGannon replied: "Our audience—and for that matter, our sponsors—need something far beyond the same old garbage ... a new departure in innovative programing."

Mr. McGannon was equally forthright in criticizing what he feels is "an excess of crime and violence after 9 p.m." on TV. He noted there is a large percentage of children between 2 and 11 who watch TV during the course of a week. And he said this circumstance exists at a time when youth crime is growing and alcoholism among youngsters 12 to 17 is at record levels.

He acknowledged there is no empirical evidence linking TV to increasing violence in American life, but added: "Can we gamble with the impact of our medium and continue with a schedule that even now contains over 15 hours of crime-police series each week—plus the violence in many of our feature films?"

Aside from the social implications attached to violence on TV, Mr. McGannon said the industry should look at the situation from a pragmatic viewpoint. He warned the industry is jeopardizing its future for today's quick popularity and profit.

"If you think I am a Cassandra, I call your attention to the growing concern by many agencies and advertisers who are

becoming disenchanted with excessive violence," Mr. McGannon said. "They're concerned on two counts: because it harms our society and because they feel it's bad for business ... their business ... our business. J. Walter Thompson, for example, is strongly counseling its clients to evaluate the potential negatives of placing commercials in programs perceived as violent."

## The 'Black Sheep' of the family hour?

**CBS says NBC show is not fit for pre-9 p.m.; NBC says testing showed that it's acceptable**

CBS-TV has accused NBC-TV of programing an unsuitable series in family-viewing time, the first complaint by one network against another since the family period was inserted in the National Association of Broadcasting code.

The series cited by CBS, *Baa Baa Black Sheep* (Tuesday, 8-9 p.m. NYT), is loaded with "incessant fistfights," puts an "emphasis on drinking," and "condones dubious moral values," with U.S. World War II pilots "chasing nurses through their dormitories," in the words of Van Gordon Sauter, the program-practices vice president of CBS-TV.

Mr. Sauter said he wrote an "informal, nonadversarial" letter to Stockton Helffrich, director of the Code Authority of the National Association of Broadcasters, on Oct. 1. "I expected the whole matter to be handled privately, with the NAB code board," Mr. Sauter added.

But when the complaint was made public by the *New York Times* last Wednesday (Oct. 6), NBC put out a statement which said in part that NBC "believes" *Baa Baa Black Sheep* "is appropriate programing" for family hour because tests and surveys were conducted before the series' premiere and "substantially more than the majority of people interviewed agreed with the statement 'This is a program that everyone in the family can watch/enjoy.'"

"NBC will respond to CBS's complaint," the statement concluded, "in accordance with the procedures of the NAB code."

**Corrections.** BROADCASTING's Sept. 27 report of "The 500 of fortune: radio's biggest stations" incorrectly listed KRIZ(AM) as number two in Phoenix, nation's 27th largest radio market, in terms of average persons, 12 and over, Monday-Sunday, 6 a.m.-midnight, April-May 1976. That ranking belonged to KNIX(AM), country-formatted station in that market.

Listing for Hartford-New Britain, Conn. (market No 42), showed WFLR(AM), MOR, as sixth-ranked. It should have read WPLR(FM), AOR-contemporary, as sixth.

In that same issue, KIRO(AM) Seattle, in 17th market, should have been listed as news-sports, not MOR.



## A radio institution: WSM's renowned 'Grand Ole Opry'

The show that helped to build  
a city and a native music form

The *Grand Ole Opry*—to listeners in some 30 states that radio show beamed out from Nashville on WSM(AM) has become synonymous with country music. The show features a rotating cast of 200 entertainers all performing for union scale and for glory. Indeed a measure of its influence on popular culture is that the show has become the subject of song.

When it began almost 51 years ago the *Opry* wasn't unique. There were other radio "barn dance" shows (one of the earliest started in 1923 on WBAP Fort Worth) and for a while it wasn't the most popular—that honor probably went to the *National Barn Dance* on Sears & Roebucks' WLS Chicago, but over the years its size and popularity grew and it evolved from a localized barn dance to a national program featuring country music stars, due in large part to the immense popularity of *Opry* musician and host, Roy Acuff.

On Oct. 5, 1925, the National Life & Accident Insurance Co.'s radio facility, WSM (We Shield Millions), went on the air. One month later it hired George D. Hay as station director. Mr. Hay, a former reporter for the *Memphis Commercial Appeal*, started his radio career when he was appointed radio editor for the paper. In 1924 he became chief announcer at WLS where he originated the popular *WLS Barn Dance*, so it was only natural that he develop a similar program in Nashville—the *WSM Barn Dance*. It wasn't until two years later that the show got its present title from an ad lib by Mr. Hay. Just prior to the show the station, an NBC affiliate, carried the network's *Music Appreciation Hour*. The transition from classical to country was an abrupt one, and one evening Mr. Hay remarked, "For the past hour we have been listening to music taken largely from grand opera, but from now on we will present 'The Grand Ole Opry.'"

The show became nationally known in 1939 when NBC started broadcasting a half-hour segment sponsored by Prince Albert tobacco.

As the *Opry* became more popular, people began to crowd the studio to watch the performers. The WSM management built an acoustically designed auditorium that held 500 fans, but soon that proved too small and the show began a series of moves, winding up in 1943 at the Ryman auditorium. Ryman could seat 3,000 and had been built in 1891. A Friday night show was also added to satisfy the demand for tickets. It was while based at Ryman that the *Opry* grew into the broadcasting institution that it is today.

The latest move took place two years ago



**New home of an old show.** Since 1974 the \$15-million Grand Ole Opry House in Nashville's Opryland U.S.A. has been the headquarters for WSM(AM) Nashville's 50-year-old program. The facility, which seats 4,400, is said to be the largest radio broadcasting studio in the world.

with the completion of the new Grand Ole Opry House at Opryland U.S.A., a 217-acre amusement park. The \$15-million replacement for Ryman seats 4,400 and is equipped with the latest in electronics, acoustics, lighting and audio-visual equipment. But it has not rejected all the old ways. The Opry House was designed to retain the flavor of the old auditorium, keeping the idea of pew-type seats, the original props and a six-foot circular section of the old stage which is set into the new one.

In the 1930's and 40's country music, or hillbilly as it used to be called, was experiencing not only popularity but also wider acceptance by audiences outside the South. In 1941 the *Opry* organized a traveling unit of 20 entertainers called the "Camel Caravan" to entertain servicemen. By late 1942 the R.J. Reynolds-sponsored show had performed 175 shows in 68 military installations and had logged more than 50,000 miles in 19 states.

By 1944 there were more than 600 radio stations using live hillbilly talent on shows and in October 1947 an *Opry* unit headed by Ernest Tubb became the first country group to be featured in a Carnegie Hall concert.

To say the show is popular is a vast understatement. In one month last year WSM received 14,375 pieces of mail requesting

information and tickets from 49 states, the District of Columbia and five foreign countries. More than 750,000 people attended the *Opry* last year, with Opryland attracting two million tourists who spent \$128 million.

Because of its 50,000 w signal and clear-channel coverage, the *Opry* is attractive to advertisers, both regional and national. Stephens Work Clothes has been a sponsor for 35 years, Coca-Cola for 24, Kellogg for 13 and Union Oil for 12. But perhaps the most famous advertiser in terms of listener recognition is Martha White flour, now in its 34th year of sponsorship.

Back in 1955 Lester Flatt and Earl Scruggs came to the *Opry*. The group performed live commercials for Martha White on the shows and the company sponsored a concert tour around the country. The Martha White song the group did over the *Opry* broadcasts became such a favorite that the band would occasionally get requests for it at concerts. The rise to fame of Flatt and Scruggs also brought about an increase in popularity for Martha White; in fact, the president of the company once remarked that "Flatt and Scruggs and the *Grand Ole Opry* built the Martha White mills."

In addition to building Martha White, the *Opry* can take some degree of respon-

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sibility for building the city of Nashville. In the last 25 years the town has grown into a major recording center for the music industry, a \$250 million per year business, and, with the completion of Opryland in 1974, a tourist attraction.

The weekly *Opry* broadcasts (and there has never been a broadcast missed) start on Friday night at 8 p.m. and go until 10:30. But the "real" *Opry* is Saturday night. The first show goes on the air at 6:30 and runs until 9, with the second show airing from 9:30 to midnight. Both the Friday and Saturday *Oprys* command premium ad prices. A half-hour of the Saturday show sells for \$600 (\$500 on Friday) and the minute breaks on the hour go for \$100 (the same for Friday). Even at these rates the program has a waiting list for sponsorship of 24.

The *Opry* and country music make up WSM's nighttime programming. During the day it offers talk and adult contemporary music and what it claims is the only studio band still used by a radio station. The 10-piece orchestra plays popular music on the *Waking Crew*, the morning show on from 7:45 to 9 a.m. Monday through Friday.

But millions of Americans know of WSM only through the *Grand Ole Opry*. One explanation for the *Opry's* attraction was offered many years ago by Mr. Hay: "The *Grand Ole Opry* is as simple as sunshine. It has a universal appeal because it is built upon good will and with folk music expresses the heart-beat of a large percentage of Americans who labor for a living."

## The other country show: WWVA's 'Jamboree'

**Wheeling station followed WSM with live performances starting in 1933; it has maintained and built a loyal audience since then**

The *Grand Ole Opry* is not the only live country broadcast. For the more than five million fans from the northeast U.S. who have gone to Wheeling, W.Va., Saturday nights since 1933, *Jamboree U.S.A.* is the country music show.

The station responsible for *Jamboree* is WWVA(AM), which will celebrate its 50th



**Another oldtimer.** WWVA(AM) Wheeling, W.Va.'s *Jamboree* country music show has been featuring live performances by both local and national musicians since 1933. The Harvest Home Festival in 1958 celebrated the show's 25th birthday and attracted more than 3,000 people.

anniversary next December. WWVA aired the first *Jamboree* on Jan. 7, 1933, making it, the station says, the second oldest country radio show. Like the *Opry*, the *Jamboree* was so popular that it had to be moved from the station's studio to the Capitol theater to accommodate public demand. The first show at the Capitol on April 1, 1933, played to a full house of 3,266 with another 1,000 turned away.

The "Inquiring Mike" was added two years later. This featured a reporter talking to the audience and giving the fans a chance to say "hello" to their friends and families back home. On Oct. 13, 1934, the first *Jamboree Harvest Home Festival* was held. It drew such large crowds to hear the local country talent that it became an annual affair.

A milestone was reached for WWVA—"The Friendly Voice from Out of the Hills of West Virginia"—in February 1947 when it sold its one millionth ticket to the *Jamboree*. By the show's 25th birthday in 1958, the performers had given 1,300 shows to more than two million people.

For many years the *Jamboree* was just one part of WWVA's programming that also included material from CBS Radio, local farm and music programs such as the popular *Wheeling Steel Employee Family*

*Broadcasts* featuring the "Steelmakers" orchestra composed of Wheeling Steel Co. employees or relatives. This wide-ranging format changed in the early 1960's and so did the *Jamboree*.

After many studies of the market and the music industry, WWVA made a decision to change its format in 1965. On Nov. 8 the station went on the air with 24-hour "modern country." With the trend in country music starting to shift from the traditional toward the modern, the *Jamboree* began to present nationally known country artists each week as an added feature to the regular local talent line-up.

The *Jamboree* continued to outgrow the halls and theaters that housed it over the years, and in 1969 both the *Jamboree* and WWVA moved to new locations. The station purchased the Capitol theater building in downtown Wheeling and after months of renovation the building was renamed the Capitol Music Hall to house the *Jamboree* and WWVA broadcasting operations.

As country music has grown and experienced increased popularity in the last few years, the *Jamboree* has grown too. In 1971 a live Christmas *Jamboree* was broadcast from inside the West Virginia state penitentiary bringing country music to 600 inmates.

The first *Homecoming Jamboree*, a reunion of *Jamboree* entertainers of the past, was held in 1972. The show proved so successful that it became one of the *Jamboree's* annual affairs.

Keeping up with the music trends, the station put together a *Truckdrivers Jamboree* in 1972 with stars such as Dave Dudley and Red Sovine performing for thousands of truckdrivers. It too has become a yearly event.

These annual shows add to the drawing appeal of the *Jamboree*. Last year more than 250,000 people traveled an average of about 300 miles to attend the show. The broadcasts reach 18 states and six Canadian provinces. The volume of requests to attend the *Jamboree* now requires a full time department—it's all a part of WWVA's business of "Bringing Country to the Country."

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## More TV research funded by ABC

Three of five awards are for analysis of medium's effect on the young viewers

Five original projects will receive a total of \$100,000 from ABC-TV's social research awards program, in the network's effort "to learn more about the social and psychological effects of the medium," according to Marvin Mord, vice president, research services, ABC-TV.

Two five-year studies were recently completed under the program—both conducted by Lieberman Research on the effects of televised violence on children (BROADCASTING, March 15, 22).

Recipients of the 1976-77 awards, each of whom will receive \$20,000, are:

Dr. Phillip Mohr, coordinator of graduate studies in communications, Wichita State University; "Influence of parental guidance on children's TV viewing."

Dr. Vaida Thompson, Dr. Andrea Sedlak and graduate students, Department of Psychology, University of North Carolina at Chapel Hill; "Cognitive-developmental studies of television viewing."

Dr. Aimee Door Leifer and Judith Lemon, Graduate School of Education, Harvard University, Cambridge, Mass.; "To investigate how people experience television and what meanings they attribute to it, and how differences in experience and meaning relate to viewer characteristics and attitude change after exposure to aggressive television."

Dr. Joseph Cominick, Dr. Alan Wurtzel, and Dr. Shanna Richman, University of Georgia; "Television viewing and techniques of coping with problems among young children: Self-assertion vs. aggression."

Suzanne Fox, Annenberg School of Communications, University of Pennsylvania; "Television's contribution to child viewers' expectations about adult life."

### Programing Briefs

**Dallas switch.** CBS-affiliated WFAA(AM) Dallas will drop its current popular-music programing and adopt all news/talk format by beginning of November. Mike Shapiro, president of Belo Broadcasting Corp., owner of WFAA, said decision was made after three-month survey of listener preference and programing trends. "It has become increasingly apparent that music listening habits are rapidly moving to the FM stereo band while AM is emerging as a key and fundamental source of information programing," Mr. Shapiro said. All news/talk format is being developed by Jim Simon, new news-program director for WFAA and former news-program director at KABC(AM) Los Angeles.

**Cartoon sci-fi.** Eight of top-10 markets have purchased *Star Trek* (animated) from Paramount Television Sales, New York. Twenty-two half-hours will be on WPIX(TV)

New York; KTLA(TV) Los Angeles; WFLD-TV Chicago; KTVU(TV) Oakland, Calif.; WDCA-TV Washington; WKBD-TV Detroit; WKBS-TV Burlington, N.J., (Philadelphia) and WLVI-TV Cambridge, Mass. Original voices and likenesses of show's stars are used.

**Glove treatment.** ABC-TV in January will start telecasting series of 10 programs to continue for six months covering professional boxing bouts designed to name U.S. champions in all major weight divisions. Titled *United States Boxing Tournaments of Champions*, matches will be promoted by Don King Productions, New York, in association with Ring Magazine. Plans are for eight Americans to compete in each division, from featherweight to heavyweight.

**Open benefit.** WQXR-AM-FM New York staged *Metropolitan Marathon*, four-hour broadcast directly from stage of Metropolitan Opera on Oct. 1 (8 p.m. to midnight). Met artists performed and broadcast was carried by stations in 11 other cities. Listening public were asked to make pledges in support of Met.

**Five on 50.** NBC Radio has scheduled five special programs on history of its radio network as part of celebration of company's 50th anniversary. Programs are being run for five consecutive Sundays, beginning yesterday (Oct. 10), 9:05-10 p.m. NYT. Producers are Elliott Drake and Charles Garment.

**Specials.** Radio Arts Inc., MOR program service firm in Burbank, Calif., is inaugurating specialized division for development of specials. Initial offering includes three in-depth views of lives and music of four American entertainers, first of which is four-hour production featuring Tony Bennett. Liza Minnelli stars in second, another four-hour venture which includes tribute to Judy Garland. Third is seven-hour presentation on life and music of George Gershwin. Shows feature composer-conductor John Green as host and are available from Radio Arts individually or as package.

**Bunch of kids.** Twenty-two half-hours of *The Brady Kids*, off-network animated series, have been purchased in eight of top-10 markets. Series, syndicated by Paramount Television Sales, will be on

WNEW-TV New York; KTTV(TV) Los Angeles; WFLD-TV Chicago; KBHK-TV San Francisco; WDCA-TV Burlington, N.J. (Philadelphia) and WLVI-TV Cambridge, Mass.

## Davis pleads guilty to tax evasion; gets suspended sentence, is fined \$10,000

Clive Davis, former president of CBS Records Group, was given a suspended sentence and a \$10,000 fine after pleading guilty to tax evasion for failing to report \$8,800 in income in 1972.

In imposing the sentence, Judge Thomas P. Griesa of the U.S. Southern District Court of New York, said Mr. Davis was a victim of "appalling publicity" that had unfairly linked him to payola scandals and organized crime.

Still pending against Mr. Davis is CBS's lawsuit in the Superior Court of New York County charging him with improperly billing CBS for almost \$100,000 in personal expenses. The suit was filed more than three years ago at the time CBS discharged him (BROADCASTING, June 4, 1973). Mr. Davis is now president of Arista Records, owned by Columbia Pictures Industries.

## Plough to revamp FM's in Atlanta, Boston, Memphis

Plough Broadcasting, the Memphis-based group owner, has changed the call letters and formats of three of its FM stations.

Involved are WPLO-FM Atlanta (becoming WVEE), WCOP-FM Boston (switching to WTTK) and WMPS-FM Memphis (changing to WHRK).

Plough is developing two syndicated formats for use by the stations. WVEE and WHRK is airing a new disco format in place of the previous MOR country sound. WTTK has adopted a progressive country format.

"It is our belief," said Plough President H. Wayne Hudson, "that the time is here for both formats, disco stereo and progressive country, to emerge as strong leaders in audience preference."

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## Cablecasting\*

# Armed with new copyright bill, NCTA will seek a fresh look at FCC's rules on signal carriage

Harris will make plea at Tuesday's en banc meeting; also appearing will be PBS and Pluria Marshall

With congressional passage of copyright legislation now a fact (BROADCASTING, Oct. 4), the National Cable Television Association is losing little time in asking the FCC to review its rules restricting cable systems as to the signals they may carry.

NCTA Chairman Burt I. Harris of Harriscope Cable Co. and Harriscope Broadcasting will make the request during the commission's open en banc meeting in Washington Oct. 12. He is expected to contend that the time has arrived for the commission to ease or eliminate rules assuring exclusivity protection for syndicated programming and limiting signal carriage. He says that the rules were adopted originally as a substitute for copyright liability the law did not provide.

And there is support, as expressed in the report on cable television issued by the staff of the House Communications Subcommittee, for substituting market-place competition for regulation (BROADCASTING, Feb. 2). Indeed, Chairman Richard E. Wiley has said that passage of copyright legislation should result in a reappraisal of the commission's exclusivity rules, which, he notes, have been referred to as a "copyright substitute."

The expression of such views has been a source of concern for broadcasters. The National Association of Broadcasters has argued that adoption of copyright legislation should not be a signal for dismantling of the commission's cable rules. The Judiciary Committee report accompanying the House version of the copyright bill cautioned the commission against relying on the committee's action as a basis for changing "the delicate balance of regulation in areas where the Congress has not resolved the issue." However, the Senate-House conference report on the legislation did not contain similar language.

Mr. Harris will probably touch also on several other matters. He is expected to urge a redefinition of a cable television system, one that would give equal regulatory treatment to cable television and master antenna systems and define a cable system in terms of its head-end rather than the community it serves.

Mr. Harris will probably suggest, also, that the commission abandon 1977 as a deadline by which all systems not certified

by that date must be reviewed for compliance with federal franchise standards. He feels that franchises should be allowed to expire naturally, and holding to the existing deadline, he says, would impose a heavy burden on the commission's processes.

The commission's subscriber rate inquiry will probably be covered also. Mr. Harris would urge the commission to preempt local governments' authority to regulate rates—and then permit the play of the marketplace to regulate them.

Besides Mr. Harris, who has been allotted 30 minutes, the commission will also hear on Tuesday from representatives of the Public Broadcasting Service and from Pluria Marshall, chairman of the National Black Media Coalition. Each presentation is scheduled for one hour.

PBS will discuss captioning for the deaf—a subject on which the commission is now conducting a rulemaking proceeding—and will demonstrate how captioning is done.

Mr. Marshall, in his correspondence requesting time at the en banc meeting, has indicated interest in discussing two subjects. One is the commission decision rejecting a wide-ranging petition for rulemaking filed by NBMC (BROADCASTING, July 26). The other is what he considers the networks' failure to cover adequately events in Southern Africa—a failure he attributes at least in part to the networks' lack of black correspondents.

## Johnstown grant proposed

James R. Hobson, chief of the FCC's Cable Television Bureau, has recommended that the commission grant Teleprompter Cable Systems Inc. a certificate of compliance for Johnstown, Pa. The FCC had denied a certificate in 1975 because of the conviction of the company and its then president, Irving Kahn, for bribery of local officials in obtaining a franchise in 1966. The U.S. Court of Appeals had remanded the case to the FCC in August, because, the court said, Teleprompter had paid a fine, the president had been sentenced to jail and a new management had been set up before the FCC's 1972 institution of rules which would allow it to deny a franchise granted by local authorities when corruption affects the agreement (BROADCASTING, Aug. 30). In spite of the FCC special trial staff's recommendation that the commission conduct further investigations into the case after the court remand, Chief Hobson said Teleprompter's 1975 franchise was in accord with FCC rules, and that, consistent with the opinion of the court and to serve public interest, the franchise should be granted.

## 'Midnight Blue' sees red

Time-Life Inc. and its subsidiary, Manhattan Cable Television Inc., were slapped with a \$250,000 damage suit by the producers of the *Midnight Blue* public-access series pulled off cable TV last May because

it contained alleged obscenity (BROADCASTING, May 17).

Media Ranch Inc., New York, charged in a complaint filed in Supreme Court, New York county, that Manhattan Cable had "wrongfully" breached a contract it had for *Midnight Blue* and another series, *Late Late Blue*, and had caused the plaintiff "severe monetary loss and damage to its business reputation."

At the time it took the erotic series off the air, Manhattan Cable said the program had exhibited "a regular pattern of flouting governmental regulations related to obscenity." Time-Life sources said Media Ranch is resorting to a damage suit because "it doesn't have a strong case on First Amendment obscenity grounds."

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## HBO drops 20 hours from program slate

**Cutback due to fewer afternoon viewers, lack of family films**

Home Box Office has dropped 20 hours from its weekday programming schedule—roughly one third—changing its start time from 1:30 p.m. to 5:30 p.m. The weekend schedule now begins between 1 p.m. and 3 p.m., adjusted to the time of sports events.

According to HBO, a lack of "P"- and "PG"-rated films, as well as few viewers in the afternoon, prompted the cutback. Since it does not run "R"-rated films in the afternoon, HBO said its schedule had to be filled with reruns and "secondary" programming. HBO told its affiliates that money saved from afternoon programming will be invested in the evening schedule. Subscriber rates go unchanged.

HBO now is programming some 55 to 60 hours per week, with its day ending usually between 1 a.m. and 1:30 a.m. With the cutback, HBO returned to the schedule it had prior to the inauguration of satellite transmission in September 1975.

HBO said that on the whole its affiliates see the cutback as a constructive step.

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## Gains for Warner Cable

Warner Cable Corp.'s 1976 gross revenues are expected to exceed \$50 million, Gustave M. Hauser, chairman, told a group of security analysts in New York. Other Warner officials said this would represent a gain of 66% since 1973, when Mr. Hauser took over the top post. Mr. Hauser said Warner's 140 cable systems in 30 states, serving 550,000 subscribers, are all cash positive and that this year's third-quarter results should improve on the second quarter's \$1,511,000 pretax income and \$12,855,000 revenues. Mr. Hauser also reported that Warner Cable is exploring per-program cable, including the technology to handle it, as a potential supplement to its Star Channel monthly pay service which he said currently has 40,000 subscribers and plans pay service in 1977 in, among other places, Boston, Columbus, Ohio, and Palm Springs, Calif.

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## Cable Briefs

**Upstate move.** New York State Cable Television Association, previously in Riverhead on Long Island, has switched its headquarters to 111 Washington Avenue, Albany 12210, telephone (518) 463-6676.

**Equal time.** Teleprompter Corp., New York, has agreed to carry on its cable systems 15-minute taped program produced by Democratic National Committee and supporting candidacy of Jimmy Carter for president. Company said it has notified Republican National Committee that it will accept a similar program advancing candidacy of President Ford.

**Entries wanted.** National Cable Television Association has announced redesigned cable service awards competition for 1977. Four major categories have been established: local origination, access, new services and syndication. Each system may enter seven programs—one in new services area and two in remaining categories. Entries must have been produced since Jan. 31, 1976, and must be submitted to NCTA by Jan. 31, 1977. Rules are available from Lydia Neumann, cablecasting coordinator, NCTA, 918 16th Street, N.W., Washington 20006. Awards will be presented at NCTA convention next April in Chicago.



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## Equipment & Engineering

### Extensive test of fiber optics planned in Japan

**In-house demonstration in Tokyo set for next month with big field trial near Osaka in 1978; far-ranging list of entertainment and two-way services to be offered**

Tests will begin next month in Tokyo on an interactive CATV network that uses fiber optics to provide two-way services ranging from request entertainment to police and fire protection. An in-house demonstration will be held there Nov. 15 and by April 1978, the Japanese government plans to begin a \$17 million 300-subscriber field trial near Osaka.

The project was announced last week at the European Electro-Optics Conference in Geneva. Japanese officials see the project as a stepping stone for farther expansion throughout the country. The field trial will take place in the Higashi Ikoma area of a model city near Osaka, 350 miles west of Tokyo. The project—called HI-OVIS (Higashi Ikoma Optical Video Information System)—takes its name from the site.

Original plans for the system had called for the use of coaxial cable. However optical fiber technology was later adopted as a wider-band, lower-cost and highly expandable alternative. The switch to fiber optics—transmitting pulsed light beams along hair-thin glass filaments—was recommended by Dr. Masahiro Kawahata, who announced the plans and is managing director and chief engineer of the Visual Information System Development Association, which is conducting the project. Dr. Kawahata's recommendations were substantiated by studies by Arthur D. Little Inc., the Cambridge, Mass.-based research development and consulting organization.

The computer-controlled system will provide the following services: request television programs; request data in still-picture form including news; facsimile copies of video information including a home "newspaper"; computer-assisted instruction; cashless transactions with bills paid by automatic bank account deductions; TV shopping and reservations for theater and the like; TV retransmission and independent TV broadcast including current CATV services and stock market reports; time checks and other announcements; FM rebroadcasts; burglar and fire alarms, and automatic readings and payments on electricity, gas and water meters as well as monitoring of household appliances.

The Phase I test next month will involve the computer control center, optical fiber transmission system with video switches and optical interfaces with the computer control center and the subscriber terminals.

The conceptual designs for the Phase II

field test were completed in June of this year. Plans call for three main optical trunk cables, each with 36 fibers and connecting the head-end to a subcenter. Each subcenter, with a video switch and associated control equipment, will have 14 distribution cables radiating out. Each distribution cable will have 24 fibers and be capable of serving 12 subscribers. The final subscriber drop will be comprised of two-fiber cable—one each for upstream and downstream transmission—brought to an optical junction box where it is connected to the distribution cable.

Additionally, independent optical fiber cable lines will be laid to such places as a school, hospital or town hall so service can originate there and be transmitted to that point.

Among the major goals for the project are residential subscriber terminal costs of less than \$3,000; community involvement and the justification of Higashi Ikoma as a prototype of a future social service system in Japan. Planners claim that a cost of less than \$3,000 for residential terminals is necessary for the system to be well-accepted by communities and viable as the basis for future information systems.

Supporting the project are three Japanese industries. Fujitsu Ltd. is primarily responsible for the development of the computer control center system; Sumitomo Electric Industries Ltd. is developing the optical fiber analog transmission system and Matsushita Electric Industries Co. Ltd. is responsible for studio equipment, subscriber terminal devices and related interfaces.

In other papers delivered at the European Electro-Optics Conference, Dr. Herbert A. Elion, managing director, Electro-optics, Arthur D. Little Inc. U.S.A., discussed the cost effectiveness of fiber communications systems and markets. For the next seven years, he said, the most cost effective areas for such systems would be: telephone and nontelephone common carriers, cable TV, satellite ground station links and local loops; industrial automation; process controls; computer applications, and military applications. Among Dr. Elion's other predictions for the next seven years are that interactive cable television will move into more economic and adaptable fiber optic types in Japan and North America, followed by Western Europe; new model cities will have considerable electro-optic systems installed simultaneously with telephone trunking and special systems in commerce, industry and other institutions; a heavy emphasis will be placed on fiber optics for pay in the U.S. and Canada, and that laser-based information systems will proliferate, particularly the video disk.

## Technical Briefs

**No backing for Baker.** Despite support of Tennessee's Republican Senator Howard Baker for proposals that VHF channels be "dropped" into that state and others, Tennessee Association of Broadcasters has



gone on record—in resolution adopted at board and membership meeting last month—in opposition. Resolution says 12 of currently proposed short-spaced V's would adversely affect reception of at least 11 Tennessee stations.

**Addition.** RCA American Communications Inc. has placed into operation new earth station near Rayburn, Tex., that will permit network television to be brought directly to Houston via satellite for first time. Thirty-three-foot diameter dish antenna permits instantaneous voice, data and television communications between Southwest and rest of U.S. Signal is sent from earth station via RCA Americom microwave link to central office in Houston from which it is distributed.

**New tape.** Memorex Corp., Santa Clara, Calif., has announced new 500-oersted video tape for new generation of one-inch VTR's. Called MRX 716 Quantum, tape uses new chromium dioxide configuration and is available in one-inch and half-inch configurations. Memorex claims improved color performance, RF (radio frequency) and signal-to-noise.

**Modular design.** Micro Consultants Inc., Palo Alto, Calif., has introduced DTC 300, new digital time-base corrector for use with virtually any video-tape recorder. DTC 300 is modularly designed so plug-in options can broaden its use. Standard unit corrects signals from direct record VTR's; options permit processing of signals from heterodyne and small nonphased VTR's. Other options include drop-out compensator, look-ahead velocity compensator and sync generator driver.

**Sudosat.** Harris Corp. has signed \$19-million contract with government of Sudan to build and install satellite communications system, with \$10-million expansion option. Main segment of \$29-million "Sudosat" turnkey project involves 14 earth stations and communication complexes. System also is to include 13 Harris color TV stations, five telephone exchanges and 200 kw radio station. Sudanese government says communications satellite system will be third largest in Africa. Largest is in Nigeria, also associated equipment will be provided by Harris Satellite Communications Unit, Melbourne, Fla.; TV and radio equipment from Harris Broadcast Products, Quincy, Ill. First three earth stations are to be installed during February and March, 1977.

**Museum piece.** KTLA(TV) Los Angeles is donating its first transmitter to California Museum of Science and Industry. Used for 20 years, transmitter was built in 1946 by former station head, Klaus Landsberg, when station was experimental W6XYZ. It became first commercially licensed transmitter west of Mississippi on Jan. 22, 1947, with start of KTLA.

**RCA price hikes.** Price increases averaging 6% on RCA-manufactured radio and television broadcast equipment will go into effect on Oct. 15. RCA Broadcast Systems, Camden, N.J., attributed the increases to higher manufacturing and materials costs.

## ANA annual meeting to feature talks on violence, advertising and future of TV

Approximately 550 executives are expected to attend the annual meeting of the Association of National Advertisers this Wednesday through Saturday (Oct. 13-16) to hear speeches and discussions on a wide range of subjects, including violence on TV programs and media alternatives in a time of rising costs.

The ANA has assembled a group of prominent officials from the ranks of clients, advertising agencies, networks and education to speak on the general topic of "The Management of Communications" during the meeting at The Broadmoor in Colorado Springs.

Addressing the first session on Thursday dealing with "Meeting the Challenges of Public Policy" will be Herbert S. Schlosser, president of NBC, who will give NBC's thinking on the future of television and the advertiser's role in it. Other speakers on the same panel will be G. Donald Johnston Jr., president of the J. Walter Thompson Co., New York, who will discuss the JWT presentation, "The Desensitization of America" and the

results of a study on public attitudes toward violence on TV; Mary Wells Lawrence, chairman of Wells, Rich, Greene Inc., New York, who will explore the implications of changing life styles for advertising and marketing; James L. Ferguson, chairman and president of the General Foods Corp., White Plains, N.Y., who will talk on the needs of management in communications, and George Cabot Lodge, professor of business administration at the Harvard Business School, who will assess current concepts of corporate responsibility.

Joel P. Baumwell, senior vice president in charge of research for the J. Walter Thompson Co., New York, will be the discussion leader for a clinic on "Evaluating the Effects of Violent Programming on TV Commercial Performance." Participating in a discussion on "Evaluating Media Alternatives in the Face of Spiraling Costs" will be Howard K. McIntyre, vice president, advertising, Plough Inc., Memphis; Robert J. Coen, vice president and director of media analysis, McCann-Erickson, New York; A.B. Priemer, director of advertising services, S.C. Johnson & Son, Racine, Wis.; George Simko, senior vice president and group executive, Benton & Bowles, New York, and William M. Weilbacher, vice chairman, Dancer-Fitzgerald-Sample Inc., New York.

In a session on "Evaluating Advertising Agency Performance" will be Marston Myers, staff vice president, ad-

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vertising, RCA Corp., New York; C. J. (Jack) Kopp, president, Leo Burnett Co., Chicago; John L. Lowden, director of advertising and sales promotion, ITT Corp., New York; Charles F. Metzger, director of marketing services, food division, Borden Inc., Columbus, Ohio, and Lois Wyse, executive vice president, Wyse Advertising Inc., New York.

Leading the discussion on "Corporate Advertising—How Effective Is It?" will be Blair R. Gettig, manager of advertising, Aluminum Co. of America, Pittsburgh; L.E. Purvis, chairman, Gallup & Robinson Inc., Princeton, N.J., and Joseph T. Plummer, director of research, Leo Burnett Co., Chicago. A panel on creativity in advertising will feature Jerry Della Femina, president of Della Femina, Travisano & Partners, New York; Reva Koroda, executive vice president and creative head, Ogilvy & Mather, New York, and James C. Nelson, executive vice president and creative director of Hoefler, Dieterich & Brown Inc., San Francisco.

## Add daytime radio

**That buying advice CBS Radio offers clients using daytime TV who want to reach even more women**

An analysis by CBS Radio of cross-media tabulations from a Radio's All Dimension Audience Research (RADAR) study suggests that daytime radio and daytime television would be an effective media mix for reaching women, 18 and over.

The September 1975/March 1976 RADAR survey shows, according to CBS Radio, that almost 45 million, or 58% of the total 77 million U.S. women 18 and older, report no TV viewing between 10 a.m. and 3 p.m. on the average weekday. Of these 45 million non-viewing women, RADAR found that 21 million listen to radio for more than half (two hours and 40 minutes) of that same total five-hour mid-day period.

Richard M. Brescia, vice president and general sales manager of CBS Radio, said such cross-media audience findings should be helpful to advertisers wanting to reach women. He noted that advertisers can

**Rafshoon vs. Deardourff.** What's being billed as the political advertising debate of the year is scheduled for Thursday (Oct. 14) in New York's Biltmore hotel ballroom. John Deardourff, for President Ford, and Gerald Rafshoon, for Jimmy Carter, will detail opposing media strategies in a two-hour presentation (9:30-11:30 a.m.) Tickets (\$5 each, ballroom holds 1,000) are available from sponsoring American Association of Advertising Agencies.

make their daytime budgets "work harder by taking advantage of the complementary nature of the daytime media—radio and television—to reach women."

## TVB to discuss retailing, sales at annual meeting

Television Bureau of Advertising will hold its 22d annual membership meeting in Washington Nov. 9-11, with the discussion keyed to the theme, "Plan Ahead for 1977 and 10 Years Hence."

Roger Rice, president of the TVB, reported the subjects to be covered will include sales, sales training, retailing, syndicated programming, commercial production, Wall Street and government relations. Among the speakers will be Richard E. Wiley, chairman of the FCC, and Ellen Sachar, Mitchell Hutchins and William Suter, security analysts with Merrill Lynch Pierce Fenner & Smith, New York.

Mr. Rice said that three network TV newscasters (still to be chosen) will discuss the November presidential election at TVB's Hall of Fame reception and dinner on the opening night on Nov. 9.

## ACT to conduct symposium on broadcast practices

Current broadcasting and advertising practices directed toward children will be the focus of the sixth national symposium of Action for Children's Television to be held at Harvard University, Cambridge, Mass., on Nov. 21-23.

The scheduled events include TV pre-

sentations, panels, workshops, advocacy proceedings and talks by government and industry officials, including Richard Wiley, chairman of the FCC; Calvin Collier, chairman of the FTC; David Rintels, president of the Writers Guild of America West; Robert Keim, president of the Advertising Council; Herminio Traviesas, vice president, broadcast standards, NBC; Robert Choate, director, Council on Children, Media & Merchandising; Avram Butensky, senior vice president, Dancer-Fitzgerald-Sample, New York; Pluria Marshall, director of the National Black Media Coalition, and Squire Rushnell, vice president, children's programs, ABC-TV.

Topics to be discussed include "Local Licensee Responsibility and the Child Audience"; "Consuming Television: How to Help Children Handle What They See"; "Research and Public Policy" and "Leading and Misleading Children."

Registration for the symposium is \$150.

## Lawyer ad issue headed for showdown

**Supreme Court says it will rule on challenge of Arizona's ban**

The question of whether lawyers can be legally barred from advertising their services will be decided by the Supreme Court in its new term. The court last week agreed to review a case in which two Arizona lawyers are challenging the state's ban on such advertising, and the decision will affect similar bans in effect in all other states. Bar associations generally contend such advertising is undignified and that a client's choice of a lawyer should not be influenced solely by the fees charged. Consumer groups, on the other hand, say advertising would promote competition and lead to reduction in fees. The Arizona lawyers fighting the state ban say it violates the antitrust laws and their constitutional right of free speech.

The Department of Justice has filed suit against the American Bar Association, charging that its guidelines banning advertising constitute a restraint of trade in violation of the antitrust laws (BROADCASTING, June 28).

## Ratings rules tightened

Responding to reports of attempts to stack ratings, the Broadcast Rating Council has adopted two additions to its minimum standards for rating research. Hugh M. Beville Jr., BRC executive director, said the services accredited by the council already follow them but the formal addition makes them applicable in future accreditations as well. One says that industry people should not be included in survey samples; the other says that rating services should "do whatever may be necessary to identify and eliminate" fabricated data. At least two cases, involving alleged incidents in Wichita, Kan., and Baltimore, are under FCC study.

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# The Broadcasting Playlist Oct 11

## Contemporary

Over-all-rank	Last This week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1		<b>Play That Funky Music</b> (3:12) Wild Cherry—Epic	1	1	1	2
6	2		<b>Disco Duck (Part 1)</b> (3:15) Rick Dees & His Cast of Idiots—RSO/Polydor	4	3	2	1
7	3		<b>A Fifth of Beethoven</b> (3:02) Walter Murphy—Private Stock	2	5	4	3
5	4		<b>Devil Woman</b> (3:21) Cliff Richard—Rocket	5	2	6	5
4	5		<b>Lowdown</b> (3:15) Boz Scaggs—Columbia	7	4	3	4
2	6		<b>If You Leave Me Now</b> (3:40) Chicago—Columbia	3	6	5	6
3	7		<b>(Shake...) Shake Your Booty</b> (3:06) K.C. & Sunshine Band—T.K. Records	8	9	7	9
11	8		<b>I Only Want to Be with You</b> (3:20) Bay City Rollers—Arista	6	7	9	10
9	9		<b>Still The One</b> (3:42) Orleans—Asylum	12	10	8	7
10	10		<b>Don't Go Breaking My Heart</b> (4:23) Elton John & Kiki Dee—Rocket/MCA	10	8	10	8
16	11		<b>She's Gone</b> (3:24) Hall & Oates—Atlantic	11	11	11	11
8	12		<b>I'd Really Love to See You ...</b> (2:36) England, John & John Ford Coley—Big Tree	9	12	12	14
17	13		<b>Rock'n Me</b> (3:05) Steve Miller Band—Capitol	13	17	13	12
14	14		<b>Magic Man</b> (2:45) Heart—Mushroom	17	15	14	13
12	15		<b>You Should Be Dancing</b> (3:23) Bee Gees—RSO/Polydor	15	13	16	15
13	16		<b>A Little Bit More</b> (2:56) Dr. Hook—Capitol	14	14	15	16
18	17		<b>The Wreck of the Edmund Fitzgerald</b> (5:57) Gordon Lightfoot—Reprise	16	16	17	17
19	18		<b>Getaway</b> (3:38) Earth, Wind & Fire—Columbia	18	18	20	20
24	19		<b>That'll Be the Day</b> (2:32) Linda Ronstadt—Asylum	19	23	18	18
21	20		<b>Say You Love Me</b> (3:58) Fleetwood Mac—Reprise	22	19	19	19
22	21		<b>The Best Disco in Town</b> (2:29) Ritchie Family—Marlin/T.K.	21	20	22	24
26	22		<b>Muskrat Love</b> (3:28) Captain & Tennille—A&M	20	22	25	26
23	23		<b>Fernando</b> (4:11) Abba—Atlantic	23	25	23	23
27	24		<b>This One's for You</b> (3:25) Barry Manilow—Arista	27	21	24	21
29	25		<b>Do You Feel Like We Do</b> (7:19) Peter Frampton—A&M	25	27	21	22
28	26		<b>Beth</b> (2:45) Kiss—Casablanca	24	24	27	28
25	27		<b>Wham Bam Shang-A-Lang</b> (3:32) Silver—Arista	31	26	29	27
15	28		<b>With Your Love</b> (3:33) Jefferson Starship—Grunt	26	31	26	30
32	29		<b>(Don't Fear) The Reaper</b> (3:45) Blue Oyster Cult—Columbia	34	30	28	25
30	30		<b>Baby, I Love Your Way</b> (3:28) Peter Frampton—A&M	28	28	32	31
—	31		<b>Tonight's the Night</b> (3:55) Rod Stewart—Warner Bros.	29	33	31	33
20	32		<b>You'll Never Find Another Love...</b> (3:36) Lou Rawls—Phila. Int'l.	37	29	36	29
33	33		<b>Just to Be Close to You</b> (3:28) Commodores—Motown	32	32	33	32
39	34		<b>Nadia's Theme</b> (2:50) Perry Botkin Jr.—A&M	30	35	34	35
31	35		<b>Let 'Em In</b> (5:08) Paul McCartney & Wings—Capitol	36	38	30	36
—	36		<b>Love So Right</b> (3:19) Bee Gees—RSO/Polydor	33	34	38	37
—	37		<b>More Than a Feeling</b> (3:25) Boston—Epic	35	37	35	38
34	38		<b>Rubberband Man</b> (3:30) Spinners—Atlantic	39	36	37	34
35	39		<b>A Dose of Rock 'n' Roll</b> (3:16) Ringo Starr—Atlantic	38	40	39	40
—	40		<b>You Are the Woman</b> (2:42) Firefall—Atlantic	40	*	40	*

## Playback

**Wright's reign.** RKO General Music Coordinator Christy Wright does, indeed, coordinate. She's musical counselor for five radio giants: KFRC(AM) San Francisco, KHJ(AM) Los Angeles, WHBQ(AM) Memphis, WRKO(AM) Boston and WXLO(FM) New York. Each looks to Ms. Wright for national vantage on music to complete local research on what's hot each week in top 40 radio. "I help them weed out the good from the bad" (records vying for airplay), explains Ms. Wright, who made her way to RKO headquarters via Boston where she was music director. But despite research, Ms. Wright says stations do sometimes depend on intuition in choosing new music. "That's how new records are played. If we didn't do that, we'd wait for every top 10 market in the country to go on a record." **Single success.** Blue Oyster Cult's *(Don't Fear) The Reaper* (Columbia) is on at KFRC and WRKO. "It's a progressive pop crossover," says Carol Singer, Ms. Wright's successor in Boston. This group may be new to top 40 formats, but Ms. Wright advises: "Judge a record on the merit of the song, not the artist." **Album action.** "We really need to know what's happening in albums because so many people listen to them," continues Ms. Singer. "We know the kind of sound we want on WRKO. We've got a feel for what the city wants."

## Country

Over-all-rank	Last This week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
5	1		<b>Here's Some Love</b> (2:59) Tanya Tucker—MCA	1	1	3	1
4	2		<b>The Games Daddies Play</b> (3:00) Conway Twitty—MCA	2	5	1	6
2	3		<b>You &amp; Me</b> (3:22) Tammy Wynette—Epic	5	3	2	4
20	4		<b>A Whole Lotta Things to Sing About</b> (2:42) Charley Pride—RCA	4	2	5	2
—	5		<b>Come on In</b> (2:40) Sonny James—Columbia	3	4	7	7
6	6		<b>Among My Souvenirs</b> (2:32) Marty Robbins—Columbia	8	8	8	3
8	7		<b>Peanuts and Diamonds</b> (3:10) Bill Anderson—MCA	10	7	4	9
14	8		<b>Let's Put It Back Together Again</b> (3:16) Jerry Lee Lewis—Mercury	6	11	6	11
1	9		<b>I Don't Want to Have to Marry You</b> (3:03) Jim Ed Brown & Helen Cornelius—RCA	12	6	12	5
7	10		<b>All I Can Do</b> (2:23) Dolly Parton—RCA	9	10	9	10
17	11		<b>Cherokee Maiden</b> (2:56) Merle Haggard—Capitol	13	9	13	8
15	12		<b>After the Storm</b> (2:37) Wynn Stewart—Playboy	7	13	10	14
12	13		<b>The End Is Not in Sight</b> (3:11) Amazing Rhythm Aces—ABC/Dot	10	12	14	12
13	14		<b>Can't You See</b> (3:43) Waylon Jennings—RCA	15	15	11	13
3	15		<b>Don't Stop Believin'</b> (3:24) Olivia Newton-John—MCA	14	14	15	16
9	16		<b>If You've Got the Money...</b> (2:05) Willie Nelson—Columbia	17	16	18	15
19	17		<b>Honey Hungry</b> (3:15) Mike Lunsford—Starday	16	20	16	26
11	18		<b>(I'm a) Stand By My Woman Man</b> (2:57) Ronnie Milsap—RCA	19	17	20	20
18	19		<b>My Prayer</b> (2:41) Narvel Felts—ABC/Dot	23	18	23	19
—	20		<b>Things</b> (2:46) Anne Murray—Capitol	18	24	19	22
21	21		<b>Her Name Is</b> (2:17) George Jones—Epic	20	25	17	21
25	22		<b>I'm Gonna Love You</b> (2:52) Dave & Sugar—RCA	21	22	21	17
—	23		<b>Teardrops in My Heart</b> (2:42) Rex Allen Jr.—Warner Bros.	24	21	22	18
—	24		<b>Sad Country Love Songs</b> (3:16) Tom Bresh—Farr	*	19	24	25
—	25		<b>Red Sails in the Sunset</b> (2:07) Johnny Lee—GRT	22	*	*	23

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



# Fates & Fortunes

## Media

**Joseph A. Cohen**, market research consultant, National Association of Recording Merchandisers, New York, joins ABC Inc. there as associate director of corporate planning.

**Jack A.W. Shenkan**, general sales manager, WTAE-TV Pittsburgh, named station manager.

**Donald S. Kane**, general manager, WJAR(AM) Providence, R.I., elected VP.

**Gerard J. Sperry**, general sales manager, WROR(FM) Boston, named station manager.

**Thomas L. Jones**, general manager, KFIG(FM) Fresno, Calif., joins KUNA(FM) San Luis Obispo, Calif., in same capacity.

**Dave Warf**, from Morris White and Associates advertising, Charlotte, N.C., joins WEIZ(FM) Phenix City, Ala., as station manager.

**Noel Shekleton**, announcer, WBBC(FM) Blackstone, Va., appointed operations manager.

**John Midbo**, cameraman/production assistant/announcer, WTTV(TV) Indianapolis, joins WISH-TV there as manager of on-air promotion.

**Bob Goodman**, assistant news director, WBRU(FM) Providence, R.I., promoted to news and public affairs director.

**Nancy Joyce**, with Clinton E. Frank advertising, San Francisco, joins KSFO(AM) there as promotion assistant.

Newly elected officers, Nebraska Broadcasters Association: **Norman Williams**, KMTV(TV)/May Broadcasting, Omaha, president; **John Howard**, KGFV(AM) Kearney, president-elect, and **Richard Chaplin**, KFOR-AM-FM, Lincoln, VP.

**Bill Keane**, station manager, noncommercial WVUM(FM) Coral Gables, Fla., appointed general manager. **Jonathan Cohen** and **Pete Vernaglia**, students, University of Miami there, named WVUM station manager and operations manager, respectively.

**Thomas Hunt**, program director/producer, noncommercial WCMU-FM Mount Pleasant, Mich., named station manager.

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

**Richard Morrison**, general manager, KXOL(AM) Fort Worth, joins KLIF(AM) Dallas as sales manager.

**Esther Druzman**, national sales coordinator, KVI(AM) Seattle, named national sales manager.

**John F. Walsler**, VP/account manager, Morphis and Friends advertising, Winston-Salem, N.C., named local sales manager, WXII(TV) there.

**Helen Jackson**, executive secretary to chairman/chief executive officer, North Carolina Television Inc. (WITN(TV)) Washington, N.C., named sales service director.

## Programing

**Marty Katz**, director of film production operations and administration, ABC Television, joins Quinn Martin Productions, Los Angeles, as VP in charge of production. **Howard Alston**, executive in charge of production, promoted to VP, new movies-of-week division.

**Andrew H. Orgel**, operations supervisor, CBS Radio Network, New York, named to newly created post of program coordinator for network.

**Dick Hasbrook**, executive VP, Bill Burrud Productions, Los Angeles, assumes added duties as chief operating officer. **Gerald L. Dhesse** former editor/producer, returns as executive producer.

**Nelson Flanagan**, producer/director, United Artists Productions, Cleveland, appointed director of retail services.

**Ralph T. Smith**, from public accounting firm of Arthur Anderson Co., Los Angeles, joins National Telefilm Associates, North Hollywood, Calif., as corporate controller.

**Susan Swimer**, creative services staff member, Viacom, New York, appointed assistant promotion manager.

**Steve Bookstein**, director of sales administration,

## Broadcast Advertising

**Steve Potter**, VP/senior group supervisor, and **Chaunce Skilling**, VP/creative supervisor, Compton Advertising, New York, elected senior VP's.

**Gerald Strauss**, management supervisor, Richard K. Manoff Inc., New York, elected senior VP.

**Carol H. Williams**, associate creative director, and **Virgil L. Watts**, executive art director, Leo Burnett, Chicago, named creative directors.

**Gregory L. Wagner**, copywriter, D'Arcy-MacManus & Masius, St. Louis, promoted to account executive.

**Patricia Fair**, assistant account executive, Weightman Advertising, Philadelphia, promoted to account executive.

**Fred Robinson Jr.**, account executive, Foote, Cone & Belding/Honig, Los Angeles, joins CBS Radio Network Sales there in same capacity.

**Lu Cruce**, copy supervisor, Wilson and Acree, Birmingham, Ala., joins Luckie & Fornie there as copy supervisor. **Carol Hurd**, from sales department, Daniel and Charles, New York, named L&F broadcast traffic director. **Paul Synor**, VP/creative director, Leo Burnett, Chicago, joins L&F in new business/creative capacity.

**Susan Allison**, broadcast production manager, Frazer-Irby-Snyder advertising, Little Rock, Ark., joins Cranford/Johnson/Hunt & Associates there as broadcast assistant. **Larry Talley**, creative director, Roberts-Smith & Associates there, joins C/J/H as copywriter.



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**Same place, 40 years.** David J. Gillespie, board chairman of Kenyon & Eckhardt, marked his 40th anniversary with the agency last Tuesday (Oct. 5) and celebrated the occasion with Mrs. Gillespie at a gathering at the Detroit Athletic Club. Mr. Gillespie is based in Detroit.

tion, Columbia Pictures Television International, Burbank, Calif., appointed director of sales for Latin America.

**Susan Binder**, from KMET(FM) Los Angeles, joins Sound Communications, Beverly Hills, Calif., as director of production and artist relations.

**Rudy Maugeri**, music director, KFI(AM) Los Angeles, joins Radio Arts programming service, Burbank, Calif., in same post.

**John Lutz**, assistant director, WTVJ(TV) Miami, appointed producer/director.

**Donna Maria Latson**, associate producer, WBZ-TV Boston, joins WNAC-TV there in same post.

**Eleanor Jean Hendley**, from New Jersey Public Television, Trenton, joins WHP-AM-FM-TV Harrisburg, Pa., as director of special events.

**Wayne Shayne**, program director, WGCL(FM) Cleveland, joins WAPE(AM) Jacksonville, Fla., in same capacity.

**Ilyse Gottlieb**, music director, WBRE(FM) Providence, R.I., promoted to program director, succeeded by **Tracy Roach**, programmer.

**Tom Howe**, assistant program manager, Nebraska Educational Television Network, Lincoln, named senior producer, special projects.

**Topper Carew**, executive producer, noncommercial WGBH-TV Boston, named to additional post of program manager of multicultural projects.

## Broadcast Journalism

**Denis Gulino**, reporter/editor, UPI Audio, New York, named manager of Washington bureau.

**Bob Feldman**, executive news producer, WFSB-TV Hartford, Conn., appointed assistant news director, WPVI-TV Philadelphia.

**Pamela Hott**, director of religious broadcasts, CBS News, New York, named VP, religious and cultural broadcasts.

**Mike Levitt**, reporter, WNAC-TV Boston, named anchor. **Jacqui Adams**, co-anchor, named anchor. **Steve Shepard**, co-anchor, assumes additional responsibility as minicam reporter.

**Don Shelby**, news director, WCIV(TV) Charleston, S.C., joins KPRC-TV Houston as correspondent. **Arnie Cantu**, from KSAF-TV San Antonio, Tex., named KPRC-TV photo-journalist.

**Susan Robinson**, reporter, UPI Salem, Ore., bureau, joins WCVB-TV Boston in same capacity.

**Rick Wallace**, news director, KVEN(AM) Ventura, Calif., named investigative reporter, KABC(AM) Los Angeles.

**Edward Hotelling**, radio writer/editor, ABC News, New York, appointed assignment editor, WMAL-TV Washington.

**Paul Amos**, producer/reporter, WVUE-TV New Orleans, and **Jay Johnson**, anchor/producer, WPTV(TV) West Palm Beach, Fla., join WPLG(TV) Miami as news producers. **Sylvia Gambardella**, assistant producer, CBS Radio Stations News Service, Washington, joins WPLG as associate news producer. **Richard Schlesinger**, reporter, KOMU-TV Columbia, Mo., named to same post at WPLG.

**Kathryn Fernandez Blunt**, sales coordinator, WGAY-AM-FM Washington, joins WTTG(TV) there as producer of *Black News* program.

**Sandy Bollick**, from WAUD(AM) Auburn, Ala., and **Claiborne Clark**, reporter/photographer from WRDU-TV Durham, N.C., join WLOS-TV Asheville, N.C., as reporters. **Mike Cohen**, news producer/photographer, KDAL-TV Duluth, Minn., named WLOS-TV news producer.

**Ed Walsh**, sportscaster, American Forces Radio Service, Washington, joins WROR(FM) Boston as newscaster.

**Max Cacas**, news assistant/reporter, WASH(FM) Washington, named news director, WRCV(FM) Mercersburg, Pa.

**Randy Shaw**, anchor, WAVA(FM) Arlington, Va., named to same position, WTOP(AM) Washington. **Laura Walters (Camille Bohannon)**, reporter/newscaster, WTOP, assumes additional duties as radio entertainment editor.

**Tom Marr and Ron Matz**, newscasters, WFBR(AM) Baltimore, named co-anchors.

**Joan Murphy**, reporter, KVSF(AM) Santa Fe, N.M., joins KOB(AM) Albuquerque, N.M., in same position.

**David Murray**, weather forecaster, KOJO(AM) Laramie, Wyo., joins KSD-TV St. Louis in same capacity.

## Cable

**Michael Fuchs**, from William Morris Agency, New York, joins Home Box Office there as director of special programming and head of programming business affairs. **Bruce P. Sawyer**, executive vice president, Home Box Office, has resigned to "pursue personal career interests."

**Michael V. Crotts**, assistant manager, Summit Cable Services of Winston-Salem, N.C., named manager, Summit Cable Services of Statesville, N.C.

**John K. Ludl**, technician, Continental Cablevision, Findlay, Ohio, named chief technician.

## Equipment & Engineering

**Charles B. Radloff**, general manager, Heston Corp., Bartlesville, Okla., rejoins Oak Industries, Crystal Lake, Ill., as president, switch division. **Helen O'Connell**, assistant secretary, Oak Industries, appointed corporate secretary.



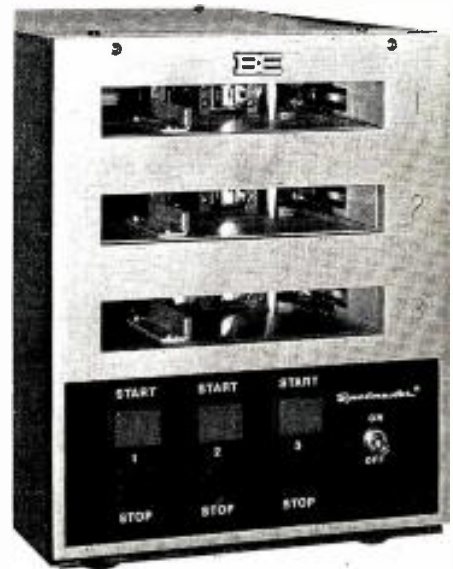
Radloff



Forde

**Jack Forde**, manager, headquarter sales, Jerold Electronics, Horsham, Pa., joins C-Cor

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**Going away.** Wes Gallagher (second from l), who retires as president and general manager of the Associated Press on Nov. 1, receives plaque of appreciation from the Associated Press Broadcasters Association. Flanking Mr. Gallagher are (l-r) Frank Balch, president and general manager of WJOY(AM) Burlington, Vt., and former president of the association; Walter Rubens, president and general manager of KOBE(AM) Las Cruces, N.M., and president-elect of AP Broadcasters, and Tom Frawley, vice president, Cox Broadcasting, Washington, and current president of the association. The presentation given to Mr. Gallagher cited his AP career between 1937 and 1976.

Electronics, State College, Pa., as director of sales and marketing.

**A. William Brook**, chief engineer, RCA American Communications (Americom), New York,

elected VP, engineering. **Paul W. Galliard**, RCA telecommunications consultant, named American marketing VP.

**A. William Trueman**, marketing director, CCA Electronics, Gloucester City, N.J., appointed to same post. **Blonder-Tongue Laboratories**, Old Bridge, N.J.

**Ron Taylor**, advertising manager, Turner division, Conrac Corp., Cedar Rapids, Iowa, promoted to director of marketing services, succeeded by **Jim Lehr**, assistant to advertising manager, Amana Refrigeration, Amana, Iowa.

**Mike Skelton**, area sales manager, Memorex video division, Great Lakes states, named product manager, responsible for marketing Memorex's full line of broadcast and helical scan tape.

**Bob Ware**, engineering director, Georgia Educational Television Network, Atlanta, appointed chief engineer, WPLG(TV) Miami.

**Danny E. Cornett**, communications consulting engineer, ARINC Research Corp., Annapolis, Md., joins Scientific-Atlantic, Atlanta, as account representative, cable communications products.

**James P. Loupas**, for past 10 years chief engineer, WCFL(AM) Chicago, resigns to open his own engineering consulting firm, James Loupas Associates Inc., in Chesterton, Ind.

**Brenda Turner**, engineer, noncommercial KQED(TV) San Francisco, joins KTVU(TV) Oakland-San Francisco, in same post.

**Julie Alex**, production manager, news, WPIX-TV

New York, named manager, electronic data processing for licensee, WPIX Inc. (includes WPIX(FM)).

**Kevin S. Mooney**, from engineering department, WMAK(AM) Nashville, appointed assistant engineer, WERC-AM-FM Birmingham, Ala.

Newly elected officers, Electronics Industries Association: **John C. Messerschmitt**, VP-executive officer North American Philips Corp., New York, chairman of board of governors; **William J. Weisz**, president and chief operating officer, Motorola Inc., Schaumburg, Ill., vice chairman; **William E. Boss**, division VP, distributor and commercial relations, RCA, Indianapolis, board chairman, EIA Consumer Electronics Group, and chairman, video division; **John H. Hollands**, president, BSR Ltd., Blauvelt, N.Y., chairman, audio division.

**Donald E. Lefebvre**, managing director, Telemation Ltd., London/eastern regional director, Telemation International, responsible for sales in Europe and Middle East, has been awarded senior broadcast engineer certificate by Society of Broadcast Engineers.



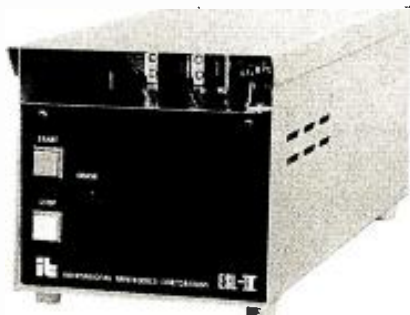
**Tops at TAB.** Harold Krelstein (l), board chairman of the Plough Broadcasting Co., Memphis, accepts Tennessee Association of Broadcasters' second annual Distinguished Service Award from last year's recipient, Tommy King of WSM-TV Nashville. The presentation was made at the association's annual convention and business meeting which was held in Gatlinburg, Tenn., last month.

TAB officers for 1976-77 elected at the convention are: **Harold Crump**, WTVF(TV) Memphis, president; **Fred Webb**, WNOO(AM) Chattanooga, VP for eastern Tennessee; **Jack Hendrickson**, WCOR-AM-FM Lebanon, VP for middle Tennessee; **Dean Osmondson**, WMC-AM-FM Memphis, VP for western Tennessee, and **Reggie Honey**, WRKM-AM-FM Carthage, secretary-treasurer. Directors include: **James Dick**, WIVK-AM-FM Knoxville; **Jack Mayer**, WKXN(AM) Clarksville; **Wayne Hudson**, WMP5-AM-FM Memphis; **George DeVault**, WKPT-AM-FM-TV Kingsport; **Jane Dowden**, WTVU(TV) Chattanooga; **Bill Potts**, WDKN-AM-FM Dickson; **Len Hensen**, WSM-AM-FM Nashville; **James Welch**, WIRJ-AM-FM Humboldt; **Dave Thomas**, WEZI(FM) Memphis and **Jack Michael**, WREG-TV Memphis.

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## Allied Fields

**Robert Stengel**, VP, public affairs, National Cable Television Association, Washington, resigns as of Oct. 22 to become communications and editorial consultant. First client is Public Broadcasting Service's department of national affairs.

**B. Jay Baraff, James A. Koerner and Robert L. Olender**, with Washington law firm of Stambler & Shrinky, have formed communications law firm of Baraff, Koerner & Olender, P.C., 2033 M Street, N.W., Suite 203, Washington 20036.

**Thomas J. Keller**, former general counsel, Office of Telecommunications Policy, Washington, joins law firm of Verneer, Lipfert, Bernhard, McPherson & Alexander there as associate.

**Bob Saxton**, president, Saed Ideas Inc. radio

consulting firm, Denver, assumes additional duties as national program director.

**Louis A. Frejzer**, senior executive producer, WCBS(AM) New York, appointed adjunct assistant professor, Department of Communications, Fordham University there, teaching radio news.

**Joe Oliver**, former operations manager, WREC-AM-FM Memphis, joins Stephen F. Austin State University, Nacogdoches, Tex., as assistant professor and general manager of KSAU(FM) there.

**Jon Elias Currie**, from Bowling Green (Ohio) State University, appointed director of broadcasting, Appalachian State University, Boone, N.C., and general manager of noncommercial WASU-FM there.

**J. Richard Lamb**, account executive, WFUN(AM)-WLYF(FM) Miami, joins Arbitron Southern Radio Sales, Atlanta, in same capacity.

## Deaths

**Maurice A. O'Connor Jr.**, 66, retired Air Force lieutenant colonel specializing in communications engineering, died Sept. 24 at University nursing home, Wheaton, Md., after long illness. He left active service in 1956 and from 1961 until retiring in 1969, was manager of Mid-Atlantic regional office of Electronics Communications, Washington. Survivors include his wife, Madge, two daughters and two sons.

**Lloyd Krause**, 59, Eastern sales director, United Artists Television, New York, died after heart attack Oct. 1 at his home there. He is survived by his mother and one sister.

**Albert J. Duffy**, 73, veteran television/film writer, died Sept. 15 while on vacation in Tahiti. His TV credits include *The Lone Ranger*, *Wonderful World of Disney* and *Hallmark Hall of Fame*. He is survived by his wife, Marjorie, director of story department at ABC-TV, and two daughters.

# For the Record

As compiled by BROADCASTING for the period Sept. 27 through Oct. 1 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.

### FM starts

■ **KKYS** Hanford, Calif.—Authorized program operation on 107.5 mhz, ERP 50 kw, HAAT 275 ft. Action Sept. 21.

■ **WEEJ** Port Charlotte, Fla.—Authorized program operation on 100.1 mhz, ERP 3 kw, HAAT 135 ft. Action Sept. 16.

■ **\*KLYT-FM** Albuquerque, N.M.—Authorized program operation on 88.3 mhz, ERP 3.4 kw, HAAT —397 ft. Action Sept. 20.

### FM license

Broadcast Bureau granted following license covering new stations:

■ **KBLJ** La Junta, Colo. (BLH-6370).

(AM: 1150 khz, 1 kw-U; FM: 94.5 mhz, 54 kw)—Seeks assignment of license from Quality Broadcasting Corp. to Broadcast Management of Florida Ltd. for \$700,000. Seller is owned by trust of Fred M. Ayres, widow Janice N. Ayres, Victor Knight and five others. Quality Broadcasting is also licensee of WGGG(AM) Gainesville, Fla.; and WDBF(AM) Delray Beach, Fla. Buyer is owned by Joel M. Thorpe and Thomas H. Green. Ann. Sept. 22.

■ **WDOL(AM)** Athens, (Ga. (1470 khz, 1 kw-D)—Seeks assignment of license from University City to Tolliver R. Rivers for \$150,000. Seller: Herschel M. Rivers has interests in WTJH(AM) East Point, Ga., WJIZ(FM) Albany, Ga., and WMJM(AM)-WFAV(AM) Cordele, Ga. Buyer also has interests in WTJH(AM) and in WJIZ(FM). Ann. Sept. 22.

■ **WBML(AM)** Macon, Ga. (1420 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Prairieland Broadcasters of Georgia to Network Inc. for \$330,000 plus \$20,000 covenant not to compete. Principals: Seller is owned by Stephan P. Bellinger, Joel W. Townsend, Reynold Fischmann, Ben H. Townsend, Samuel A. Hassan and Roger B. Pogue. Mr. Bellinger, Ben Townsend and his son Joel have interests in WDZ(AM)-WDZQ(FM) Decatur, WIZZ(AM)—WLAX(FM) Streator and WHY(AM)-WRXX(FM) Centralia, all Illinois. Mr. Fischmann has interests in WDZQ and Mr. Pogue has interests in WDZQ. Mr. Hassan has interests in WILY-WRXX and minority interests in WHIN(FM) Normal, Ill. Buyer is owned by John P. Teiken and Albert S. Tedesco. Mr. Tedesco is principal in KDUZ-AM-FM Hutchinson and KTCR-AM-FM Minneapolis, both Minnesota. Mr. Teiken until last December was general manager and 10% owner of WWCM-AM-FM Brazil, Ind. Ann. Sept. 22.

■ **WHBV(AM)** Anderson, Ind. (1240 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Anderson Broadcasting Corp. from Marian L. and Robert B. McConnell, of C. Bruce McConnell (55% before; none after) to Robert B. McConnell (45% before; 100% after). Consideration: none. Principals: Co-executors of estate of C. Bruce McConnell wish to transfer estate's interests in licensee to deceased's son, Robert McConnell, who has other business interests in Indiana. Ann. Sept. 22.

■ **KROA(FM)** Grand Island, Neb. (95.7 mhz, 100 kw)—Seeks assignment of license from Midwest Broadcasting to Grace College of the Bible for \$270,000. Principals: Seller has no other broadcast interests, and is principally owned by estate and family of Herbert P. Roszhart Sr. Buyer is nonstock religious corporation which also owns KGBI-FM Omaha. Rev. Dan Dalke is president of buyer, with 15 other members who are clerical. Business and professional people liv-

## New stations

### TV starts

■ **KTSF-TV** San Francisco, Calif.—Authorized program operation on UHF ch. 26 (542-548 mhz); ERP 1000 kw vis, 200 kw aur.; ant. height above ground 1380 ft. Action July 30.

■ **WECA-TV** Tallahassee, Fla.—Authorized program operation on UHF ch. 27 (548-554 mhz); ERP 562 kw vis, 112 kw aur.; ant. height above ground 870 ft. Action Sept. 16.

### AM start

■ **WPRY** Perry, Fla.—Authorized program operation on 1400 khz, 1 kw-D, 250 w-N. Action Sept. 22.

### FM applications

■ **\*Honolulu—Hawaii Islands Public Radio** seeks 88.1 khz, 26.6 kw. P.O. address: 1001 Dillingham Blvd., Suite 207A, Honolulu 96817. Estimated construction cost \$47,696; first-year operating cost \$87,500. Format: Variety. Principal: Applicant is nonprofit corporation formed to establish and operate station. Ann. Sept. 27.

■ **Omaha—Viking Omaha** seeks 96.1 mhz, 100 kw, HAAT 275 ft. P.O. address: 7007 Heatherhill Rd., Bethesda, Md. 20034. Estimated construction cost: Request Facilities of KEFM(FM); three months operating cost \$49,000; revenue \$100,000. Format: Same as KEFM(FM). Principals: Robert S. Landsman (40%), Norman B. Schrott (30%), Arnold Berlin and Mort Yadin (15% each). All have various business interests. Ann. Sept. 3.

## Ownership changes

### Applications

■ **WHNT-TV** Huntsville, Ala. (ch. 19)—Seeks transfer of control of North Alabama Broadcasting from Charles F. Grisham, Tine W. Davis, John C. Godhold, et. al. (100% before, none after) to Gilmore-North Alabama Broadcasters (none before; 100% after). Consideration: \$5,250,000. Principals: Because of death of two stockholders other two wish to sell. None has other broadcast interests. Buyer is wholly-owned subsidiary of Gilmore Broadcasting Corp., licensee of WREX-TV Rockford, Ill.; KODE-AM-TV Joplin, Mo.; WEHT(TV) Evansville, Ind., and WSAV(AM)-WQPO(FM) Harrisonburg, Va. Ann. Sept. 20.

■ **KGEE(AM)-KGFM(FM)** Bakersfield, Calif. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 101.5 mhz, 4.8 kw)—Seeks transfer of control of KGEE Inc. from Anchor-Wate Co. (100% before; none after) to Raymond Johnson, John Jacquemire and Ann Savarese (57.5% before; 100% after). Principals: Transfer indicates dissolution of Anchor-Wate Co., which owns KGEE Inc. Messrs. Johnson, and Jacquemire have interests in Anchor-Wate; both have other business interests. Ann. Sept. 22.

■ **KWIP(AM)** Merced, Calif. (1580 khz, 1 kw-D)—Seeks transfer of control of K.W.I.P. Broadcasting from Glenn H. Hilmer (100% before; none after) to Jack O. Koonce (none before; 100% after). Consideration: \$34,000. Principals: Seller has no other broadcast interests. Buyer also owns KXEM(AM) McFarland, Calif. Ann. Sept. 2.

■ **WNDB(AM)-WDNJ(FM)** Daytona Beach, Fla.

ing mainly in Midwest. Ann. Sept. 22.

■ **KIVA-TV** Farmington, N.M. (ch. 12)—Seeks assignment of license from Four States Television to Four States Television (Texas Corp.) for \$904,000. Principals: Principal in seller is Gerald R. Proctor, who has no other broadcast interests. Buyer is owned by Robert L. Clarke (20%), D. Kent Anderson (20%), Eugene Talbert (20%), John R. Catis (17.5%), Connie T. Catis (17.5%) and Herbert A. Phelan (5%). Mr. Catis is newsmen for KHOU-TV Houston. His wife, Connie Catis, owns HOUHON interior design firm. Mr. Clarke is attorney and has banking interests with Mr. Anderson in Magnolia and Houston, Tex. Mr. Phelan is business manager of Baylor College of Medicine in Houston, and Mr. Talbert is in Texas oil business. Messrs. Anderson and Clarke are brothers-in-law and Mr. Talbert is Robert Clarke's father-in-law. Ann. Sept. 20.

■ **WALY(AM)** Herkimer, N.Y. (1420 khz, 1 kw-D)—Seeks assignment of license from Owego Community Service Broadcasting Corp. to Waly Enterprises for \$140,000. Principals: Seller is owned by Philip Spencer (30%) and 85 minority stockholders. Seller also owns WCSS-AM-FM Amsterdam, N.Y. Principals in buyer are Robert E. Kassi and Charles A. Rosen. Mr. Kassi is in advertising department of *Youngstown Vindicator*, Youngstown, Ohio. Mr. Rosen is freelance programmer. Buyers have no other broadcast interests. Ann. Sept. 22.

■ **WKBQ(AM)** Gardner, N.C. (1000 khz, 250 w-D)—Seeks assignment of license from Edward G. Atsinger III to Edward Paul for \$220,000 plus \$25,000 non-competition covenant. Principals: Seller also owns KDAR(FM) Oxnard, Calif., and is 50% owner of applicant for new FM in Shafter, Calif., and which has sold, subject to FCC approval, KBIS(AM) Bakersfield, Calif., for \$482,500 (BROADCASTING, June 21). Buyer is former broadcaster who now has majority interest in Strattanville, Pa., auto and truck center. Ann. Sept. 22.

■ **WEND(AM)** Ebensburg, Pa. (1580 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WEND Inc. to Great American Wireless Signal Co. for \$120,000. Principals: Principals in seller are Robert E. Cavis (45%), Francis Krug (45%) and Lawrence L. Davis (10%) who have no other broadcast interests. Buyer is owned by Mark A. Kriebel and J. Jeffrey Long. Mr. Kriebel is account executive with WKOP(AM) Binghamton, N.Y. Mr. Long is independent program consultant. Ann. Sept. 22.

■ **WKCF(FM)** Shell Lake, Wis. (95.3 mhz, 3 kw)—Seeks assignment of license from Erwin Gladdenbegk to Charles R. Lutz for \$60,000. Seller has no other broadcast interests. Buyer owns WCSW(AM) Shell Lake, and has various other business interests. Ann. Sept. 22.

### Actions

■ **WFHK(AM)** Pell City, Ala. (1430 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of St. Clair Broadcasting System from Fate and Georgia Gossett and Fred and Carrie Kelley (100% before; none after) to A.C. and Louise Elliot and Lamar and Belly Williamson (none before; 100% after). Consideration: \$135,000. Principals: Sellers wish to leave broadcast held. Buyers are A.C. Elliot and Lamar Williamson (49% each). Mr. Elliot owns WBFN(AM) Quitman, Miss. and is applying for FM there. Mr. Williamson is salesman at WOKK(AM) Meridian, Miss. (BTC-8070). Action Sept. 22.

■ **KREO(AM)** Indio, Calif. (1400 khz, 1-kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Bounty Broadcasting Corp. to California Wireless Corp. for \$152,500. Sellers: Some stockholders are having personal difficulties. Mone Anathan owns 25% interest in WEIR(AM) Weirton, W.Va.; Robert Ferguson has small interest in WTRF-FM-TV Wheeling, W.Va. and John Gelder has interest in WTWO(TV) Terre Haute, Ind. Buyers are Richard Spaulding (80%) and Steven Spaulding (20%). Spauldings have equipment and real estate interests (BAL-8736). Action Sept. 22.

■ **KMFB-AM-FM** Mendocino, Calif. (AM: 1300 khz, 1 kw-D; FM: 92.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Mathew V. and Maria J. Huber to Stephen M. Ryan for \$130,800. Sellers: Mathew V. and Maria J. Huber own KMFB-AM-FM, and have no other broadcast interests. Buyer: Stephen M. Ryan owns photography business in Mendocino (BAPL-481, BALH-2329). Action Sept. 17.

■ **KROI(FM)** Sacramento, Calif.—Broadcast Bureau granted transfer of control of KEZS Inc. from Cleveland Broadcasting to ASI Communications. Principals: Transfer indicates corporate reorganization

(BTC-8134). Action Sept. 20.

■ **WSAV-TV** Savannah, Ga. (ch. 3)—Broadcast Bureau granted assignment of license from WSAV, Inc. to News-Press and Gazette Co. for \$4,750,000 and \$500,000 non-competition covenant. Seller owns WSAV(AM) Savannah; its principals are Harben Daniel, W.K. Jenkins estate and Arthur Lukas estate. Buyers: David R. (31%), Henry H. (21%) and David R. Bradley Jr. (21%) have newspaper interests (BALCT-595, BALRE-3062, BALTP-480, BAPTS-4). Action Sept. 21.

■ **KEKI(FM)** Honolulu—Broadcast Bureau granted assignment of license from Cyril C. Larsen to Elcom Corp. Principal: Mr. Larsen, individual permittee of KEKI, has decided to operate station as corporation. Mr. Larsen also has interests in KIKI Ltd., licensee of KIKI(AM) Honolulu, and has various other business interests (BAPH-597). Action Aug. 26.

■ **KBGN(AM)-KBXL-FM** Caldwell, Idaho (AM: 910 khz, 1 kw-D; FM: 94.1 mhz, 25 kw)—Broadcast Bureau granted assignment of license from Christian Broadcasting of Idaho to Christian Broadcasting Co. for \$130,000. Seller: Assignor wishes to retire and is selling to corporation owned by her children. No other broadcast interests (BAL-8730, BALH-2313, BALST-308). Action Sept. 21.

■ **WRBI(FM)** Batesville, Ind.—Broadcast Bureau granted assignment of CP from Donald G. Davis to Radio Batesville. Principals: Radio Batesville is newly formed corporation owned by Donald Davis and wife, Linda S. Davis (BAPH-601). Action Sept. 16.

■ **WSBT(AM)-WWJY(FM)-WSBT-TV** South Bend, Ind.—Broadcast Bureau granted assignment of licenses from South Bend Tribune to WSBT Inc. Principals: Transfer indicates corporate reorganization (BAL-8785, BALH-2346, BASCA-770, BALCT-606, BALRE-3082, BALTP-484, BALTS-424, BALST-321). Action Sept. 24.

■ **\*WVUB(FM)-WVUT(TV)** Vincennes, Ind.—Broadcast Bureau granted transfer of control of board of trustees for Vincennes University from Clarence J. McCormick, Curtis Shake et al (29 members of board of directors) to Wayne Ader, Dr. Isaac K. Beckes et al (14 members of board of directors). Principals: Transfer indicates reconstitution of board of directors (BTC-8127). Action Sept. 16.

■ **WAYT(AM)** Wabash, Ind. (1510 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Porter County Broadcasting Corp. to Conaway Communications Corp. for \$200,000. Seller: Assignor is licensee of WAKE(AM)-WLJE(FM) Valparaiso, Ind. Buyers are Daniel and Sandra Schram (50% each). Mr. Schram has farming and retail interests (BAL-8741). Action Sept. 17.

■ **WEBQ-AM-FM** Harrisburg, Ill. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 99.9 mhz, 50 kw)—Broadcast Bureau granted transfer of control of Harrisburg Broadcasting Co. from Willard G. Franks (50.1% before; none after) to Macaulay G. and Roxanna B. Nicholes (none before; 50.1 after). Consideration: \$200,000. Principals: Mr. Nicholes owns pizza shop; Ms. Nicholes is teacher. Mr. Nicholes is also sports announcer for WEBQ-AM-FM (BTC-8057). Action Sept. 17.

■ **KYSM-AM-FM** Mankato, Minn.—Broadcast Bureau granted assignment of licenses from FB, Clements and Co., limited partnership (Durant F. Clements, Charles R. Butler, James F. Madden, Charles C. Butler—general partners) to F. B. Clements and Co., limited partnership. Principals: Robert C. Butler is now general partner in licensee (BAL-8788, BALH-2342, BASCA-766, BALRE-3080). Action Sept. 16.

■ **KVCK(AM)** Wolf Point, Mont. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Hi-Line Broadcasting Co. to KVCK Inc. for \$95,000. Seller: Hi-Line owners wish to engage in other interests. Buyers are Robert Lundstrom (80%) and Richard Fisher (20%). Mr. Fisher is owner of KVCK(AM); Mr. Lundstrom was in navy (BAL-8724). Action Sept. 21.

■ **\*WEDT(FM)** Alfred, N.Y. (91.3 mhz, 10 w)—Broadcast Bureau granted assignment of license from Educational Foundation of Alfred to State University of New York. Change of ownership reflects name change order within university's family of stations (BALED-37). Action Sept. 21.

■ **WSML(AM)** Graham, N.C.—Broadcast Bureau granted transfer of control of Smiles of Graham from Norman J. Suttles, Young A. Pully, Derwood H. Goodwin et al (all stockholders) to Acme Communications for \$325,000. Principals: Principals in seller are Norman J. Suttles, Young A. Pully, Derwood H. Goodwin,

and John T. Minges (who have no other broadcast interests) and James C. Davis and Norman Young. Mr. Davis is principal in WRNC(AM) Raleigh, N.C., and WLPM(AM)-WFOG(FM) Suffolk, Va. Mr. Young is principal in buyer. Others in buyer are Aubrey W. Aycock and W. Glenn Thompson. Mr. Aycock is present WSM general manager. Mr. Young is station manager and Mr. Thompson is air personality and account executive there (BTC-8100). Action Sept. 21.

■ **WHKY-AM-FM-TV** Hickory, N.C.—Broadcast Bureau granted acquisition of positive control of Catawba Valley Broadcasting by Edmund S. Long, Thomas E. S. Long Jr., Roberta S. Long and Thomas E. S. Long Sr., custodian for Carol and Jeffrey Long (as family group) through issuance of additional stock by Catawba. Principals: Catawba is owned by Long family (32% before, 51% after), and Mildred J. Gifford et al, none of whom have other broadcast interests (BTC-8109). Action Aug. 26.

■ **WJNL-AM-FM-TV** Johnstown, Pa.—Broadcast Bureau granted involuntary assignment of license from Cover Broadcasting, debtor-in-possession, to Dominic Ciarimboli Esq., receiver. Principals: Mr. Ciarimboli was appointed operating receiver of property of Cover Broadcasting by bankruptcy judge in U.S. district court (BAL-8777, BALH-2341, BALCT-604). Action Sept. 17.

■ **WKYE(AM)** Bristol, Tenn.—Broadcast Bureau granted assignment of license from Highland Development Corp. to William J. Tilley Jr. for \$250,000. Principals: Seller is owned by William J. Tilley Jr. and James K. Daniel, who have no other broadcast interests; buyer has no other broadcast interests (BAL-8757). Action Aug. 30. (Corrected item).

■ **WIDD-AM-FM** Elizabethton, Tenn.—Broadcast Bureau granted assignment of licenses from Walter A. Curtis, trustee in bankruptcy, to Metro Broadcasting Corp. for \$250,000. Principals: Seller is trustee for former owners. J.H. Lewis and C.M. Taylor, who declared bankruptcy last December. Buyer is owned by Haynes E. Elliott (40%), Fred P. Davis (40%) and Orville F. Surber (20%). Mr. Elliott has real estate and farming interests in Elizabethton. Mr. Davis owns jewelry store there and local real estate. Mr. Surber sold 50% of WDEB-AM-FM Jamestown, Tenn., for \$10,000 plus buyer's assumption of liabilities (BROADCASTING, Feb. 16) (BAL-8747, BALH-2328). Action Sept. 22.

■ **WETE(AM)** Knoxville, Tenn. (620 khz, 5 kw)—Broadcast Bureau granted assignment of license from Knoxville Broadcasting Corp. to Basic Media Ltd. for \$650,000. Seller: Knoxville Broadcasting is wholly-owned subsidiary of Hall Communications, Delaware corporation. Hall is licensee of WLVL(AM) Lockport, N.Y.; owns 100% of stock of licensees of WICH(AM)-WCTY(FM) Norwich, Conn., WNBH(AM)-WMYS(FM) New Bedford, Mass., and WBVP(AM)-WWKS(FM) Beaver Falls, Pa.; also is proposed assignee of WGAL-AM-FM Lancaster, Pa. Robert M. Hall and wife, Ruth, own majority of stock of Hall Communications. Buyer: Basic Media is owned by Norman Eric Jorgensen. It is licensee of WISE(AM) Asheville, N.C. (BAL-8750). Action Sept. 21.

■ **KIKT(FM)** Greenville, Tex.—Broadcast Bureau granted relinquishment of positive control of Greenville Radio Corp. by Richard I. Kearley Jr. (55% before, 6% after) through sale of stock to Leo Hackney (20% before, 44% after) and John Paul Kimsey (20% before, 45% after). Consideration: \$1,091. Principals: Mr. Kearley has interests in KCFR(FM) Corsicana, Tex.; Mr. Hackney has interests in KGV(AM) Greenville; Mr. Kimsey has interests in KGV(AM) and KSST(AM) Sulphur Springs, Tex. (BTC-8131). Action Sept. 20.

■ **WREL(AM)** Lexington, Va. (1450 khz, 250 w-N, 1 kw-D)—Broadcast Bureau conditionally granted assignment of license from Rockbridge Broadcasting Corp. to WANV Inc. for \$167,000. Buyer: Co-owners M. Robert and Teresa S. Rogers own WANV(AM) Waynesboro, Va. Action Sept. 28.

■ **WFAD(AM)-WCVM(FM)** Middlebury, Vt.—Broadcast Bureau granted acquisition of positive control of Addison Broadcasting by Mark T. Brady through purchase of stock from Timothy S. Buskey for \$55,000. Principals have no other broadcast interests (BTC-8123). Action Sept. 17.

## Facilities changes

### AM starts

■ Following stations were authorized program operat-

ing authority for changed facilities on date shown: KOZY Grand Rapids, Minn. (BP-19,864), Sept. 10; WMIM Mt. Carmel, Pa. (BP-20,089), Sept. 9; WVLC Orleans, Mass. (BP-20,378), Sept. 14.

### FM actions

■ **KHNY-FM** Riverside, Calif.—Broadcast Bureau granted CP to install new trans. and ant.; change ERP to 80 w. (H&V); ant. height 1620 ft. (H&V); remote control permitted (BPH-10177). Action Sept. 22.

■ **\*WCWL** Stockbridge, Mass.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system, ERP-450 w (H&V); ant. height 40 ft. (H&V) (BPED-2249). Action Sept. 30.

■ **KCLD-FM** St. Cloud, Minn.—Broadcast Bureau granted CP to install new trans.; install new ant.; ERP 75 kw (H&V); ant. height 450 ft. (H&V); condition (BPH-10,162). Action Sept. 30.

■ **\*KCEP** Las Vegas, Nev.—Broadcast Bureau granted CP to redescribe trans. location/studio location as 940 West Owens Ave., Las Vegas; install new ant.; make change in ant. system (increase height) (BPED-2120). Action Sept. 30.

### FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: \*KOLU Pasco, Wash. (BPED-2141), Sept. 16; \*WCWM Williamsburg, Va. (BPED-2187), Sept. 20; \*WKNC-FM Raleigh, N.C. (BPED-1768), Sept. 21; \*WMHC South Hadley, Mass. (BPED-2225), Sept. 16; \*WRCU-FM Hamilton, N.Y. (BPED-2277), Sept. 16.

## In contest

### Procedural rulings

■ **Detroit, renewal proceeding and competing applications:** WCAR-AM-FM (WCAR Inc.) and Hall Broadcasting Co., respectively, competing for 1130 khz and 92.3 mhz (Docs. 20849-52)—ALJ Chester F. Naumowicz Jr. scheduled hearing for Nov. 22. Action Sept. 24.

■ **Washington, TV proceeding:** WGSP-TV Washington (Doc. 20859-61)—ALJ Chester F. Naumowicz Jr. scheduled hearing for Feb. 28, 1977. Action Sept. 28.

■ **WMJX(FM)** Miami, **renewal proceeding:** Bartell Broadcasting of Florida (Doc. 20826)—ALJ Thomas B. Fitzpatrick scheduled hearing to begin Jan. 18, 1977, in Miami. Action Sept. 30.

■ **Flint, Mich., FM proceeding:** Flint Family Radio Inc., Fuqua Communications Inc., and Flint Metro Mass Media Inc., competing for 92.7 mhz (Docs. 20570-4)—ALJ Joseph Stiermer scheduled hearing to begin Nov. 16. Action Sept. 30.

■ **Otsego and Plainwell, Mich., FM proceeding:** Allegan County Broadcasters and Robert B. Taylor, respectively, competing for 100.9 mhz (Docs. 20864-5)—ALJ James F. Tierney scheduled hearing for Nov. 22 in lieu Sept. 24.

■ **Mt. Holly, N.J., AM proceeding:** WJZZ(AM), seeking renewal, and John J. Farina and John H. Vivian, competing for 1460 khz (Docs. 20738-9)—ALJ Thomas B. Fitzpatrick continued hearing from Nov. 1 to Nov. 8. Action Sept. 24.

■ **\*WXP(N)FM** Philadelphia, **renewal proceeding:** Trustees of University of Pennsylvania (Doc. 20677)—ALJ Walter C. Miller scheduled further hearings for Oct. 7. Action Sept. 23.

### Joint agreement

■ **Huntingdon, Tenn., FM proceeding:** The Bouldin Corp. and Magic Valley Broadcasting Co., competing for 100.9 mhz (Docs. 20524-25)—ALJ Byron E. Harrison granted joint petition by applicants and approved agreement; dismissed with prejudice application of Bouldin and retained in hearing status application of Magic Valley. Action Sept. 24.

■ **Fallbrook, Calif., FM proceeding:** Max L. Burdick Jr. and Major Armstrong Memorial Stereocasters competing for 107.1 mhz (Doc. 20696-7)—ALJ John H. Conlin granted application of Max L. Burdick Jr. On Feb. 9, 1976, Broadcast Bureau designated mutually exclusive applications of Burdick and Major Armstrong Memorial Stereocasters (MAMS) for hearing. Issues included efforts made by both parties to ascertain needs and interests of community to be served and means by which they proposed to meet

## Summary of Broadcasting

### FCC tabulations as of Aug. 31, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,460	5	19	4,484	45	4,529
Commercial FM	2,786	0	48	2,834	138	2,972
Educational FM	822	0	30	852	68	920
Total Radio	8,068	5	97	8,170	251	8,421
Commercial TV	699	1	7	707	56	763
VHF	509	1	3	513	10	523
UHF	190	0	4	194	46	240
Educational TV	233	9	11	253	15	268
VHF	90	3	5	98	6	104
UHF	143	6	6	155	9	164
Total TV	932	10	18	960	71	1,031

\*Special temporary authorization

\*\*Includes off-air licenses

them, serve the public interest, and which, if either, application should be granted. By order released Sept. 23, Judge Conlin granted joint petition by Burdick and MAMS, dismissed MAMS application, and retained Burdick application in hearing. He said Burdick's amended ascertainment showing was in compliance with commission's requirements in 1971 Primer on Ascertainment of Community Problems by Broadcast Applicants. Ann. Oct. 1.

■ **Fort Valley, Ga., FM proceeding:** Rocket Radio and Apostolic Council of Churches, competing for 106.3 mhz (Docs. 20181-2)—ALJ Walter C. Miller denied application filed by Rocket Radio and Apostolic Council of Churches. Judge Miller said neither applicant was basically qualified for number of reasons, emphasizing that both principal representatives, Paul Reehling for Rocket and Charles Cobb for Apostolic, "have shown a willingness to be less than truthful when lying would serve their respective purposes." On Sept. 13, 1974, commission designated case for hearing. Subsequently, Review Board enlarged issues. Those against Apostolic, along with standard comparative issue, were publications issue, broad financial issue, ascertainment of needs issue, site suitability issue, site availability issue, false jurat character issue and misrepresentation issue. Rocket also faced misrepresentation issue, in addition to improper investigation issue, building permit conspiracy issue and unauthorized credit check issue. Ann. Sept. 29.

notified licensee of apparent liability for forfeiture of \$500 for operating station using remote antenna current having full scale reading of greater than five times minimum normal indication. Action Sept. 14.

■ **KMTY-FM**, Clovis, N.M.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$500 for failing to measure frequency of main carrier at monthly intervals. Action Sept. 22.

■ **KGHM(AM)** Brookfield, Miss.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$1,000 by failing to provide data concerning equipment performance measurements. Action Sept. 21.

■ **KWKC(AM)** Abilene, Tex.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$500 for station daytime power exceeding limit of 5 percent above licensed power. Action Sept. 17.

## Other actions

■ **K1KX(AM)** Tucson, Ariz.—ALJ Thomas B. Fitzpatrick denied application of Walton Broadcasting Inc., for renewal of its license. Judge found that Walton had staged and distorted news, failed to exercise necessary control over station operations, and violated FCC Equal Employment Opportunity (EEO) and other rules, warranting denial. Action Oct. 1.

■ **\*KWBI(FM)** Morrison, Colo.—Broadcast Bureau granted modification of license covering change in corporate name to Western Bible Institute (Western Bible College) (BMLED-108). Action Sept. 22.

■ **WPEC(TV)** West Palm Beach, Fla.—Broadcast Bureau granted renewal of license subject to following conditions: 1) that licensee submit to commission within 30 days list of local minority organizations, community leaders and schools with which licensee will maintain communication each time station seeks to fill position; 2) that in next renewal application, licensee set forth specific job structure analysis. Action June 17.

■ **KPOI(AM)** Honolulu—Commission renewed license for remainder of regular renewal period Feb. 1, 1978. On Sept. 9, 1975, commission granted KPOI (licensed to Communico Oceanic Corp.) short-term renewal to end Oct. 1. FCC found that Communico had engaged in violations of rules and policies regarding conduct of promotional activities. Commission said that after reviewing KPOI's operation since short-term renewal was granted, it found no recurrence of misconduct. Action Sept. 29.

■ **WIDD-AM-FM** Elizabethton, Tenn.—Broadcast Bureau granted renewal of license subject to condition that assignment of license covered by BAL-8747 & BALH-2328 be consummated within 60 days of date of grant and that commission be notified of such consummation within one day thereafter. Action Sept. 22.

## Allocations

### Petitions

■ **Harrison, Ark.**—Charles E. Bowman and Don E. Loveland seek assignment of FM ch. 244A to Harrison (RM-2752). Ann. Sept. 27.

■ **Blossman Associates Inc.**, Benton, La.—Seeks

## Complaints

■ Total of 2,011 broadcast complaints from public was received by commission during August, decrease of 393 from July. Other comments and inquiries to Broadcast Bureau for August totaled 1,258, decrease of 268 from previous month. Commission sent 838 letters in response to these comments, inquiries and complaints. Ann. Sept. 3.

## Fines

■ **KVEE-AM-FM** Conway, Ark.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$500 for failing to have operator on duty sign operating log. Action Sept. 23.

■ **KBBY(FM)** Ventura, Calif.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$300 for not logging results of all frequency measurements and inspecting operator failing to sign and date maintenance log as required with regard to inspections of equipment. Action Sept. 9.

■ **WAUG-AM-FM** Augusta, Ga.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$2,000 for failing to broadcast announcement as required by rules on first and sixteenth day of month and failure to conduct weekly off-air monitor (transmitter) tests. Action Sept. 20.

■ **KROS(AM)** Clinton, Iowa—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$1,500 for failing to maintain antenna input power at level not less than 90% of authorized nighttime power. Action Sept. 20.

■ **KJCK(AM)** Junction City, Kan.—Broadcast Bureau



assignment of FM channel 221A to Benton (RM-2753). Ann. Sept. 27.

### Actions

■ West Memphis, Ark.—Broadcast Bureau denied petition by Christian Studies of Man and Society proposing assignment of FM ch. 296A (107.1 mhz) to West Memphis, because of Christian's failure to express continuing interest in proposal (Doc. 20787). Action Sept. 28.

■ North Naples, Fla.—Broadcast Bureau proposed assigning FM ch. 288A (105.5 mhz) as first FM assignment. Action was in response to rulemaking petition filed by Donald W. Miles, Harold M. Kneller Jr., and David P. West (Miles). At same time, Bureau denied petition by Sunshine Broadcasters Ltd., seeking assignment of ch. 276A (103.1 mhz) to Naples, Fla. (Doc. 20935). Action Oct. 1.

■ Saegertown, Pa. and Grass Valley, Calif.—Broadcast Bureau assigned FM ch. 232A (94.3 mhz) to Saegertown, and ch. 221A (92.1 mhz) to Grass Valley. At same time it denied petitions for assignment of ch. 269A (101.7 mhz) to Carpinteria, Calif., and ch. 269A to Two Harbors, Minn. Bureau said parties proposing assignments to Saegertown and Grass Valley filed supporting statements reiterating intention to apply for channels, if assigned, and to build stations, if authorized. However, Bureau said, since petitioners for proposed Two Harbors and Carpinteria assignments filed no comments showing continued interest in respective proposed assignments, those proposals would be denied. (Doc. 20812). Action Sept. 28.

## Translators

### Applications

■ Northern Television, BP Alaska Camp-Prudhoe Bay, Alaska—Seeks CP to change frequency from ch. 12 to ch. 8 (BPTTV-5687). Ann. Sept. 27.

■ XYZ Television Pagosa Springs, Colo.—Seeks ch. 2 rebroadcasting KREZ-TV Durango, Colo. via BPTT-3015 Sunetha & Nutria, Colo. (BPTTV-5688). Ann. Sept. 27.

■ Cottonwood Creek TV, Cottonwood Creek area, Idaho—Seeks: 1) ch. 9 rebroadcasting KHQ-TV Spokane, Wash.; 2) ch. 11 rebroadcasting KXLY-TV Spokane, Wash.; 3) ch. 13 rebroadcasting KREM-TV Spokane, Wash. (BPTTV-5693-5). Ann. Sept. 29.

■ Coyote Television Translator Co., Coyote, N.M.—Seeks: 1) ch. 9 rebroadcasting KOB-TV Albuquerque, N.M.; 2) ch. 2 rebroadcasting KGGM-TV Albuquerque, N.M.; 3) ch. 11 rebroadcasting KOAT-TV Albuquerque, N.M. (BPTTV-5689-91). Action Sept. 28.

■ Guadalupita Television, Guadalupita, N.M.—Seeks ch. 11 rebroadcasting KGGM-TV Albuquerque, N.M. (BPTTV-5696). Ann. Sept. 29.

■ Hillsboro TV Association, Hillsboro, N.M.—Seeks ch. 2 rebroadcasting KVIA-TV El Paso, Tex. (BPTTV-5692). Ann. Sept. 29.

■ Boulder City, Nev.—Seeks ch. 65 rebroadcasting

KSHO-TV Las Vegas (BPTT-3112). Ann. Oct. 1.

■ Scranton Broadcasters, Mountaintop area, Pa.—Seeks ch. 65 rebroadcasting WDAU-TV Scranton, Pa. (BPTT-3110). Ann. Sept. 27.

### Action

■ K07NG Slope Pipeline Camp, Alaska—VHF translator license canceled and call letters deleted at request of licensee. Ann. Sept. 27.

## Cable

### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Sept. 29 (stations listed are TV signals proposed for carriage):

■ Virginia Television Co., for (unincorporated area adjoining Charlottesville) Albermarle county, Va. (CAC-06712): WVPT Staunton, Va., WTOP-TV Washington.

■ Crawfordsville Community Cable Corp., for (unincorporated areas adjacent to Crawfordsville) Montgomery county, Ind. (CAC-07252): WGN-TV, WSNS, Chicago.

■ Cable TV Co. of York, 2007 S. Queen St., York, Pa. 17405, for (borough of) Loganville, Pa. (CAC-07253): WGAL-TV, WLYH-TV, Lancaster, Pa.; WHP-TV, WTPA, Harrisburg, Pa.; WSBA-TV York, Pa.; WMAR-TV, WBAL-TV, WJZ-TV, WBFF, WMPB, Baltimore; WITF-TV Hershey, Pa.; WPHL-TV Philadelphia, Pa.

■ Warner Cable of Virginia, Hampton and Williamsburg, both Va. (CAC-07254-5): WTCG Atlanta.

■ General Television of Michigan, for Greenbush township, Mich. (CAC-07256): Request certification of existing operations.

■ Midwest Video Corp., for College Station, Tex. (CAC-07257): Requests certification of existing operations.

■ Outer Banks Video, for Kill Devil Hills, town of Manteo, Nags Head, and (unincorporated areas of) Dare county, all N.C. (CAC-07258-61): WHRO-TV Hampton, Va.

■ Southwest Microwave Corp., for Ozona, Tex. (CAC-07262): WFAA-TV, KERA-TV Dallas; KTVT Ft. Worth and delete KWEX-TV, KSAT-TV San Antonio, Tex.

■ Telecable of Bloomington-Normal Corp. for (unincorporated areas of) McLean county, Ill. (CAC-07263): Requests certification of existing operations.

■ Complete Channel TV, 5723 Tokay Blvd., Madison, Wis. 53711, (town of) Blooming Grove, Wis. (CAC-07264): WISC-TV, WMTV, WKOW-TV, WHA-TV, Madison, Wis.; WMVS, WVTM, Milwaukee; WGN-TV Chicago.

■ Canadian Cablevision, for Canadian, Tex. (CAC-07265): Requests certification of existing operations.

■ City of Waverly, Kan., Box 452, Waverly, Kan. 66871, for Waverly, Kan. (CAC-07266): WDAF-TV, KCMO-TV, KBMA-TV, KMBC-TV Kansas City, Mo.; KOAM-TV Pittsburg, Kan.; KTSB, KTWW, WIBW-TV Topeka, Kan.

■ Silver King Video, for Clearlake Highlands, Lower Lake, Kelseyville, Clearlake Park, (unincorporated areas of) Lake county, and Lakeport, all Calif. (CAC-07267-72): KTXL Sacramento, Calif.

■ Silver King Video, for Lucerne, Glen Haven, Clearlake Oaks and Nice, all Calif. (CAC-07273-76): KTXL Sacramento, Calif.

■ Spectrum Cable Systems, for West Springfield, Mass. (CAC-07277): Request certification of existing operations.

■ Television Enterprises, for El Dorado, Tex. (CAC-07278): WFAA-TV, KERA-TV Dallas, KTVT Ft. Worth.

■ Waterbury Community Antenna, for Waterbury, Middlebury and Plymouth, all Conn. (CAC-07279-81): WNJU-TV Linden, N.J.

■ Newchannels Corp., for Fulton, N.Y. (CAC-07282): CJOH-TV Ottawa, Ont.

## Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Liberty TV Cable, for Vandergrift (borough of), Pa. (CAC-05428); Schenectady Cablevision, for Niskayuna, (town of), N.Y. (CAC-05594R); Liberty TV Cable, for Gilpin township, Apollo (borough of), East Vandergrift (borough of), and Leechburg (borough of), all Pa. (CAC-05697, CAC-05732, CAC-05771, CAC-05811); Teleprompter of Dubuque, for Dubuque, Iowa (CAC-05816); Liberty TV Cable, for North Apollo (borough of) and Oklahoma (borough of), both Pa. (CAC-05832, CAC-05864); Lykens TV Co., for Hegins township, Hegins and Valley View, all Pa. (CAC-05882-4); American Cablevision Co., for Calumet township, Mich. (CAC-05906); Liberty TV Cable for Kiskiminetas township, Pa. (CAC-06065); Cablevision of Knox County, for Owls Head, Me. (CAC-06092); Missouri Valley Communications, for Sweet Springs, Mo. (CAC-06110); Centre Video Corp., for Clairton, Pa. (CAC-06286); CACOM Teleservices, for Strong City, Kan. (CAC-06379); Liberty TV Cable, for Allegheny township, Hyde Park and Park township, all Pa. (CAC-06469-71); Warner Cable of Metter, for Metter, Ga. (CAC-06598); Warner Cable of Claxton, for Claxton, Ga. (CAC-06599); Minneapolis Cable, for Minneapolis, Kan. (CAC-06674); Memphis CATV, for Memphis and Shelby county, both Tenn. (CAC-06741-2); Athens Communications Corp., for DeSoto, Miss. (CAC-06743); West Memphis Cable Vision Corp., for West Memphis, Ark. (CAC-06744); Astro Cablevision Corp., for Corapolis (borough of), Crescent township, Moon township and Neville township, all Pa. (CAC-06767-70); Liberty TV Cable, for Washington township, Pa. (CAC-06829); Grant City Cablevision, for Grant City, Mo. (CAC-06869); Louisiana CATV, for West Monroe and Monroe, both La. (CAC-06945-6); Video Link of Allegheny, for Etna borough and Sharpsburg, both Pa. (CAC-06963-4); Video Link of Allegheny, for Dormont borough and Baldwin, both Pa. (CAC-06965-6); Liberty TV Cable Co., for Harrisburg, Ore. (CAC-06967); TV Service Co., for Wernersville, Pa. (CAC-06968); Potomac Valley Television Co., for Cumberland, Corriganville, Rawlings, Mount Savage, LaVale, Eckhart, Eilerslie, Bowling Green and Cresaptown, all Md., and Wiley Ford, Ridgeley and Fort Ashby, all W.Va. (CAC-06972-83); Warner Cable of DeKalb/Sycamore, for Sycamore, Ill. (CAC-07010); Cox Cable of Virginia Beach, for Virginia Beach, Va. (CAC-07018); Cox Cable of Portsmouth, for Portsmouth, Va. (CAC-07019); Cox Cable of Norfolk, for Norfolk, Va. (CAC-07020); Wyoming Televants, for Gillette and (unincorporated areas of) Campbell county, both Wyo. (CAC-07021-2); Buffalo Televants, for Buffalo, Wyo. (CAC-07023); American Cablevision Co., for Kingsford, Breitling township, and Iron Mountain, all Mich., and Aurora, Wis. (CAC-07165-8).

### Other action

■ Fort Smith TV Cable Co., Fort Smith, Ark., and Arkoma, Okla.—CATV Bureau granted request for special temporary authority to carry signal of \*KAFT Fayetteville, Ark., for 90 days. Action Sept. 28.

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### HELP WANTED MANAGEMENT

**Expanding organization needs** general manager for AM-FM near Chicago. No. 1 ARB, no. 1 community image. Must be experienced in dealing with major agencies & know FCC law. An excellent opportunity. EOE. Box X-51, BROADCASTING.

**Program director southeast.** If you are a super idea person loaded with promotional ability, can manage people, and can set an example as a dynamic jock, lets talk salary for this program directorship. Position is open. Successful track record a must. We're a prestigious, powerful station in Georgia's second largest market. Contemporary with heavy involvement. Strong emphasis on local news. Send unedited, telescoped air check, production samples, resume, salary requirement to: Bernie Barker, Vice President and General Manager, WDAK P.O. Box 1640, Columbus, GA 31902. An Equal Opportunity Employer.

**Sales Manager:** highly respected 24-hour MOR with Southern Illinois University sports and excellent news profile. Beautiful growth area. Outstanding career opportunity with growing group. EOE/MF. Ron Hines 618-942-2181; after 7 CDT 618-985-3452. Write Rt. 1, Box 137, Cartersville, IL 62918.

### HELP WANTED SALES

**Immediate opening** for sales manager, experienced, proven, RAB/concept/idea selling. Must personally sell, train, motivate sales staff. Great market/California, great signal, (daytime) great adult cont/top 40 sound. Box W-111, BROADCASTING.

**Wanted: Sales person** for midwest AM-FM. Box W-187, BROADCASTING.

**Washington suburban station** looking for professional sales person with broadcast experience. EOE. Send resume, references and salary requirements in complete confidence to Box X-9, BROADCASTING.

**Contemporary, aggressive, full charge** sales manager for progressive suburban station. Excellent salary & benefits. Resume to Box X-15, BROADCASTING.

**Major East Coast market** needs salesperson looking for outstanding challenge. EOE. Reply in confidence. Box X-54, BROADCASTING.

**Experienced radio salesperson** for beautiful New England region. 5000 watt AM with strong FM facility. Competitive, but we are the best. If you are aggressive, and on the way up, there will be a good future with our group. Expect to earn \$10-18,000 depending how aggressive and how far up you expect to go. Box X-59, BROADCASTING.

**Southwestern full timer** needs salesperson who can do some board work, fluency Spanish helpful, investment opportunity for right person, small market sales essential. Contact Box X-60, BROADCASTING.

**One of New Orleans top rated stations.** \$18,000 guarantee against 15% commission, car, gas, bonus plans. EEO. Box X-98, BROADCASTING.

**\$24,000 guarantee plus** commission for major market Texas station. Box X-100, BROADCASTING.

**Live in beautiful northern California** market of 100,000. An excellent account list and guarantee. Box X-104, BROADCASTING.

**Experienced executive** for small market station. Sales manager opportunity for those qualified. Active account list with good base. Excellent family town. If you like sales there's money to be made. Contact Jerry Peterson, G.M., KCHI AM-FM, Box 219, Chillicothe, MO 64601. 816-646-4173.

## HELP WANTED SALES CONTINUED

**Sell your way** to good money out of the big city rat race! Live in a friendly town. A three city market! Recreational area! Superior School system without big city problems! Dave Button, Mgr., KSVP/KSVP FM, 317 West Quay, Artesia, NM 88210. 505-746-2751.

**Salesperson wanted:** We have just promoted our Regional Sales Manager to Vice President/Station Manager for one of our other stations. We are now seeking an aggressive commission salesperson for Fort Lauderdale's leading radio station. Must have an excellent sales background. Great opportunity to earn and learn. Contact Bill Sherry, WFTL, Box 5333, Fort Lauderdale, FL 33310, or call 305-566-9621. EOE.

**New Jersey Shore** outstanding 24 hour adult contemporary station with ABC info has opening for aggressive professional sales persons. Send resume to Joe Knox, WJRZ, Box 100, Seaside Park, NJ 08752. EOEMF.

**Great opportunity salesperson** ready for better opportunity, perhaps salesmanager, in great part of country. Some experience preferred but will train. Position open now. Send full information first letter to WPDC, Box 1600, Elizabethtown, PA 17022. EOE/M-F.

**Good pay** for good sales person with some experience. Call Garry McNulty at WINR, Binghamton, New York. 607-775-4240.

**Springfield, Ill re-staffing** sales department prior to take over top radio facility in market. A career in the making for problem-solving sales person on the way up. Must be strong on creativity with ability to build and sell campaigns. Excellent opportunity to grow with twelve station Mid-West Family Radio group into working ownership and management. Write Tom Kushak, WYFE, Rockford, IL.

**Account executives needed** Midwestern thousand watt AM, fifty thousand watt FM. Looking for aggressive salespersons, experienced. Send resume to Ron Yontz, Station and Commercial Manager, 1711 West Main Street, Springfield, OH 45501. All applications answered.

**Salesperson. We have** an immediate opening for an individual with 3 to 5 years of broadcasting sales experience, preferably in radio. Must be familiar with all aspects of station operations. Position is in the New York City Office of our company which sells a computerized operations system to stations throughout the country. Call 212-262-5017 or send resume with salary history to Compu/Net, 1350 Avenue of the Americas, New York, NY 10019. An Affirmative Action Employer M/F.

**Somewhere there must** be an aggressive, experienced radio salesperson—age/sex no consideration, to join a sales team permanently, and grow to be part of management team in Florida resort community. If you know radio sales, can build a block and close and service and want to settle permanently, we want to talk to you. Call 305-278-2894. Mr. Harris.

## HELP WANTED ANNOUNCERS

**SM, MOR, news** sports station in Maine. Mature, experienced, quality voice necessary. EOE. Announcer position. Box X-42, BROADCASTING.

**No. 1 rated Midwest** broadcaster seeks creative MOR personality for important morning drive position. Must be witty, mature, and willing to get involved in the community. No drifters. Stable situation for the right person. Pay commensurate with experience and creative ability. Equal Opportunity Employer. Send resume to Box X-94, BROADCASTING.

**Major market Texas** MOR has openings for quality announcers who are strong on production and news delivery. Box X-102, BROADCASTING.

## HELP WANTED ANNOUNCERS CONTINUED

**Talk show personality.** Good opportunity with growth oriented company for versatile, professional, responsible person. Pleasant southern city. No prima donna's. Box X-112, BROADCASTING.

**Afternoon drive:** Immediate opening for personable communicator with top rated C/W station. Production and believable delivery required. If you are contemplating a change, look us over. Send tapes and resume to Buster Pollard, WBHP, P.O. Box 547, Huntsville, AL 35804.

**Announcer, sales.** Experienced only. We need a good on and off the air salesperson. Heres your chance to join a growing organization and make money. Send tape and resume today. Experienced broadcasters only. WBUX, Box 512, Doylestown, PA 18901.

**Profitable and "beautiful"** weekends can be yours when you spend them doing news and production while operating one of the country's best beautiful music stations, WEZN Bridgeport, Connecticut. Early risers and easy commuters welcomed. Call Paul Roger 9 a.m.-noon. 203-366-9321 EOE.

**South Carolina AM-FM** is seeking announcer with sales ability and 3rd. phone. Excellent opportunity. Tape, resume, requirements to WLCM/WPAJ-FM, 103 Catawba St., Lancaster, SC 29720.

**Announcer. Immediate opening.** Easy Listening Format. Send resume and tape. No phone calls. WMJS, Box 547, Prince Frederick, MD 20678.

**Immediate opening. MOR.** 100 miles from New York City. Commercial experience essential. Call or write S. Lubin, WVOS, Liberty, NY. EOE.

**Experienced morning person** for top thirty market, contemporary country station. Heavy production, able to write selling copy, create exciting messages. Third with broadcast endorsement necessary. Send resume, air check and samples of production, along with salary requirements to David R. Snow, PD, WWOL, Hotel Lafayette, Buffalo, NY 14203.

**We are seeking** a special caliber of person, who has some knowledge of the fundamentals of communication. Prior experience is not required, but a first ticket is, for those of you who want to learn our brand of radio, call or write Broadcast Enterprises, Box 968, Powell, WY 82435.

**Announcer/engineer needed** immediately by C&W daytimer in beautiful central Virginia. Morning drive board shift and chief engineer responsibilities. Excellent opportunity for qualified person. Tape, resume, requirements to P.O. Box 5085, Charlottesville, VA 22903.

**Wanted: Announcer with 1st** phone. Light to no maintenance. Call P.D. 607-733-5626.

## HELP WANTED TECHNICAL

**Technical wanted.** Chief engineer, Michigan Radio station combination AM-FM. Needed immediately. Good working conditions. Box X-8, BROADCASTING.

**Eastern Michigan station** desires 1st phone person with electronics experience. Good salary plus many fringes. Broadcasting experience helpful. Send resume to Box X-21, BROADCASTING.

**Builder who cares.** Chief engineer to build Class "A" FM. Experience essential, age inconsequential. Must accept training for on-air work. Continuing opportunities. Box X-83, BROADCASTING.

**Leading southeastern AM/FM** combo seeks chief engineer. Send resume & salary requirements, Box X-87, BROADCASTING.



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**HELP WANTED TECHNICAL  
CONTINUED**

**State of the art** automated stereo FM needs engineer. You'll work with the best equipment and we expect same from you. Contact: Bruce Higgins, KHIG, Box 1106, Paragould, AR 72450. EOE.

**Beautiful West beckons.** Chief engineer for AM, stereo FM, SMC automation. Immediate opening. Dan Libeg, KSNM AM FM, Pocatello, ID.

**Chief engineer** for full time 1,000 watt AM-radio station. Directional antenna experience desirable. If you are a maintenance engineer with your first phone and are ready to be your own boss, here's your chance. Send resume to WBCU, Union, SC 29379.

**Kentucky-AM/FM** looking for engineer. Some announcing. Will help train the right person. Call Jim Ballard, 606-248-5842.

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**HELP WANTED NEWS**

**News director**, major west coast radio station. Strong background in format news, management experience and creative news philosophy essential. Resume, and references confidential. Box X-93, BROADCASTING.

**Reporter/anchorperson**, major west coast radio station. Only those experienced in field reporting, studio air work, creative writing need apply. Resume, confidential. Box X-97, BROADCASTING.

**Broadcast journalist** to gather, write, and broadcast news, with an emphasis on local and regional stories; knowledge and ability to clearly communicate news must show up on-the-air as well as in person. Requirements include two years commercial news experience and college degree. Send resume including salary requirements with audition tape to: Tom Kamerer, KDTH/KFMD, Box 688, Dubuque, IA 52001.

**KWKH, 50,000 watt** CBS affiliate with full range programming needs an aggressive dedicated newsperson to gather, edit and air news. Send resume and tape to Frank Page, KWKH, Box 21130, Shreveport, LA 71120. KWKH is an Equal Opportunity Employer.

**News/sports announcer.** Experienced or journalism educated. Gathering, writing, editing, announcing must be better than average. Tape and resume. WCSS, Amsterdam, NY 12010.

**WSAI, Cincinnati, has** an opening for an anchorperson reporter. We dig for local news and need someone who can write, read and think on their feet. Send resume, references and tape to News Director, WSAI Radio, West 8th St. & Matson Place, Cincinnati, OH 45204. No phone calls. EOE, M/F.

**Radio news: Person** for second position in two person news team with only award winning radio news department in this area. Individual must have a desire for news gathering and the desire to find the big story. Car provided, salary open. Send resume, tape and reasons for wanting to be a reporter to Jon Kent, P.O. Box 547, Huntsville, AL 35804.

**News is more** than a 9-5 job! If you agree answer this ad! The midwest family is looking for an aggressive newsperson who can gather, write, and air it all. We need career people with desire and leadership, if you're ready send complete resume to Pat Moody, P.O. Box 107, St. Joseph, MI 49085.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

**Midwest 5-kw.** Needs experienced P.D. MOR days. Top 40 nights. Small market. Good pay. Salary open. Resume, please. Box W-188, BROADCASTING.

**Wanted: N.A.F.B. Farm** Director for no. 1 position at one of the top small market stations in the country. Opportunity for career farm broadcaster with above average compensation. Send resume to Box X-36, BROADCASTING.

**Manager research & production.** We have an immediate opening for an individual with solid radio station experience in the research and/or production areas. Must be familiar with audience measurement statistics and all phases of station operation. An Affirmative Action Employer M/F. Send resume with salary history to Box X-103, BROADCASTING.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS, CONTINUED**

**Program director** for one of New Mexico's better stations. Should have minimum five years experience; be creative, promotion minded and should have 3rd-1st preferred. Great opportunity for energetic and enthusiastic professional. Send resume and tape to Jack Chapman, KGAK, Gallup, 87301 or call AC 505-863-4444.

**Immediate opening** at automated rocker. Must love production, hard worker with 3rd endorsed, full time. Springfield, MA. Tapes/resumes to WAQY, 45 Fisher Avenue, E. Longmeadow, MA 01028.

**Fine arts producer/staff announcer:** Duties: Develops, implements and hosts classical music programs and related serious music forms (jazz, folk, etc.); on-location recording of concerts; assists in acquisition and cataloging of records; works on-air shifts; announces and produces other programs as assigned. Requirements: BA or equivalent in broadcasting, music or comparable field; 3rd phone, endorsed; extensive knowledge of classical music and foreign language pronunciation; excellent announcing voice; demonstrable ability to operate broadcasting equipment and related production skills. An Equal Opportunity Educational Institution/Equal Opportunity Employer. WGGL-FM, Michigan Technological University, Houghton, MI 49931.

**Assistant director, business affairs.** Responsible for preparing and administering budget for the Telecommunications Center (WOSU, WOSU-FM, WOSU-TV), The Ohio State University. Also supervise accounting office, personnel office and office staff; prepare financial and personnel reports; assist in administering fund raising activities. Requirements: Minimum five years experience in business administration; familiarity with broadcasting preferred. Salary range: \$18,000-22,000. Deadline date: November 12, 1976. Reply to: Personnel Office, Telecommunications Center, 2400 Oientangy River Road, Columbus, OH 43210.

**Looking for aggressive** producer with 1st ticket, versed in engineering, heavy in production and familiar with automation. Minimum of 2 full years commercial experience. Great Eastern Seaboard, highly competitive medium market. Salary open. Send resume and sample production to: WQSN Radio, Box 891, Charleston, S.C. 29402. EOE.

**Representatives of the** University of Idaho will be available at the Chicago NAEB convention to discuss the opening for manager of progressive-formatted FM station. Person selected will also have rank of assistant professor and teach broadcast courses. Requirements include two years of radio experience and Masters Degree. Salary \$13,000 minimum for 12 months. Deadline for applications is Oct. 31, and attendance at NAEB is definitely not required in order to apply. More information from School of Communication, University of Idaho, Moscow ID 83843. An EEO/AA Employer.

**PD-DJ-PBR** Midwest MOR, excellent news and sports profile. Must be extra sharp on detail work. Professional production. \$700. EOE/MF. Call Ron Hines 618-942-2181; after 7 CDT 618-985-3452. Write Rt. 1, Box 137, Carterville, IL 62918.

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**SITUATIONS WANTED MANAGEMENT**

**Midwest: FM specialist.** 28, married, stable. I've been in broadcasting more than half of my life. Started as operations manager here five years ago, went into sales and have been GM for more than two years. I've gotten it to no. 1 with substantial billing increase in a seven station small market. Need a challenge and more money. Let's get together. Box X-2, BROADCASTING.

**36 years old, married, 18 years experience.** Announcer, engineer, sales mgr. Sales Seminar instructor, Gen. mgr. VP of corp. A proven professional seeking larger MKT. Outstanding track record and community involvement. Impressive resume. Box X-38, BROADCASTING.

**Young (31), aggressive** general manager now looking. Excellent track record. Write today to Box X-61, BROADCASTING.

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**SITUATIONS WANTED MANAGEMENT  
CONTINUED**

**Professional major market** broadcaster will manage your medium-small market station. Excellent background, top programmer, experienced manager, knows FCC rules. Honest, reliable, "can do" attitude. 501-225-5550 or Box X-107, BROADCASTING.

**\$10,000,000 worth of** radio spots. Sold and managed this amount during 14 years as salesman, sales manager, national rep and general manager. Can put it all together profitably for you. Write to Box X-108, BROADCASTING.

**Aggressive top qualified** GM. Sales, engineering 1st phone, announcing, production experience. Family man, college background. Small/med. market in Mass., NH, RI only. Box X-110, BROADCASTING.

**Aggressive credit/business** manager. Experienced all phases broadcast credit, collections, billing. Let me dramatically improve your cash flow and put more profits in your pocket. I have excellent track record in major market. Prefer NYC metropolitan area. Box X-113, BROADCASTING.

**Motivator-administrator** at age 35, ready to help "sell" your product. Five years management experience. Programming, promotion, sales, news, public relations. Let's put it all together! Box X-116, BROADCASTING.

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**SITUATIONS WANTED SALES**

**Ready to work** for a living and get paid. Small, medium, large market experience street sales. Copy writing and production too. Box X-46, BROADCASTING.

**Experienced salesman/announcer.** Wisconsin, Mid-West or Colorado preferred. Small or medium markets only! Box X-88, BROADCASTING.

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**SITUATIONS WANTED ANNOUNCERS**

**DJ, 3rd phone,** tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

**"Square" first phone** trained announcer believes in loyalty, honesty and hard work. Tape available. Relocate anywhere immediately. Evenings 212-547-3078, or Box X-22, BROADCASTING.

**inventive, entertaining;** want medium or large market top 40 or contemporary. Currently morning man in small market. Any shift, daytime preferred. Box X-24, BROADCASTING.

**4 years experience.** 2½ at present station. MOR, EZ. Prefer Penna., surrounding states. Box X-49, BROADCASTING.

**Experienced, 3 year** serious professional seeking contemp/prog. New England/New York State. I'm ready now. Box X-56, BROADCASTING.

**Top 40, up tempo** MOR announcer. Experienced copywriter, music director. Box X-58, BROADCASTING.

**DJ, 3rd and endorsement,** news, commercials, believable and mature voice. Ready now. Box X-62, BROADCASTING.

**MOR announcer, 3rd** class ticket, college graduate with BA, 5 years experience, some TV announcing, anywhere. Box X-63, BROADCASTING.

**Talented, ambitious college** grad. with 3rd ticket willing to work hard, relocate and do a great job for 1st break into broadcast industry. Box X-72, BROADCASTING.

**Florida, beautiful music** or MOR, 3rd experienced, wishes to return to radio, any market. Box X-77, BROADCASTING.

**Bright, cheerful morning** man looking for MOR/contemporary in good midwest community. Interested in public service, programming. Successful in small/medium market sales. Married, two years experience, like people. Box X-106, BROADCASTING.

**Psychic/ghost hunter.** Want broadcaster-psychic, hype ratings, get calls? Appears on many majors. Call Warren Freiberg for Halloween, WLNR, 312-474-3455.

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**SITUATIONS WANTED ANNOUNCERS  
CONTINUED**

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**DJ 1st phone** soul/top 40 AM or FM. 3 years exp. Imagination is more important than knowledge. Try me. Call 213-753-0996, 971-4658.

**Have third endorsement.** Will travel, six months board experience. Have aircheck, 23, single. Rick Crews, 15195 Peaceful Road, Jacksonville, FL 32226. 904-757-3189.

**Want all nite shift** in Washington state. Seven months experience at AM-FM combo, references, 3rd. Phone 206-384-3133.

**Exp. DJ, news director,** production mgr, top 40/R&B, 1st phone, anywhere/shift. 502-937-8039. J. Diamond.

**Mark! Talented jock** with college radio experience and 3rd endorsed seeks 1st break, anywhere. Mark Eisner, 97 Acorn Dr, Clark, NJ 07066.

**Ready to move up** to a small medium market. Approx two years experience. Mike Jay, 1282 West Curry Road, Greenwood, IN 46142.

**Searching for a break** into contemp.-top 40 format. Have 1st, B.A. and experience. Resume, check available. Salary open. Phone Steve Ambrose at 717-359-5376, 1 p.m. to 9 p.m. Mondays through Fridays, anytime Saturdays.

**DJ, 29, married** seeks weekend board now. Radius of St. Louis. Currently JCD student. Available full time in January. Dennis Hogenmiller, 4718 A Virginia, St. Louis, MO 63111, 314-832-1062.

**Two years mornings** and MD in Pa. (1st phone). Looking for a challenge in AOR or top 40 market. Good news and innovative production. Personality. Jonathan Warner, 12 White Oak Dr, Livingston, NJ 07039. 201-992-0802.

**First phone. Five years** experience. Looking for small or medium market contemporary, MOR, or AOR. Great production, MD and PD experience. Desire west or southwest. Dan Stokes, Box 2671, Silver City NM 88061. 505-388-1493.

**A real asset** to your staff. 14 months with no. 1 station in the Florida Keys. Professional musical background, excellent news, tight board and production. First phone, ready at your command. Call George Kovach, 30 NW 56 Court, Fort Lauderdale, FL 33309. 305-771-4677.

**Experienced, creative morning** personality would like airshift and sales. Good production and creative commercials. Prefer Dakotas, Minnesota or Montana area. All others considered. Phone 701-252-1499 evenings.

**Highly experienced air** personality, newscaster, and/or PD. Crack copywriting and production. First phone too. Excellent references! Let's talk! 305-395-3605.

**Young DJ looking** for small market contemporary. Preferably in midwest area. College experience, hard worker. Tight board. Steve. 314-432-8988.

**6 year MOR pro,** 1st. family, prefers to stay in Florida, but will consider all areas, formats. 904-761-6920.

**Four years experience** announcing, PD, MD, ND, sports, production. B.S. Speech. Dick Stout 1-404-536-1668.

**Man-woman team** seek contemporary format drive slot. Experienced all areas broadcasting. Dick and Ellen Stout, 1-404-536-1668.

**Experienced announcer, program** director, writer. Complete inside man. Country, MOR. College, references. Call, R. White, 919-482-2693. Box 61, Merry Hill, NC 27957.

**Humorous, first phone,** air personality desires small market top 40 or contemporary, 213-387-7175. S.H. Green.

**Top 40/contemp.,** good production, 2 1/2 yrs exp., 29, single, 3rd endorsed. Exper. PBR, no ego, just dedicated. Joe Pistello, 312-891-1258.

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**SITUATIONS WANTED TECHNICAL**

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**For 230 per mo** you get retiree first class combo license. Experienced all, no physical disabilities. White, car, male, due to SS limit. Box X-71, BROADCASTING.

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**SITUATIONS WANTED NEWS**

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**Street reporter-morning** anchor 2 years experience, some as news director. Also P-B-P and TV news experience. Looking for medium market radio or radio-television combo with commitment to news. Box X-26, BROADCASTING.

**9 years** in broadcast news, 7 years in major markets. Background includes former ND, net o and o editor/reporter, political reporter for major group, am currently number 2 man in large first rate award winning news shop. Seeking news management position with station/group dedicated to local news. Reply Box X-30, BROADCASTING.

**Sharp female looking** for news job. College grad, 1st phone, West Coast maj. mkt. board and prod. exp. Enthusiastic! Will relocate. Box X-47, BROADCASTING.

**Mature (42) journalist** and newsman seeks creative, challenging position with small/medium market in South East. Strong on editing. Announcing and sales experience. Available December 1st. Box X-64, BROADCASTING.

**News director,** 15 years radio experience, seeks new challenge. Box X-89, BROADCASTING.

**West-Central Pa.** ND, BA, 3rd, one year commercial, three college, seeks writing or air, prefers PA, OH, NY, MD, WV. Box X-90, BROADCASTING.

**Experienced radio news,** 20 years, desire Iowa location & permanency. Box X-91, BROADCASTING.

**Mature, intelligent newsperson** seeks position preferably in New England. M.S. degree. Nine years radio experience. Box X-96, BROADCASTING.

**Creative, conversational writing** by experienced pro., in news, production, publicity and public affairs. 3rd endorsed. Contact Stan. 212-526-1831 day/evening.

**Eat, sleep & breathe news.** 23, 4 yrs. exp. field/investigative/anchor. Political Science degree, 1st ticket. Reported for CBS O&O. Availability due to format change. Mark Hyman, 5119 N. 9th St., Apt. no. 111, Fresno, CA 93710. Day messages 209-268-8801. Night. 209-229-8972.

**1-313-534-0251.** Newsman/sportscaster. 4 yrs. experience. Douglas Nagy.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Recent graduate. Experienced** reporter, writer, and producer. Seeks entry level position in news department. Box X-57, BROADCASTING.

**Producer-director** in top-15 market, talented, doing news and talk, wants move up. Solid background and resume. Box X-92, BROADCASTING.

**Fantastic production.** Ivy grad looking for chance at creative production in New York station or agency. Freelanced spots now on air in San Francisco. Todd McEwen, 415-321-9157.

**Attention program directors:** Individual seeking employment in all phases of broadcasting; news, sports, production, DJ show; available immediately. Preston Simmons, 714-279-6034. Excellent voice! I can be there in less than 24 hours!

**Exp. program director** in Wash. D.C. market. Full knowledge of adult cont. and MOR formats. Recog. authority in oldies. Have done on air work at personality stations and am very strong on production. Salary open. Married/no kids, will relocate. References and resume upon request. Call Larry Nylin, 703-437-7212.

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**TELEVISION**

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**HELP WANTED MANAGEMENT**

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**TV sales manager** for one of the nation's leading independent VHF stations, working together with the G.S.M. in both local and national areas. Midwest location. An Equal Opportunity Employer. Box W-196, BROADCASTING.

**Manager for Upstate** New York cable television system with 10,000 subscribers. Write: Box X-55, BROADCASTING.

**Audience promotion manager** copy number two slot for top twenty market, group owned, east coast, network affiliate. Looking for sharp, energetic, creative person with good production abilities and advertising know-how. An Equal Opportunity Employer. Send resume or story or your life to Box X-74, BROADCASTING.

**Production/operations manager** needed for top 50 market. At least five years experience in management and directing desired. Strong supervisory and organizational abilities a definite plus for right individual to obtain this job with good promotional possibilities. An Equal Opportunity Employer. Send resume to Box X-81, BROADCASTING.

**Local sales manager** for station in central Pennsylvania. Must be competitive, aggressive, self starter with experience in retail and new sales development in addition to directing local sales staff. An Equal Opportunity Employer. Box X-105 BROADCASTING.

**Executive coordinator,** friends of Channel 21, Inc. Full-time academic specialist, grant-funded position. Responsible for coordination, representation and development of the citizen support organization for WHA-TV. Major duties include personnel and office management and supervision; development, coordination, evaluation of volunteer activities; membership development; representation to and liaison with community and station staff. Bachelor's degree required. Applicants should have minimum 3 years successful experience (5 years preferred), in community/volunteer leadership and program coordination. Demonstrated organizational capability. Knowledge and successful experience in administrative management, fiscal, program and personnel planning. Oral and written communication skills. Demonstrated knowledge and experience in Public Television citizen support activities and development preferred. Salary minimum: \$15,000. Application deadline October 25, 1976. Write for application and details: Ms. Marieli Rowe, President, Friends of Channel 21, Inc., 821 University Ave., Madison, WI 53706. An Equal Opportunity/Affirmative Action Employer.

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**HELP WANTED SALES**

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**Television account executive.** Southeast network affiliate has an excellent opening for an account executive. Will take over an established active account list. Direct selling to local retail clients. Must know television production. An Equal Opportunity Employer. Send resume to Box X-69, BROADCASTING.

**Midwest medium market** ABC TV affiliate with top news youthful organization offers terrific growth potential to aggressive self-starter. Resume with billing history to Box X-73, BROADCASTING.

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**HELP WANTED TECHNICAL**

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**Film Re-editor** experienced with feature films and syndicated programs. Able to produce top quality product in large volume operation with top ten independent. EOE. Box X-31, BROADCASTING.

**Immediate opening** for experienced TV maintenance engineer for studio & transmitter. First class license required. Salary open, depending on experience. Equal Opportunity Employer. Send resume and salary requirements to KBIM-TV, Gene Rader, Director of Engineering, P.O. Box 910, Roswell, NM or call 505-622-2120.

**Transmitter maintenance engineer** to take care of two VHF TV transmitters for a western Montana small market station. Must be strong on transmitters. Some studio experience desired. Contact W. Douglas Drader, Chief Engineer, KGVO-TV, Drawer M, Missoula, MT 59801.



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**HELP WANTED TECHNICAL  
CONTINUED**

**TV control room switcher/director**, must have first class FCC license. Growing CBS affiliate in northeast Michigan, is looking for the right person to fill an immediate vacancy. Experience helpful, but not essential. Will train. Send resume to WBKB-TV, P.O. Box 35 Alpena, MI 49707 or call 517-356-3434, Mr. Thomas Disinger, C.E.

**WNET/13**, in New York needs experienced videotape maintenance people familiar with Ampex equipment. All inquiries are confidential. Call Andy Setos, 212-262-8737.

**Video and video tape engineers** with three years experience, PC70, TK45, VR1200, VR2000 and CMX. Maintenance experience helpful. Send resumes and references to Chief Engineer, WPHL-TV, 5001 Wynnefield Ave., Philadelphia, PA 19131.

**Camera maintenance and tape maintenance engineers** with a minimum of 5 years broadcast experience and FCC First Class. Salary 18-25K. Send resume to Chief Engineer, WPHL-TV, 5001 Wynnefield Ave., Philadelphia, Pa. 19131.

**Remote engineering supervisor** wanted to supervise activities of engineering staff for all remote productions. New full color remote facilities. Position requires FCC 1st and experience. EOE. \$12,180 starting salary. Send resume to: Leon Drye, C.E., WSWP-TV, Box AH, Beckley, WV 25801.

**Studio maintenance engineer** first class license required. Strong background in solid state and digital electronic. Some transmitter maintenance involved. Contact Chief Engineer, WVIR-TV, P.O. Box 751, Charlottesville, VA 22901.

**Technical specialist needed** for maintenance and operation of television and radio systems at State University College, Oswego 13126. A First Class Radio-Telephone license required. Salary negotiable. Contact Harry Matthews, Chief Engineer; Y1-3232.

**Television Engineer wanted:** Minimum of 3 years experience operating and maintaining studio cameras, audio, and RCA Video tape. Must have an excellent technical background and 1st class FCC license. Send resume to: Ted Newcomb, Chief Engineer, P.O. Box 32325, Oklahoma City, OK 73132. 405-848-3311, An Equal Opportunity Employer.

**TV technician.** Immediate opening for a qualified TV broadcast maintenance technician with color experience, including studio and remote unit operation. Second class radio telephone license required. Applicant must have a minimum of three years' experience in a color production orientated operation. Formal electronic training required. Salary range: \$13,582-\$18,220. Send resume to: Montgomery County Public Schools, Supporting Services Personnel, 850 Hungerford Drive, Rockville, MD 20850, EOE. M/F.

**TV maintenance technician** with 2nd class FCC license and four years experience in electronic equipment maintenance to perform maintenance and repair of all electro-mechanical and electronic equipment used in the production of color television programs. Salary range \$7,766-\$10,730 per year. Send resume to Personnel Director, S.C. ETV Network, P.O. Drawer L, Columbia, SC 29250.

**Maintenance engineer with** first class license for equipment maintenance at a western New York Television Station. Some experience with RCA equipment preferred. Call Chief Engineer at 716-773-7531. Equal Opportunity Employer.

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**HELP WANTED NEWS**

**News photographer** for award-winning top 50 market TV station in S.E. Must be experienced, sharp, creative, with strong news sense and good film editor. An Equal Opportunity Employer. Send resume and salary expected to Box X-29, BROADCASTING.

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**HELP WANTED NEWS  
CONTINUED**

**Reporter/camera person:** One hundred plus southeastern network affiliate needs an experienced reporter/camera person. Would also do local news inserts at 7:25 and 8:25 a.m., M-F. Salary open. Applications from minorities encouraged. Box X-40, BROADCASTING.

**Strong news producer.** Top 20 market. The person we are looking for knows how to put together a fast paced show, is creative, and wants the freedom to use that creativity in a major market. Send resume and writing/format samples to Box X-48, BROADCASTING.

**Reporter-Medium southwest market.** Experience necessary. EOE. Send resume, photo and salary requirements to Box X-65, BROADCASTING.

**Southwest Market** needs experienced weekend anchor/reporter. EOE. Send resume, photo and salary requirements to Box X-65, BROADCASTING.

**News producer,** medium southwest market. Must be responsible for two daily newscasts. EOE. Send resume and salary requirements to Box X-65, BROADCASTING.

**News director with** no how to lead our news operation from its present third to first. ENG experience preferred. Our market is a dynamic growth area with excellent potential for right person. An Equal Opportunity Employer. Reply to Box X-101, BROADCASTING.

**Broadcast journalist** to teach broadcast journalism, basic news writing and mass media courses. Expertise in a related area, such as public relations, criticism, editorial writing, or photojournalism helpful. Salary and rank negotiable. A.B.D. or Ph.D. required. Applications accepted to October 20, 1976. Send resumes to: Affirmative Action Committee, Office of the Academic Vice-President, Drawer H, Morrison Hall, William Paterson College of N.J., 300 Pompton Road, Wayne, NJ 07470. An Equal Opportunity Employer.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

**Our station cares** about news production. That's why we're no. 1 in a highly competitive Southeastern market. We want an aggressive top-flight director to help us be even better. Send resume, references and salary history. Box X-44, BROADCASTING.

**Ass't promotion director-writer.** Top ten market. Expert in all phases promotion, print and sales promotion with genius for on air. Great opportunity. EOE. Box X-52, BROADCASTING.

**Continuity director produce** write plus light commercial and other directing responsibilities. Experienced commercial telecast personnel only. Equal Opportunity Employer. Box X-53, BROADCASTING.

**Producer-director** medium southwest market. Experience necessary in news, commercial and general programming. EOE. Send resume and salary requirements to Box X-65, BROADCASTING.

**Director of communications** and information for major market group owned Independent. Experienced person who knows how to create exciting promotion and achieve results. Person who can administer effectively and lead decisively. Responsibility for all promotion related activities including promotion department budget, sales promotion, station & program promotion, on-air, print & outdoor promotion. Compensation commensurate with ability & experience, plus excellent fringe benefits. An Equal Opportunity Employer. Reply in confidence to Box X-66, BROADCASTING.

**Data/systems manager** needed for major market group owned independent. Must be experienced in all phases of traffic & operations, plus have experience with computer system. Person who can administer effectively and lead decisively, to manage people & work load. Compensation commensurate with ability & experience, plus excellent fringe benefits. An Equal Opportunity Employer. Reply in confidence to Box X-67, BROADCASTING.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS CONTINUED**

**Top 50 market station** needs aggressive person as production manager. Must have 5 years commercial TV experience in production and should have 2 years as director. Station seeking new image and need strong person to guide department of 8. Good move for right person. Equal Opportunity Employer. Send resume to Box X-80, BROADCASTING.

**Children's program host/producer.** Experienced children's talent needed to produce and host local programming with high educational orientations. Applicants should possess good communicative skills and a background in children's educational television. An Equal Opportunity Employer. Send resume and salary requirements to Box X-82, BROADCASTING.

**Writer-talent needed:** Experienced and versatile "take charge" person needed for promotion writing and on air work. Medium size VHF midwest market. An Equal Opportunity Employer. Send resume and salary requirements to Box X-86, BROADCASTING.

**Experienced commercial TV producer/director** for top ten market station. Emphasis on commercial production with some station directing involved. Must be fully understanding of TV creative techniques and have thorough knowledge in operation of modern equipment. Experienced only need apply. EOE. Box X-111, BROADCASTING.

**Broadcast Media specialist** with cooperative extension/Cornell located in Albany, New York. Develop, implement and evaluate consumer-oriented educational programs using television to cover an eleven county area. BS degree in home economics. Five years experience in home economics plus some mass media experience or five years in broadcasting journalism. Minimum salary \$13,800. Full benefits. An Equal Opportunity/Affirmative Action Employer. For information refer to Position Announcement No. 729 and submit resume to Box X-114, BROADCASTING.

**Communications specialist** with Cooperative Extension Association of Suffolk County in Riverhead, New York. Initiate and coordinate public communications with primary emphasis on cable television. BA degree in communications. One year experience in mass media or public relations. Television broadcasting experience desirable. Minimum salary \$12,000. Full benefits. An Equal Opportunity/Affirmative Action Employer. For information refer to Position Announcement No. 737 and submit resume to Box X-115, BROADCASTING.

**Producer/host or hostess,** Black oriented, weekly prime-time half-hour in major Eastern market. Producer is responsible for content of this magazine format, now in its seventh year. Send resume, salary needs, picture to Box X-117, BROADCASTING.

**Production manager** for established ITV/PTV operation expanding to new Telecommunications Center. College degree, TV or film, minimum four years TV and Film production plus demonstrated management and supervisory experience. Directly responsible for control of production quality. Schedules all studio, remote, film productions. Must be creative and imaginative individual with strong leadership and organizational abilities. Resume and salary requirements to Personnel Department, WDCN-TV, P.O. Box 12555, Nashville, TN 37212. Application deadline: October 25, 1976. An Equal Opportunity Employer.

**Producer/director,** minimum three years experience all phases of production. Send resume to Program Director, WSM TV, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

**Production manager** with strong experience as producer-director and knowledge of film and tape production techniques. Call Jeff Hark, Program Manager, WJEX-TV, 623 East Main Street, Richmond, VA 23219. 804-748-6303. An Equal Opportunity Employer.

**Producer-director strong** on producing local commercials and public affairs programs. We need an experienced pro. Contact Murray Schweitzer, Production Manager, WJEX-TV, 623 East Main Street, Richmond, VA 23219. 804-748-6303. An Equal Opportunity Employer.



## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Broadcast electronics faculty** position: to teach the final year of a Bachelor of Science program. The subjects to be taught include two-way communications, Radio Transmitters (AM and FM), CATV, and Color Television Transmitters. Bachelor of Science degree required plus significant work experience. Apply to: M.R. Halsey, Head, Electrical and Electronics Department, Ferris State College, Big Rapids, MI 49307, 616-796-9971, ext. 208. An Equal Opportunity/Affirmative Action Employer.

**Immediate opening for radio/TV director** in Mississippi Cooperative Extension Service. Opportunity to develop state-wide media educational/news program in agriculture, home economics, and youth development subjects. Government appointment in University. Must have on-camera interview skills and knowledge of production. Master's required. Contact Milburn Gardner, P.O. Box 5446, Mississippi State, MS 39762, or 601-325-3462.

**Producer-director wanted** for Pacific northwest CBS VHF. Strong creative experience essential in news, promotion and commercial production. Call Frank Jank at 206-734-4101, weekdays. Equal Opportunity Employer.

**Ph.D. in television** to teach courses in broadcasting, comparative broadcasting, criticism, writing, production, programming. Rand and salary negotiable. Applications accepted to October 20, 1976. Send resumes to: Affirmative Action Committee, Office of the Academic Vice-President, Drawer H, Morrison Hall, William Paterson College of N.J., 300 Pompton Road, Wayne, NJ 07470. An Equal Opportunity Employer.

**Television director**, 5 years directing experience, bachelor degree, instructional emphasis, salary negotiable around \$11,000. Radio TV Department, University of Nebraska, Omaha, NE 68101.

**Film department director** to manage, supervise and direct staff of seven to produce films and inserts. Degree plus production/management experience and knowledge of videotape requirements. Salary range: \$11,000-16,000. Position demands responsible, mature judgement and personnel skills. Send demo reel. Mississippi Authority for Educational Television, c/o Director of Programming, P.O. Drawer 1101, Jackson, MS 39205. An Equal Opportunity Employer.

## SITUATIONS WANTED MANAGEMENT

**Former network executive** with extensive key market general management success seeks opportunity and tough challenge; can provide unique references and background story; will relocate; for immediate interview, reply Box X-14, BROADCASTING.

**Experienced business manager** with extensive knowledge of station operations seeking financial or general management position strong in: budgeting, market analysis, sales development, program analysis, banking relations, E.E.O.C., cash flow, EDP, ect. Box X-79, BROADCASTING.

## SITUATIONS WANTED SALES

**Sales position desired** by production manager. Major market production experience. Good knowledge of sales, excellent credentials. Call: 803-798-1010.

## SITUATIONS WANTED TECHNICAL

**T.V. engineer**, 2½ years experience. Tape, video, maintenance, PBS and commercial L.A. first phone. Age 25. Western states. Box W-110, BROADCASTING.

**First phone**, (AM, TV) solid state, maintenance desired. Box X-20, BROADCASTING.

**Metro south TV engineering chief** with solid experience in installation, operation, and maintenance both VHF and UHF, desires relocation. Married, sober, dependable. Resume on request. Box X-45, BROADCASTING.

**Experienced in VHF and UHF**. Heavy maintenance on all TV-equipment. Thoroughly familiar with all phases of broadcasting, production and remotes. Willing to relocate. Contact William Taylor, 1311 Ski Lodge, Montgomery, AL or call 205-277-4864.

## SITUATIONS WANTED NEWS

**News director**: I can produce ratings, profits and strong journalism. Available in October. Box W-96, BROADCASTING.

**Meteorologist, AMS Seal of Approval**. First class, highly visual presentation. Superior on-camera appearance. Number one ratings. Box X-35, BROADCASTING.

**Up your ratings**. Female with news experience in 20's market seeks reporter/writer position, television/radio. Box X-75, BROADCASTING.

**State Trooper, experienced television newswriter**, has done radio advertisements. Seeks position as television reporter. Will re-locate anywhere. Box X-95, BROADCASTING.

**Presently assignments editor**, assistant news director. Strong on local story development. Here in top 50's market for 7 years, ready for move up. BA, 34, present salary \$14,000. Box X-109, BROADCASTING.

**Potomac fever recently cured**. Washington political reporter, network experience. Ready for move to serious, respected local news department. Box X-118, BROADCASTING.

**Former news director-anchor**, w/ strong sports background looking for news/sports position. Experience in top 50 market. B.A. Pol. Sci., no regional preference. John Buren, 4910 Newport Ave., Washington, D.C. 20016.

**Young ambitious photographer/TV person** seeks position with respectable station or film company. Very creative and knowledgeable in television production as well as 16mm and 35mm equipment. Will travel for opportunity. 218-574-2359.

**Photographer, with 3 years experience** seeks immediate employment. Prefer S.W. area or Texas, however any area is OK. Film and VTR available. Jo. L. Keener, 4337 Clyde Park S.W. Wyoming, MI 49509.

**Attractive black woman** experienced top ten market. Available immediately for prime reporting or anchor position. 301-986-9615.

**Young pro seeking sports anchor** for medium market weekday or big market weekend. Can produce and deliver your sports: shoot, edit, and write local sports film; 6 years broadcast experience; college degree. Let's talk at 915-682-6515.

**Television meteorologist 1976 graduate** with both meteorology and telecommunicative arts majors. Resume and tape from: Jim Barber, 4002 Foss Rd. no. 201, Mpls., MN 55421.

**Dynamic aggressive enthusiastic** dedicated, hardworking professional newsmen, 37. Fifteen years experience in 52 countries just returning from 2 years South Africa Rhodesia. Wants settle down small station anywhere USA. News director anchor producer-director. Salary unimportant. 203-655-0486, John.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Skilled producer-director**. 7 years solid production background. Film, tape, studio, remote. Prime interest in weekday newscasts. Seeking top rated, top market stations only. Tapes available. Box X-6, BROADCASTING.

**Network film editor** 8 years experience in 16/35mm documentaries, promos. Prefer western states. GDH, Box 3815, Van Nuys, CA 91407.

**Major TV syndicator's right hand**, looking for administrative, broad spectrum position with station group, TV station, TV rep., or ad agency. Thoroughly versed in programming, program research, contracts, sales, promotion. Experience with copywriting, film production. Reply J.C. Somers, 540 Madison Ave., N.Y.C. 10022, or call 212-593-3013. Will relocate.

**Sports announcing or TV production**. BA broadcasting, 1st phone, some experience, want to learn, will relocate. Joe 415-689-6059.

**Innovative producer/director** with 7 years extensive production experience seeking challenging position. Samples available. Graham Brinton, 215-664-3346.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Childrens educational programs expert producer-director**, host seeks challenging position anywhere USA. Frank, 203-655-0486.

**3 television production school graduates**, with FCC first phone, available together or separately. 1115 N.W. 135 St., Miami, FL 33168. 305-685-3982.

**Production manager, major market experience**, wants to relocate. Heavy news, sports, comm'l background. Good program director back-up. Excellent credentials. Call: 803-798-1010.

## WANTED TO BUY EQUIPMENT

**Need high voltage plate transformer** for RCA BTA-5F transmitter. WSAV, Savannah, GA.

**Schafer 800T stereo automation system** with ampex and carousels. Call Paul Schafer, Schafer International, 714-454-1154.

**Used roll-around** for Ampex AG-44D, 2-track. Call 312-398-2300.

**We need used 250, 500 1 KW, 10 KW AM and FM transmitter**. No junk. Guarantee Radio Supply Corp., 1314 Ilurbide St., Laredo, TX 78040.

## FOR SALE EQUIPMENT

**For sale good used Collins 21B, 5KW transmitter**. Just removed from standby service, includes spare tubes. Contact KAGO, 1-503-882-2551. Klamath Falls, OR 97601.

**TV equipment for sale**. TV tower and line for sale; stainless G-4, 400 foot tower now supporting 7,000 pound RCA antenna. Guy cables and saddles included. Fully galvanized and painted and less than seven (7) years old, \$20,000. Also, 25 sections of RCA 6-inch transmission line, bullets and hangars, \$15,000. Would consider less for package offer. Contact M.D. Smith, IV, Manager, WAAY-TV, 1000 Monte Sano Blvd, Huntsville, AL 35801, or phone 205-539-1783.

**Schafer automation**, Model 800 stereo. Two Ampex PB-351 music decks, Spotter, Makeup unit, two Crown loggers, remote controls. \$8,000.00. Dave Kiker 904-456-5751. WCOA, Box 12487, Pensacola, FL 32573.

**FM, audio equipment**, Gates, stereo generators: M6533, M6146; SCA 67KHz generator, M6507 and Monitor, GTA6741, FM exciter M5534 on 97.5 MHz. Kahn Symmetrapeak SP581A. For info call Tom Bondurant, WCHV, 804-977-5566.

**2 TK42 camera chains**, good condition, now in use. Make offer. Larry Taylor, WENY-TV, Elmira, NY. 607-739-3636.

**For sale equipment**: 3 Bay FM Circularly Polarized FM Antenna with 300 feet of 1 5/8 coax with connectors, less than 3 years old. \$2,500 for package. Ted J. Gray, WKDE, Altavista, VA.

**Color television equipment liquidations**, our specialty, appraisals, consultation, auctioneering. Maze, Box 6636, Birmingham, AL 35210. 205 956-5800.

**Color Mobile Vans**, complete or stripped, cameras, film chains, world's largest selection, Maze 205-956-5800.

**Gates 1,000/250 watt BC1T Transmitter**, solid state rectifiers, purchased new and used as standby with very few hours. \$3,500. Gates BC 250L Transmitter used for standby, good shape, \$750.00. Contact Johnny Walker, 713-523-2581.

**TV remote broadcast unit**. Two 40' custom A/C trailers, four PC70, one PCP-90 cameras; two Ampex 1200B, Ampex HS-100 sio-mo VTR's; PCF-20A color film chain, two film and slide projectors; two switchers; and much more video and audio equipment, all excellent condition. \$371,000. Call Frazier, Gross & Clay, Inc. 202-966-2280.

**Computer editing system**. Fully operational CDL PEC-101 system presently being used on three VR2000 VTRs. Fast, frame accurate computer editing at bargain price. Jefferson Productions, 704-374-3823.

## FOR SALE EQUIPMENT CONTINUED

**Complete Sony Mobile 3/4"** color video system DXC-1600 camera with CCU, VO-3800 recorder with case, power adaptor, RF unit, 9" Trinitron monitor. Aero 3200K 3-light kit. Cables & power cords. Only 4-months use. Best offer over \$6M. 914-271-3902.

**RCA TT10AL 10KW** low band television transmitter. Will tune to your channel. Excellent condition. Available immediately. Wilkinson Electronics. 215-497-5100, P.O. Box 738, Trainer, PA 19013.

**Automation parts** most needed you can get for IGM 100 200 300 500. Call SESCO Inc., 206-424-6133.

**For sale west** of Mississippi, towers used total footage 1098' all towers. Galvanized solid steel (no pipe) suitable for FM or AM, also lite kits, dog houses, 1800' 51 ohm 1 5/8" Rridged coax, also some 500' of 3 1/8" coax, ridged coax with builets and bolts, support post and lcc gards. Also copper ground screen and 2" strap, strap and ground screen are new and unused. Also we have Basi and guy line insulators. Call Midwest Tower Kennewich or Vancouver WN, Kennewich 509-783-2569 or Vancouver 206-892-6701.

**FM transmitters:** CCA FM-10000-DS-10KW, CCA FM-5000-DS-5KW, Visual/Sintronics FM-10,000-Ka-10KW, GEL FM-15-A-15KW, RCA BTF-5-DS-5KW, RCA BTF-5-BS-5KW, ITA-FM-1000-C-1KW, Gates FM-1B-1KW. Communication Systems, Inc. Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

**1 KW AM transmitters:** RCA BTA-1R, RCA BTA 1-M, Collins 20V-2, Collins 20V-3, Gates BC-1G, Gates BC-1I, Gates BC-1J, Sparta/Bauer 707, ITA AM-1000-B, Raytheon RA-1000C, CCA AM-1000D. Communication Systems, Inc. Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

**Complete automation system.** AR1000 digital clock, audio switcher, computer, expander, logger status, TTY, 3 autotune tone detectors, Revox tape rec., 2 carrousel, random selector, monitor alarm-3 racks, extras, ready for broadcast. Half price. Call 609-691-1477 or write 2755 Magnolia Road, Vine-land, NJ 08360.

**Microtime 640 TBC** purchased 4/76 \$10,500. Graflex 930 Fichain projector-new original box \$950. Kensol 12A Hot Press W/type, accessories \$850. Demo Panasonic NV2125 videocassette recorder \$1275. TR productions 617-783-0200.

**Film chain and projectors** RCA TK27/TP6-CC Microwave TVR-1A (2 sets) 275 & 285 Eastman proj. Cetec Series 10 console (new). Call: 202-244-2345.

**Hellax-styroflex.** Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

## COMEDY

**Deejays:** New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

**OBITS, No hype.** You be the judge. Free comedy sample! OBITS. 366-C West Bullard, Fresno, CA 93704.

**\$100.00 for paper jokes?** For \$14.00 our Pro Jingle Singers will forget your call letters! Your ceiling will collapse! Our Tijuana Pit Band will stagger thru "Irish Eyes"! Find Cheap Radio thrills under "Programming" category in this issue!

## MISCELLANEOUS

**Prizes Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**1977 country music** cafenar profitable Pluditorium show sales. Sample/details: Thurston Moore Country, Montrose, CO 81401.

**Your aircheck** determines your next move. Your aircheck is the key. Your aircheck is our specialty. Call 713-729-4500, 24 hours.

## PROGRAMING

**Cheap radio thrills!** The world's best production album! Tymp rolls, synthesizer logos, jingle "add-ons", custom themes, giggling girls, sound effects, soap organ trax (hero, villian, etc.), goofy jingles, Tijuana Pit Band renditions of Lone Ranger theme, Happy Birth-day, etc. Gobs more! Over 500 already sold! Sent first class \$14.00, or write for free sample! L.A. Air Force, 2445 East Third, Long Beach, CA 90814.

**Beautiful music library**—major market stereo changes format. Now available complete tape library, 130 ten inch reels, pre-programmed quarter hour segments. Even Christmas music. \$7500 buys first class music service. Details, Box X-99, BROADCASTING.

**Entire jazz library** for sale, includes over 300 (10") reels of listed selections toned for automation. Price negotiable. Call 312-398-2300.

**Make Night Time** Prime Time. One to four hours nightly of this captivating program is available for MOR or beautiful music stations. Words and music like you have never heard before. If your station is interested in higher ratings and increased revenue, investigate this musical "escape", a program of love. Write Night Air, P.O. Box 13024, Roanoke, VA 24030.

## INSTRUCTION

**Get your first** to get there first! Don Martin School of Communications! Since 1937, training broadcasters for Broadcasting! 1st phone training using latest methods and completely equipped transmitter studio. Call or write for details and start dates. Don Martin School, 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. Call 213-462-3281 or 213-657-5886.

**Announcing & radio production.** Learn at Omega State Institute.

**FCC First Class** license. Prepare for your test at Omega State Institute.

**Omega State Institute.** Quality resident training in Chicago at 237 E. Grand Ave. Successful placement. Vet approved. Call or write for course catalog. 312-321-9400.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin October 25 and Jan. 3. Student rooms at each school.

**REI 61 N. Pineapple Ave., Sarasota, FL 33577.** 813-955-6922.

**REI 2402 Tidewater Trail, Fredericksburg, VA 22401.** 703-373-1441.

**No: tuition, rent!** Memorize, study—Commands "Test-Answers" for FCC first class license—plus "Self Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

**First Class FCC** license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45326 Telephone 513 791-1770.

**1st Class FCC, 6 wks, \$450.00** or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

**FCC license. New course.** New low prices. Free home study catalog. Genn Tech. 5540 Hollywood Bv., Hollywood, Ca 90028.

**Cassette recorded first** phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia, Los Angeles. Our twentieth year teaching FCC license courses. Bob Johnson, Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266. Telephone: 213-379-4461.

## RADIO Help Wanted News

**News/Public Affairs Louisiana**  
If you can write and produce local/state news that's interesting as well as informative...if you can produce mini-public affairs features on a daily basis, based on ascertainment findings—we want to talk to you. Minorities and women applicants welcome. EOE. Good pay and benefits. Commercial experience required. Salary required in first letter please. Box X-88, BROADCASTING.

## Help Wanted Sales

### BROADCAST PRODUCTS SALES MANAGER

Sales of our broadcast industry products, including Beaucart audio cartridge tape machines, tape heads, splice finders, and Beau motors are so far in excess of forecast that we find ourselves in desperate need of an experienced broadcast industry sales manager. The successful candidate, to be based in central Connecticut, will work directly with both broadcasters and OEM's to further increase our penetration in the market and to help introduce new products. Our Broadcast Products Sales Manager reports directly to the President and some travel will be required. Starting salary will be commensurate with experience and ability and the full UMC employee benefit package will apply.

If you qualify, please provide resume and salary history in complete confidence to:

**Mr. Allan J. Shaftel, President,  
UMC Electronics Co.,  
460 Sackett Point Road,  
North Haven,  
Connecticut 06473  
(203) 288-7731**

An Equal Opportunity Employer.

Salespersons to cover states in RAB regions for world's best ad medium—Radio. Able to sell, teach and organize. Fascinating range of assignments, from selling radio as a medium to regional and national accounts in your area, to coordinating this vital activity with the individual efforts of radio broadcasters. You favorably influence the future (and present) of radio. Speaking and presenting skills essential. Opportunity for continuing growth in knowledge and exposure to total range of radio and all of advertising's fascinating facets. Salary open depending on experience and potential. Incentives based on performance. Call Joe Vincent at 212-688-4020. Radio Advertising Bureau, 555 Madison Avenue, New York, New York 10022.

## Help Wanted Announcers

KFRC, RKO General Radio, San Francisco, salutes our First Lady DJ Shana on her promotion to RKO's Los Angeles outlet, KHJ. Now, KFRC searches nationwide for the finest available disc jockey for her replacement. Apply at once by tape only to

Michael .Spears, Operations Manager, KFRC, 415 Bush Street, San Francisco 94108.

E.O.E., M/F

**Help Wanted Announcers  
Continued**

Broadcast group seeking exciting MOR personality for PM Drive slot. Unique opportunity for a seasoned professional to join an outstanding air team with this top rated station. You will be expected to build and hold an audience in a very important daypart. Pleasant living and working conditions, excellent compensation. Send resume, including present salary to: Program Manager, P.O. Box 21567, Columbia, SC 29221. Equal Opportunity Employer, Male/Female.

**Help Wanted Programing,  
Production, Others**

**PRODUCTION DIRECTOR**  
WGST, Atlanta, is seeking a creative production director with minimum three-to-five years experience as announcer and ability to produce exciting, original commercials and promos.  
Send tape and resume to:  
Bill Sherard Operations Director  
P.O. Box 11920 Atlanta, Georgia 30355  
An equal opportunity employer.

**Situations Wanted Management**

Experienced General Manager with extensive background in sales and sales management plus impeccable credentials looking for next challenge. Interested in equity situation, have capital to invest as well as knowledge, ability and judgement to make your station more profitable. Box W-168, BROADCASTING.

Nationally known general manager with vast experience running dominant station in top ten markets looking for position. Top references. P&L oriented. Answer in confidence. Box W-200, BROADCASTING.

**RADIO**

Experienced, profit oriented general manager looking for position. Excellent record in highly competitive major markets. Available immediately. Reply:  
Box X-78, BROADCASTING.

**Situations Wanted News**

Morning editor-writer at major market Southern California all-news affiliate seeks comparable position in metro market. Experience as C-B-S, A-P-R stringer. Hours and pressure not a problem.  
Box X-119, BROADCASTING.

**TELEVISION**

**Help Wanted Technical**

University of Michigan TV Center. Immediate opening for Broadcast Engineer II. Experience in repair, maintenance, operation of color cameras and quad VTRs necessary. Two-studio facility for broadcast and instructional productions. Contact Linda Bunda, 2031 Admin. Serv. Bldg., Ann Arbor, Michigan, 48109, (313) 764-7280. A nondiscriminatory, affirmative action employer.

**Help Wanted Sales**

**LOCAL TV SALES MANAGER**

Network affiliate, medium size California market, has opening for hard-hitting, hard-working Local Sales Manager. Qualifications: Five years successful retail television sales experience; knowledgeable in all phases of TV operation; capable of working with the smallest retailer as well as those accounts and agencies requiring formal presentations; familiar with TvB and rating services, and how and when to use related material. You'll direct a four man sales team while carrying a responsible list yourself. Most important: you must be a "heavy hitter" and a "mover". This is not a desk job. Compensation will be in the \$25,000 per year range plus excellent fringe benefit plan, and opportunity for advancement. If interested and qualified, send complete work history, in confidence to: Box X-70, BROADCASTING.

AN EQUAL OPPORTUNITY EMPLOYER MIF

**Help Wanted News**

ASSIGNMENT EDITOR  
TOP NEWS  
ORGANIZATION  
GOOD PAY  
3-5 YRS EXPERIENCE

WHAS TV  
Louisville, Ky.  
CALL TOM DORSEY  
502-582-7361

**Help Wanted Programing,  
Production, Others**

**LIVE TELEVISION IS  
WHERE IT'S ALL  
HAPPENING!**

Top Ten market affiliate looking for producer and/or director who can meet the challenge of live TV. with creative—innovative techniques. Talk, variety, magazine, all forms of the past and present. We want someone who can do these better than most—and who can help shape the future. An equal opportunity employer.  
Box X-76, BROADCASTING.

**Situations Wanted News**

Anchor newsmen/field reporter available for medium market. Presently in Los Angeles. Salary not as important as growth with company.  
714-898-4920

**TV Reporter**

Medium-Major markets  
15-years' as a professional journalist in electronic and print mediums. Last 7-1/2 with major radio net as on-air correspondent. 3 years major market as TV/radio reporter. Desire full time TV. Contact: Bob Scott, 8378 E. Smoke Tree Ave., Agoura, Calif. 91301. (213) 889-3174.

**Situations Wanted Programing,  
Production, Others**

Job wanted in TV production. Independent shop preferred. Experienced in film, eng, writing, producing, etc., great potential and anxious to learn pgw. 639 Amherst, Oshkosh, Wi. 54901.  
414-235-8654.

**Placement Service**

**RADIO-TELEVISION-CATV  
STATION OWNERS & MANAGERS**  
We will recruit your personnel at no charge to you. Call the  
"PERSONNEL HOTLINE"  
305-659-4513

**Employment Service**

WE HAVE THE JOBS!!!  
Subscribe To:



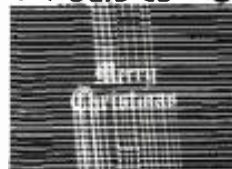
Box 81, Lincoldale, N.Y. 10540  
Number "One" in Weekly Nationwide  
Employment Listings for Radio,  
TV, DJ's, PD's,  
News, Announcers, Sales & Engineers.  
\$15.00 3 mo. (12 issues); \$30.00 12 mo.  
(50 issues) No C.O.D.'s. Please

Small Market REPORTERS/ANCHORS—Media-Staff Agency has helped others—and we're ready to help you advance your career. By newspeople, exclusively for newspeople. Media-Staff charges you nothing. If you're a newsperson, there isn't a better way to actively and confidentially seek a better job. Send MSA a video-cassette of your work, a resume and a short note describing your news philosophy and salary history.

MEDIA-STAFF AGENCY, INC.  
1776 Broadway, New York, NY 10019

**Television Programing**

TV SLIDES: \$6



\* MERRY CHRISTMAS \* HAPPY THANKSGIVING  
\* HAPPY NEW YEAR \* SEASON'S GREETINGS  
SEND FOR COMPLETE LIST \* CHRISTMAS GREETINGS  
**BOB LE BAR FILM DESIGN**  
240 EAST 55 STREET NYC 10022



**News Service**

**CAMPAIGN COVERAGE**

Independent or want additional high quality sound of the national campaigns? We provide coverage of the Presidential and Vice-Presidential candidates direct from the campaign trail and/or live election night broadcasts from Carter and Ford headquarters. Contact Peter Peckarsky, Bureau Chief, Washington Wire, (202) 338-0621 or 950 25th Street, N.W., Suite 402N, Washington, D.C. 20037.

**Public Notice**

**PLEASE TAKE NOTICE** that the Town of Irondequoit, in Monroe County, New York invites applications for a Cable Television franchise. Applications shall be proposed and submitted in accordance with a "REQUEST FOR PROPOSALS" available from the undersigned.

Applications will be accepted until 4:00 PM. December 16, 1976 and all applications received will be available for public inspection during normal business hours at the office of the Town Clerk, Irondequoit Town Hall, 1280 Titus Avenue, Rochester, New York.

A non-refundable filing fee in the amount of \$300.00 must accompany each application.

By order of the Town Board  
Town of Irondequoit, N.Y.  
By Florian F. Wesley  
Town Clerk

**Buy-Sell-Trade**

**NO CASH**

**CHARGE-A-TRADE**  
Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. **FREE BOOKLET AVAILABLE • CALL TOLL FREE 800-327-5555 (except Florida)**

3081 E. Commercial Blvd., Ft. Lauderdale, FL 33308 (305) 491-2700  
FT. LAUDERDALE • MEMPHIS • ORLANDO • N.Y. • ATLANTA • GREENVILLE S.C. • COCOA BCH.

**For Sale Stations**

Florida fulltimer.  
Major metro.  
Solid growth.  
Real estate included.  
Priced under \$1,000,000.  
Box X-84, BROADCASTING.

Fulltime AM in medium-sized Northeastern metro area. Good coverage and signal. Grossing over \$300,000 annually. Asking \$650,000. Terms available to qualified purchaser. Write today including qualifications if interested in terms to:  
Box X-85, BROADCASTING.

Two full time AM stations in top 50 growth markets. West-Midwest.  
Priced 2-2 1/2 times gross sales. Real estate included. Will sell as package or separately \$2,600,000 cash.  
Norman Fischer & Associates, Inc. P.O. Box 5308, Austin, Texas 78763. (512) 452-6489.

**For Sale Stations  
Continued**

**NEW ENGLAND**

**NORTHERN** small market AM-FM priced at \$210,000 on negotiable terms. Real estate included. Good owner-operator opportunity. Contact Bob Kimel at our New England office at (802) 524-5963.

**SOUTHERN** AM in growing coastal area. Profitable operation having best year. Real estate included at \$280,000 with 25% down and ten year payout. Contact Dick Kozacko at our Elmira office.



Brokers & Consultants  
to the  
Communications Industry

**THE KEITH W. HORTON COMPANY, INC.**

1705 Lake Street • Elmira, New York 14902  
P.O. Box 948 • (607) 733-7138

**LARSON/WALKER & COMPANY**  
Brokers, Consultants & Appraisers  
Los Angeles Washington

Contact:  
William L. Walker  
Suite 508, 1725 DeSales St., N.W.  
Washington, D.C. 20036  
202-223-1553

**MEDIA BROKERS  
APPRAISERS**

RICHARD A. **SHAHEN** INC.

435 NORTH MICHIGAN • CHICAGO 60611  
**312-467-0040**

offered by  
RALPH E. MEADOR,  
Media Broker  
KWRT AM & FM  
Boonville, Missouri  
1975 Gross Sales \$241,000  
Priced at less than 2  
times gross  
\$425,000.00  
Phone or Write  
RALPH E. MEADOR,  
Media Broker  
P.O. Box 36  
Lexington, Mo. 64067  
816-259-2544

- 1000 watt daytimer covering 200,000 population in S.E. Tennessee. NO DOWN PAYMENT. Must be qualified buyer. \$3,275 per month. Prepayment privileges.
  - 5000 watt day, 1000 watt night AM plus Class A FM in large central Florida City. \$670,000 cash.
  - AM/FM in Southern Indiana. Small Town. Well established station with good real estate. \$225,000. Terms.
  - 1000 watt day, 250 night in Western Montana, Modern City. Sales about \$200,000.
  - AM/FM in Mississippi. Within 50 miles of Meridian. \$25,000 down.
  - 100,000 watt stereo station in Mississippi. \$435,000. Terms.
  - Fulltimer in Central Florida. About 30,000 population. \$300,000. Terms.
  - 1000 watt daytimer in South Central Florida. Small town. Selling area population about 45,000. \$150,000. Terms.
  - Good buy on Cable TV operation in Southern Indiana.
- BUSINESS BROKER ASSOCIATES**  
615-894-7511

SE	Med	Fulltime	\$500K	29%
NE	Metro	Fulltime	\$450K	\$80K
MW	Small	AM/FM	\$200K	\$58K
North	Metro	Daytime	\$1,900K	\$900K
Calif.	Small	AM/FM	\$289K	\$84K

Atlanta - Boston - Chicago - Dallas  
New York - San Francisco



1835 Savoy Drive, Atlanta, Georgia 30341

**BROADCASTING'S CLASSIFIED  
RATES**

Payable in advance. Check or money order only

When placing an ad indicate the EXACT category desired. Television or Radio. Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Name _____	Phone _____
City _____	State _____ Zip _____

Rates, classified listings ads:  
- Help Wanted. 50c per word - \$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).  
- Situations Wanted. 40c per word - \$5.00 weekly minimum.  
- All other classifications. 60c per word - \$10.00 weekly minimum.  
- Add \$2.00 for Box Number per issue.  
Rates, classified display ads:  
- Situations Wanted (Personal ads) \$25.00 per inch.  
- All other \$45.00 per inch.  
- More than 4" billed at run-of-book rate.  
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: Include name and address. Name of City (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

*This announcement is neither an offer to sell nor a solicitation of an offer to buy these securities.  
The offer is made only by the Prospectus.*

Not a New Issue

816,666 Warrants  
**American Broadcasting Companies, Inc.**

Price \$13.50 Per Warrant

Each warrant entitles the holder thereof to purchase from American Broadcasting Companies, Inc. ("ABC") on or before January 2, 1982 one share of ABC Common Stock, par value \$1 per share, at a price of \$24 per share, subject to adjustment in accordance with the antidilution provisions of the Warrant Agreement.

*Copies of the Prospectus may be obtained in any State only from such of the several Underwriters, including the undersigned, as may lawfully offer the securities in such State.*

**Lehman Brothers**  
Incorporated

<b>Bache Halsey Stuart Inc.</b>	<b>The First Boston Corporation</b>	<b>Dillon, Read &amp; Co. Inc.</b>
<b>Drexel Burnham &amp; Co.</b> Incorporated		<b>Goldman, Sachs &amp; Co.</b>
<b>Hornblower &amp; Weeks-Hemphill, Noyes</b> Incorporated		<b>E. F. Hutton &amp; Company Inc.</b>
<b>Kidder, Peabody &amp; Co.</b> Incorporated	<b>Kuhn, Loeb &amp; Co.</b>	<b>Lazard Frères &amp; Co.</b>
<b>Loeb Rhoades &amp; Co.</b>	<b>Paine, Webber, Jackson &amp; Curtis</b> Incorporated	<b>Reynolds Securities Inc.</b>
<b>Smith Barney, Harris Upham &amp; Co.</b> Incorporated	<b>Wertheim &amp; Co., Inc.</b>	<b>White, Weld &amp; Co.</b> Incorporated
<b>Dean Witter &amp; Co.</b> Incorporated		<b>Shearson Hayden Stone Inc.</b>

October 4, 1976

# Stock Index

Stock symbol	Exch.	Closing Wed. Oct. 6	Closing Wed. Sept. 29	Net change in week	% change in week	1976		PIE ratio	Approx. shares out (000)	Total market capitalization (000)
						High	Low			
ABC	N	34 5/8	35	- 3/8	- 1.07	38 1/2	19 7/8	23	17,519	606,595
CAPITAL CITIES	CCR	N 51 3/8	54 1/4	- 2 7/8	- 5.29	55 3/4	42 1/4	13	7,759	398,618
CBS	N	54	57	- 3	- 5.26	60 1/2	46 3/4	11	28,313	1,528,902
COX	N	34	33 1/2	+ 1/2	+ 1.49	37 3/4	28 3/4	11	5,861	199,274
GROSS TELECASTING	GGG	A 11 7/8	11 3/4	+ 1/8	+ 1.06	12 3/8	10	7	800	9,500
KINGSTIP COMMUN.	KTVV	O 4 3/4	4 1/4	+ 1/2	+ 11.76	4 3/4	2 1/4	17	461	2,189
LIN	O	15 1/2	16	- 1/2	- 3.12	17 3/4	9 5/8	8	2,382	36,921
MOONEY	O	2	2 1/4	- 1/4	- 11.11	3 7/8	2	3	425	850
RAHALL	O	6 3/8	6 1/2	- 1/8	- 1.92	6 1/2	4 1/2	13	1,297	8,268
SCRIPPS-HOWARD	SCRP	O 28	27 1/2	+ 1/2	+ 1.81	28 1/2	20 1/2	7	2,589	72,492
STARR**	S8G	M 2 7/8	3	- 1/8	- 4.16	5	2 1/4		1,202	3,455
STORER	S8K	N 27 1/8	29 1/4	- 2 1/8	- 7.26	31	15 7/8	9	3,902	105,841
TAFT	N	28	28 3/4	- 3/4	- 2.60	31 1/2	23 1/4	9	4,070	113,960
TOTAL									76,580	3,086,865

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A 3 1/2	3 3/8	+ 1/8	+ 3.70	4 3/4	2	6	1,258	4,403
AVCO	AV	N 14 1/2	14 3/4	- 1/4	- 1.69	14 3/4	4 1/2	3	11,541	167,344
JOHN BLAIR	BJ	N 8 1/2	9 3/4	- 1 1/4	- 12.82	11 1/4	5	5	2,403	20,425
CHRIS-CRAFT**	CCN	N 6	5 7/8	+ 1/8	+ 2.12	6 3/8	4 5/8		4,162	24,972
COMBINED COMM.	CCA	N 15 3/4	17 1/4	- 1 1/2	- 8.69	20	12 5/8	8	6,269	98,736
COWLES	CWL	N 10 1/2	10 3/4	- 1/4	- 2.32	11 3/8	6 1/8	14	3,969	41,674
DUN & BRADSTREET	DNB	N 27 1/4	26 1/2	+ 3/4	+ 2.83	33 3/4	24 5/8	16	26,581	724,332
FAIRCHILD IND.	FEN	N 8 5/8	9	- 3/8	- 4.16	11 1/2	6 1/8	11	5,708	49,231
FUQUA**	FOA	N 9 1/8	8 5/8	+ 1/2	+ 5.79	9 3/4	4 1/2		8,844	80,701
GANNETT CO.	GCI	N 38	38 1/2	- 1/2	- 1.29	40	32 7/8	19	21,108	802,104
GENERAL TIRE	GY	N 24 7/8	25 5/8	- 3/4	- 2.92	25 5/8	17 5/8	7	21,954	546,105
GLOBE BROADCASTING**	GLBTA	O 2 3/8	2 3/8		.00	2 7/8	1 1/2		2,783	6,609
GRAY COMMUN.	O	7 1/4	7 1/4		.00	7 1/4	6	5	475	3,443
HARTE-HANKS	HMN	N 22 1/4	23 1/8	- 7/8	- 3.78	25 3/4	17 1/8	11	4,381	97,477
JEFFERSON-PILOT	JP	N 29 3/4	30 3/4	- 1	- 3.25	31 7/8	25 5/8	11	24,078	716,320
KAISER INDUSTRIES	KI	A 13 3/4	14 7/8	- 1 1/8	- 7.56	16	8	7	27,598	379,472
KANSAS STATE NET.	KSN	O 3 7/8	3 7/8		.00	4 7/8	3	5	1,815	7,033
KNIGHT-RIDDER	KRN	N 35 3/4	36 7/8	- 1 1/8	- 3.05	37 1/8	28 7/8	14	8,305	296,903
LEE ENTERPRISES	LNT	A 16 1/2	16 1/2		.00	25 1/2	15 3/8	10	3,352	55,308
LIBERTY	LC	N 17 1/2	17 1/2		.00	18 5/8	9 1/2	6	6,762	118,335
MCGRAW-HILL	MHP	N 15 3/4	15 1/2	+ 1/4	+ 1.61	17	12 3/4	10	24,700	389,025
MEDIA GENERAL	MEG	A 17 1/8	17 1/8		.00	19 1/2	14 1/4	8	7,276	124,601
MEROITH	MOP	N 14 3/8	14 7/8	- 1/2	- 3.36	17 5/8	10 1/4	3	3,064	44,045
METROMEDIA	MET	N 24 7/8	26 1/2	- 1 5/8	- 6.13	29 3/4	15	7	6,721	167,184
MULTIMEDIA	MMED	O 18 1/2	18 1/2		.00	20	14 1/4	10	4,390	81,215
NEW YORK TIMES CO.	NYKA	A 13	13 1/2	- 1/2	- 3.70	17 3/8	11 1/2	11	11,203	145,639
OUTLET CO.	OTU	N 16 1/4	15 3/4	+ 1/2	+ 3.17	19	12 7/8	5	1,438	23,367
POST CORP.	POST	O 12 1/2	13	- 1/2	- 3.84	13 1/4	8	250	873	10,912
REEVES TELECOM**	RBT	A 2 1/2	2 1/2		.00	2 1/2	1 1/8		2,376	5,940
ROLLINS	ROL	N 21 3/4	23 1/2	- 1 3/4	- 7.44	27 3/8	20 3/4	13	13,404	291,537
RUST CRAFT	RUS	A 7 3/8	7 3/4	- 3/8	- 4.83	9 7/8	5 5/8	6	2,291	16,896
SAN JUAN RACING	SJR	N 10	10 1/4	- 1/4	- 2.43	10 1/4	7 1/4	7	2,509	25,090
SCHERING-PLOUGH	SGP	N 50 1/2	54 1/4	- 3 3/4	- 6.91	59 3/4	47 1/2	18	54,023	2,728,161
SONDERLING	SDB	A 10 1/2	10 7/8	- 3/8	- 3.44	13	6 3/4	4	729	7,654
TECH OPERATIONS**	TD	A 2 3/4	2 1/2	+ 1/4	+ 10.00	4 3/4	2 1/2		1,344	3,696
TIMES MIRROR CO.	TMC	N 21 1/4	22 1/4	- 1	- 4.49	23 3/4	18 1/4	12	33,895	720,268
WASHINGTON POST CO.	WPD	A 39 3/4	40 1/2	- 3/4	- 1.85	40 1/2	21 3/4	11	4,546	180,703
WOMETCO	WOM	N 12 3/8	13	- 5/8	- 4.80	13 1/4	8 7/8	8	8,634	106,845
TOTAL									376,762	9,313,705

## Cablecasting

ACTON CORP.	ATN	A 3 1/8	3	+ 1/8	+ 4.16	3 3/4	1 1/8	15	2,608	8,150
AEL INDUSTRIES***	AELBA	O 1 7/8	2 1/8	- 1/4	- 11.76	2 1/8	3/4		1,672	3,135
AMECO**	ACO	O 1/2	1/2		.00	1/2	3/8		1,200	600
AMERICAN TV & COMM.	AMTV	O 20	19 3/4	+ 1/4	+ 1.26	21 3/4	13 1/2	19	3,330	66,600
ATHENA COMM.**	O	1/4	1/4		.00	1/2	1/8		2,125	531
BURNUP & SIMS	BSIM	O 4 1/2	4 1/2		.00	6 1/2	3 1/4	56	8,349	37,570
CABLECOM-GENERAL	CCG	A 5	5 5/8	- 5/8	- 11.11	8 1/8	4 1/8	4	2,560	12,800
CABLE INFO.	O	3/4	1/2	+ 1/4	+ 50.00	1 1/8	1/4	4	663	497
COMCAST	O	3 1/8	3 1/4	- 1/8	- 3.84	3 1/4	1 7/8	39	1,708	5,337
COMMUN. PROPERTIES**	COMU	O 3 3/4	3 3/4		.00	4	1 7/8		4,761	17,853
COX CABLE	CXC	A 16	16 1/4	- 1/4	- 1.53	17 3/4	13	17	3,560	56,960
ENTRON	ENT	O 1 5/8	1 5/8		.00	1 3/4	1 1/2	2	979	1,590
GENERAL INSTRUMENT	GRL	N 17 1/2	17 1/4	+ 1/4	+ 1.44	17 5/8	8 1/4	73	7,178	125,615
GENEVE CORP.	GENV	O 8 3/4	9	- 1/4	- 2.77	10	6 1/2	58	1,121	9,808
TELE-COMMUNICATION	TCOM	O 3 1/4	3 1/4		.00	5 1/4	2 7/8	46	5,181	16,838
TELEPROMPTER**	TP	N 6 7/8	7 3/8	- 1/2	- 6.77	9 3/8	5 3/4		16,634	114,358
TIME INC.***	TL	N 34	69 1/8	- 35 1/8	- 50.81	34 3/4	32 1/2	6	25,000	850,000
TOCOM	TOCM	O 2 7/8	2 7/8		.00	3 1/4	1 5/8	10	617	1,773
UA-COLUMBIA CABLE	UACC	O 13 1/2	14 1/4	- 3/4	- 5.26	14 1/2	9	12	1,700	22,950
UNITED CABLE TV**	UCTV	O 2 5/8	2 5/8		.00	3	1 5/8		1,879	4,932
VIACOM	VIA	N 8 3/4	9 1/2	- 3/4	- 7.89	11 3/4	7 7/8	9	3,701	32,383
TOTAL									96,526	1,390,280



Stock symbol	Exch.	Closing Wed. Oct. 6	Closing Wed. Sept. 29	Net change in week	% change in week	High	1976 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Programming</b>											
COLUMBIA PICTURES	CPS	N	5	5	.00	7 7/8	4 1/2	6	6,748	33,740	
DISNEY	DIS	N	45 1/2	48 1/4	- 2 3/4	- 5.69	63	45 1/2	19	31,010	1,410,955
FILMWAYS	FWY	A	6 1/2	6 3/4	- 1/4	- 3.70	10 1/4	5 1/4	6	2,121	13,786
FOUR STAR			1/2	1/2	.00	5/8	3/8	5	666	333	
GULF + WESTERN	GW	N	16 7/8	17 1/2	- 5/8	- 3.57	26 7/8	16 7/8	4	30,058	507,228
MCA	MCA	N	29 1/8	29 1/2	- 3/8	- 1.27	36 1/4	25	5	17,344	505,144
MGM	MGM	N	14 5/8	13 1/2	+ 1 1/8	+ 8.33	15 3/4	12 7/8	8	13,102	191,616
TELETRONICS INTL.		O	7 3/4	7 3/4	.00	9 5/8	3 3/4	13	837	6,486	
TRANSAMERICA	TA	N	12 1/8	13 1/8	- 1	- 7.61	13 1/4	8 1/4	8	64,947	787,482
20TH CENTURY-FOX	TF	N	8 3/4	9 1/2	- 3/4	- 7.89	15	8 3/4	10	7,558	66,132
WALTER READE	WALT	O	1/8	1/8	.00	3/8	1/8	6	4,296	537	
WARNER	WCI	N	19 3/4	21 1/8	- 1 3/8	- 6.50	24	17 1/2	23	17,001	335,769
WRATHER	WCO	A	4 3/8	4 5/8	- 1/4	- 5.40	5 1/8	3 1/8	8	2,244	9,817
<b>TOTAL</b>									<b>197,932</b>	<b>3,869,025</b>	

### Service

BBDO INC.	BBDO	O	21 1/4	21 1/2	- 1/4	- 1.16	22	16 3/4	8	2,513	53,401
COMSAT	CO	N	28	28 7/8	- 7/8	- 3.03	31 3/4	23 7/8	6	10,000	280,000
DOYLE DANE BERNBACH	DOYL	O	13 3/4	15 3/8	- 1 5/8	- 10.56	15 3/8	8 7/8	7	1,816	24,970
FOOTE CONE & BELOING	FCB	N	14	14 1/4	- 1/4	- 1.75	14 1/4	10 1/4	7	2,332	32,648
GREY ADVERTISING	GREY	O	12 3/4	13	- 1/4	- 1.92	13	6 7/8	5	1,104	14,076
INTERPUBLIC GROUP	IPG	N	24	25 1/4	- 1 1/4	- 4.95	26 5/8	16 3/8	6	2,290	54,960
MARVIN JOSEPHSON	MRVN	O	7	7 3/8	- 3/8	- 5.08	10 3/8	6 3/4	4	1,945	13,615
MCI COMMUNICATIONS**	MCIC	O	1 7/8	1 7/8	.00	3 3/8	1 3/8	6	16,795	31,490	
MOVELAR	MOV	A	1 3/8	1 3/8	.00	2 5/8	1	6	1,409	1,937	
MPO VIDEOTRONICS**	MPO	A	3 3/4	3 7/8	- 1/8	- 3.22	4 1/4	2 3/8	4	537	2,013
NEEDHAM, HARPER	NDHMA	O	7 3/4	7 3/4	.00	7 3/4	5 5/8	4	816	6,324	
A. C. NIELSEN	NIELB	O	20 3/4	21	- 1/4	- 1.19	24 5/8	16 3/4	13	10,598	219,908
OGILVY & MATHER	OGIL	O	25 1/2	25 3/4	- 1/4	- .97	27 1/2	17	8	1,805	46,027
J. WALTER THOMPSON	JWT	N	14 1/4	13 7/8	+ 3/8	+ 2.70	14 1/4	7 7/8	10	2,649	37,748
<b>TOTAL</b>									<b>56,609</b>	<b>819,117</b>	

### Electronics/Manufacturing

AMPÉX	APX	N	6 3/8	7	- 5/8	- 8.92	9 1/4	4 3/4	10	10,885	69,391
ARVIN INDUSTRIES	ARV	N	13 1/2	14 3/4	- 1 1/4	- 8.47	16	9 5/8	5	5,959	80,446
CETEC	CEC	A	1 3/4	1 3/4	.00	2 3/4	1 1/4	10	2,244	3,927	
COHU, INC.	COH	A	2 3/8	2 3/8	.00	3 5/8	2	13	1,617	3,840	
CONRAC	CAX	N	21	22 1/2	- 1 1/2	- 6.66	29 1/8	20	7	1,427	29,967
EASTMAN KODAK	EASKD	N	88 1/8	88 3/4	- 5/8	- .70	116 3/4	88 1/8	22	161,347	14,218,704
FARINON ELECTRIC	FARN	O	8 1/2	9 1/4	- 3/4	- 8.10	11 1/2	7	14	4,291	36,473
GENERAL ELECTRIC	GE	N	52	54 7/8	- 2 7/8	- 5.23	58 3/4	46	14	184,427	9,590,204
HARRIS CORP.	HRS	N	51	52 1/2	- 1 1/2	- 2.85	54 3/8	33 3/4	12	6,071	309,621
HARVEL INDUSTRIES	HARV	O	2 7/8	5 1/2	- 2 5/8	- 47.72	6 1/2	2 7/8	8	480	1,380
INTL. VIDEO CORP.**	IVCP	O	1 7/8	1 7/8	.00	3 1/8	1 1/8	6	2,701	5,064	
MICROWAVE ASSOC. INC	MAI	N	17 1/4	18 3/8	- 1 1/8	- 6.12	21 7/8	13 3/4	10	1,320	22,770
3M	MMM	N	62 1/2	64 3/4	- 2 1/4	- 3.47	66 1/2	52 1/2	24	114,240	7,140,000
MOTOROLA	MOT	N	50 3/4	54 1/4	- 3 1/2	- 6.45	57 3/4	41 1/4	24	28,323	1,437,392
N. AMERICAN PHILIPS	NPH	N	29 3/8	29 1/2	- 1/8	- .42	33	19 7/8	8	12,033	353,469
OAK INDUSTRIES	OEN	N	9 3/8	9 7/8	- 1/2	- 5.06	12 1/4	7 1/4	8	1,639	15,365
RCA	RCA	N	26	27 1/2	- 1 1/2	- 5.45	30	18 7/8	13	74,728	1,942,928
ROCKWELL INTL.	ROK	N	29 1/8	29 1/4	- 1/8	- .42	32 1/2	23 3/8	8	31,200	908,700
RSC INDUSTRIES	RSC	A	1 5/8	1 3/4	- 1/8	- 7.14	2 1/2	1 3/8	9	2,690	4,371
SCIENTIFIC-ATLANTA	SFA	A	18 3/8	18 1/4	+ 1/8	+ .68	18 5/8	10 1/4	13	1,601	29,418
SONY CORP.	SNE	N	8 3/4	9 1/4	- 1/2	- 5.40	9 7/8	7 1/4	27	172,500	1,509,375
TEKTRONIX	TEK	N	64 7/8	65	- 1/8	- .19	67	44 1/4	19	8,671	562,531
TELEMIATION	TIMT	O	3/8	3/8	.00	1	3/8	1	1,050	393	
VARIAN ASSOCIATES	VAR	N	13 1/2	14 1/8	- 5/8	- 4.42	17 1/4	12	11	6,838	92,313
WESTINGHOUSE	WX	N	18	19 1/8	- 1 1/8	- 5.88	19 1/8	13	8	87,503	1,575,054
ZENITH	ZE	N	28	28 7/8	- 7/8	- 3.03	38 1/4	23 5/8	14	18,799	526,372
<b>TOTAL</b>									<b>944,584</b>	<b>40,469,468</b>	
<b>GRAND TOTAL</b>									<b>1,748,993</b>	<b>58,948,460</b>	

Standard & Poor's Industrial Average 114.8 118.2 -3.4

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-over the counter (bid price shown)  
P-Pacific Stock Exchange

\*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.

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.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gains or losses.

**Less active stocks.** Trading in the following issues is too infrequent for weekly reporting. This listing reports the amount and date of the last known sale:

CCA Electronics	3/8	9/13/76
Concert Network	1/4	6/4/75
Elkins Institute	1/8	11/20/74
Heritage Communications	3	3/8/76
Lamb Communications	1 1/4	3/8/74
Tele-Tape	1/4	2/5/75
Universal Communications	1/4	4/2/75
Woods Communications	1/2	1/29/75

+ Changed name from American Electronic Laboratories Oct. 1.

## Herb Victor, getting on with it at Kaiser Broadcasting

"These days, we go around telling everybody we're employed by the Limbo Broadcasting Co."

That's the way Herb Victor, the executive vice president of Kaiser Broadcasting, says he feels as he waits for Field Enterprises and Kaiser Industries to iron out the many details of negotiations that are expected to end with Field gaining control of Kaiser Broadcasting (Field now owns 22.5% of the company).

So Kaiser is marking time, says Mr. Victor. He would love to be out scouting the big markets for a radio station to buy—particularly in one of the five cities where Kaiser has a UHF station (Chicago, Philadelphia, Detroit, Boston and San Francisco) to allow for "the natural cross promotion" that can be generated when one company owns a radio station and a TV station in the same market.

But Kaiser is not marking time with its five TV stations, all of which are expected to turn a profit in 1976, the first time all five will have managed that feat in the same year, according to Mr. Victor. In previous years, only one of the Kaiser stations, WKBD-TV Detroit, consistently took in more money than it paid out. The company itself declared its first over-all profit (for calendar year 1975) last February.

Herb Victor's friends say it's exhausting to spend any time with him because he's always bursting with energy. A tall, strapping man with a booming voice and a hail-fellow-well-met manner, Mr. Victor says his guiding principles can be summed up in the phrase, "Let's get on with it."

And "getting on" with the expansion of Kaiser's television profits keeps Mr. Victor closely involved with the programming schedules of each of the company's five UHF stations. As executive vice president, he's the person to whom all five general managers report.

When asked to tick off some of the programming that's going to keep Kaiser in the black, the first series that pops into his mind is, not surprisingly, *Mary Hartman, Mary Hartman*, Norman Lear's soap-opera send-up. Mr. Victor says it's rolling up solid ratings on the three Kaiser stations running it: KBHK-TV San Francisco, WFLD-TV Chicago and WKBS-TV Philadelphia. On KBHK-TV, for example, it runs a consistent second in its nightly 11-o'clock time period, beating handily the newscasts of the stations affiliated with CBS and NBC (ABC-owned KGO-TV wins the time period).

Four of Kaiser's stations (all except WLVI-TV Boston), Mr. Victor continues, have signed up for *Emergency One*, the



Herb Victor—executive vice president, Kaiser Broadcasting, San Francisco; b., Feb. 6, 1931, Philadelphia; BA, television and radio, American University, 1960; U.S. Army, 1953-55; director, WMAL-TV Washington, 1956-59; production manager, 1959-61; program manager, 1961-68; program manager, WABC-TV New York, 1968-70; program manager, KGO-TV San Francisco, 1970-73; program manager, KABC-TV Los Angeles, 1973-74; vice president, programs, ABC-owned TV stations, New York, 1974; general manager, KBHK-TV San Francisco, 1974-75; present post, Nov. 1975; m. Eva Wilson Sept. 15, 1956; children: Christopher, 19; Susan, 14; Amanda, 6.

off-network action series that stations are buying heavily because it features the kind of nonviolent jeopardy situations that make it suitable for family-viewing time.

In addition, he says, all five Kaiser stations have, in effect, created a 60-minute daily series out of the off-network reruns (117 half-hours' worth) of the *The Brady Bunch* sitcom by creating a "continuity bridge," as Mr. Victor puts it, between two 30-minute episodes—the same process that Kaiser has applied successfully to reruns of *Hogan's Heroes*.

"I'm a generalist," says Mr. Victor, "and I've taken on just about every assignment there is in the television business." A native of Philadelphia, Mr. Victor started on broadcasting's bottom rung as a clerk in the mail room at WFIL-TV Philadelphia while attending Temple University. Before being tapped by the Army in 1953, he also worked a TV camera in a part-time job at WPTZ-TV Philadelphia (now KYW-TV).

The Army sent Mr. Victor to Japan as a public-information officer. Mustered out in 1955, he followed a friend to WMAL-TV Washington as a management trainee, which meant that, as he puts it, "I swept the floor and pushed props around." In 1957, WMAL-TV "made me a director, which put me in heaven"—even though

the job involved directing everything from *Romper Room* to "hillbilly music programs where real live cows were brought into the studio for authenticity. And guess who had to help clean up afterwards?"

Mr. Victor says his energy and competence persuaded WMAL-TV to "jump me ahead of guys who'd been there much longer than me" into the position of production manager, a job that, in effect, put him in charge of all the other directors.

He remained at WMAL-TV throughout most of the sixties (serving first as production manager, later as program manager) and says his most memorable moments were the various times he directed the press conferences and formal addresses of "the greatest man I ever met," President John Kennedy—including the tension-filled Cuban-missile-crisis speech and the speech in which he chewed out U.S. Steel Co. for raising its prices. (The latter speech, Mr. Victor says, was delivered by the President in his stocking feet.)

It was Keyin O'Sullivan, then vice president and general sales manager of ABC Films (and now president of Worldvision Enterprises), and Dean McCarthy, then the programming vice president of the ABC-owned stations (now an executive with Telcom Associates), who lured Mr. Victor away from WMAL-TV to join WABC-TV New York as program manager in 1968, "Herb is aggressive in the good sense," says Mr. McCarthy. "He works well with people—he gets the job done."

In 1970, Don Curran, who held the post of general manager of WABC-AM-FM New York, was transferred by ABC to its owned station in San Francisco, KGO-TV, as general manager, and Dean McCarthy says, "I guess I was the one responsible for getting Herb together with Don Curran because I thought they'd make a good team."

That's an understatement, because the two have been like Damon and Pythias ever since. With Mr. Curran as general manager and Mr. Victor as program manager, KGO-TV was yanked in two short years from the number-four position in the San Francisco market to number one. In 1973, ABC transferred both men to its owned station in Los Angeles. When Mr. Curran jumped ABC to head Kaiser Broadcasting in 1974, he offered Mr. Victor the general manager's job at KBHK-TV San Francisco. "I could have stayed on with a nice, safe berth at ABC," Mr. Victor remembers, "but the challenge of following a bad act" (KBHK-TV's previous management hadn't come anywhere near getting the station out of debt) "and really taking control of something and making it what we want . . ."

"Well, I guess you'd have to call it an ego trip—but it's a trip I'm glad I took."

## Justice with a small 'j'

Once again the FCC has demonstrated a decent regard for the rights of licensees in rejecting a Justice Department petition to deny renewal to the Fresno, Calif., stations owned by McClatchy Newspapers. As it did in a similar case involving stations owned by Stauffer Publications in Topeka, Kan., the commission found no abuse of monopoly power, as alleged by Justice, and renewed the licenses.

The commission is to be commended for taking a stand on principle against another agency of government and risking the inevitable showdown in appellate court. Ever since they began interceding in FCC proceedings, antitrust activists in the Justice Department have been trying to make the FCC fulfill their desires by short cutting normal legal procedures. The FCC is operating by higher standards when it rebuffs these attempts.

Both McClatchy and Stauffer are in full compliance with the FCC's multiple-ownership rules. Justice wanted the FCC to find, however, that they were somehow guilty of an antitrust offense serious enough to warrant the death penalty under the vague public-interest standard.

If, as has been said here before, Justice genuinely believes that the targets of its petitions to deny—McClatchy, Stauffer and six other crossownerships still awaiting FCC action—are antitrust violators, it has well established procedures under antitrust laws and in the courts by which to prosecute. That Justice has not proceeded on its own and in the courts suggests that it has doubts about the cases. It's a cheap shot that it asks the FCC to take.

## Enough

ABC executives are understandably exultant over the early audience reaction to the new Harry Reasoner-Barbara Walters show which arrived in an unprecedented barrage of promotion. The prediction here is that the program will be a lasting success if editors suppress the injection of promotion into content.

Last Tuesday, Miss Walters's taped-by-satellite interview with Egypt's Anwar Sadat ended with the head of state irrelevantly remarking that he had heard Miss Walters was being paid a million dollars a year and reporting his own salary to be \$12,500. In a live comment afterward, Miss Walters speculated that Mr. Sadat's fringe benefits probably exceeded hers.

If the Sadat remark was not cued by an ABC press agent, it sounded that way. That sort of thing will be edited out of future interviews unless Miss Walters is to be a million-dollar baby in a five-and-ten-cent show.

## Only the beginning

It may be years, if ever, before the effects of the new and enormously intricate copyright law become fully apparent. Reputable lawyers still disagree over applications of the act of 1909 that the act of 1976 replaces. It may, however, be predicted now that the passage of this law is the certain preliminary to new confrontations between broadcasters and cable television interests before the FCC and Congress.

Cable television, which the courts had ruled to be immune to copyright liability for the use of broadcast signals under the old law, must now pay royalties on distant broadcast signals. The royalties, however, will constitute perhaps the lightest burden that the cables bear: With slight modifications, they conform to a scale

proposed by the National Cable Television Association.

The new liability is, in fact, viewed as a potential asset by expansion-minded cable interests. Russell H. Karp, president of Teleprompter, the biggest cable system operator, put it frankly in an appearance before the National Association of Broadcasters convention (BROADCASTING, March 29). With cable television exposed to copyright liability, said Mr. Karp, broadcasters would be deprived of a principal argument for government protection: that cable, having free access to broadcast programming, is at an unfair advantage in building a system to compete with broadcasting. If cable were included in a new copyright law, said Mr. Karp, "the rules should come off pay cable."

With Part I of its emancipation plan now achieved, the cable establishment would be wasting an opportunity if it delayed action on Part II. The FCC may expect to hear vigorous arguments for deregulation tomorrow (Oct. 12) at an en banc meeting at which officials of the NCTA are to appear.

That will be only the curtain raiser. In the next Congress, assuming key figures are returned to office, the House Communications Subcommittee intends to go deeply into revisions of communications legislation, with cable a major concern. In that forum, which already shows signs of partiality toward cable's aspirations, there will be a major collision between broadcast and cable antagonists.

The copyright fight is over. Bigger fights are yet to come.

## Maybe the end

Broadcasters may be disappointed in some of the provisions of the new copyright bill, but they can only be relieved to note one omission. Some may have forgotten that at one time there was a very real possibility that the law would create a new copyright for the manufacture and performance of recorded music and thus enormously increase what is already a substantial price that radio and television pay for the rights to the music they broadcast.

The recording right was a pet project of Senator Hugh Scott (R-Pa.), the minority leader, who, with many colleagues, was charmed by the blandishments of music-world celebrities and the persuasions of recording firms. Only by assiduous counterlobbying by the National Association of Broadcasters was the recording right kept out of the legislation.

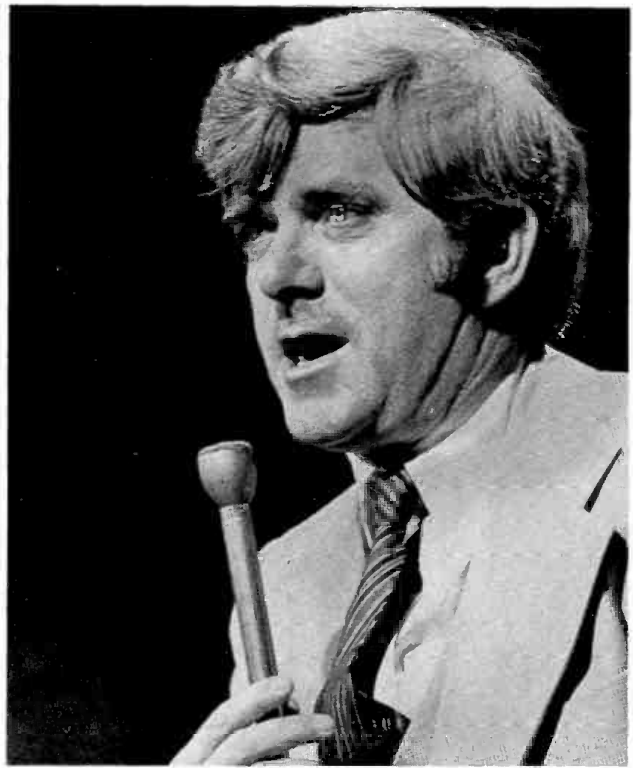
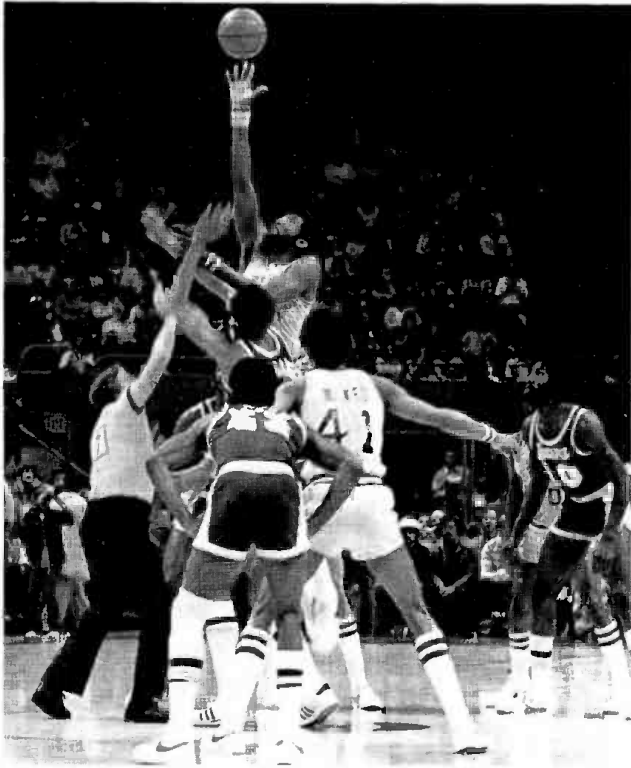
The idea should be permanently retired with Mr. Scott.



Drawn for BROADCASTING by Jack Schmidt

"This is the microphone, Minderman. You've been talking into the desk light."





# KTVU EXPANDS

KTVU—one of America's leading independent stations—provides over 100 hours of news in prime time by expanding its award-winning "Action News" to *seven nights a week*.

And that's not all!

KTVU—Channel 2 for the greater San Francisco-Oakland market—also has expanded its *first run, first-class* programming to over 240 hours this fall (September 20-December 17), incredible service by an independent station. There's something for everyone: Time-Life specials and many first run movies...Howdy Doody and Romper Room...Music Hall and Lorenzo and Henrietta Music...Donahue and much more.

In addition, KTVU has exclusive telecasts of Golden State Warrior basketball, as well as college football bowl games.

That's why viewers all over Northern California say...

There's only one



# The Cuyahoga River rolls along, at about \$28 million per mile.



Republic's Steel Plant Water Treatment Plant, our latest addition, cleans and treats water used in the steelmaking process to tap water clarity.  
Cost: \$8 million



Republic's West Side Water Treatment Plant  
Original cost: \$3 million  
Additional treatment facilities: \$7 million



Water Treatment Plant at Republic's hot and cold strip mill complex recycles more than 100 million gallons of water daily.  
Original cost: \$18 million  
Additional water clarifiers: \$6 million



As part of Republic's water quality control program, additional facilities are being constructed at #5 and #6 blast furnaces to permit reuse of treated water.

Helping the Cuyahoga live down its shady past is a very expensive proposition.

Republic Steel, alone, has already spent more than \$62 million on water controls for the Cuyahoga's transit through our Cleveland mill areas. And we're committed to spending another \$8 million in the near future. And we're proud of our accomplishments.

The control systems in our plants take polluted water from the Cuyahoga. Then, we use it in the steelmaking process.

we clean it, we recycle the water, and return cleaner water to the Cuyahoga than we took from it.

Unfortunately, Republic's water controls alone cannot completely clean the river. There are many other sources of pollution. Municipal sewage treatment, for instance, must improve.

But as municipal improvements are added to ours, the Cuyahoga will become cleaner. In large part due to our efforts, and the expenditure of \$28 million per mile.

**Republicsteel**