

**NBC, Justice Dept. agree on antitrust pact
Storm signals going up again over sex and violence**

Broadcasting Nov 22

The newsweekly of broadcasting and allied arts

Our 46th Year 1976

NEWSPAPER

We Build Networks!

"Ara's Sports World"



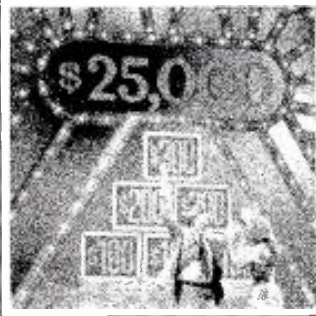
"Music Hall America"



"The Price Is Right"



"The \$128,000 Question"



"The \$25,000 Pyramid"

Ara's Sports World

A network of 135 stations.

Music Hall America

A network of 155 stations.

The \$128,000 Question

A network of 73 stations.

The Price Is Right

A network of 113 stations.

The \$25,000 Pyramid

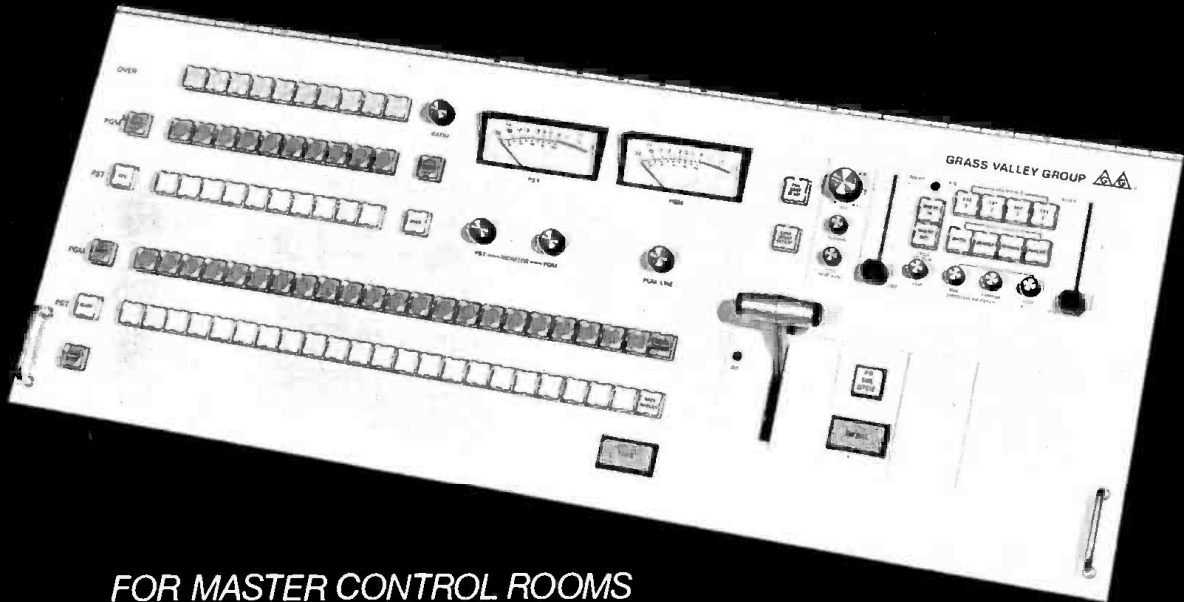
A network of 81 stations.

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The Week in Brief

GOING TO TAKE A WHILE □ House Communications Subcommittee Chairman Van Deerlin gives a peek at plans for rewrite of Communications Act. **PAGE 20.**

OUT OF COURT □ NBC and Justice Department come to agreement on antitrust suit, and network will give up some of its powers in the programing arena. Much still hinges on what ABC and CBS do, however. **PAGE 21.**

PICKINGS □ A new government publication details the 2,200 political jobs available in Washington with the advent of the Carter administration. Tops in broadcasting area is the Hooks slot. **PAGE 24.**

THEN THERE WERE THREE □ CBS shuts the door, though it doesn't lock it, on longer newscasts. **PAGE 24.**

ORPHANS □ What happens now to those 60-some stations lined up on the expiring NIS? **PAGE 25.**

LYRICS AGAIN □ NAB radio code board issues statement urging stations to keep a close ear on records for drug and sex references. **PAGE 25.**

PARTIAL RELIEF □ FCC orders one-hour protection only to KECC-TV El Centro, Calif., against a cable system programing across state border. Also, commission rejects station's opposition to an HBO satellite plan. **PAGE 26.**

EEO FORM CRITICIZED □ NAB tells the General Accounting Office that the FCC underestimated the time needed to wade through the paperwork of its proposed report. **PAGE 26.**

WOR-TV CHALLENGER. □ FCC affirms partial initial decision denying the bid of Multi-State Communications for the channel 9 New York facility. **PAGE 27.**

TOUGH ADVICE IN ATLANTA □ NAB delegates at the regional meeting are told there's a rough road ahead as the result of the family-viewing decision. Frey and Hooks feel self-policing is the only way to avoid government regulations. **PAGE 29.**

FOUR STARS OR 'CRUDE' □ It depends on your film critic as to how Paddy Chayefsky's "Network" theatrical movie should be rated. Regardless, broadcasting comes in for some deft darts and solid socks. **PAGE 30.**

NBC-TV PRESCREENING □ Network officials assure members of affiliates board at Barbados meeting that stations will be given more time to look over entertainment programs. **PAGE 32.**

PINK SLIP □ NBC takes an axe to its Wednesday movie series and divvies up its time period to make way for three situation comedies. **PAGE 33.**

OPTIMISTIC □ U.S. and Canadian governments are hopeful that a satisfactory accommodation can be reached to the problem for American border stations faced with Canada's cable commercial deletion policy. **PAGE 36.**

GET-TOGETHER □ Petry Television conducted a meeting for sales, program and general managers from 15 of its represented stations so they could become acquainted with national advertisers, agencies and rating services. **PAGE 37.**

COMPLAINTS □ At an FCC monthly public en banc meeting, complaints concerning the cable industry and fair treatment of gays were expressed. **PAGE 40.**

NO TAX □ New York State Cable Television Association wins first round in its battle to exempt cable television receipts from state tax when state supreme court rules that such taxation is illegal. **PAGE 40.**

RURAL COMMUNICATIONS □ Office of Technology Assessment sponsors a conference to discuss ways to improve broadband communications in rural areas and attendees recommend the formulation of a national policy to allow more unhindered growth. **PAGE 42.**

DISK DEBUT □ A home video-disk player system, developed by a German company and Decca of London and Germany, was demonstrated last week in New York. **PAGE 44.**

VIDEO COPYRIGHT SUIT □ MCA/Universal and Walt Disney file suit against Sony, claiming that use of Sony's new Betamax video-recording system violates the federal copyright law. **PAGE 45.**

GRIFFITHS AT THE HELM □ In his own words, Ed Griffiths describes himself as a man who likes to "get involved with everything..." and now, as president and chief executive, he's got all of RCA at his fingertips. **PAGE 65.**

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He gets a nice crowd at his parties.

Over 23 million people.

Some guys just have a gift for giving parties that people like to drop in on.

Johnny Carson has an anniversary party every year and it's always a mob scene. But this year?

This year our host outdid himself. Not only did "Johnny Carson's 14th Anniversary Show" draw the biggest turn-out of all his annual bashes. It had a larger audience by 2 million than last year's biggy.

Lucky he had a hall three thousand miles wide.

Source: NTA, total audience homes and estimated viewers per household for October. Subject to qualifications available on request.



Closed Circuit®

Insider report: behind the scene, before the fact

Another piece for puzzle

New name has surfaced in speculation about Jimmy Carter's communications policy team. It's that of Simon Lazarus, 35, Washington attorney who has been on leave from Arnold and Porter to serve as Carter speechwriter, and who is identified by Jack Watson, head of Carter transition team, as among key figures working in areas of interest to broadcasters.

As did name of Harrison Wellford, ex-Ralph Nader associate assigned by Carter team to government organization and regulatory reform, Lazarus name will not give comfort to broadcasters. Yale law graduate, he got first regulatory training as legal assistant to former FCC Commissioner Nicholas Johnson in late 1960's. He was later general counsel to New York City Department of Consumer Affairs, then Kennedy Institute fellow and author of "The Genteel Populace," described as historical treatment of consumer-political environment of 20th century.

Odds-on choice

There's good chance that Senator Ernest (Fritz) Hollings (D-S.C.) will be next chairman of Senate Communications Subcommittee even if he is elected majority leader. That's biggest job in Senate, but previous leaders have nevertheless held onto subcommittee chairmanships (Mike Mansfield, for example, in both Appropriations and Foreign Relations).

Perhaps strongest reason for thinking he will head Communications Subcommittee is Senator Hollings's compatibility with Warren Magnuson (D-Wash.), chairman of parent Commerce Committee. Latter feels strong responsibility for subcommittee's future, expressed strong regret over retirement of Senator John Pastore (D-R.I.), who guided subcommittee for 21 years, and would like to find someone he's comfortable with to replace Mr. Pastore.

Slipping out of gear

Republican FCC Chairman Richard E. Wiley is going into transition phase of his own, now that Jan. 20 inauguration of Democrat Jimmy Carter is getting close. Chairman will try to finish items scheduled, but long-range planning is thing of past. Three-month calendar on which commission is now working—it runs through December—will probably be its last; planning will be week-to-week, month-to-month, depending on prospects for Mr. Wiley's continuing as chairman under new administration.

Adding to uncertainty is lack of definite

departure date for Commissioner Benjamin L. Hooks, new executive director-designate of National Association for Advancement of Colored People. Commissioner Hooks has said he expects to leave late in January. But as he is not scheduled to take over as head of NAACP until Aug. 1, date could slip.

Booming abroad

Sales of U.S. programs and movies to foreign TV broadcasters are making strong gains. For 1975, authoritative sources now put gross at approximately \$160 million, almost 25% more than in 1974. That's all-time high. And 1976, these sources say, looks to be even better. Gains are credited both to higher prices and to stepped-up buying in virtually all regions of world, including so-called emerging countries.

Code jeopardy

Family viewing is prime item on agenda of National Association of Broadcasters executive committee, meeting in Washington this Tuesday—natural aftermath of decision by Judge Warren Ferguson of U.S. district court in Los Angeles declaring family-viewing restrictions in violation of First Amendment. But NAB is concerned, too, about possible effects of decision on policy requiring all TV members to be members of code.

At least one broadcaster has already urged association to drop mandatory subscription rule because of family-viewing decision. Dale Moore, chairman of Western Broadcasting Co., Missoula, Mont., licensee of four radio stations and four TV stations in Idaho and Montana, drew parallel (in Nov. 10 letter to NAB) between mandatory code rule and "national board of censors" Judge Ferguson cautioned against (BROADCASTING, Nov. 15). Mr. Moore pulled his stations out of NAB because of mandatory code rule, says he'll rejoin if NAB drops it.

Mixed prospects

Agency media executives are predicting early disaster for NBC-TV's new Wednesday-night block of situation comedies, kicking off Dec. 1 (see page 33). Pessimism is due mainly to tough competitive situation for NBC on Wednesday, with ABC's *The Bionic Woman* (8-9 p.m. NYT) and *Baretta* (9-10 p.m.) consistent top-10 winners and CBS's solidity from 8 to 9 with two veteran sitcoms in *Good Times* and *The Jeffersons* (and movies from 9 to 11). But despite gloomy outlook, agency men say NBC will

probably sell out all of its Wednesday commercial slots. "Aavailabilities are generally so scarce now in network prime time," one agency executive said, "and NBC is bound to price them reasonably because it has no illusions about how tough these time periods are."

Room for how many?

Neither franchisers nor cable television franchisees will be satisfied if FCC adopts staff's recommendations for dealing with petitions for reconsideration of cable television access rules. Cable Television Information Center, which provides information resource for cities in dealing with cable systems, wants commission to give cities larger voice in determining how many access channels systems must provide. Systems, on other hand, are grumbling about what they regard as common-carrier aspects of rules; they don't like being required to lease channels to parties that could compete with them in pay operations. But staff doesn't see any need for major changes and is not recommending any. However, some commissioners reportedly are sympathetic to CTIC's position.

And a free lunch?

High-level sources at Sony Corp. of America say company's joint venture with Paramount Pictures may end up leasing cassettes of such Paramount movies as "The Godfather" and "Love Story" for home use on Sony's Betamax video-recording system through following procedures: consumer would buy cassette of, say, "The Godfather" for fairly stiff initial fee. But once he's played it off on Betamax, he'd bring it back to retail outlet, which would erase "The Godfather" and record, say, "Love Story" on that same cassette, for much smaller fee. Process could go on indefinitely, these sources say, comparing it to way people used to bring same empty pitcher to neighborhood bar to get refills of fresh tap beer.

Sales resistance

David Frost has tough nut to crack in production and distribution of four 90-minute programs with former President Richard M. Nixon. Authoritative estimate is that Mr. Frost's Parradine Productions must take in \$7 million worldwide, including \$2 million in U.S., to recoup costs and show profit. In U.S., Syndicast Services Inc., New York, has cleared 80% of markets but has not lined up barter advertiser for programs scheduled to be produced in March for May telecasting.

Business Briefly

Booth Fisheries □ Division of Consolidated Foods, Chicago, is putting together spot TV drive for seafood product. Two flights are in offering: First is set to start in late January for three weeks and second in late February for three weeks. Draper Daniels, Chicago, is trying to reach audience of women, 25 to 49.

Bache □ Investment brokerage house, through New York agency, Albert Frank-Guenther Law, has multi-market nine-week spot-radio schedule ready to kick off next month. Markets include New York,

Chicago, Atlanta and Detroit. Time buyer, Viitt Media, New York, is seeking men, 35-64, as target of Bache's message.

Child Guidance Toys □ Tinker Toys will be promoted on spot TV in one-month campaign set to start in mid-February. Kurtz & Symon, New York, is focusing on women, 25-34.

Florida Citrus □ Commission through Dancer-Fitzgerald-Sample, New York, has radio campaign just beginning which will run for eight weeks. Markets

include Detroit and Atlanta. Women, 25-64, is demographic target.

American Dairy Association □ Organization's 30-second spot for butter, through D'Arcy-MacManus, Chicago, will receive major-market pre-Christmas TV flight beginning Nov. 29 and running for three weeks. Markets include New York, Boston and Detroit. Prime and fringe time will be sought, geared to women, 18-49. D'Arcy-MacManus, Chicago, is agency.

Ore-Ida Foods □ Pizza product will be highlighted in spot TV drive to begin in early December for nine weeks. Foote, Cone & Belding, Los Angeles is targeting toward women, 25-54, via commercials on daytime.

T. Marzetti □ Marzetti salad oil will receive spot TV promotion in about 50 markets for three weeks starting in late November, with cooperating supermarkets highlighted in commercials. Sperry-Boom, Chicago, is aiming to reach women, 18-49.

Red Lobster Inns □ Restaurant chain will branch spot TV and radio effort late this month for 11 weeks on TV and three weeks in radio. D'Arcy-MacManus & Masius, St. Louis, is setting its sights on men and women, 25-54.

Bongrain-Gerard □ Makers of Tartare cheese and Allouette cheese have six-week spot-radio flight ready to go for late this month. Focus will be on West Coast cities. Agency McCaffrey & McCall, New York, is aiming radio spots at adults, 18-49.

Texas Dairy Queen Association □ This trade association has 30- and 60-second spots scheduled to run statewide on television beginning Jan. 10, to run for varying flight lengths that will total 49 weeks. Spots will be placed in children's shows by Smith, Turk, Baldwin & Carlberg, Houston.

Monterey House □ Restaurant chain has multi-market TV-spot campaign scheduled beginning Jan. 10 and running for seven weeks. Thirty-second spots will be placed in daytime, fringe and prime time to appeal to adults, 18-49. Winus-Brandon Advertising, Houston, is agency.

Best Foods □ Division of CPC International, Englewood Cliffs, N.J., will be prime sponsor of two *Walton's* specials to be carried on CBS-TV during Thanksgiving and Christmas holiday

BAR reports television-network sales as of Oct. 31

ABC \$761,325,000 (32.1%) □ CBS \$820,860,000 (34.7%) □ NBC \$785,591,500 (33.2%)

Day parts	Total minutes week ended Oct. 31	Total dollars week ended Oct. 31	1976 total minutes	1976 total dollars year to date	1975 total dollars year to date	% change from 1975
Monday-Friday Sign-on 10 a.m.	160	\$ 917,100	6,119	\$ 31,296,200	\$ 28,541,000	+ 9.7
Monday-Friday 10 a.m.-6 p.m.	1,036	14,632,200	43,812	514,432,700	430,934,700	+19.4
Saturday-Sunday Sign-on-6 p.m.	293	9,176,000	13,167	267,702,000	201,146,600	+33.1
Monday-Saturday 6 p.m.-7:30 p.m.	95	3,575,100	4,442	126,889,300	103,747,000	+22.3
Sunday 6 p.m.-7:30 p.m.	20	1,076,200	936	38,264,600	18,457,000	+107.3
Monday-Sunday 7:30 p.m.-11 p.m.	446	40,111,300	18,312	1,214,082,700	1,029,426,600	+17.9
Monday-Sunday 11 p.m.-Sign-off	213	5,177,400	8,900	175,109,000	143,179,200	+22.3
Total	2,263	\$74,665,300	95,668	\$2,367,776,500	\$1,955,432,200	+21.0

... as of Nov. 7

ABC \$784,917,700 (32.1%) □ CBS \$847,829,000 (34.7%) □ NBC \$810,661,800 (33.2%)

Day parts	Total minutes week ended Nov. 7	Total dollars week ended Nov. 7	1976 total minutes	1976 total dollars year to date	1975 total dollars year to date	% change from 1975
Monday-Friday Sign-on 10 a.m.	159	\$ 916,400	6,278	\$ 32,212,600	\$ 29,296,000	+10.0
Monday-Friday 10 a.m.-6 p.m.	1,000	15,098,200	44,812	529,530,900	443,422,300	+19.4
Saturday-Sunday Sign-on-6 p.m.	295	9,282,000	13,462	276,984,000	208,752,000	+32.7
Monday-Saturday 6 p.m.-7:30 p.m.	107	4,334,700	4,549	131,224,000	106,802,400	+22.9
Sunday 6 p.m.-7:30 p.m.	22	1,407,100	958	39,671,700	19,308,300	+105.5
Monday-Sunday 7:30 p.m.-11 p.m.	411	38,788,200	18,723	1,252,870,900	1,059,453,300	+18.2
Monday-Sunday 11 p.m.-Sign-off	256	5,805,400	9,156	180,914,400	147,405,600	+22.7
Total	2,250	\$75,632,000	97,938	\$2,443,408,500	\$2,014,439,900	+21.2

Source: Broadcast Advertisers Reports

RCA

ANTENNA AND TRANSMITTER USER REPORT

WHN-AM, NEW YORK CITY, ADDS 50 kW AMPLIPHASE TRANSMITTER

"WHN-AM delivers great sound around the clock," reports Bob Walton, Chief Engineer of this Storer station.

"Our RCA 50 kW Ampliphase transmitter comes through with a standout signal in the tough New York market," Mr. Walton says. "It's a Type BTA-50J, located at the antenna site in East Rutherford, N.J., and remote-controlled from our Manhattan studio.



"We operate the Ampliphase and an older transmitter as an Alternate-Main system, with a weekly changeover. The common point reactance presented no matching problem for the Ampliphase transmitter, nor does our directional

"50 kW Ampliphase transmitter delivers a standout signal"

WBEN, BUFFALO, UPGRADES WITH REMOTE-CONTROLLED TV AND FM TRANSMITTERS

"We used RCA on our TV-FM modernization program for good reason," says Frank Maser, Director of Engineering for WBEN, Inc.

"When you're investing nearly a million dollars in new plant facilities, more than equipment is involved. Technical expertise in system design and installation is important—and RCA was able to provide this



valuable support.

"The automated transmitters for

"Technical expertise in system design...important"

FM and TV completed our initial master updating program. Both systems are remote-controlled from the studio, with full redundancy in circuitry, STL, power, and transmitter functions.

"For TV, we installed a TT-30FL, 30 kW transmitting system with OPTO-Switcher and bi-level switching capability. This arrange-

ment gives us full flexibility to

operate in parallel, or one side only, maintaining optimum VSWR without need for re-tuning.

"Rock 102, our 24-hour-a-day automated FM stereo station, operates twin BTF-40E1 40 kW transmitters as Alternate-Main systems. With this configuration and our custom logic systems, we're well protected against transmitter outages. The transmitters are fully automated, including automatic power level control. Our FM plant also includes a new BFG-8 circularly polarized antenna with de-icers.

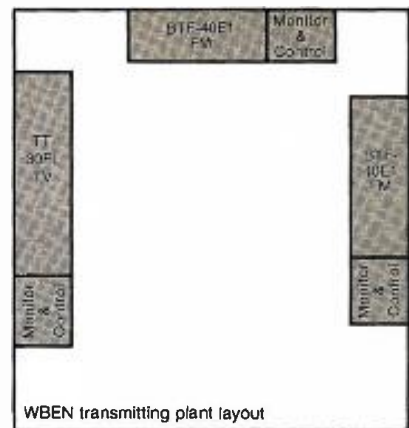
"With the new transmitting systems behind us, we're moving on into the next phase of our master plan for improving technical operations."

"...transmitters are fully automated, including automatic power level control"

antenna system.

"I like the BTA-50J's wideband sound and low distortion. It doesn't use a modulation transformer or any audio transformers—which gives us a cleaner signal over a wider frequency range. And, although we operate at 100% modulation, it is good to know that the transmitter is capable of 125% modulation.

"The RCA transmitter sounds great and gives no trouble."



WBEN transmitting plant layout



ment gives us full flexibility to operate in parallel, or one side only, maintaining optimum VSWR without need for re-tuning.

"Rock 102, our 24-hour-a-day automated FM stereo station, operates twin BTF-40E1 40 kW transmitters as Alternate-Main systems. With this configuration and our custom logic systems, we're well protected against transmitter outages. The transmitters are fully automated, including automatic power level control. Our FM plant also includes a new BFG-8 circularly polarized antenna with de-icers.

"With the new transmitting systems behind us, we're moving on into the next phase of our master plan for improving technical operations."

"...transmitters are fully automated, including automatic power level control"

RCA

**You make
a lot of
friends in
50 years**

And thousands of them — literally thousands — helped us to present “NBC: The First 50 Years” on Sunday night.

To capture the essence of a half-century, even in a program four-and-a-half hours long, wasn't easy. We couldn't have come close without the cooperation of thousands of directors, executives, journalists, musicians, performers, production technicians, studios, unions and writers.

To all — heartfelt thanks. We'd list every name here if we could, but that would call for a telephone book.

Instead, friends, allow us to toast you collectively: here's to your talent and to your energy. And to your next 50 years, and ours.



season. The first, *The Waltons, Thanksgiving Story*, will be slotted from 8-10 p.m. on Thursday (Nov. 25) and second on Christmas Eve from 8-10 p.m., will be titled *The Homecoming*. Products to be advertised are Skippy peanut butter, Mazola oil and Mazola margarine, Golden Griddle pancake syrup and Hellmann's/Best Foods mayonnaise. Coordinating agency for company is McCann-Erickson, New York, which is aiming to reach all-family audience.

North Central Airlines □ Minneapolis-based scheduled-air-line service has multi-week spot-radio flight slated to begin Dec. 13. Markets will include cities serviced by North Central. Men, 25-49, are demographic target. Agency is Hoffman, York, Baker & Johnson, Milwaukee.

Vick Chemical □ Company's Formula 44 cough syrup, Clearasil acne cream and Sinex nasal spray will get various spot-radio campaigns beginning Jan. 1. Lengths will depend on market, which include New York, Los Angeles and Chicago. Agency BBDO, New York, is aiming spots at teen-agers.

Swift □ Company's butterball turkeys, through McCann-Erickson, New York, will get a major-market pre-Christmas TV-spot campaign to run for 10 days

beginning Dec. 12. Target is women, 25-54.

Hotpoint □ Approximately \$100,000 is being spent by Hotpoint on three-week spot-TV campaign to run on various stations in New York, Hartford and New Haven, using series of five 10-second commercials. Created by Sheldon Fredericks Advertising, New York, campaign is intended to increase consumer awareness of Hotpoint name and total brand line through use of tagline, "Hotpoint cares. . . ." Placement of spot-TV effort is by Gaynor Media, New York, which is aiming to reach women, 21 and over.

Pfeiffer's □ Division of International Salt will emphasize its salad dressings in spot-TV campaign to run for eight weeks starting in late January. Weightman Advertising, Philadelphia, aims to reach women, 25-64.

Hewlett-Packard □ Company's calculators, through Tallant-Yates Advertising, is ready to begin a multi-market TV-spot campaign, with length of flight dependent on market. To reach key demographic target of men, 35 and over, agency will buy time in news and sports on various local stations.

Interstate Brands □ Dolly Madison

cake will receive spot-TV production starting Jan. 10 and running for about three months. Dancer-Fitzgerald-Sample, San Francisco, is concentrating on children, 6-11.

Coors □ Company's Coors Banquet beer, through its house agency Cadco Inc., Golden, Colo., has selected-market series of spot-radio flights ready to kick off Jan. 3, 1977. Southwest and Far West regions will get bulk of business. Men, 18-49, are target audience.

New York State Lottery □ Concentrated statewide spot-radio flight for lottery is scheduled for Jan. 29 running up to two weeks. Radio stations in New York, Buffalo, Rochester, Syracuse and other cities will be used. Agency, Smith/Greenland, New York, will aim spots at adults.

General Foods □ Company is readying selected-market spot-radio flight for its Maxwell House coffee to begin Jan. 13, and to run for seven weeks. East Coast cities will be emphasized in this campaign. Agency, Ogilvy & Mather, New York, has demographic target of women, 35-64.

Procter & Gamble □ P&G's Coast deodorant soap is poised for three-month spot-TV campaign starting in late December. Doyle Dane Bernbach, New York, is focusing on women, 18-34.

General Motors □ Parts Division is blueprinting spot-TV promotion to begin in late December and continue through early February. D'Arcy-MacManus & Masius, Detroit, is zeroing in on men and women, 21 and over.

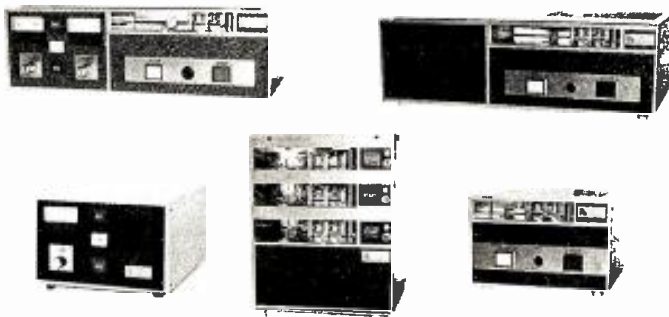
Union Carbide □ Eveready batteries will be pushed in spot-TV drive to be launched in early January for 12 weeks. William Esty, New York, is directing its appeal to men, 18-49.

Colgate-Palmolive □ Company's Helena Rubenstein beauty-preparations subsidiary, through Kenyon & Eckhardt, New York, is just beginning five-week spot-radio flight. Markets include New York, Detroit and Miami. Teen-agers are demographic target.

GAF □ Company's consumer-photo-products division, through Daniel & Charles, New York, has major-market spot-radio flight scheduled to begin Nov. 29 and run for four weeks. Markets include Kansas City, Mo., Omaha and Milwaukee. Demographic target is adults, 18-49.

Menley & James □ Contac cold capsules will get spot-TV promotion beginning in early January and running through middle of April. Placement is via SFM Media Services, New York, which is seeking audience of men and women, 18-34.

it bench mark cartridge machines



Measure all others against us

Other cartridge machines are copies of ITC's, but won't perform like ITC's. The differences are inside. Design innovations, master workmanship and superb customer services are ITC marks of leadership in quality cartridge equipment. We'll prove it with our famous 30-day guarantee of satisfaction. Write. Or phone us collect: 309-828-1381.

it INTERNATIONAL TAPETRONICS CORPORATION
2425 SOUTH MAIN ST., BLOOMINGTON, ILLINOIS 61701

Marketed in Canada exclusively by McCurdy Radio Industries Ltd., Toronto, Ontario
Form 113-0004 © 1975 by ITC

How a Panasonic VTR helps WISH-TV eliminate make-good headaches. FAST! FAST! FAST!



At WISH-TV, the CBS affiliate in Indianapolis, they're using a video tape system primarily designed to stop robbers . . . to stop another kind of loss—false claims for make-goods.

The system is the new Panasonic time lapse video tape recorder NV-8030. As Joe Missick, WISH-TV's director of engineering, explains it: "When an advertiser refuses payment because he says his commercial didn't run, or didn't go off right, we don't argue—we just show him a video tape.

"Now there is no question of what was run. There it is for our advertisers to look at, and there are no areas of contention. We have already saved the cost of the Panasonic time lapse video tape recorder in the first 30 days by eliminating false claims for advertisers' make-goods."

The Panasonic VTR not only verifies that the spots ran, but that the video reception was good.

In addition to high resolution, the Panasonic NV-8030 is versatile. WISH-TV also uses it for log verification, to check on commercial loudness and to pinpoint any transmitter interruption.

The NV-8030 can record pictures from an off-air monitor, continuously in different time sequences—9, 18, 72 and up to 108 hours (that's 4½ days) all on one reel of tape.

WISH-TV uses it in the 18-hour mode—so one tape monitors virtually an entire broadcast day.

Could the system work for you? The easiest way to find out is to call us. Or send us the coupon. That way, the next time one of your advertisers makes a false claim, instead of telling him he's wrong—you can show him.

Panasonic Company, Video Systems Division, Dept. 303
One Panasonic Way, Secaucus, N.J. 07094.

- Send me technical information on the NV-8030.
 Have a Panasonic video specialist call to demonstrate how the NV-8030 can be used at my station.

Name _____ Title _____
Please Print
Company _____
Address _____
City _____ State _____ Zip _____
Area Code _____ Phone Number _____

Panasonic
just slightly ahead of our time.

In Canada, contact Panasonic Video Systems Department, 40 Ronson Drive, Rexdale, Ontario M9W 1B5.

Monday Memo[®]

A broadcast advertising commentary from Jonathan Gubin, president, Jonathan Advertising, New York

Artificial trees gain respectability with television spots

This is a true love story between a young hot-blooded advertising agency and a virgin advertiser. Their offspring is a growing advertising agency and a dominant share of market for the client.

It all started back in 1973 when I first met American Tree & Wreath, a division of American Technical Industries. Originally a manufacturer of brushes, and later a manufacturer of machinery for making artificial Christmas trees, American Tree eventually began selling trees itself in the mid-sixties.

By the early seventies, the artificial Christmas tree market consisted of half a dozen or so highly competitive manufacturers who slugged it out in a price war.

Trees were sold by the number of "tips" to the branches. Pricing was promotional. Although expensive quality trees were available, the bulk of the business was in trees priced at \$20 and under. Distribution was through trim-a-tree shops in department stores, discount stores and garden shops.

In 1972, in a pre-Christmas experiment, Don Warning, then newly appointed national sales manager for American Tree, cut a stand-up 30-second commercial at a Dayton, Ohio, TV station. He ran some spots there for American Tree's Mountain King, a flame retardant, \$49.95, quick-assembly, artificial Christmas tree. The spot was tagged with a local department store name.

The next day, the store's entire stock of Mountain Kings was sold out. The artificial Christmas tree business had begun to market professionally.

I met Don Warning in the summer of 1973. He was looking for someone to handle his advertising. I pitched him, qualified, sold him and closed. He instructed us to prepare a traditional TV commercial showing a family building a Christmas tree in front of a fireplace.

So we came back with a commercial which showed a family building a Mountain King in the forest. Our theme was that the Mountain King is "the most perfect tree in the forest." He liked it, and we shot



Jonathan Gubin, president of Jonathan Advertising, New York, formed his own agency about three years ago. Earlier he had been an account executive with Doyle Dane Bernbach, New York, and copywriter with several advertising agencies. His accounts include the National Audubon Society, International Toy Co. (Montessori educational materials) and American Tree & Wreath.

it. We also shot a second one at the same time.

We showed a woodsman and his son walking through the forest searching for the perfect Christmas tree. The son points and the father nods in agreement. The woodsman lays aside his axe and takes apart a completely assembled Mountain King. Obviously, "the most perfect tree in the forest."

We ran the commercial in about 25 markets in the 1973 Christmas season. Vitt Media International bought (and still continues to buy) the time.

We repeated the pattern and increased the budget and number of markets each year. Co-op advertising with participating retailers became an important part of the package.

We established some rigid buying standards for the brand. We bought heavily in

news, movies and better quality programming and avoided situation comedies, game shows, soap operas and reruns.

We opted for quality, not quantity; reach rather than frequency. We started on the Sunday news after Thanksgiving and wrapped it up the week before Christmas.

Needless to say, it worked. Like something out of a marketing textbook. Mountain King sales spurted. And both our companies profited.

To support our retailers and give the consumer as much product information as possible, we developed a bunch of creative merchandising aids and techniques.

We prepared color-coordinated tree tags and packaging. We designed a warranty card that was also a questionnaire for consumer research. And American Tree became the only company in the industry that knew who bought an artificial tree, and when and where and why.

We prepared ad slicks and mats, point-of-purchase demonstration, film projectors, public relations in consumer magazines and dealer pre-pack decorating kits. We conducted tree decorating seminars for store personnel and consumer decorating classes to be held at the store level. Because beautifully decorated trees sell better than undecorated ones.

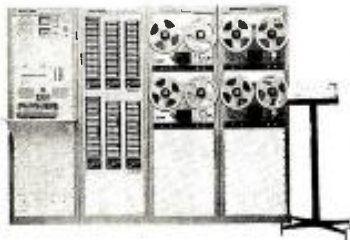
We worked hard. We worked together.

The result of legitimate marketing rather than competitive price cutting led to some interesting results.

Both retailers and their customers upgraded the quality and price of their trees. Fashion, styles and models proliferated so that we could tailor a program for specific retailers. Consumer resistance towards artificial trees eased because of their flame retardancy, cost efficiency and good looks.

Today, although promotional six-foot pines at \$20 remain the best seller in the industry, other top sellers retail from \$40 to \$50. And 60% of these best sellers are Mountain Kings priced over \$40 retail. A \$120 model now ranks as the fourth top dollar producer for American Tree.

But most important, four years of creative marketing and broadcast advertising have given American Tree a 40% share of market, and Mountain King a 10% share of market in dollar volume.



You may not know that Cetec is one of the major producers of radio broadcast equipment.

Maybe you should.

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

Cetec Jampro. The antenna specialists with circular FM antennas for every power level . . . each with performance specifications second-to-none. Jampro is now the

company with a circular TV antenna for either VHF or UHF, too!

SERVICE:

Cetec Jampro (916) 383-1177
Cetec Schafer (805) 968-0755
Cetec Sparta (916) 383-5353



Cetec Broadcast Group

The Broadcast Divisions of Cetec Corporation

75 Castilian Drive Goleta, California 93017
Telephone: (805) 968-1561

Datebook[®]

■ indicates new or revised listing

This week

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 Gulman 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—FCC's new deadline for comments on petition filed by Westinghouse Broadcasting Co. to inquire into TV network practices (RM-2749). Replies are now due Dec. 7. FCC, Washington.

Nov. 22-23—National Association of Broadcasters regional conference. Statter 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.

Also in November

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

December

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

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

Dec. 2-3—*Arizona Broadcasters Association* winter meeting. Speakers will include John Summers, National Association of Broadcasters; Senator Barry Goldwater (R-Ariz.); FCC Commissioner James H. Quello and Bill Simms, KOJO(AM) Laramie, Wyo. McCormick Ranch Inn, Scottsdale.

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. 3-5—*Mutual Affiliates Association* advisory council fall meeting. New York Hilton, New York.

Dec. 3-7—Eleventh *Hollywood Festival of World Television*, featuring award-winning programs from 31 countries. Seminar on pay television will be held all day Dec. 4; FCC Chairman Richard E. Wiley will present Dr. Lee deForest award at Dec. 3 opening dinner. Contact: HFWT, P.O. Box 2430, Hollywood 90028.

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

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

Dec. 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 Dec. 27. FCC, Washington.

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

Dec. 13-15—*Radio Television News Directors Association* international conference. Americana hotel, Miami Beach.

January 1977

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

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

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

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

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

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

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

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

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

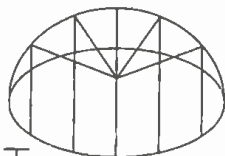
Jan. 23-24—*Idaho State Broadcasters Association* winter conference. Holiday Inn, Boise.

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

Jan. 25-27—*South Carolina Broadcasters Associa-*

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Larry E. Zaiser, Director of Marketing Trace Inc.
133 North Fourth Street, Lafayette, Indiana
47901 (317) 742-1166

ion winter convention. Wade Hampton hotel, Columbia.

Jan. 25-27—*Georgia Association of Broadcasters* 2d annual Radio-TV Institute. Speakers will include Herbert Schlosser, president, NBC; Representative Ione Van Deerlin (D-Calif.); Bill Ray, FCC, and Keith Jackson, ABC Sports. University of Georgia, Athens.

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

Jan. 26—*Ohio Association of Broadcasters* legislative dinner. Columbus Sheraton, Columbus.

Jan. 26-29—*Society of Motion Picture & Television Engineers* 11th annual winter television conference. Theme topics will be "Beyond ENG" and "Digital television." St. Francis hotel, San Francisco.

■ **Jan. 28-30**—*Alpha Epsilon Rho's* Midwest regional convention for professional and student broadcasters in Illinois, Kentucky and Indiana. Southern Illinois University, Carbondale. Coordinator: Les Fuller, SIU chapter of Alpha Epsilon Rho.

February 1977

Feb. 2-3—*Association of National Advertisers* joint workshops on television (Wednesday) and media (Thursday). Plaza hotel, New York. Contact: William Kistler, ANA, 115 East 44th Street, New York. (212) 397-5950.

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

■ **Feb. 8-19**—*Seventeenth International Television Festival of Monte Carlo*. Monte Carlo. Information: InterComm Public Relations Associates, 9255 Sunset Boulevard, Los Angeles.

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

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

Feb. 14—FCC's deadline for comments on notice of inquiry into cable television syndicated program exclusivity rules (Docket 20988). Replies are due March 16. FCC, Washington.

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

Feb. 17-19—Winter convention of *Colorado Broadcasters Association*. Four Seasons motor hotel, Colorado Springs.

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

Feb. 18-19—*Georgia Cable Television Association* annual convention. Stouffer's Atlanta Inn, Atlanta. Contact: Boyce Dooley, Summerville (Ga.) Cable TV; (404) 857-2551.

Feb. 20-21—*Associated Press Broadcasters* board of directors winter meeting. Westward Look, Tucson, Ariz.

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

March 1977

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

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

■ **March 2**—*Council of Churches of the City of New York's* 13th annual broadcast awards luncheon. Americana hotel, New York.

March 18-19—Eighth annual Country Radio Semi-

Major meetings

Dec. 13-15—*Radio Television News Directors Association* international conference. Americana hotel, Miami Beach, Fla. 1977 conference will be Sept. 14-18 at Hyatt Regency hotel, San Francisco; 1978 conference at Atlanta Hilton hotel, Atlanta; 1979 conference at site to be designated in Chicago.

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

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

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

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

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

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

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

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

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

June 2-4, 1977—*Associated Press Broadcasters* annual meeting. Chase-Park Plaza, St. Louis.

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

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

Sept. 10-21, 1977—*Institute of Broadcasting Financial Management* 17th annual conference. Hyatt Regency, Chicago. 1978 conference will be held Sept. 17-20 in Las Vegas; 1979 conference will be in New York.

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

Oct. 23-26, 1977—Annual meeting of *Association of National Advertisers*. The Homeslead, Hot Springs, Va.

nar. Airport Hilton motor inn, Nashville. Agenda chairman: Mac Allen, Sonderling Broadcasting Corp., Miami.

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

March 27-30—Ninth annual international conference of *The International Industrial Television Association*. Statler-Hilton hotel, Washington.

March 29—*Ohio Association of Broadcasters'* "Salute to Congress" dinner. Washington Hilton, Washington.

April 1977

April 1-3—National convention of the *Intercollegiate Broadcasting System*. Hyatt Regency hotel, Wash-

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Quality — Representation in the purchase/sale of a media property through a professional broker experienced in the management phases of the broadcast station industry.

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ington. Information: Rick Askoff, IBS, Vails Gate, N.Y.; (914) 565-6710.

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

■ **April 18-21**—Ninth annual conference of Southern Educational Communications Association. Host will be the Alabama ETV Network, Gulf State Park Resort and Convention Center, Pleasure Island, Ala.

■ **April 20-21**—Spring convention of Kentucky Broadcasters Association. Stouffer's Inn, Louisville.

April 20-22—Spring meeting of Indiana Broadcasters Association. Brown County Inn, Nashville, Ind.

April 22-24—National Association of Farm Broadcasters South Central regional meeting. Hilton Inn, Amarillo, Tex.

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

May 1977

May 3-7—Seventh annual Public Radio Conference and Equipment Exhibit, sponsored by the Association of Public Radio Stations, Corporation for Public Broadcasting and National Public Radio. Hyatt Regency hotel, New Orleans.

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

May 25-27—Ohio Association of Broadcasters spring workshops. Kings Island Inn, Ohio.

June 1977

June 2-4—Associated Press Broadcasters annual meeting. Chase-Park Plaza, St. Louis.

June 2-5—Missouri Broadcasters Association spring meeting. Rock Lane Lodge, Table Rock Lake.

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

June 14-16—Iowa Broadcasters Association convention. The New Inn, Lake Okoboji.

June 17-18—North Dakota Broadcasters Association summer meeting. Kirkwood motor inn, Bismarck.

July 1977

July 10-13—National Association of Farm Broadcasters summer meeting. L'Enfant Plaza hotel, Washington.

Open Mike®

Not to bury him

EDITOR: This letter comes in praise of FCC Chairman Richard E. Wiley, who attended the recent National Black Media Coalition meeting in Chicago and did a very fine job, not only with his speech but also with the questions-and-answer period. It is indeed a step forward when the chairman will get out and speak with all persons concerned with broadcasting, no matter what their point of view may be.

It is hoped that Mr. Wiley has set the tempo and the commitment of future commissioners to meet with all groups and discuss broadcasting. In this way, hopefully, there will be a better understanding and attitude toward the media for all people.—Ernie Fears, vice president-personnel and community relations, Washington Star Station Group, Washington.

(Chairman Wiley's appearance involved more than a trip from Washington to Chicago. The chairman, who is president of the Federal Bar Association, left Washington on Thursday, Nov. 11, to address a joint FBA-New York State Bar Association function in New York at 6:30 p.m., then flew to Jackson, Miss., for a regional FBA meeting Friday morning. After speaking at a luncheon meeting, he flew to Chicago for the appearance before the NBMC, which lasted almost until midnight.)

Storytellers

EDITOR: I am in the process of gathering material for a book about the broadcast industry—or to be more precise, the people who labor in it daily. What I hope to accomplish is to gather as many anecdotes as possible based on unique or funny incidents that they have been involved in. Some examples of the type of material I am seeking would be first-person accounts of promotional stunts or practical jokes

that have backfired, equipment failures at inopportune moments, equipment operating at inopportune moments, involvements with listeners that have had a unique or humorous twist, etc. Unique methods used to break into the business would also be welcomed.—Walt Adams, WNBC(AM) Binghamton, N.Y. (1604 Rita Road, Vestal, N.Y.)

An interesting parallel

EDITOR: Imagine the following: The Environmental Protection Agency decides that national problems exist in the lumber industry and moves to protect trees, claiming that trees, as a national resource, should be used in the public interest. Before anyone used lumber, he would need a permit to purchase lumber. The daily newspaper would have to demonstrate that it is publishing in the public interest, that it has ascertained community needs, that it is responsive to those needs—whatever they may be or whatever the government thinks they are.

If this sounds ridiculous, it's just about the same logic that is being applied to the electronic media. More amazing is that the broadcasting industry is sitting still for it.

Suppose your daily newspaper were told it no longer could run liquor advertising or cigarette advertising, that it could no longer support a political candidate and that it must make editorial space available. And if it didn't, it couldn't get any more paper. Suppose the government decided to tell all publishers that they may not own more than one newspaper in the same area.

All these supposes are not so far-fetched as one might think. If these controls can be imposed on broadcasting, they can be imposed on any form of media.—Ken Wells, Pittsburgh.

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New York: 75 Rockefeller Plaza, 10019
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Harriette Weinberg, Lisa Flounroy, advertising assistants.

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

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

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APRIL 7-10

KENTUCKY DERBY
MAY 7

PREAKNESS
MAY 21

BELMONT STAKES
JUNE 4

ALL-STAR BASEBALL
JULY 12

U.S. OPEN TENNIS
AUGUST 31-SEPTEMBER 11

**AMERICAN LEAGUE
CHAMPIONSHIP**
OCTOBER 8-14

**NATIONAL LEAGUE
CHAMPIONSHIP**
OCTOBER 8-14

THE WORLD SERIES
OCTOBER 15-23

FIESTA BOWL
DECEMBER 25

**NATIONAL FOOTBALL
CONFERENCE
CHAMPIONSHIP**
JANUARY 1, 1978

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CBS Radio Network affiliated
stations have them, too.

All year long, the kind of
events audiences
just don't want to miss!
What's more, all year
long there's exciting
sports coverage

by the most expert, most
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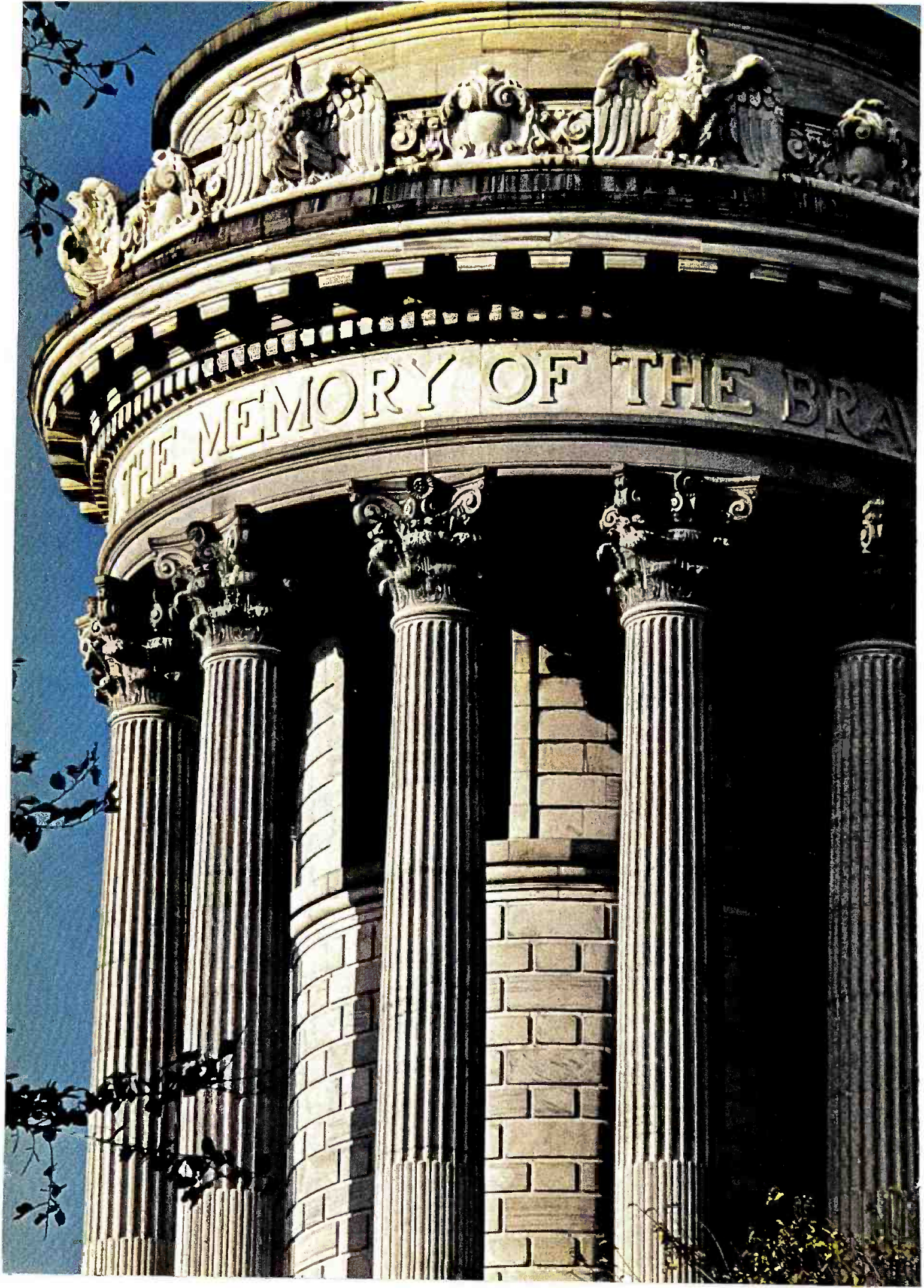
Win Elliot, Jim
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and Pat Summerall.

Altogether, it's
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A powerful
attraction for
audiences. And
it opens up
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availabilities
not only for
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**CBS RADIO
NETWORK**



“THE BATTLE, SIR, IS NOT TO THE STRONG ALONE; IT IS TO THE VIGILANT, THE ACTIVE, THE BRAVE.”

Patrick Henry/1736-1799

The soldiers and sailors to whom this monument is dedicated fought for their beliefs.

But not all battles are fought on battlefields. Conflicts over issues of public policy often influence the course of history far more than the victories and defeats of war.

Television has a special role to play in the battles for men's minds. It has the opportunity—and the obligation—to inform and educate the American people on the critical issues of the day. It must be watchful and fair. And it must have the courage to probe any issue, no matter how controversial.

The Corinthian Stations are committed to this role, and to these principles, in serving their 12 million viewers.

With its imposing colonnade of 12 columns topped by richly sculptured Corinthian capitals, the Soldiers and Sailors Monument stands overlooking the Hudson River from New York's Riverside Drive.

It was dedicated on Memorial Day in 1902 to the memory of those who died in the service of the Union during the Civil War.

Although originally fashioned of pink granite and Vermont marble, the ravages of weather and pollution necessitated the replacement of the marble with other stone in 1960.



Corinthian is a Member of
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RESPONSIBILITY
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Tulsa
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Sacramento
- ④ WANE-TV
Fort Wayne
- ⑤ WISH-TV
Indianapolis

CBS Affiliates

Top of the Week

Thoughts of the chairman on rewrite of 1934 act

As Van Deerlin sets up task forces for overhaul of basic legislation for broadcasting, he praises family-viewing decision and raises some questions: Is TV localism a valid concept? Should radio and television be treated equally in law?

House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) is beginning to telegraph clues about his proposed basement-to-attic reform of the Communications Act—but only tentative ones. The project, just an embryo now, will occupy his subcommittee next year and probably many years beyond. His speech to the National Association of Broadcasters fall meeting in Chicago Friday demonstrated, by the number of issues he raised, the massive breadth of the undertaking.

In an interview beforehand, he shared what he planned to say with BROADCASTING.

A subject uppermost in his mind was the decision by the U.S. district court in Los Angeles on the family-viewing suit, which he called a "blow for freedom for the local TV licensee." He is puzzled by the networks' response to it: "I think broadcasters should hail it, not appeal it." He said it affirms the broadcasters' freedom to program according to the interests of their local communities, "which is what I thought they said they always wanted."

But it also points to another question, one which is basic in the effort to rewrite the Communications Act, of whether the theory of localism is a desirable goal at all, he said. Even now, local television averages 80% nonlocal programming, and "maybe that's the way the viewers want it." Tied to this issue is the entire TV frequency allocation scheme of the FCC, which, the congressman noted, has "greatly affected" the regulation of cable television.

At this stage, Mr. Van Deerlin is only

posing the questions. "I think it would be presumptuous of me" to state opinions now. "That's what you hold hearings for."

Mr. Van Deerlin said he anticipates a "passel" of license renewal bills to be introduced in the opening days of the next Congress, and that most of them will provide for the lengthening of the renewal term from the current three years to something more—five or even seven. About those, "I will have some reservations," he said, because the statistics would indicate that broadcasters have stability now. FCC figures show that every year renewals have run 99% and more. And the "fact is that no license was ever lifted for failure to serve the public interest," he said. Of those denied, nearly all have been for rule violations. The congressman draws two conclusions from that: Either broadcasters are doing their jobs, or the FCC is not doing its. "I suspect that both are partially true," he said.

On the other hand, he said, maybe seven years is not enough of a license term. Maybe licenses should be granted for "a dozen or 15 years," he conjectured.

Several other questions stem from the discussion of the renewal term. The comparative renewal process, for example, exists partly as a spur to licensees to improve their performance, but "is the spur necessary?" he said. Without it, would the FCC be "locking in mediocrity" on the airwaves? What is the best way to make room for newcomers? Perhaps, he said, there should be a change in the license transfer system. An auction arrangement is an option there, although Mr. Van Deerlin said he is not espousing that.

Furthermore, consideration will be

given in the rewrite project to making different classes of licenses, with different requirements and different terms. It has been suggested radio and television should be treated differently, with different license terms, he said, but there might be also other ways of categorizing licenses, the congressman said.

In the end, he said, "there has to be some basic assurances of performance" from a broadcast licensee.

The fairness doctrine will also be re-examined in the Communications Act rewrite. Mr. Van Deerlin said last week that if the family-viewing decision raises First Amendment questions "then the fairness doctrine has to," but the question is "should we abolish it" altogether, or just in markets with more than one station? He is not fully persuaded by arguments from broadcasters in the past that they would be emboldened by the deletion of the doctrine to produce more aggressive news and documentaries, but he sympathizes with the "basic thought that the First Amendment right is indivisible and as long as you have the fairness doctrine, you don't have equality with print journalism."

Mr. Van Deerlin said his own instinct is to seek abolition of the fairness doctrine, but he doubts that is realistic. "You have to think about what you can get done as well as what is ideal." He also doubts Congress would ever approve a wholesale repeal of Section 315, the provision in the Communications Act that requires broadcasters to make equal time available to qualified candidates for political office.

Another issue that will figure in the rewrite, Mr. Van Deerlin said, is whether the FCC should be involved in radio sta-



Van Deerlin

tion format changes. That issue, as the others, he said, rests on the fundamental question, "What do Americans want? ... And what is the best way of making sure the public gets those things?"

■ Although Congress does not reconvene until January 1977, work at the staff level has already begun on the Communications Act rewrite. The goal is to have a document on the subcommittee members' desks on or near March 1. It will not be a draft bill, but rather a two-part volume containing (1) a history of the Communications Act of 1934 and amendments, and (2) a list and analysis of policy and legislative options.

The staff met last week on organizing

the project and decided to divide the work into eight areas of concentration. The eight, and the staff members assigned to them, are as follows:

1. Spectrum management. A study of the FCC's spectrum allocations was on the agenda of the subcommittee last year, but was sidetracked by the press of other legislation. The project will be dusted off and contracted out to an outside research firm next year.

2. FCC procedural reform and reorganization—assigned to George (Toby) Harder, minority staff counsel.

3. Broadcasting—subcommittee counsel Harry M. (Chip) Shooshan.

4. Cable television. groundwork for

which was laid by the lengthy report and hearings on cable regulation by the subcommittee last year—staff assistant Karen Possner.

5. Domestic common carrier, within which falls the "Bell" bill, the telephone measure to which the subcommittee devoted hearings late last session and which is evincing increasing concern among cablecasters and broadcasters alike—staff economist Andrew Margeson.

6. International common carrier—minority staff counsel Ronald Coleman.

7. Safety and special services—Brian Moir, Commerce Committee staff counsel.

8. Privacy—Karen Possner. ■

NBC breaks ranks on suit, settles with Justice

Network yields key ground on program-buying independence, although many provisions of pact won't become effective unless other networks also agree; ABC, CBS standing firm

NBC and the Justice Department have reached an agreement aimed at ending four and a half years of antitrust litigation—an agreement that would curtail the network's power in dealing with independent producers of entertainment programming and one that, the network says, could ultimately establish industry guidelines.

Some of the provisions—including one limiting the amount of programming NBC may produce for its use—would not become effective until similar ones were adopted by CBS and ABC as a result of agreements or of court judgments in the suits still pending against them. (The aim is to avoid placing NBC at a competitive disadvantage; indeed, one provision would authorize NBC to seek whatever relief would be necessary to assure equal treatment in the event the other networks win their cases.) And both of those networks indicated they would not settle with the government, although CBS seemed less adamant than ABC.

In any event, the NBC settlement—with the protections it affords independent suppliers—is certain to make that network a favorite of the producers. Pay cable systems and pay television stations would benefit, too; one of the provisions limiting the exclusivity protection that NBC may secure in connection with feature films is designed to guard against the danger of "warehousing" such material for a number of years. The provision, furthermore, will probably be read with particular interest at the FCC and in Congress, where cable television systems have complained about the networks' alleged warehousing.

Justice, when it filed its suits against the networks in April 1972, charged that they had used their control over access to television's prime-time hours to restrain and monopolize prime-time television programming, in violation of the antitrust laws. And Donald I. Baker, assistant attorney general in charge of the Antitrust

Division, said last week that the department had filed the suits "to eliminate restrictive and anticompetitive network practices in the production and procurement of television entertainment programs and to assure that the viewing public, independent program suppliers, and advertisers would no longer be deprived of the benefits of free and open competition." News, public affairs, sports and other nonentertainment programs are not involved.

The agreement, in the form of a proposed judgment, does not constitute an admission of wrongdoing on NBC's part. It was filed in the U.S. District Court in Los Angeles, will be subject to comment by interested parties, and will, if Judge Robert J. Kelleher approves, become effective in 60 days.

Herbert S. Schlosser, president of NBC, suggested that NBC was taking a position of industry leadership in settling its case with Justice. "We are pleased that this litigation which has already gone on for more than four years is now over, so far as NBC is concerned," he said in a statement. "By taking the lead in entering into this new charter, NBC continues its efforts to advance constructive relationships in the industry to the benefit of our program

suppliers, the NBC Television Network and, most importantly, the viewing public."

ABC does not see it that way. A spokesman said that many of the proposed decree's provisions "are basically anticompetitive, inconsistent with FCC policies, and not in the interest of our affiliated stations or the public." The spokesman cited specifically a provision that would "unduly limit a network's right to produce its own television entertainment programming, thereby curtailing competition," and concluded: "ABC has no intention of entering into such a consent judgment. It will continue to [oppose] the government's suit, which we believe is totally unfounded."

CBS said through a spokesman that it has always believed the government's claims regarding CBS's actions "are without legal or factual basis." The statement noted that in November 1975 CBS filed a motion for summary judgment dismissing the government's case "for demonstrated lack of merit," and added, "This motion is awaiting decision in the U.S. District Court in Los Angeles." It did not, as did ABC's statement, say without qualification that the fight against the government's suit would continue.

Thus, for the second time in two weeks;

The NBC-Justice Department agreement in brief. For a period of 10 years, NBC would be limited in the amount of television programming it could produce for its use*, and during that time, would be prohibited from engaging in reciprocal program arrangements with CBS or ABC. ■ NBC would be prohibited from conditioning access to its network on an independent program supplier's grant of syndication and other distribution rights or profit sharing in nonnetwork exploitation of supplier's programs. ■ NBC would be barred from engaging in syndication, except for foreign syndication of NBC-produced programs or of foreign programs. (This and preceding provision are now applied to networks by FCC rules.) ■ For periods of 10 or 15 years, NBC would be limited in the contractual rights—including exclusivity rights—it could obtain in connection with network exhibition of feature films and other programming. One would limit the number of yearly options*; another, the length of time NBC could deny film to pay television, including pay cable (from 30 days before first exhibition to the last play date, but in no event more than 24 months for two runs of a film, plus 12 months for each subsequent run). ■ NBC would be prohibited from obtaining any interest in entertainment programs produced by others, except for the right to present them on the network.

**These and some other specific provisions detailed in the accompanying story would not take effect unless similar relief is obtained from CBS and ABC.*

NBC has broken ranks with the other networks in connection with a matter of importance to all three. A week earlier, NBC had announced it would not appeal the main provision of U.S. Judge Warren J. Ferguson's family-viewing decision. NBC viewed it as a "clear and strong prohibition against government interference with broadcast program content and scheduling" (BROADCASTING, Nov. 15). The other networks have said they will appeal.

Justice's suits against all three networks recognize the actions taken by the FCC to restrict the networks' bargaining power in dealing with independent suppliers: the rules prohibit the networks from exacting some financial interests from independent producers, and prevent them from engaging in syndication domestically or—except for their own programs or programs produced abroad—in the international market.

The agreement would preserve those prohibitions permanently. But the department, in a competitive impact statement filed with the proposed agreement, says those rules do not prevent NBC and the other networks from using the power of access to the nation's commercial television audiences to obtain from producers a variety of valuable benefits—long-term yearly renewal options for exclusive network exhibition of the program with preset license fee escalation rates, exclusive use of the program by the respective networks as against other communications markets, exclusive rights regarding program spinoffs, creative program controls, the right to all profits from network exhibition of the programs, and a right of first refusal at the end of the option period.

"The only meaningful relief that can be obtained short of restructuring the networks is to limit network program production and restrict the program rights that each network may obtain from outside suppliers to the rights essential to networking, which are those incident to the right to exhibit the program," Justice says in the statement. "This the proposed NBC judgment seeks to do."

The provision limiting the amount of entertainment programming NBC may produce—one of those provisions that would not become effective unless the same relief is obtained from the other networks—is designed to assure independent producers a market for their programs at the network. For 10 years, NBC would be limited to the production of two and a half hours per week of prime-time programming, eight hours of daytime programming and 11 hours of programming to be aired in fringe hours.

And to guard against NBC's evading such a restriction, another provision enjoins the network for 10 years from purchasing network exhibition rights to CBS or ABC programs on the condition they purchase similar rights from NBC.

The restriction would be based on the average number of hours of such programs aired in each "compliance period"—semiannual periods beginning at the start of each broadcast year. (NBC's

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In Brief

- **FCC has suspended March 31, 1977, cable refranchising deadline for one year**, and is asking for comments on revision of franchise standards requirements. Commission is asking comments by Jan. 31, 1977, on whether franchise standards requirements should be completely abolished, completely retained or retained without inclusion of formal franchise agreement with local government. FCC said existing systems already certified need not file application by March 1977 deadline. New systems, existing systems not yet certified or systems wishing to add signal must file application meeting all past requirements except local franchise agreement. Systems will receive temporary certification until March 1978, FCC said. If systems do include franchise agreement, they will be given formal certificates of compliance.
- **FCC has ruled against** creating standard that would exempt television signals that are commonly viewed off-air in cable community from cable nonduplication rules, stating that **significant risks to local broadcasters** were inherent in rule and that there would be no real advantage to cable subscribers because they will receive identical programming regardless of whether rules are changed or not. Commission also denied petitions by **National Association of Broadcasters** (seeking stiffer distant-signal standards) and former FCC general counsel **Henry Geller** which sought to revise FCC rules on cable's carriage of television broadcast signals.
- **Jody Powell**, 33, President-elect Jimmy Carter's campaign press assistant, named **White House press secretary**, becoming first appointment of new administration. Tall, slow-talking Georgian has been with Mr. Carter since his first unsuccessful run for Georgia governor in 1966, is trusted by reporters to accurately reflect Carter attitudes. He has pledged to work for more openness in government and more access to President-elect. Also last week, **Carol Foreman**, executive director of Consumer Federation of America, was named along with 10 other notables to advise Mr. Carter on cabinet and other high-level appointments. Ms. Foreman's work at CFA occasionally involved her in communications matters, notably in events that led to withdrawal of Luther Holcomb, then of Equal Employment Opportunity Commission, from nomination for FCC post in 1974.



Powell



Cowan

- **Louis G. Cowan**, 66, sometimes called "father of the quiz show," former CBS-TV president and in recent years professor at Columbia University Graduate School of Journalism, and his wife, Pauline, **died in fire** that swept their penthouse in New York's Westbury hotel early Thursday (Nov. 18). Mr. Cowan created *Quiz Kids* in early 1940's, later produced scores of other programs, TV and radio, including *Stop the Music*, *Captain Kangaroo* and, most successful of all, *\$64,000 Question*. President of CBS-TV in 1958-59, he resigned under pressure during quiz-show scandals, although never linked to them. His wife, daughter of founder of Spiegel mail order house, was active in civil rights movement and also co-founder at WMCA(AM) New York of "Call for Action" consumer-air program, now on 41 stations nationwide. Surviving are two sons, Paul, writer on *Village Voice* in New York, and Geoffrey, law professor and "public interest" lawyer, and two daughters, Holly and Liza.
- FCC last week decided on **new tack in handling proposal to revise 30-year-old rule governing radio networking**. Rather than adopt staff's proposed order—which provided for modification of some rules, elimination of others—commission, at suggestion of Chairman Richard E. Wiley, decided simply to retain one rule—**limiting area in which station could claim exclusive network affiliation**—and retain principles of other rules that are still applicable in policy statement. Commission is expected to complete work on item next month.

- Talton Broadcasting Co., of Selma, Ala., has made history of sort in being party to **first consent order issued by FCC administrative law judge** under one of package of rules commission adopted in April as means of speeding up adjudicatory processes. Commission in March had designated Talton's WHBB(AM) renewal application for hearing after reviewing petition to deny filed by Dallas County Progressive Movement for Human Rights. Issues included questions as to whether Talton had mislogged programs and made good faith effort to carry out its public affairs programing proposals. Consent order issued by Judge John Stirmer was requested by Broadcast Bureau, Talton and Movement, and took note of agreements they had reached which addressed issues in hearing order. In accordance with request for consent order, Judge Stirmer renewed station's license for one year. Judge Stirmer also noted that separate agreement between Talton and Movement, under which licensee makes commitments regarding black-oriented programing, employment and creation of local advisory committee, is consistent with commission policy. However, provision calling for licensee's reimbursement of \$3,000 spent by Movement in prosecuting case was neither approved nor disapproved, in accordance with commission policy.

- All three commercial TV networks are still in running for rights to **1980 Olympics in Moscow** and probably will be called back to Russia in December for final negotiations, Robert Wussler, CBS-TV president, said Friday (Nov. 19) on return with CBS Chairman William S. Paley from negotiating sessions in Moscow. He called visit "very rewarding," said talks encompassed many subjects in addition to Olympics. He declined to say how much Russians are asking. Speculation has put asking price at four to eight times \$25 million ABC paid this year.

- **Public Broadcasting Service's** boards of governors and managers, meeting last week in Kansas City, Mo., unanimously adopted resolutions affirming licensees' control over all programing decisions and charging that **Corporation for Public Broadcasting's** role is "to aid, assist, encourage and facilitate—but not to operate" nationwide system. Boards said "CPB's attempts to initiate and develop programing are inconsistent" with law. Resolutions came as directives to PBS representatives who will attend CPB-PBS Partnership Review Committee meeting Dec. 2. They were urged to work with CPB counterparts to develop "simplified, rational and effective structure and division" of CPB and PBS roles. Boards also adopted resolution of programing committee that, in allocating federal funds, **high priority** should be given to **American production** and co-production, and that funds should not be applied where financing is available from outside sources. Although not mentioned specifically in resolution, statement expressed PBS displeasure with CPB authorizations for partial funding of BBC project (BROADCASTING, Nov. 15) and for \$1 million revolving documentary fund. (CPB President Henry Loomis, addressing New England Society of Newspaper Editors last week, defended documentary fund, claiming that "although there is going to be pressure to avoid certain subjects" and individuals, CPB will make its evaluations "without favoritism or partisanship after consultation with all interested parties, especially PBS.")

- NBC-TV will turn its once-monthly 90-minute news-magazine show, *Weekend*, into weekly series beginning January 1978. It will run Sundays from 6 to 7 p.m.. Replacement for vacated 90-minute slot (Saturday 11:30 p.m.-Sunday 1 a.m. NYT) is yet to be announced. *Saturday Night Live*, NBC's satire series, will continue its three-times-monthly schedule for foreseeable future.

- FCC Commissioner **Margita White** has announced two appointments to her staff. **Stephen A. Sharp**, one-time reporter for radio and television stations who has served in general counsel's office, was named legal assistant. And **Emmet B. Kitchen Jr.**, who had served as engineering assistant to Commissioner White's predecessor, Charlotte Reid, will remain in that post.

- **Norman E. Isaacs**, editor in residence at Columbia University Graduate School of Journalism and former president of both Associated Press Managing Editors and American Society of Newspaper Editors, elected **chairman of National News Council**, effective Jan. 1. He will succeed Stanley H. Fuld, retired chief judge of New York State Court of Appeals, who is retiring from NNC after serving as chairman since April 1974.

- **Richard O. Lewis**, 71, former board chairman of KTAR-AM-TV and KBBC(FM) Phoenix, died there of leukemia Nov. 18.

- **James Heslen**, 52, CBS-TV vice president, live operations, Hollywood, died Nov. 16 at his Los Angeles home, apparently of heart attack.

present entertainment programing product involves nine hours of fringe-time programing each week—seven and a half hours of the *Tonight Show with Johnny Carson* and one and a half hours of *Saturday Night*. It also has a financial interest in *Little House on the Prairie*, a one-hour prime time program.)

These terms are much more generous than those Justice originally sought in its complaint. That urged a permanent ban on the production of any television programing by NBC. Nevertheless, Justice, in its competitive impact statement, says the compromise "provides substantial relief which will prevent NBC from foreclosing significant amounts of independently produced programing from its TV networks."

One provision would specifically prohibit the network from obtaining exhibition rights to an independently produced program on condition that the seller grant NBC any right other than the right to exhibit it. Another provision makes it clear that, for a 15-year period, the prohibition extends to agreements under which a producer would use NBC production facilities.

(A separate provision—another of those that would not take effect until accepted by the other networks—would limit any facilities contract between NBC and a producer to the period required to produce one year's episodes, but would provide a right to renew the contract at the end of each year. The provision would remain in effect for 15 years.)

The exclusivity provisions of the proposed agreement—which would remain in effect for 15 years—will probably attract as much attention as any. The time limitations are based on the regulatory nature of many of the restrictions and the possibility of changes in the industry.

One restriction—which is another of those that depends on acceptance by the other networks—is designed, Justice says, to restrict NBC's present ability to obtain exclusive rights to a program series "for as long as seven years on terms and conditions set before the program has ever been produced." It would prohibit NBC from obtaining exclusive yearly options for more than four years, plus a one-year extension if the contract were renegotiated. To extend its exclusivity rights beyond the initial five-year period, NBC would be obliged to negotiate a new contract at or near the end of the first contract, "when the producer is able to offer the program to other networks or television stations," Justice notes.

Other exclusivity provisions would:

- Deny NBC the power to prohibit the use of any prime-time program in other domestic communications markets for more than three years, except that the network could have four years of protection against non-prime-time stripping and could have exclusivity for prime-time use of the program during the life of the network's right to exhibit the program. Justice says the provision would make a large number of program series available for syndication and other uses "much earlier than is currently possible."

- Prohibit NBC from acquiring ex-

clusivity as against exhibition of feature films in theaters, on closed-circuit television (in nonresidential hotels or airplanes, for instance), or in disks, cartridges or cassettes.

■ Limit NBC's exclusivity as against pay television—which includes pay cable—to a period extending from 30 days before the first date a film is available for network exhibition to the last date. In no event could NBC's exclusivity protection exceed 24 months for two runs and an additional 12 months for each subsequent run. (At present, NBC says, it obtains exclusivity for a period running from 60 days before first exhibition through the length of whatever contract rights it can negotiate.)

The three remaining provisions limiting exclusivity would not take effect until the other networks agree or are required to adopt them also. All would remain in force for 10 years.

One, designed to permit increased competition among the networks for program pilots, would prevent NBC from retaining its exclusive options to more than 35% of the pilots it does not select for the new season.

Another would limit NBC's authority to obtain exclusive rights to spinoffs from established series to situations involving continuing characters. Where the spinoff involves a noncontinuing character, NBC would not be permitted to obtain a contractual option beyond first negotiation and a limited first refusal right. This would protect independent suppliers' rights to program ideas generated by series running on NBC, Justice says.

And the third would, in general, limit NBC's use of repeats to the broadcast year in which the initial episodes of series are broadcast. One exception would permit the network to obtain repeat rights to three episodes of a series in subsequent years, and another would permit NBC to negotiate for additional rerun rights for later years after the network had ordered the series for the first year. Yet another exception would apply to made-for-television and theatrical films, specials or cartoons or other children's programs.

Justice initiated its action against the networks in April 1974, during the Nixon administration. The networks contended that the suits were the response of an administration determined to punish them for their news coverage, and demanded access to White House tapes they said would buttress their case. When the Justice Department said the tapes were not the government's to make public, the court dismissed the suits—but permitted Justice to refile them, which Justice did, in December 1974, after President Ford entered the White House.

Settlement negotiations between Justice and NBC were touched off by a suggestion from Judge Kelleher at a pretrial conference that the parties seek to reach an agreement. Discussions between Bernard Hollander, the chief Antitrust Division lawyer on the case, and Jerome J. Shestack, of the Philadelphia firm of Schnader, Harrison, Segal & Lewis, NBC's

counsel, began in June and continued until last Monday, when agreement on final texts was reached.

Justice, in its competitive impact statement, explained the government's reasons for agreeing to the settlement rather than proceeding to a full trial on the merits. It said the relief obtained would be "substantially equivalent to that sought in the complaint" and that the relief would be provided when the judgment is accepted. Appeals that would follow a trial, Justice noted, could delay the arrival of relief "for a period of years."

Plums to tempt job seekers in the garden of Jimmy Carter

High posts affecting broadcasting and allied fields are on list of 2,200 federal positions subject to change under new administration

The advent of the Carter administration could, and in many cases will, result in changes in government jobs where the making and implementing of policy affecting communications is involved. The so-called "Plum Book"—officially, the *United States Government Policy and Supporting Positions*, prepared by the House Committee on Post Office and Civil Service—lists those jobs among the 2,200 in the federal government that could change hands after Jan. 20.

With that many jobs involved, they are not all the kind that are occupied by people in the public eye. For instance, a job as confidential secretary in the Office of Telecommunications Policy, a GS 11 post with a beginning salary of \$17,056, is in the book. So are Engineer/Policy and Systems Analysts, GS 14 positions each with a starting salary of \$28,725.

However, the big plum at OTP, of course, is the director's job now held by Thomas J. Houser, who was sworn in only last July and who earns \$42,000. The deputy director's job, which pays \$39,900, is vacant.

At the FCC, Commissioner Benjamin L. Hooks's \$39,900-a-year post will be the first commission spot available, but only because the commissioner will resign to become executive director of the National Association for the Advancement of Colored People (BROADCASTING, Nov. 15).

Chairman Richard E. Wiley, a Republican, plans to remain at least a member of the commission until his term expires June 30. However, the new President could name someone else chairman, a post that pays \$42,000.

Besides the commissioners' jobs, four top staff positions are not protected by Civil Service regulations and thus are available to the new administration—chief of the Office of Plans and Policy (Dale

Hatfield); chief of the Broadcast Bureau (Wallace Johnson), general counsel, (Werner Hartenberger), and chief engineer (Raymond E. Spence Jr.). The OPP job calls for a GS 16 rating, which has a starting salary of \$39,626; the others for a GS 18 rating, which has a starting salary of \$54,410. However, basic pay for those holding general schedule jobs is limited to \$39,600.

The situation at the Federal Trade Commission is the same as at the FCC. There is a vacancy on the commission that will be available to the new administration, and the chairmanship, now held by Calvin Collier, a Republican, could be shifted to a Democrat. The pay scale is the same as the FCC.

There are also a number of key staff jobs that could change—general counsel (Robert Lewis), a GS 18; executive director (Richard McNamar), GS 18; director of policy planning and evaluation (vacant), a GS 17; secretary (Charles Tobin), a GS 16; director of the office of public information (vacant), a GS 15, and a secretary in that office (Helen Delmenhorst) a GS 8, which has a starting salary of \$12,763.

Between the directors and confidential secretary's job at OTP, there are a number of others that could change hands—executive director, right of privacy support group (Clair W. Rogers), a GS 18; science adviser (William T. Thaler), a GS 18; assistant director for international communications (William L. Fishman), a GS 17; senior economist (Vladimir Naleszkiewicz), a GS 15; policy development officer (William T. Adams), a GS 15; program/policy manager (Jack E. Weatherford), a GS 15; policy development officer (Kalman Schaefer), a GS 15; special assistant to the director (Joseph Ryan), a GS 15; senior economist (Lawrence F. Darby), a GS 15; deputy executive director, right of privacy support group (William M. Hermelin), a GS 15; systems analyst (Terril J. Steichen), a GS 15; operations research analyst (Vincent Sardella), a GS 15; senior systems analyst (Robert W. Reinke), a GS 15; systems analyst (Richard A. Perles), a GS 14; engineer/policy analyst (Paul J. Fox), a GS 14, and confidential secretary (Doloresan W. Rossiter), a GS 11.

CBS lays to rest longer newscasts

It's a dead issue for now; affiliates meeting also dwells on network's plans for prime-time line-up

The fire that had inflamed the controversy over proposals that the TV networks expand their evening newscasts went out completely last week: CBS officials told their affiliates they had no plan to lengthen *CBS Evening News* in the foreseeable future.

The action, in the wake of similar disclosures by NBC-TV and ABC-TV, had not been unexpected ("Closed Circuit,"

Nov. 15). But it officially put to rest widespread opposition that had moved affiliates of all three networks ever since the prospect was first raised by ABC News last April and subsequently echoed by the other networks.

John A. Schneider, president of the CBS/Broadcast Group, gave the word to the CBS-TV affiliates board at the board's meeting last week at La Quinta, Calif. Participants said he assured them CBS would not attempt to expand its evening newscast in 1977 and that the chances of its trying after that were remote, but that in a business that changes as fast as television he "could not say," as one put it, "never, never." But he was said to have given assurances that if CBS ever did decide to undertake an expansion, affiliates would be consulted "fully and completely."

Much of the week's La Quinta discussions reportedly focused on CBS-TV's program development plans and projects—a subject of special appeal to both affiliates and network officials in view of CBS's unaccustomed last-place position in the prime-time ratings this season. Sources said network officials reported they had 10 to 15 programs—representing both long and short forms and all major program types—that would be available from which to select replacements for mid-season or earlier.

There also was talk of repeated speculation that the TV networks may soon create new prime-time commercial positions to meet continuing advertiser demand for time. Frank Smith, CBS-TV sales vice president, was said to have told the affiliates that advertisers are ambivalent, wanting more time to be made available and yet opposed to "clutter," and that, as he was quoted by one participant, "we're not looking for more inventory."

NIS orphans plan their next movies

Some, especially in large markets, will stay all-news; some will go back to music

Large-market radio stations that went all-news with NBC Radio's News and Information Service are for the most part going to try to stay all-news, or as close to it as they can, even though NBC has announced it will shut down NIS next May 29.

But for many NIS subscribers in smaller markets, it's another story. Many feel they can't afford to maintain all-news operations without NIS, and they plan to convert to music formats. One, at least, has already made the switch.

Many subscribers are still hopeful that NBC can be persuaded to continue NIS service on a reduced basis—say five or 10 minutes of national and world news per hour—and they will make that pitch when the NIS station advisory council, aug-

mented by a number of other all-news subscribers, meets with NBC officials in New York this week.

NBC spokesmen don't hold out much hope of continuing NIS service on any basis, however, and in any event many stations planning to keep the all-news format are already negotiating—or expect to negotiate—with other networks, the AP and UPI audio services and commentary and talk syndicators for material to help fill the gap.

These conclusions emerged from a BROADCASTING sampling among the 62 stations that were NIS subscribers when the close-down was announced (BROADCASTING, Nov. 8). More details—along with a good deal of heat from some stations angered by the closing—are expected to develop at this week's meeting.

A number of subscribers were heatedly critical of the closing and its timing, although many did not express anything stronger than disappointment—a word also used by Jack Thayer, president of NBC Radio, to describe his own feelings and those of NIS subscribers at the shut-down. "We gave them the best product we could and all the support we could," Mr. Thayer said. "They know we did the best we could."

By no means all large-market stations expect to remain all-news. Three of NBC's four NIS O&O's, for example, will convert to music around the first of the year. WRC(AM) Washington will stay all-news, but WNWS(FM) New York will switch to soft rock, WNIS(FM) Chicago to an album-oriented rock and KNAI(FM) San Francisco to a broad MOR format. Since all those call letters are linked to news and information, some new calls are also in order.

Lee Morris of Cox Broadcasting's WSOC(AM) Charlotte, N.C.—which joined NIS and went all-news less than four months ago—and Dick Casper of WINZ(AM) Miami, Bob Dickey of KQV(AM) Pittsburgh and Michael Corbett of WPOM(AM) Riviera Beach, Fla., were among those who said they definitely intend to stay all-news.

Others, like Bill Nicholson of WRR(AM) Dallas, said they assume they'll be able to remain all-news, or virtually so. Or, as David Baltimore of WBRE(AM) Wilkes-Barre, Pa., put it, "I'm going to bust my tail to stay with all-news."

William B. Chesson of WSTV(AM) Steubenville, Ohio, is one of those who will introduce a music element—in his case MOR, on Dec. 6—but will keep heavy emphasis on news, sports and talks, especially in drive times.

One of the quickest format changes was engineered by KJSN(FM) Klamath Falls, Ore. It dropped NIS and started duplicating the country music of its AM affiliate, KLAD, last Monday.

Like many other NIS subscribers, Manager Cy Smith of KJSN-KLAD thought NBC had not given NIS a long enough trial. Along with others he also reported a "backlash" of resentment from listeners. "In the music business of radio," Mr. Smith said, "you have 'fans.' In all-news you have 'addicts.'"

Listen carefully, NAB radio code warns stations

Board passes resolution urging broadcasters to screen records for unacceptable drug and sex references; among other actions, it calls for new guidelines for comparative advertising

The National Association of Broadcasters radio code board urged radio broadcasters last week to be vigilant in screening records for offensive lyrics dealing with sex and drugs. While it has long advocated licensee caution in this controversial area, the board was moved to pass a resolution at its meeting in Atlanta Wednesday because in its opinion "today's 'state of the art' ... requires more careful judgment than ever before."

The resolution says that "since judgment regarding taste often tends to be highly subjective, each station is urged to take into account the over-all nature of the song, its theme, the precise emotion which the writer or performer intended to convey, local community tolerance and the audience sought by the station."

The NAB radio code offers no more specific standards for judging song lyrics than to say that "special sensitivity is necessary in the use of material relating to sex," and that "The use of illegal drugs or the abuse of legal drugs shall not be encouraged or be presented as desirable or socially acceptable."

The code also says "broadcasters are responsible for making good faith determinations on the acceptability of lyrics under radio code standards."

The code board last week advised that stations should make sure that each staff member involved in music programming should be aware of the stations' policies and guidelines for previewing records before they go on the air.

The board also took these other actions:

- It directed the NAB Code Authority to draft a new set of guidelines for comparative advertising—advertising in which one brand compares itself to another by name.

- The board voted unanimously to preclude the advertising of services that use hypnosis performed by nonprofessionals to help people stop smoking or lose weight.

- It reaffirmed its ban on the advertising of cigarette papers.

- It declined an appeal to increase the amount of advertising from the 18 minutes an hour now permitted by the radio code.

- It endorsed plans to try to increase radio membership. The plan calls for the NAB station services department, under Senior Vice President James Hulbert, to step up its sales effort, and for a series of promotional spots to run in conjunction with NAB's annual radio month campaign next May.

KECC-TV gets only partial relief from cable problems

FCC orders one-hour only protection from system just across state border; El Centro TV loses entirely bid against satellite-HBO plan

KECC-TV El Centro, Calif., won one and lost one at the FCC in a dispute with a cable television system. The commission partially granted the CBS affiliate's petition for special relief and ordered Micro-Cable Communications Corp. to afford the station one-hour instead of simultaneous network nonduplication protection against KOOL-TV Phoenix, on Micro-Cable's Yuma, Ariz., cable system. But at the same time, the commission denied KECC-TV's petition opposing Micro-Cable's applications to build facilities to receive via satellite and transmit pay programming supplied by Home Box Office Inc.

The commission directed Micro-Cable to provide the one-hour protection for 18 months, but said the station could renew its request for a waiver of the nonduplication rule when that period expired.

Because of an unusual time zone difference, KECC-TV had sought same-day nonduplication protection. El Centro and Yuma are only 52 miles apart. But during the winter, time in El Centro, in the Pacific time zone, is one hour earlier than in Yuma, which is in the Mountain Time Zone. In the summer, with California but not Arizona on daylight saving time, the time difference is two hours. There is a further complication: Prime time in the mountain time zone begins at 5 p.m., an hour earlier than in the Pacific time zone. Thus KOOL-TV's programming is broadcast one hour earlier than KECC-TV's, resulting in a two-hour difference in program time in the summer and a one-hour difference in the winter.

KECC-TV had contended that lack of same day nonduplication protection was costing it 75% of its daytime network audience and more than 61% of its prime-time audience to KOOL-TV programming which was available one hour earlier on the cable system.

The commission said it was providing one-hour nonduplication protection as a means of balancing two conflicting factors. Concern over KECC-TV's economic viability was one; the commission said the station would be able to demonstrate it could provide an acceptable level of service with the limited protection. The other factor was concern over disrupting the viewing habits of Micro-Cable's 12,000 Yuma subscribers.

The pay-programming issue involved Micro-Cable's plans to build a Domestic Communications Service receive-only earth station and a cable television relay service station near El Centro. The cable

system plans to use the facilities to feed 70 to 80 hours of HBO programming per week—movies, sports events and special interest features—to its cable television systems in the El Centro area.

KECC-TV said that it is in one of the smallest television markets in the country, that it has been a consistent money loser and faces a particularly bleak future if HBO programming is added to the El Centro system. KECC-TV said its operating capital and funds for equipment and maintenance would be seriously depleted.

The commission, however, said KECC-TV was in effect seeking a waiver of the pay cable rules to prevent Micro-Cable from carrying programming consistent with those rules. But the station, it added, had failed to provide the kind of specific data estimating loss in audience and revenues, as well as local programming services, required to justify a waiver.

S.F. sales principals contend benefits outweigh format loss

Rebuttal to local citizen group cites gain in minority ownership, help to financially-strapped FM

Parties to the proposed three-way FM station transfer in San Francisco ganged up last week on the petitioner which is seeking to block the sales so as not to lose the allegedly unique "big-bands" format now employed by one of the stations. Whatever the merits of that argument, the parties in the transfers contend, they do not outweigh the benefits to be gained by the ownership diversity that would result: One of the stations would end up with black ownership.

Under the proposed transaction, CBS would sell its KCBS-FM to Golden Gate Radio Inc. for \$850,000 and buy the more powerful KEAR(FM) from Family Stations for \$2 million, while Family Stations buys KMPX(FM) from National Science Foundation for \$1 million.

KMPX has the format the KMPX Listeners Guild seeks to preserve. Its format would give way to Family Stations' religious programming, now heard on KEAR. Golden Gate is the new, black-owned licensee that would emerge. Its owners are a black couple, Lloyd A. and Barbara Edwards.

The guild contends that court decisions in previous transfer cases involving proposed format changes make it clear that the big-band format cannot be permitted to be lost to the San Francisco area without a hearing demonstrating the public interest is now being served (BROADCASTING, Nov. 15). However, the parties to the three-station transaction say the format issue is not the only factor to be considered.

Noting that blacks now account for ownership of less than one half of 1% of the nation's 8,500 broadcast stations and none of those in Northern California, they contend that the introduction of black ownership through the sale of KCBS-FM to

Turnabout. Former FCC Commissioner Charlotte Reid, who resigned July 1 after her marriage to H. Ashley Barber, is now divorced and has returned to Washington after making her home for several months in Aurora, Ill. She plans to do consulting work and take speaking engagements. There is also a possibility she may serve on the board of one or more corporations. Mrs. Reid was Republican representative from Illinois for five terms before being appointed to the FCC in 1971.

Golden Gate is a matter of overriding concern. Attorneys for Family Stations referred to court decisions holding that, in comparative hearing cases, it would be consistent with the objective of diversification of ownership of media for the commission to award a preference to an applicant with minority ownership.

Furthermore, NSN says the proposed sale of KMPX is designed to ease a serious financial problem. The present owners are co-executors of the will of Ludwig W. Frolich, who had been the sole stockholder of NSN, then the licensee of WNCN New York, WDFH Chicago, KPPC(AM) Los Angeles and KPPC-FM Pasadena, as well as KMPX.

Because all of the stations were losing money, the co-executors determined to sell them—which they did, with the exception of the San Francisco outlet. Two efforts to dispose of that outlet failed, the pleading notes. With the station's losses since 1971 totaling \$871,379, the pleading asks, "Should Mr. Frolich's estate be required to operate the station at a continuing deficit in order to keep KMPX's present entertainment format on the air?"

Suggested EEO form criticized by NAB

Association tells GAO that FCC underestimated amount of time needed to wade through paperwork

The National Association of Broadcasters is urging the General Accounting Office, which has responsibility over such matters, to deny the FCC's request for clearance of the commission's revised equal-employment-opportunity program reporting requirements, and to send it back to the commission for further consideration. NAB says the requirements are "confusing, unjustifiably burdensome and excessive in scope."

The 10-point EEO program was adopted in June along with rules in a package designed to assure equal-employment opportunities for Negroes, Orientals, American Indians, Spanish-surnamed Americans and women in broadcasting. NAB says it shares the commission's desire to eliminate discrimination in employment, but contends the form requires further study.

It says the FCC's estimates as to the amount of time needed to complete the

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

Company	Period/Ended	Current and change				Per Share	Revenues	Year earlier	
		Revenues	% Change	Net Income	% Change			Net Income	Per Share
ABC.....	9 mo. 9/30	950,953,000	+28.0	47,360,000	+124.9	2.69	742,896,000	21,049,000	1.22
Columbia Pictures.....	3 mo. 9/25	89,763,000	- 0.1	18,486,000 ¹	+576.1	2.11	89,774,000	2,734,000	.32
Doyle Dane Bernbach.....	9 mo. 9/30	43,118,000	+22.0	2,850,000	+193.5	1.57	35,337,000	971,000	.54
Foote, Cone & Belding.....	9 mo. 9/30	47,547,000	+14.7	3,387,000	+43.7	1.44	41,446,000	2,299,000	1.08
Globe Broadcasting.....	9 mo. 9/30	5,886,500	+18.4	6,066,000	*	2.18	4,970,000	(363,100)	(1.13)
Grey Advertising.....	9 mo. 9/30	41,874,000	+18.1	2,147,000	+54.2	-	35,537,000	1,440,000	1.20
Kaiser Industries.....	9 mo. 9/30	806,940,000	+ 3.2	41,537,000	-41.5	1.39	781,567,000	70,893,000	2.33
MCA ²	9 mo. 9/30	574,509,000	- 3.3	69,123,000	- 0.2	3.96	575,622,000	71,462,000	4.12
MovieLab.....	39 wk. 9/25	19,887,084	+17.1	432,352	+ 7.6	.31	16,976,503	401,551	.29
Oak Industries.....	9 mo. 9/30	107,378,034	+ 35.1	1,873,535	+176.2	.99	79,488,235	678,188	.26
Sonderling.....	9 mo. 9/30	22,306,000	+16.8	1,856,000	+60.1	2.32	19,090,000	1,159,000	1.50

¹Includes gain of \$14,854,000 (\$1.80 per share) from sale of music publishing division in August.

²Per share amounts have been adjusted to give effect to 2-for-1 stock split which became effective May 3, 1976.

*Change too great to be meaningful.

form are drastically understated. For instance, it notes that the commission estimates that stations with fewer than 50 full-time employees would require four-and-a-half hours to complete the form and that larger stations would require 10 hours. Yet, NAB said, WTTG(TV) Washington, in the first 10 months of 1976, in filling over 65 positions, spent 270 hours simply informing local minority and women's organizations and publications of the various openings as a means of reaching minority-group members who might be qualified, in accordance with the commission's directives.

NAB said the commission could have requested a random sample of broadcasters to comply with the proposal over a period of time "to determine the actual time and economic burden associated with the commission's model program."

The time and money required to complete the form, NAB said, "could better be put in either programing or daily business operations."

Multi-State's bid for N.Y. channel 9 rejected by FCC

Commission affirms earlier edict of law judge who based decision on one of a number of issues; WOR-TV must still run gantlet on other issues about RKO

The FCC has affirmed the partial initial decision of an administrative law judge denying the application of a group of New York residents seeking to supplant RKO General Inc. as licensee of channel 9 in New York, on which WOR-TV now operates. The commission did not approve entirely of the manner in which the decision was rendered but said it was warranted by special circumstances.

Judge Chester F. Naumowicz Jr. in December 1974 concluded that Multi-State Communications Inc. was not financially qualified to build and operate a new

station and denied its application.

Multi-State objected, contending that the judge lacked the authority to make a decision disqualifying the applicant on only one of a number of issues. It also disputed the view that it was not financially qualified.

The commission said it is inadvisable to adopt a split-hearing procedure in a comparative hearing because a remand order could disrupt the proceeding involving other applicants and could result in multiple review proceedings. The decision against Multi-State and the final decision disposing of the competing application are appealable, the commission noted.

It said the proper procedure is for it to decide at the time a proceeding is designated for hearing whether a judge should issue a partial initial decision on a single issue before taking evidence on other issues.

Although remanding the initial decision to the judge would have been consistent with commission policy, the commission said it found special circumstances justifying retention of the proceeding and reviewing the initial decision on the merits.

The commission concluded that Judge Naumowicz's findings regarding the applicant's lack of financial qualifications to have ample record support, and adopted the decision. Multi-State had maintained that its financial qualifications were established by a bank letter asserting that all reasonable and ordinary credit criteria "are met at such time as you (a) have received the license to operate ... and (b) request from the [bank] a formal lending commitment."

The commission said the critical question was not whether Multi-State possessed a bank letter but whether a reasonable assurance had been demonstrated that a bank loss of \$4 million was available.

The decision does not end the case. Some issues regarding RKO—ascertainment of community needs, for one—remain to be heard. Proceedings on the RKO application were suspended pending

the commission's disposition of the partial initial decision.

FCC closes door on WFAB Miami renewal

Commission says licensee has no new issues to raise in case; orders station off the air

The FCC has upheld its denial of the license renewal of WFAB(AM) Miami, ordered the station to cease operation and declared it no longer has jurisdiction to hear further arguments by station owners.

The commission, stressing that all litigation must at some time come to an end, said group owner United Broadcasting Co. has had plenty of time and opportunity to raise the issues in its protest of the denial on fraudulent billing charges. The FCC dismissed a petition by United, stating that the broadcaster is now bringing up issues which could have been raised before.

The commission said its September 1975 denial of license renewal for the failure of WFAB to exercise reasonable diligence to insure that its employees did not engage in fraudulent billing schemes had been petitioned by United and subsequently denied. In its most recent petition, United said it had filed a complaint with the U.S. District Court in Washington saying that the commission had withheld information necessary to the station to prove the commission had been unfair and discriminatory in the severity of punishment.

The commission said United had not sought court review of the original September 1975 denial of license, and had not raised any question which could not have been raised previously.

NRBA wants to know

The National Radio Broadcasters Association has mailed a questionnaire to all radio stations seeking reactions to the FCC's new ascertainment regulations for radio. According to NRBA President James Gab-

bert of KIOI(AM)-KIOI(FM) San Francisco, FCC ascertainment regulations for radio "have generated more adverse comment from broadcasters than any other recent FCC action. Our survey will tell us, and the FCC, from those with first-hand experience whether these new ascertainment requirements are benefitting the public, the stations or the FCC as they are intended to do, or are they proving to be counter-productive and onerous." Survey results, expected to be in before the end of this year, will be passed on to the FCC.

Media Briefs

Compensation. WFTV(TV) Orlando, Fla., won \$1,427,407.80 suit against Insurance Co. of North America. Suit stemmed from June 1973 tower collapse, when station was off air for 42 hours, not up to full power for three weeks. INA said it would give station \$214,000 under business-interruption policy and station went to court for larger amount. Decision is subject to appeal.

Passed on. Agreement for purchase by noncommercial KCPT(TV) Kansas City, Mo., of studios and offices of KCMO-AM-TV and KCEZ-FM there has been announced. New facilities for three commercial outlets are being constructed at 4500 Johnson Drive, Fairway, Kan., by Meredith Corp.,

licensee. Purchase price is \$220,000. John Kreamer, president of Public Television 19 Inc., licensee of KCPT, noted that appraised fair-market value of land and building is \$592,000. Under terms of agreement, noncommercial station will share existing KCMO-TV tower, which will continue to be used via microwave from Fairway by KCMO-TV.

Changing Hands

Announced

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

■ **WKSS(FM)** Hartford-Meridian, Conn.: Sold by Communico Inc. to Covenant Radio Corp. for \$1,250,000 plus up to \$49,500 in seller's obligations. Seller, principally owned by Frederic W. Constant, also owns KPOI(AM)-KIISS(FM) Honolulu and has bought, subject to FCC approval, KQIV(FM) Lake Oswego, Ore. (BROADCASTING, May 31). Buyer is owned by publicly held Broad Street Communications Corp., which also owns WELI(AM) New Haven, Conn., WGSO(AM)-WQUE(FM) New Orleans and KTOK(AM)-KAFG(FM) Oklahoma City. WKSS is on 95.7 mhz with 14.5 kw and antenna 820 feet above average terrain.

■ **WJML-AM-FM** Petoskey, Mich.: Sold by Harrington Broadcasting Co. to Petosky

Broadcasting Co. for \$640,000. Seller is principally owned by Betty Lou Harrington (60%) and five other minority stockholders, none of whom has any other broadcast interests. Buyer is owned principally by R. Bunker Rogoski and Marion C. Boonstra, who also are principals in WMUS-AM-FM Muskegon, Mich., WPLY(AM) Plymouth, Wis., and KAOH(AM) Duluth, Minn. WJML(AM) is 10 kw daytimer on 1110 khz. WJML-FM is on 98.9 mhz with 100 kw and antenna 820 feet above average terrain.

■ **KYAC-FM** Seattle: Sold by Carl-Dek Inc. to O'Day Broadcasting of Washington for \$400,000 plus \$175,000 noncompetition covenant. Seller, which also owns KYAC(AM), is principally owned by Donald T. Dudley. Buyer is equally owned by Pat O'Day and H. Rand Ginn, who also are principals of KORL(AM) Honolulu. KYAC-FM is on 96.5 mhz with 19 kw and antenna 1,070 feet above average terrain.

■ **WQTC-AM-FM** Two Rivers, Wis.: Sold by Twin C Inc. to Thomas L. Stringer, Thomas L. Stewart and Donald R. Flick for \$415,000. Seller is owned by Ed and Betsy Crilly who also own KSJB-AM-FM Jamestown, N.D. Messrs. Stewart and Flick are account executive and air personality, respectively, at WAAM(AM) Ann Arbor, Mich., and Mr. Stringer is Dexter, Mich., attorney. WQTC(AM) is 1 kw daytimer on 1590 khz. WQTC-FM is on 102.3 mhz with 3 kw and antenna 230 feet above average terrain. Broker: Richard A. Shaheen Inc.

■ **WKRZ(AM)-WDJR(FM)** Oil City, Pa.: Sold by WKRZ Inc. to Oil City Broadcasting Inc. for \$250,000. Seller is owned by Olivia T. Rennekamp, executrix of estate of Kenneth E. Rennekamp, who also holds 50% of WKBI(AM) St. Marys, WKBI-FM Ridgeway, and 25% of WTRA(AM) Latrobe, all Pennsylvania. Buyer is owned by Robert J. and Jeanne M. Shupala. Mr. Shupala is Erie, Pa., orthodontist, owns 33% of WWCB(AM) Corry, Pa., and has interest in Cleveland Indians baseball club. WKRZ is on 1340 khz with 1 kw day, 250 w night. WDJR is on 98.5 mhz with 2.9 kw and antenna 300 feet above average terrain.

Approved

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

■ **KACY(AM)** Port Hueneme, Calif.: Sold by KACY Inc. to Western States Radio Corp. for \$866,000. Seller is principally owned by Lincoln Deller, who also owns KMEN(AM) San Bernardino and KARM(AM) Fresno, both California. Buyer is tax-paying subsidiary of nonprofit Children's Television Workshop, New York, which is also investing in cable TV to build on endowment base. KACY is on 1520 khz with 50 kw day, 1 kw night.

■ Other sales approved by the FCC last week include: KCFO(FM) Tulsa, Okla.; KBJM(AM) Lemmon, S.D.; WAPL-AM-FM Appleton, Wis.; KTHE(AM) Thermopolis, Wyo. (see page 52).

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Rough road ahead forecast as result of family-viewing court decision

Frey and Hooks tell NAB that self-policing is only way to avoid government regulation

If Judge Ferguson's family-viewing decision put broadcasters up against the rock, Lou Frey (R-Fla.) ranking minority member of the House Communications Subcommittee, added the hard place. "It's not a question in my mind of whether Congress is someday going to act on it or not," he said last week in talking about television violence. "The only question is when."

"I think it's inevitable," he told last week's Atlanta regional meeting of the National Association of Broadcasters. "There are a lot of decent people" in Congress, he said. But "their philosophy is that they look at such problems as ones that (a) should be solved in Washington and (b) should be subject to regulation by the government."

FCC Commissioner Benjamin Hooks, in one of his winding-down appearances before becoming director-designate of the National Association for the Advancement of Colored People (BROADCASTING, Nov. 15), also was apprehensive on the family-viewing front. "The problem is not going to go away," he told the same NAB regional meeting in Atlanta. Commissioner Hooks says he senses a national movement against televised sex and violence that will result in "regulating the living hell out of you" if broadcasters aren't successful in dealing with the problem themselves.

Mr. Frey made it clear where he stood on the issue ("As someone who doesn't believe in that approach [government regulation], I'll probably end up on the other side"), but he made it equally clear what he thought the outcome would be ("I'll lose when it finally comes to a vote").

He said that broadcasters' best hope for heading off added oversight by the government is "self-discipline, self-regulation." And he recommended that "despite the court decision, which I think is wrong," an acknowledgment that the family-viewing decision has called into question the whole concept of industry self-policing. He added that he thought "the very basis of the court decision is wrong because it looks to me that for there to be any kind of real government coercion, you have got to have the ability to carry that coercion out. . . . I don't think the FCC had the ability to really do anything about it in the final analysis."

Mr. Frey did have words that were more comforting. "You've got some things

going for you," he said. One is the chairman of the Communications Subcommittee, Lionel Van Deerlin (D-Calif.). Mr. Frey praised him as "about as good a guy as you can get in the Congress to be the chairman" of the subcommittee. And unlike in the Senate, where the Communications Subcommittee is in for major changes, he said, "the House subcommittee isn't going to change much at all in its composition."

Mr. Frey said that he and Mr. Van Deerlin, whom he described as "easy to work with," have agreed that in the next congressional session they will be looking "at some of the problems in their entirety"—meaning the proposed rewrite of the 1934-vintage Communications Act.

Mr. Frey said that in early December the subcommittee staff will be planning the agenda for the overhaul of the '34 law. He also said that the first hearings for the subcommittee, however, will likely be on pole-attachment legislation.

He was noncommittal on the chances for improvement in license renewal. A big question is "where the licensing bill would fit in" the over-all rewrite. Chances for lengthened license terms are "either very good or very bad," he said. If the same pressure groups that successfully helped kill renewal bills in the past again take up any renewal measure as a cause, the "chances are very poor." But, he added, "It's where these groups put their interests, their time and their energies." He

Time ran out. The contract between the American Federation of Television and Radio Artists and the three television and radio networks expired last Monday (Nov. 15) but negotiations are continuing. Spokesmen for both the union and the networks indicated there were no prospects for an early settlement but at the same time felt there would be no strike vote by the union. Though contract demands have not been disclosed, the union reportedly is seeking broad improvements in wages and fees and fringe benefits, including a 30% increase in rates for network performers, a 100% increase in radio performer fees and a 15% jump in wages for staff network personnel.

feels, he said, that "they are not going to come down in this area very hard."

Commissioner Hooks, in extemporaneous remarks at the Atlanta session, offered his opinion that the movement toward VHF drop-ins will bear little fruit. "Maybe in Montana," he quipped, indicating that FCC engineering studies would eliminate the possibility of important drop-ins in other parts of the country, and "especially the East Coast."

Mr. Hooks said that broadcasters were in for "rougher sledding" at the FCC, with two new commissioners (Fogarty and White) on board and the prospect of two others (replacements for himself and, as

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of next June 30, for FCC Chairman Richard Wiley) to come. That, plus the prospects of a Jimmy Carter administration in Washington, adds up to a rougher period than broadcasters have known in the recent past he said.

Mr. Hooks applauded broadcasters for the progress they have made in minority employment—more than that of any other industry, he told the Atlanta meeting, citing statistics showing minority employment has risen from 3% to 14% of the total broadcast work force.

A fourth 'Network' the others might not want to see

Paddy Chayefsky's newest satire focuses on television, and, depending on your film critic, is given four stars or called 'paranoid,' 'crude' and pandering

Millions of moviegoers over the next few months are going to be exposed to a new film—a satire—which says, in effect, that television executives will literally commit murder for high Nielsen ratings.

The movie, called "Network," opened at New York's Sutton theater last week and, according to the distributor, United Artists, it's the hottest picture in town. The *New York Times* movie critic, Vincent Canby, said he's "sure" it will be "a huge commercial hit." (It opened in Los Angeles Friday, Nov. 19, and is slated for mid-December release in other key cities in the U.S. and Canada.)

"Network" is loaded with inside gags about how television works. The incident that sets the plot in motion is a veteran network anchor (played by Peter Finch) announcing on the air that he plans to

commit suicide during his final newscast (he's just been fired for low ratings)—a parallel to the real on-camera suicide by the hostess of morning variety program on wxlt-TV, a UHF station in Sarasota, Fla., more than two years ago (BROADCASTING, July 22, 1974).

The anchorman is yanked bodily off the air but he prevails on the network's vice-president for news (played by William Holden) to allow him to return the next night to apologize on camera. The newscaster retracts the suicide threat but goes on to say that he was only trying to cut through all the lies and (to use his word) "bullshit" on television. This declaration strikes a chord with the mass audience, the ratings shoot up and the network's vice president of programming (Faye Dunaway), in thrall to A. C. Nielsen, wrests control of the news department from the William Holden character and turns the nightly news into a hyped-up audience-participation variety show featuring Peter Finch as a sort of mad prophet who plays on the hopes and fears of the public to the tune of 40-plus shares.

However, the novelty of news-as-spectacle wears off. But the network's chairman of the board (Ned Beatty) is fond of the prophet-newscaster and refuses to fire him despite disastrously diminishing Niensens. To circumvent the chairman's pig-headedness, which is causing the corporation to lose millions in sponsor revenue, the unprincipled president of the network (played with snarling relish by Robert Duvall) decides to hire assassins to murder the low-rated newscaster in the middle of one of his on-air harangues.

The original screenplay of "Network" was written by Paddy Chayefsky, directed by Sidney Lumet and produced by Howard Gottfried, all of whom cut their show-biz eye teeth in television. Mr. Chayefsky was one of the most prolific writers of television drama in the 1950's, when a number of series (*Studio One*, *Philco Playhouse*, etc.) were done live out of New York. Mr. Lumet got all of his early directing experience in live television drama, and Mr. Gottfried produced TV series in the

1960's, *Gilligan's Island* being probably his most successful project.

All three eventually became so successful in the medium that they worked their way out of television—in recent years they've concentrated their creative energies on making theatrical movies.

Mr. Chayefsky is on record as saying he doesn't regard "Network" as a hatchet job, but as Joy Gould Boyum pointed out in her review in the *Wall Street Journal*, "The movie's unrelenting negativism—everyone can be bought; everyone can be sold; everything is rotten—gives it an almost paranoid quality" (italics in the original). Or, as John Simon put it in his review of "Network" in *New York* magazine, "almost everyone comes out base and buyable in this film."

Both Ms. Boyum and Mr. Simon panned "Network." Mr. Simon concluded his review as follows: "Purporting to dispense wittily devastating inside information, this crude film really panders to whatever is smug and pseudosophisticated in an audience of self-appointed insiders; their smart-alecky laughter was not an inspiring thing to hear."

However, the *Times*'s Vincent Canby liked it. The movie's "wickedly distorted views of the way television looks, sounds and, indeed, is," he wrote, "are the satirist's cardiogram of the hidden heart, not just of television but also of the society that supports it and is, in turn, supported."

And Kathleen Carroll, in the *New York Daily News*, gave "Network" her paper's highest rating, four stars, calling it "a kamikaze attack on the television industry" that "forces you to wake up and confront the painful truths about this media-traumatized country."

One prediction of possible interest to the industry was voiced by Pat Collins, the arts editor of WCBS-TV New York, in a negative review she delivered on the station's Nov. 15 edition of the 6 o'clock news. "I read that Paddy Chayefsky believes television will do anything for a rating point," she said. "If that's the case, one thing the networks won't do is put this disappointing movie on in prime time."

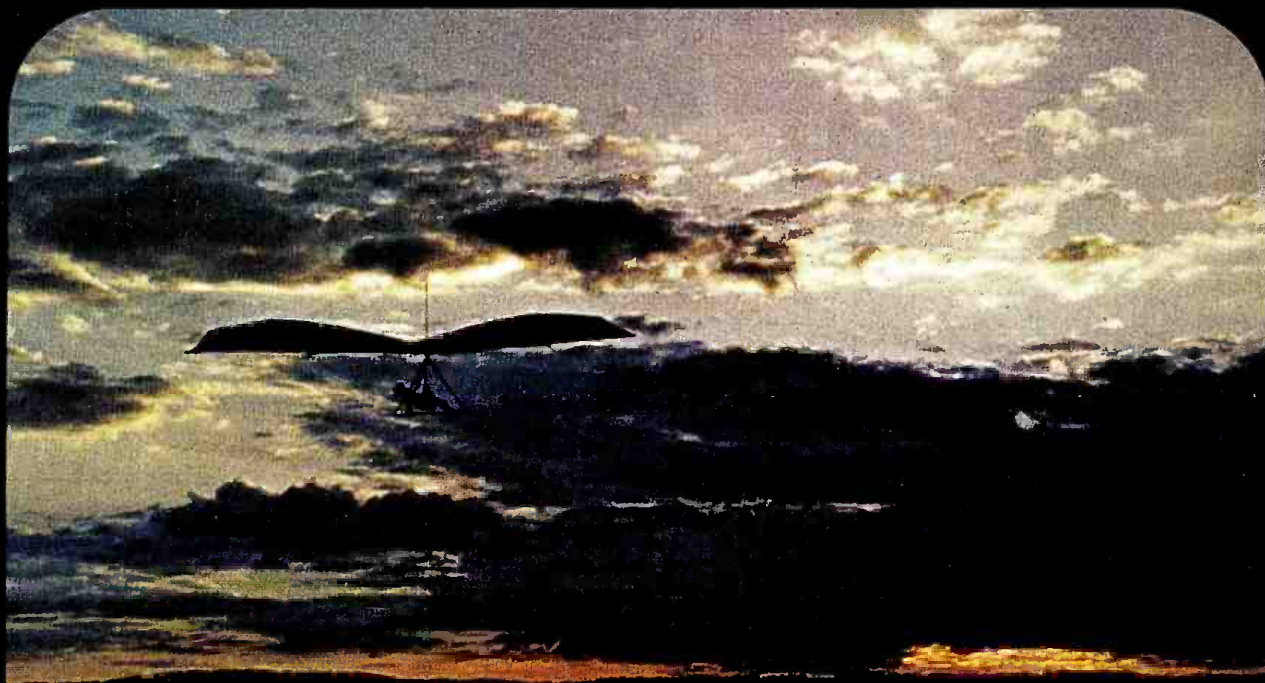


Scenes from a satire. TV program executive Diana Christensen (Faye Dunaway) plots prime time with her UBS staff (some of the shows planned: *Celeb Canasta*, *Grand Guignol*, *Death Squad*, *Young Shyster*).



In a four-network lash-up are (clockwise from bottom left) CBS anchorman Walter Cronkite, NBC anchorman John Chancellor, ABC commentator Howard K. Smith and UBS anchorman Howard Beale (Peter Finch).

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NBC-TV will do more prescreening for its affiliates

Agreement is reached at meeting in Barbados; board also issues statement showing opposition to McGannon network petition

NBC-TV officials assured members of the network's affiliates board last week that they would expand, "within the limits of program production schedules and availability of closed-circuit facilities," the opportunities for stations to screen NBC entertainment programs in advance of broadcast.

The assurance was given at the fall meeting of the affiliates board and NBC officials at Barbados, and apparently it struck the right note. The board adopted a resolution commending "NBC's sensitivity to affiliate responsibilities."

The new prescreening arrangement, according to the resolution, "is to be added to network program presentations at affiliates meeting, program descriptions circulated in advance to affiliates, conferences on individual programs and other information exchanges with affiliates on network programing and scheduling."

Lack of opportunity—or sufficient opportunity—to screen network programs in advance, particularly for violence and so-called adult material, has been a complaint of affiliates of all three networks. Generally the network response has been that in most cases such programs are not available from the supplier in time for adequate previewing for affiliates.

NBC sources said last week that under the new arrangement NBC would en-

courage program producers to deliver programs further in advance of air date, "so that we can screen more programs and screen them earlier, both for the affiliates and for the press."

Meanwhile, apparently in response to Westinghouse Broadcasting Co.'s petition for an FCC investigation encompassing, among other things, networks' station-compensation policies (BROADCASTING, Sept. 6, et seq.), the NBC affiliates board adopted a resolution saying the board "does not act as an agent for affiliates in matters of business negotiations." This has been the position of past as well as the present affiliates board, the resolution said, and added:

"Each affiliate represents an individual situation with regard to program performance, competitive standing in its market and other factors relating to compensation, and no centralized system of negotiation can take this into account. Intervention by the FCC or other government authority in this area would force government into the business and financial aspects of broadcast operations, tending toward the economic regulation of broadcasting. This could lead to government review of programing on the basis of costs and revenue. The NBC affiliates oppose further government intervention in these fields."

Not surprisingly, considering how heartily the affiliates opposed the thought of any network's expanding its evening newscasts, the affiliates board also adopted a resolution commending NBC-TV for "taking the leadership in deciding to drop consideration of expanding its *Nightly News*." The board also commended NBC for its "splendid coverage of the entire 1976 election process," and for its inauguration this fall of regional meetings between network officials and affiliates, which it called a "constructive addition" that should be continued.

Program Briefs

Partners. Chuck Blore and Don Richman, of Chuck Blore Creative Services (CBCS), radio/television commercial production firm, Hollywood, have resigned to form Chuck Blore and Don Richman Inc. there. Mr. Blore will be chairman of board, with Mr. Richman serving as president. New firm will handle creative side of commercial production with CBCS as production house. Mr. Blore has headed CBCS for past 14 years and Mr. Richman has worked with him since 1968, but has not been full partner. Blore & Richman headquarters: 1606 North Argyle Avenue.

Easy does it. EZ Communications, Fairfax, Va., has signed with Compu/Net Inc. to automate business operations of four EZ FM stations. First facility to add Compu/Net will be WEZR(FM) Manassas, Va. Installations will follow later at WEZB(FM) New Orleans; WEZC(FM) Charlotte, N.C., and WEZS(FM) Richmond, Va.

One for TV, one for radio. Simcom International, Los Angeles, is making available for U.S. release 26 half-hours of its television series, *The Funny Farm*. Show features comedy and music with Blacke Emmons as host. *Funny Farm* has been on CTV network in Canada for three years, is produced by Glenn Warren Productions. Simcom is also releasing new radio barter series, *The Cook's Survival Kit*. Two-and-half-minute program is available for stripping weekdays, includes 30-second spot for national sponsor, Specialty Brands, and 30-seconds for station to sell.

Pacers coverage. Indiana Pacers, which switched to National Basketball Association this year, has lined up 30-station radio network in Indiana plus Louisville, Ky. Originating station is WIBC(AM) Indianapolis. Main advertisers are Marathon Oil Co. and Hook Drug Stores. Pacers TV network is originated by WTTV(TV) Indianapolis, which feeds WANE-TV Fort Wayne, Ind., WZTV(TV) Nashville and WCPT-TV Crossville, Tenn.



Originals. Last Monday, Nov. 15, 50 years to the day from NBC's first network radio broadcast, NBC Radio had a golden anniversary party at its New York headquarters. Among the 250 to 300 guests were several who had been big names on NBC programs in network radio's golden days. Among them, posed here around an old-time radio set with NBC Radio President Jack G. Thayer (l), were songstress Jessica Dragonette (with hat) of the *City Service Band of America* program; Minerva Pious, who was "Mrs. Nussbaum" on the *Fred Allen Show*, and Kenny Delmar, the Allen show's "Senator Claghorn." One name from the old days who'd planned to attend, John F. Royal, long-time head of NBC programs, sent word at the last minute that he wasn't quite up to it; Mr. Royal is 90 years old.

NAB, two networks seek OK for appeal of Tandem TV suit

They want it consolidated with Writers Guild case, even though damages element has not yet been decided

CBS, ABC and the National Association of Broadcasters last week petitioned the U.S. Ninth Circuit Court of Appeals in San Francisco for permission to appeal the district court decision against them in Tandem Productions' suit on family-viewing issues.

The Tandem suit, charging that the family-viewing policy had harmed the syndication prospects for Tandem's programs, was tried along with one by the Writers

Guild of America and others seeking to have the family-viewing concept set aside. The plaintiffs won both (BROADCASTING, Nov. 8, 15), but in the Tandem case the decision was not final—it left open for further trial the issue of damages—and thus is not appealable as a matter of right.

The decision in the Writers Guild suit, holding that the family-viewing policy was unconstitutional because of FCC Chairman Richard E. Wiley's role in its origins, was a final decision and may be appealed as a matter of right. The joint petition by CBS, ABC and NAB asked the circuit court to hear appeals on both cases at the same time because they involve many identical issues that otherwise would be argued twice, in separate appeals.

Questions common to both cases, the petition said, have to do with FCC jurisdiction, whether the facts establish a violation of the First Amendment by the FCC, Chairman Wiley or other government bodies, and whether actions by NAB and the networks involving family viewing "were the equivalent of government action subjecting them to the First Amendment constraints applicable to government entities."

Virtually the only question to be heard that applies only to the Tandem case, the petition continued, is whether the First Amendment imposes liability for damages on NAB and the networks for any injuries caused by the family-viewing policy.

Unlike CBS and ABC, NBC has decided

not to appeal the constitutional question in the Writers Guild suit but has said it will appeal on the issue of damages in the Tandem suit.

NBC axes weekly movie for three sitcoms; revises its lineup for Saturday morning

Don Rickles, MacLean Stevenson and Michael Constantine will get their own programs on Dec. 1; two Hanna-Barbera shows are set for Nov. 27 debut

NBC-TV has canceled its 90-minute *Wednesday Movie of the Week* series, which has averaged dismal low-20's shares since its debut two months ago, in favor of three new sitcoms. The change will take effect on Wednesday, Dec. 1.

The 8 o'clock show will be *CPO Sharkey*, which features the night-club comic, Don Rickles, as a dyspeptic, loud-mouthed petty officer modeled along the lines of a Sergeant Bilko. Aaron Ruben (*Sanford and Son*) is executive producer.

The MacLean Stevenson Show, at 8:30 p.m., is a domestic comedy, which will be produced by Mr. Stevenson and by Monty Hall (*Let's Make a Deal*).

Universal is producing the 9 o'clock series *Sirota's Court*, starring Michael

Constantine (*Room 222*) as a put-upon jurist.

NBC will move *The Practice*, which now airs Wednesday at 8, back to 9:30 p.m., to precede the current 10 o'clock western series *The Quest*, which will stay put.

NBC's Saturday-morning line-up will be revised this weekend (Nov. 27) with the addition of Hanna-Barbera shows, *Speed Buggy*, at 10-10:30 NYT, and *Space Ghost/Frankenstein Jr.*, at 11-11:30, and the transfer of *Land of the Lost* to the noon-12:30 period. *McDuff the Talking Dog* and *The Kids from C.A.P.E.R.* were to have their final broadcasts last Saturday (Nov. 20). The new schedule: 8-8:30, *Woody Woodpecker Show*; 8:30-10, *Pink Panther Laugh and a Half Hour and a Half Show*; 10-10:30, *Speed Buggy*; 10:30-11, *Monster Squad*; 11-11:30, *Space Ghost/Frankenstein Jr.*; 11:30-12, *Big John, Little John*; 12-12:30, *Land of the Lost*; and 12:30-1, *Muggsy*.

'GWTW' scores again

NBC-TV has parlayed its two-part, five-hour telecast of "Gone With the Wind" into two weekly Nielsen victories in a row.

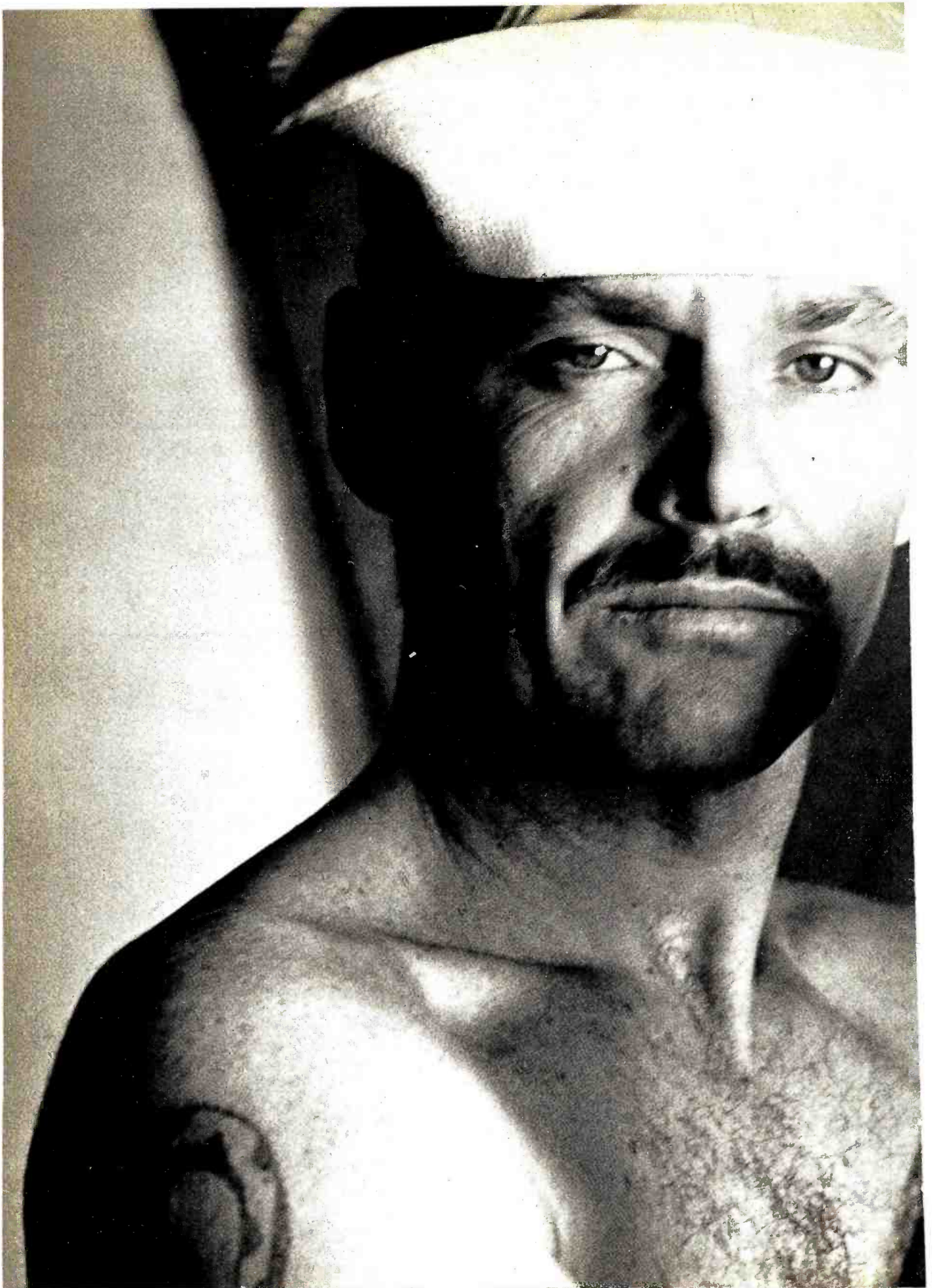
Part One of "GWTW" pushed NBC over the top in week seven (BROADCASTING, Nov. 15) and Part Two of "GWTW" (Monday, Nov. 8, 8-10 p.m., NYT, where it harvested a 47.4 rating and 64 share)

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An examination of Radio-TV performance in the election year

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gave NBC an even stronger win in week eight (Nov. 8-14). For the latter week, NBC chalked up a 22.1 rating to ABC's 21.1 rating and CBS's 17.9.

In the season-to-dates, though, ABC has a 20.9 rating, NBC is second with a 20.0 rating and CBS's rating is 18.3.

The networks are now in the middle of the Nielsen and ARB sweep periods, so exploitable theatrical and made-for-TV movies were more prominent in the Nielsen top 10 than usual during the week ended Nov. 14.

For instance, the second highest-rated program of the week, behind Part Two of "GWTW," was a two-hour Walt Disney theatrical movie on NBC called "The Apple Dumpling Gang" (a 32.0 rating and 47 share on Sunday, Nov. 14, 7-9 p.m.). Number five for the week was Part One of the made-for-TV movie "Sybil" on NBC (a 26.9 rating and 40 share on Sunday, Nov. 14, 9-11 p.m.).

The CBS Wednesday Night Movies telecast of "Death Wish" was number eight with a 24.8 rating and 38 share on Nov. 10, 9-11 p.m., and number nine was an ABC Friday Movie airing of "The Boy in the Plastic Bubble" (a 24.5 rating and 40 share on Nov. 12, 9-11 p.m.).

Pink slip for 'Tony Orlando'

CBS-TV has made it official: *The Tony Orlando and Dawn Rainbow Hour* (Tuesday, 8-9 p.m. NYT) expires on Dec. 28

("Closed Circuit," Nov. 8).

The series was never able to climb out of the doldrums of low 20's share (on Nov. 16 it got a national Nielsen rating of 13.1 and a 20 share), falling victim to ABC's runaway hit comedies, *Happy Days* and *Laverne and Shirley*, and to the frequent surprising strength shown by its NBC competition, *Baa Baa Black Sheep*, a series agency men said would be canceled within the first month of the new season. (NBC is so pleased with *Baa Baa's* ratings that it has renewed the show for the full season.)

CBS hasn't yet decided on a replacement for *Tony Orlando*, according to sources there.

New from Taft, HB and Australia for access time

The Taft, HB Program Sales firm, in a joint venture with the Australian Broadcasting Commission, is producing a live-action half-hour series for prime-time access. Taft said the Kellogg Co. has agreed to sponsor the series, *Taggart's Treasure*, and that the pilot, to be filmed in Australia, will be aired as a special on the five ABC owned-and-operated stations in January. Executive producers of the series are Joseph Barbera and William Hanna. The deal was arranged through Kellogg's agency, Leo Burnett, Chicago, which will barter the series for telecast in fall 1977.

U.S. and Canada express optimism in making agreement on deletion policy

Negotiations are underway to find options to rule allowing stations to omit commercials from American broadcast signals, but Canadian law is permanent fixture

The State Department and Canadian government both profess optimism that a "satisfactory accommodation" can be found to the problem for American border broadcast stations of Canada's cable commercial deletion policy.

Devised by the Canadian Radio-Television Commission, the policy requires Canadian cable systems to delete commercials from American broadcast signals. The United States, through the State Department, has protested the policy and for that reason it has not yet been widely implemented. Nor will it be implemented further, the State Department is confident, while Canada-U.S. talks continue.

The last formal negotiation session was Oct. 6, during which several options to the Canadian policy were discussed but not settled on (BROADCASTING, Oct. 11). Since then, Secretary of State Henry

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Kissinger has again raised the issue in a meeting Oct. 15 with Canadian External Affairs Minister Donald Jamieson. During that meeting, Mr. Kissinger "stressed the importance placed by the U.S. government on a satisfactory solution of this issue."

A report of the meeting came in a letter from the State Department Nov. 9 to Senator Warren Magnuson (D-Wash.), who with other senators has carried on a persistent campaign to coax the State Department to involve itself actively in the border broadcast dispute.

The letter, in the form of a status report to the senator, says the State Department remains optimistic that the commercial deletion problem can be solved. It says the Canadian minister, Mr. Jamieson, shares that optimism.

Mr. Jamieson made clear, however, that Canada stands firm on another issue of concern to U.S. border broadcast stations, the new Canadian tax bill that prohibits tax deductions to Canadian businesses for advertising purchased on U.S. broadcast stations. The bill passed Canadian Parliament and was promulgated this year, meaning that is now the law of the land. In its letter, the State Department said, "We have reluctantly concluded, therefore, that further efforts in this direction are unlikely to lead to relief from the impact of C-58 [the tax bill] and could negatively affect prospects for other accommodation. . . . It is our impression, however, that those U.S. stations which stand to be most affected by C-58 are aware of the possible avenues for redress under U.S. laws which are open to them."

The State Department said it anticipates a resumption of discussion between the United States and Canada on the commercial deletion question "in the near future."

If you can't bring New York to the stations . . .

Petry assembles station managers, introduces them to national types in advertising and programing

Petry Television last week gathered in New York sales program and general managers from 15 of its represented stations and exposed them to segments of the TV universe that are generally alien to them: the national advertisers, agencies and rating services.

There were numerous sessions during the one-day meeting, but the one that touched off the most spirited discussion featured Anna Zgorska, media manager of ITT Continental Baking Co., Rye, N.Y. The tender nerve, predictably enough, was TV's spiraling costs.

Ms. Zgorska said about 75% of Continental's advertising budget of \$20-\$25 million in 1977 is expected to be allotted to spot TV. And she paid tribute to spot TV as a keystone of the company's advertising effort, but added that "cost escalations on TV concern us and distress us." She said that Continental has asked its agency (Ted Bates) to consider alternative advertising in the event that TV costs continue to rise in 1977. She indicated that the magazine category was one of the "back-up" media that Continental might use if it regarded TV price increases as excessive. She speculated that other avenues under exploration to reduce costs are: using shorter commercials; integrating commercials (two brands in a 30-second spot) and

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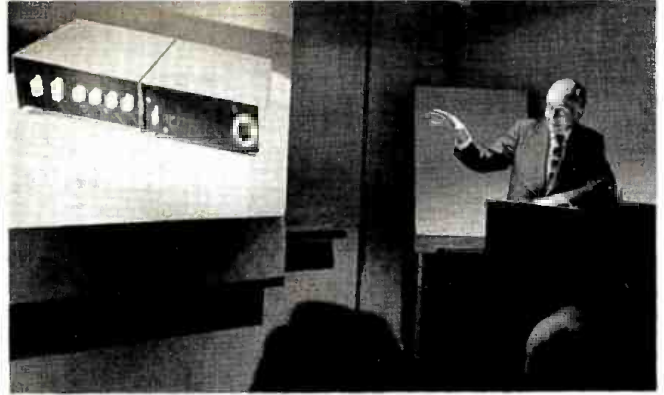


A Filmways Company

Surge in September. Advertiser investments in network television in September rose 23.3% above year-ago levels, reaching \$243.9 million and bringing the total for the first nine months of 1976 to \$2 billion, up 21.9% for the period. These estimates are being released today (Nov. 22) by the Television Bureau of Advertising as compiled for it by Broadcast Advertisers Reports. Details are provided in the following TVB/BAR table:

	September		January-September			
	1975	1976	Add 000 to figures		%	%
			change	1975		
Daytime	\$ 64,180.5	\$ 80,891.9	+26.0	\$ 563,370.5	\$ 700,781.7	+24.4
Mon.-Fri.	43,322.7	52,726.2	+21.7	400,604.8	480,227.4	+19.9
Sat.-Sun.	20,857.8	28,165.7	+35.0	162,765.7	220,554.3	+35.5
Nighttime	133,617.5	163,033.5	+22.0	1,110,470.0	1,339,433.5	+20.6
Total	\$197,798.0	\$243,925.4	+23.3	\$1,673,840.5	\$2,040,215.2	+21.9

	ABC	CBS	NBC	Total
January	\$ 64,331.1	\$ 83,501.1	\$ 78,657.7	\$ 226,489.9
February	80,903.9	73,104.1	76,507.0	230,515.0
March	75,444.6	87,717.0	82,892.4	246,054.0
April	74,823.8	86,404.5	79,110.1	240,338.4
May	73,076.8	91,275.4	80,646.1	244,998.3
June	63,397.2	74,652.6	72,515.6	210,565.4
July	82,808.6	64,035.7	61,997.7	208,842.0
August*	62,918.0	64,342.3	61,226.5	188,486.8
September*	77,430.6	85,127.5	81,367.3	243,925.4
Year-to-Date	\$655,134.6	\$710,160.2	\$674,920.4	\$2,040,215.2



Huddles. Petry Television gathered executives from its represented television stations and from the New York advertising/programming arena and gave them opportunity to get acquainted. Among the encounters last week (clockwise from above): David Baltimore, WBRE-TV Wilkes Barre, Pa., and Isabel Ziegler, Ted Bates (seated), chat with Anna Zgorska, media manager, ITT Continental Baking, and Ted Adams, WCIX-TV Miami. The station people got the ratings word from David A. Traylor, vice president-national sales manager, A.C. Nielsen, who gave a talk/slide presentation. They also met with John Serrao, Petry director of operations, who was in charge of arrangements for the event.



using program syndication, providing the "right program" can be found.

"In 1977 stations should be able to sell more of their inventory without price increases," Ms. Zgorska said. "It could even mean more profits for stations."

Richard Olsen, senior vice president and senior associate of Viitt Media International, New York, forecast 1977 broadcast economics. His judgment was that the year would be "a year of conservatism," and pegged the spot-TV advance over 1976 at 8%-10%. Mr. Olsen had noted that TV networks were virtually sold out for the first seven months and some representatives and major broadcast groups were leaning toward a 20% to 24% jump in spot-TV billings for next year.

"I think this may be more hope than fact," Mr. Olsen said. "Most product managers are aware of the high costs of TV—and are keeping their options open. Though corporate indicators are stable, corporate profits are expected to be down by as much as 50% in 1977, which happens to be a labor negotiation year. Another negative factor: Advertisers are being asked to commit when key product decisions have not been made.

Ed Smardan, president of Ed Smardan Associates, Los Angeles, an advertising-marketing consultant in the children's area, underlined the growth in advertising to children by saying that 75% of the funds in this sector come from advertisers involved in TV 52 weeks per year.

Mr. Smardan made brief mention of a Harvard Graduate School of Education study examining the effects on children of watching TV commercials. Mr. Smardan, who is a consultant to the study group,

said preliminary findings indicate that TV commercials do not have a negative impact on children, and, in fact, make some positive contribution to children's behavior and emotional attitudes.

In the general programming sector, William P. Andrews, vice president, domestic syndication, Viacom Enterprises, discussed the role of off-network product in a station's schedule. He felt that off-network product is valuable to stations because it is "reasonably well produced and cast and has good quality." He cautioned stations not to become "overloaded" with off-networks but at the same time to plan for their acquisition and use over a period of years. "Off-networks are a very safe program buy," Mr. Andrews said. "They are not going to last forever but they will be around for a long time."

The use of barter as a source of TV programming was outlined by Sheldon Boden, senior vice president of Syndicast Services Inc., New York, who made it clear that barter, as practiced by SSI, is different from agency syndication. Agencies, he said, operate solely for their own clients and take spots in the show being bartered or earn credits in a time bank. Syndicast Services, he continued, is in the business of supplying programs to stations in return for spots for sponsors they have signed.

Grey gets deeper in barter with Lexington subsidiary

Grey Advertising Inc., New York, which has been active in barter syndication for several years, has formed Lexington Broadcast Services Inc., New York, to

function in barter as a separate subsidiary of the agency.

Lexington will move out of Grey's offices sometime in December to space at 800 Third Avenue. Henry Siegel, senior vice president of Grey, becomes president of Lexington, and Roger Lefkon, former program director of the NBC owned-and-operated TV stations, has been named vice president. The rationale behind the change is that non-Grey clients have begun to sponsor the programs the agency has been bartering and the organization may enter the cash syndication field.

Advertising Briefs

Dropping of taboo favored. Washington bar has proposed that lawyers in District of Columbia be permitted to advertise their fees and services in television and radio commercials as well as in newspaper ads and on billboards. Proposal, approved 13-to-2 by bar's board of governors, cannot go into effect unless accepted by D.C. Court of Appeals.

Y&R into co-op. Young & Rubicam has formed Ed Crimmins & Associates, New York, full-service agency specializing in broadcast and print cooperative advertising. Edward C. Crimmins, who has operated own co-op advertising consultancy firm, Ed Crimmins & Co., New York, for past five years, will be president of new agency, which will be part of Y&R Affiliates. Latter company is composed of specialized units, including direct marketing, health services and sales promotional organizations.

Books

Bias in the News: Network Television News Coverage of the 1972 Election Campaign, by C. Richard Hofstetter. Ohio State University Press, Columbus, Ohio, 213 pp. \$13.75.

This book will disappoint those who are led by its title to believe it will support a bias of their own. "It is not possible to make a persuasive case that partisan political bias was present in network television news coverage of the 1972 presidential election campaign," Mr. Hofstetter, a professor of political science and director of the Social Science Research Laboratory at the San Diego State University in California, writes: "Indeed, based on the evidence in this study, the objective reader would be forced to conclude that partisan bias was not a significant factor in news coverage." The book, written with the aid of a staff that monitored all of the network newscasts during the 1972 campaign and under the sponsorship of the American Enterprise Institute for Public Policy, was the product of concern over the fairness and objectivity of the media. The concern was generated during the first Nixon administration by then-Vice President Spiro T. Agnew's criticism of the network news operations as politically biased. As it turned out, Senator George McGovern (D-S.D.) probably had more to complain about than did President Nixon in 1972. "By and large, Nixon appeared to receive the better treatment of the two candidates," according to Professor Hofstetter. However, the difference is said to have resulted not from political bias but from what the author calls "structural bias", the kind of bias that stems from factors associated with the medium itself—the need to dramatize stories, for instance, or the briefness of time that can be given even to the most important stories.

The Golden Years of Broadcasting: A Celebration of the First 50 Years of Radio and TV on NBC, by Robert Campbell. Charles Scribner's Sons, New York. 256 pp., \$16.50 until Dec. 31, \$20 thereafter. The book offers a comprehensive and fascinating account of NBC since its start in November 1926 that is rich in nostalgia and reference value. No area of radio and television development at the network is left untouched and the many historical photos utilized offer a colorful panorama of NBC's half century.

Bob Hope, in the book's foreword, uses NBC's past to base his optimism about the future of radio and television. "I watched this industry grow from a few rinky-dink stations," says the ageless personality, "to a national institution that brings entertainment to millions of millions of people . . . [and with] a whole news-gathering operation that is tremendous."

The book was prepared and produced by Rutledge Books, a division of Arcata Consumer Products Co., New York. The author, Robert Campbell, spent two years in researching the material for the book. He is also a composer and filmmaker. His

films have won more than 45 awards and his book, "The Chasm" was nominated for a National Book Award in 1975.

My America, Your America, by Lawrence Welk with Bernice McGeehan, Prentice-Hall, \$7.95, 182 pp.

Mr. Welk, who started in the music business in Yankton, S.D., in 1927 with a four-piece band, reveals the plan which has made him successful in television for over a quarter of a century. Through anecdotes, pictures and letters, he tells how religious faith, love of country, personal involvement, struggle for perfection and dedication to pleasing the audience has shaped and matured his musical family.

All You Need is Love: The Story of Popu-

lar Music, by Tony Palmer, Grossman/Viking, New York, 323 pp. with 465 photographs; 12 pages in color, \$15.

The story of the development of popular music, from its earliest origins in Africa and the South to the most avant-garde manifestations, is graphically told by Tony Palmer, British film director with 40 TV credits and a rock journalist. Numerous interviews and extensive research by the author have been edited by Paul Medlicott to provide an interpretive history of the artists, the media and the times that shaped music.

Those interviews will be part of a planned 16-part television series, according to Grossman/Viking. Music from the TV series will be available on records, the publisher also said.

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City grievances, access groups' cable problems recited to FCC

Commission's public hearing also provides forum for gays to press for more stature as a minority-group organization

The FCC last week heard complaints about its cable television rules—about how they are weighted too much in favor of the industry. And the complaints didn't come from broadcasters either, but from representatives of an organization that counsels cities in dealing with cable systems and from a group interested in fostering local access to them.

The commission, in its monthly public en banc meeting last week in Washington also heard complaints from a minority-group organization that only recently has begun to assert itself before the commission—the National Gay Task Force. Its concern, as expressed by its representatives last week, is that the commission is not representing homosexual members of the public in their striving for “full visibility and fair treatment” on the air.

Shelia Mahony, of the Cable Television Information Center of the Urban Institute, expressed the view that the commission was too solicitous of cable systems in its action last April in easing the plant capacity requirements cable systems should meet by 1977.

The result, she said, is that cable systems are now making extravagant promises in seeking cable franchises, in the knowledge that the commission will not permit cities to enforce those promises. The policy, she said, “encourages [systems] to misrepresent the facts to the cities.”

Ms. Mahony, who said she was speaking for herself, not the organization, said in effect that no one forces cable systems to sign new franchises. They can always walk away. “The commission,” she added, “should resist the inclination to try to fix locally negotiated franchises by tinkering with them at the federal level.”

Ms. Mahony also made these other points: Rather than require a city which lacks the necessary expertise to justify the need for additional cable services, require a cable system to prove the city is dealing unfairly with it. This, she said, places the burden of proof where it belongs.

The commission should not retreat from the antitrust policies it adopted in its 1972 cable rules. Ms. Mahony noted some cable systems are arguing about the concept of leasing spare capacity, as required by commission rules. “The monopolistic position of the cable operator should be counteracted by access and lease obligations,” she said.

Chairman Richard E. Wiley asked

whether the commission should “restructure” its franchise standards. And when Ms. Mahony said “Yes, the present ones have not worked well,” he asked whether the commission shouldn't determine what federal interest in local franchises is. The commission two days later issued a notice of rulemaking on the matter.

Four young men and women who were representatives of the National Federation of Local Cable Programers—an organization created last summer to advise groups around the country on the use of cable—were concerned about the commission's new access rules and the manner in which they are being implemented by cable operators.

They said that in some cases user-produced programs are crowded off the one composite channel available for access by broadcast signals, when in fact the access material is supposed to have priority, and that in others, operators interpret the provision permitting them to charge “reasonable” fees for use of equipment to impose fees groups cannot afford. The result, they said, frequently is frustration on the part of would-be users of the system.

The NFLCP representatives, who showed clips from 12 programs produced by community groups and shown on access channels to demonstrate what such groups can do—the programs ranged from an investigation of a breakdown of communication among local residents on a land-use issue (in Aspen, Colo.) to an investigation of the pressures applied to rape victims in court (done by a high school team in Madison, Wis.)—offered a number of proposals. Its first duty is that the commission make clear its commitment to the public by adopting regulations “which clearly guarantee equitable access to cable systems.”

At least one commissioner was impressed. Commissioner Abbott Washburn said he was “shocked . . . We have been led to believe cable operators are yearning for this. I can't understand their blocking this out.”

The commission is expected this week to consider petitions for reconsideration of the rules dealing with access channels.

The National Gay Task Force's presentation to the commission was part of a larger effort that included letters to the presidents of ABC, CBS and NBC television networks. The letters, by Ginny Vida, media director of the NGTF, praised the networks for presenting homosexuals more often and with what she said was greater accuracy than in the past but said there was still need for greater care in the casting and directing of such characters.

Ms. Vida, who appeared before the commission with James Guthrie, a member of the task force who said he has had several years experience in broadcasting, contended that “the interest, convenience and necessity” of “gay people, who represent at least 10% of every broadcaster's audience” are not being met. “If the criteria for broadcast licenses were actually being enforced,” she said, “there is certainly no television station and virtually no radio station in the United States which would

qualify for license renewal.”

Ms. Vida urged the commission to take a number of steps to improve broadcasters' treatment of homosexuals. Among them: Include leaders of the homosexual community among those broadcasters are directed to interview in ascertaining community needs, require broadcasters to provide programing that “reflects the interests and lifestyles of all significant community groups” and “encourage minority programing by and for groups, like gay people, who have yet to cross the communications barrier to broadcasters' awareness.” The task force also wants equal-employment-opportunity rules extended to include protection for homosexuals.

There was no indication the commission would rush to adopt the proposals. When Ms. Vida asked whether the commissioners had any question as to whether “gays deserve access” to the media, only Commissioner Benjamin L. Hooks indicated he did not.

“We have instructed broadcasters to serve the entire community, whatever that means,” he said. “The whole thrust of the FCC and the public interest program is to remind stations of their responsibility . . . I, as an individual, feel stations have this obligation to serve the total public.”

Commissioner James H. Quello, however, added, “But stations have a journalistic judgment to make.” Homosexuals' sex life is their own business, he said. But he did not see how homosexuality fit into any of the categories of programing broadcasters were expected to provide.

Ms. Vida suggested a new category might be in order—“sexual and affection.”

Cable in New York escapes sales tax

State supreme court discounts earlier declaration that CATV is like telephone and telegraph

The New York State Cable Television Association has won the first round in its battle to exempt cable television receipts from a sales tax. In a decision passed down earlier this month, State Supreme Court Judge John T. Casey ruled that such taxation was illegal.

The association had instituted litigation against the state following the State Department of Taxation and Finance's decision to apply the tax to cable as of June 1. The department—which plans to appeal the decision—contends that cable television falls within the definition of telephone and telegraph service and thereby is subject to sales tax.

In his ruling, Judge Casey said that “at this stage of the development of cable television . . . it is clear that the cable-television subscriber is not purchasing telephony or telegraphy. Instead, he is purchasing entertainment or enjoyment, and the purchase of such a service or item is not subject to the sales tax.” The judge,

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however, stayed the effectiveness of the order pending an appeal. The order would require that taxes collected since June be returned.

When the department was considering imposing the sales tax as of April 1, it estimated that \$10 million in revenues could be brought in for the fiscal year beginning at that time. The sales tax in New York averages about 7%, with a 4% state tax and generally a 3% local tax.

Experts look at all sides of rural communications

OTA conference in Washington seeks ways to improve both broadband, narrowband services

A conference to discuss ways to improve broadband communications in rural America last week recommended formulation of national policy to allow more unhindered growth of rural communications technology.

The growth of communications services to non-urban areas, the Office of Technology Assessment-sponsored conference concluded, has been hindered primarily by lack of attention and concern to the needs and interests of rural Americans. Communications policy in the past, many conference members stressed, has concentrated on the needs and interests of urban and suburban communications users.

The three-day program, suggested by Senator Herman Talmadge (D-Ga.), was a spin-off of an OTA report to Congress on the subject last April. That report stated that cable systems and other broadband services have not expanded into rural populations because of high costs and disproportionate returns.

The report suggested costs could be made more bearable if the services included other uses besides entertainment, such as education and public health care services, classroom instruction, transmission of stock information and other commercial applications. OTA asked its 75

panelists and conference members to examine primarily whether system demonstrations to test the value and usefulness of various communications technologies for meeting needs in rural America should be undertaken.

The panelists, including FCC Chairman Richard E. Wiley, Commissioner Abbott Washburn, and former FCC Commissioner Glen O. Robinson, now with the Aspen Institute's Program on Communications and Society, determined that further investigations and experiments should be conducted in both broadband and narrowband communications technologies.

These demonstration projects would show, the conference predicted, the most successful and efficient ways to assess, implement and fund rural communications development.

Regulatory agencies, like the FCC, many panelists agreed, have hindered rural communications growth through neglect and hazy planning rather than by design. Henry Geller of the Aspen Institute said in a paper presented to the conference that cable television, considered one of the most important broadband entities which could strengthen rural communications development, is laboring "under a heavy burden of regulations" at the federal, state and local level. Mr. Geller and other panelists expressed concern that the FCC's cable policies have been designed with a protective attitude toward local broadcasters which has hindered cable development. Mr. Geller recommended removal of restrictions on distant signal carriage because of the recent adoption of copyright legislation and relaxation of restrictions on non-duplication protection beyond simultaneous duplications and other measures designed to take some pressure off cable.

Mr. Robinson agreed that there "seems to be a need for a more liberalized attitude" toward cable television. Heading a panel discussing federal policy with respect to rural communications, Mr. Robinson said it is unclear whether FCC policy hurts rural communications growth simply because it is vague or if it presents real inhibitions to growth. Mr. Robinson con-

cluded that there are "no great barriers" however, and that guidelines and statutory policies should begin to be formed now. It would be unfortunate, Mr. Robinson said, if there were a "five- or ten-year moratorium" on policy action.

These guidelines, formulated from the results of the demonstration projects, would result in a national communications policy encompassing both urban and rural communications needs, the panelists said, and would include investigations into the possibilities of both broadband and narrowband contributions.

Ray Marshall, president of the National Rural Center, headquartered in Washington, said "we're all in this together," and stressed the need for a balanced growth pattern for national communications development. He said the urban and rural needs should not be divorced from one another, and called for a "conscious policy" of growth. Mr. Geller's paper emphasized that the lack of cable television service to rural areas hinges on the "constraints on cable as a nationwide system." Mr. Geller said it is probable that the growth of broadband cable in rural areas is closely linked to cable's growth at the national level.

As to implementing increased broadband service to rural areas, David C. Fullarton, executive vice president of the National Telephone Cooperative Association, brought into discussion in one panel the question of the FCC's ban on cross-ownership of cable and telephone services in the same area. Mr. Fullarton said local and regional members of his association are often involved in telephone ownership and "aren't really interested in getting into TV." Another independent CATV owner said the co-ownership question creates problems for rural telephone owners who could feasibly assist the development of cable television in non-urban areas. Panelists agreed that many crossownership rule waivers have been applied for in the past and few have been granted. Chairman Wiley said the matter, including possible blanket waivers of the restriction bear closer study, but that the question remained of "where do we draw the line . . . we don't want Bell developing the entire communications industry."

The panelists agreed that Congress and the federal agencies should assist in funding for the experiments and in overseeing implementation of the projects. Commissioner Washburn said he favored "the idea of three or four broad experiments as recommended in the OTA report." The federal agencies, like the Office of Telecommunications Policy, should coordinate the projects, Commissioner Washburn said, but government agencies should not conduct them.

Dr. William Lucas, senior social scientist at Rand Corporation agreed, stressing that each local area should determine the coherent mix of needs and service solutions to those needs without too much federal interference. The point was raised that there may not even be a real market for telecommunications services in certain rural areas. Some panelists commented

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that policy planners were in danger of pushing communications services on the public. Dr. Lucas said the experiments could help determine whether telecommunications could provide answers to the community's problems.

Other aspects needed to be worked into the planning ventures, according to the panelists include: choosing the best solution, technically, to fit the problem, such as broadband or narrowband; the possible mixture of services, such as business and entertainment, and the demographics of rural areas to be tested.

Most panelists reached agreement that funding of the experiments should be shared by federal agencies, through loans and grants, but should also be shared by the local areas using the services. Dr. Leland Johnson, director of the communications policy program at Rand, said evidence indicates that the most successful demonstration projects in the past have been cost-shared by the local communities. Besides OTP, the OTA report said, past contributions from federal agencies have come from the Department of Commerce, the Department of Health, Education & Welfare, the National Institute of Education, the National Science Foundation and other federal groups.

Cable continues objections to implementation of EEO policy by the FCC

Comments received at the FCC were in agreement that the commission's proposed revision of equal employment rules for cable TV systems were unnecessary, while they questioned the FCC's authority to regulate cable EEO at all.

The comments agreed with the National Cable Television Association that the industry is already self-committed to fostering equal employment opportunities and that the commission is exceeding the authority granted it by the Congress and the courts in trying to regulate EEO matters (BROADCASTING, Nov. 15).

Cablecom-General Inc. said that even if the FCC decided it does have jurisdiction in this area, the service would be more appropriately performed by some other agency, such as the Equal Employment Opportunity Commission. Cablecom said that the "furtherance of equal employment opportunity is a laudatory goal," but that the commission's jurisdiction in this area "is heavily suspect." Cablecom said Congress has given the FCC no specific grant to regulate cable television, and that commission authority is "merely ancillary" to the broader FCC authority to regulate broadcasting in the public interest.

One joint comment representing the opinions of 15 cable companies, said that the FCC proposal to require that EEO statements be updated every three or five years is unnecessary because of the "ample information concerning systems'

employment profiles already required to be submitted annually.' If the commission does decide to require the new EEO reports, however, the comment said, the five-year update would be preferable to the three-year. In response to the FCC's proposal that some companies may be too small to be required to submit meaningful EEO practice statements, the group said companies with 15 or less employees should not be held accountable. If this is unacceptable, the group said, companies with 10 or less, cited as a maximum cut-off point by the FCC, should not be held to the requirement.

The law firm of Cole, Zylstra & Raywid agreed that the reports would be "burdensome and unproductive" but said the cut-off point should be 50 employees. At the very least, the firm said, 10 employees should be the minimum, rather than the five minimum suggested by the commission.

The law firm added that the FCC's goal of fostering the growth of employment of minorities and women would be greatly enhanced by the elimination of "its restrictive signal carriage regulations." The firm said relaxation of these restrictions would permit the cable industry to grow, making it possible for equal employment practices which would not displace persons already working.

Cable Briefs

Deal. Bridgeport (Conn.) Cable Television Associates has acquired assets and franchise of Bridgeport Community Antenna Television Co., 95% owned subsidiary of Teleprompter Corp. Certificate transferred is for Connecticut communities of Bridgeport, Stratford, Milford, Orange and Woodbridge. Eight-hundred miles of plant are planned, passing 100,000 homes. Broker was Communications Equity Associates, Minneapolis.

California sale. Donrey Communications Inc. has purchased North Bay T.V. Cable Co., Vallejo, Calif., from Times Herald Inc., Vallejo, and Community Tele-Communications Inc. of Denver. Six-year-old system serves 9,300 subscribers in Vallejo and adjacent Solano county communities. Buyer is part of Donrey Media Group which owns four AM's, one FM, three TV's, 54 newspapers and seven outdoor advertising firms.

New owner. United Cable Television Corp., Tulsa, Okla.—multiple cable system operator—has consummated sale of its microwave subsidiary, United Video Inc., to Lawrence Flinn Jr. of Greenwich, Conn. United Video currently serves 100 CATV systems in eight states.

Cable EEO. National Cable Television Association has hired Clark, Phipps, Clark & Harris, New York, to develop equal-employment-opportunity and affirmative-action educational program. Project is expected to take four months. Earlier this year \$15,000 was earmarked for program.

Jackson asks Wiley to apply leverage for black balance in Chicago TV news

PUSH plans conference there to assess employment practices; however, it's unlikely it will feature FCC chairman, who cites limitations to his authority

The Reverend Jesse Jackson, head of People United to Save Humanity (PUSH), called on FCC Chairman Richard E. Wiley last week with a request that Mr. Wiley in effect help "pressure" broadcasters in the Chicago area into employing black anchorpersons and news analysts. It was not likely Mr. Jackson would get that kind of help.

Mr. Jackson talked with the chairman for 45 minutes on Monday, then told reporters, whom PUSH had alerted to the meeting, that he was concerned about the lack of anchorpersons and news analysts



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on network stations in Chicago, where PUSH is based, as well as in New York and Los Angeles.

"We've talked to the stations" about the matter, Mr. Jackson said. "But his [Mr. Wiley's] presence would be another form of pressure." Specifically, Mr. Jackson would like the chairman to address a conference that will focus on broadcasting's "ethical content" as well as on employment in the industry that PUSH will hold in Chicago in the next few weeks.

Chairman Wiley, who made no commitments, said later he would consider any speaking invitation he received. However, Mr. Jackson indicated the chairman made it clear there were limits on the commission's authority regarding programing and employment.

The commission's thrust in enforcing equal-employment-opportunity laws has been directed to over-all employment or to employment in broad categories. What's more, Mr. Jackson said the chairman cited the opinion of Judge Warren Ferguson, in the family-viewing case (BROADCASTING, Nov. 8, 15), as raising new questions as to the chairman's ability to speak publicly on some issues.

Mr. Jackson's concern about the lack of black anchorpersons and analysts is that he sees them as "judges" of the news. Now, he said, the "judges" are white. And the networks, he added, "are worse than the people they judge—the government or private industry"—in terms of discrimination in employment. Broadcasters, he said, "have the power but no real responsibility for ethical conduct."

Besides the matter of anchorpersons and analysts, Mr. Jackson expressed concern about broadcast employment generally and about what he and other blacks say is the failure of the polling services to include blacks in their count of viewers—an alleged failure that adversely affects the interests of blacks in terms of the programs aired by the networks.

Despite that complaint, Mr. Jackson indicated blacks would seek to use the rating services to help friends among the networks and punish enemies. He referred to "view-ins." "We are considering picking the best network"—in terms of programing and employment—"and organizing massive view-ins by blacks who would view that network in markets where black population is heaviest." The view-in, he said, would be in the tradition of the "sit-in" and other techniques used by blacks to advance the cause of civil rights.

CBS News ponders film while Marlboro howls

CBS News is considering acquisition of a British-produced TV film that combines selling messages for Marlboro cigarettes with interviews with six "cowboys" who smoked heavily and were stricken with lung cancer or emphysema.

The film, already shown on British TV, has outraged Philip Morris executives, who cooperated in making the film in the

belief that it would present its views on the smoking and health controversy and also detail how Marlboro's advertising has been a factor in the brand's emergence as the world's largest selling cigarette. A Philip Morris executive said, "We were had, sandbagged and double-crossed." He claimed that Philip Morris's story was "twisted completely out of shape in the context of how it was used."

Produced by Thames Television, London, the 30-minute film is being considered for use on CBS-TV's *60 Minutes* program. A CBS News official said that no final decision has been made on the purchase.

Top RTNDA honors go to KMOX, KING-TV

Two Murrow awards, six others will be presented next month at convention in Bal Harbour

KMOX(AM) St. Louis and KING-TV Seattle have been selected to receive the Edward R. Murrow Awards of the Radio Television News Directors Association for outstanding reporting of a "significant community problem."

KMOX was chosen for the top radio honor for an extended documentary series on crime in St. Louis. KING-TV's television-winning effort was its reporting on corruption in the state legislature.

Dave Partridge, WFBC-TV Greenville, S.C., chairman of the RTNDA awards committee, also announced these winners:

Reporting on spot news: WSB(AM) Atlanta for coverage of a tornado in the summer of 1975; KTRK(TV) Houston for reporting on a plane crash.

Investigative reporting: WRVA(AM) Richmond, Va., for reporting on the kepone story in Hopewell, Va.; WCCO-TV Minneapolis for its investigations on mental health laws.

Editorials: KGO(AM) for a series that helped to create a human rights commission in California; WCVB-TV Boston for editorials on crime.

The winners will receive their awards at the annual RTNDA convention in Bal Harbour, Fla., next month (BROADCASTING, Nov. 15).

Cameras allowed into court

Last month the Alabama Supreme Court allowed television cameras inside for the first time and WSFA-TV Montgomery sent a minicam to cover the proceedings.

In addition to the court coverage, WSFA-TV also relayed the proceedings of the first capital punishment hearing held in the state since 1967 from the court to the station's news center via microwave where they were edited for news reports.

Dr. Clark Edward, WSFA-TV news director, assisted the court in preparing the sound and lighting system and the canons adopted that allow broadcasters in the courtroom.

Video-disk unit from Germany bows in New York

TED system to be marketed here eventually; problem is short playing time, but player is seen as a 'trailblazer'

The first home video-disk player system to be marketed commercially was demonstrated in New York last week, but there was no immediate indication as to when it might be offered for sale in the U.S.

It was the so-called TED system, developed by Telefunken Fernseh und Rundfunk GmbH of Hanover, Germany, Decca of London and their joint subsidiary, Teldec Telefunken-Decca of Hamburg, Germany, and it has been on sale in the home and institutional markets of Germany since March 1975.

Observers at the news conference demonstration tended to rate the picture and color quality as excellent, but several appeared to have reservations about what kind of programs might be marketable in the U.S. in the 10-minute playing time of the TED disks.

Rolf Schiering, TED marketing director, who conducted the demonstration, insisted that the 10-minute length was no problem—and that the system was not developed as an outlet "for old movies" in any case. In addition, he demonstrated a prototype of an automatic disk changer that he said could solve any program-length problem that there might be, by making it possible to put programs of any length on whatever number of disks is required.

The programs that were shown were disks that are on sale in Germany, adapted to English, and included a travelogue type look at Alaska, a comedy, a musical program and scenes of a squirrel and of fish. All but the comedy were in the 10-minute length.

Among highlights reported at the demonstration:

The disk is made of paper-thin plastic foil, measures about 8-3/4 inches in diameter and weighs about one-third of an ounce. There are 280 grooves per millimeter or, in Mr. Schiering's description, 40 grooves is the width of a human hair. The pick-up and tracking system are mechanical and the disk plays at 1,800 revolutions per minute. The system has fast-forward and reverse, permitting quick location of particular scenes, and although the system is mechanical the disk is said to be impervious to damage from the pick-up. A single scene can be repeated on the screen at the push of a button (normal play automatically resumes after 10 seconds), and some models are said to freeze frames for up to 20 minutes. Life of a disk is said to be about that of a LP phonograph record, or several hundred plays.

The executive said cost of the player is



Disk protection. In operating the TED-system, the disk with its inner sleeve is inserted into the player, which removes the disk automatically for play and re-inserts the disk into its sleeve when playback is finished.

1,250 to 1,500 German marks, or from half to two-thirds the price of a large color-TV set in Germany. (At current rate of exchange the quoted price would be about \$510 to \$610.) Disk prices, depending on program content, were put at 50% to 100% of the cost of an LP record. Mr. Schiering thought the changer might be manufactured to retail at less than 2,000 German marks, equivalent to a middle-to-high-priced TV set.

Mr. Schiering said his company is looking for licensees to manufacture and distribute the TED units in the U.S., and will offer "liberal" plans. Four Japanese firms have been licensed, he said, and have indicated plans to start selling the units next April. The companies are Sanyo Electric Co. Ltd., King Record Co. Ltd., Japan Video Systems and General Corp.

Mr. Schiering declined to say how many TED units had been sold in Germany in the 20 months they have been on the market. He did say "we have not been overwhelmed by success in the home market" but have sold enough to have decided to continue production. The system has made some gains in the institutional field, being used in medical training and also by travel agents.

A background paper distributed at the demonstration said experience to date did not permit a detailed estimate of either middle-term or long-term prospects but that the companies behind TED realize they "are blazing a trail" and "have no doubts that the final breakthrough into domestic use will not be complete until the late 1980's."

The demonstration was held at the start of a three-day International Video-Disk Programming Conference sponsored by Visiondisc Corp., New York, which plans to produce and distribute programs in all marketed disk formats. Charles Arden, executive vice president of Visiondisc, announced that the company has arranged for the production of a program on the inventions of Leonardo da Vinci, other programs based on Christmas and Easter services at the Cathedral of St. John the Divine in New York and has plans for others in sports, jazz and ballet. Visiondisc's emphasis, he said, will be on "special programs for specialized audiences," though some disks may also be made available for broadcast and cable use.

Public service uses planned for new high-power satellite

Hughes Aircraft has filed a letter of intent with NASA to build a high-power satellite specifically designed for public service uses if NASA will launch it as part of its pre-operational space shuttle experiments to begin in 1979.

Working with Hughes on the project is the Public Service Satellite Consortium whose 66 members represent such areas as health care, education and libraries, as well as public broadcasting. Satellite service would be provided free to such public service users.

According to John P. Witherspoon, PSSC president, the proposal creates a situation where "everybody wins." He explained that Hughes would have a working model of its new type of satellite, NASA would have another use of the shuttle and public service users would have a satellite to meet their needs. Hughes plans to file a formal proposal with NASA Dec. 3.

Specifically, Mr. Witherspoon said, the new satellite would allow the use of smaller, less expensive earth stations and provide more flexible networking arrangements.

The "shuttle-optimized" satellite, operating in the 2.5 ghz and 11-4 ghz bands, would be compatible with the earth stations built for NASA's AST-6 and CTS satellites.

Two studios sue over Betamax

Disney and Universal, which are involved in video-disk venture, take Sony to court, charging video recorder violates copyright

The battle for the home-entertainment dollar between video-cassette companies like Sony and video-disk companies like MCA/Universal has entered a new arena.

Universal City Studios, joined by Walt Disney Productions, has filed suit against



Remembering a friend. Walter J. Brown (l), president of WSPA-AM-FM-TV Spartanburg, S.C., presents Howard T. Head of A.D. Ring & Associates, Washington consulting engineer firm, with a plaque commemorating the company's founder, the late Andrew Ring. Also presented was an encased pencil bearing the firm's 1941 slogan, "Always at your service. Our greatest asset—your good will."

the Sony Corp. of America, claiming that use of Sony's new Betamax video-recording system violates the federal copyright law. The Betamax deck, which can be attached to most TV sets, retails for \$1,300 (or \$2,300 for an entire Sony Betamax console, including a color-TV set) and allows the owner to tape a program directly off the tube for playback at leisure.

Industry insiders said the real reason for Universal's law suit is its fear that if Betamax clicks with the public, the MCA/Universal video-disk system might never get off the ground, particularly since Sony's future hopes for the Betamax include creating cassettes of hit theatrical movies. Sony has linked up with Paramount Pictures, and the joint venture, called Sony/Paramount Home Entertainment Center, is now exploring the best way to market movies such as "The Godfather" and "The Marathon Man" for the Betamax.

Universal and Disney filed the suit in federal district court in Los Angeles on Nov. 11. Named in the action, in addition to Sony, are Sony's advertising agency, Doyle Dane Bernbach; four retail outlets (the Carter Hawley Hale stores, the J.W. Robinson Co., Bullock's Inc. and Henry's Camera Corp.) and an individual Betamax owner, William Griffiths.

A spokesman for the Sony Corp. said the company would "vigorously" defend itself against the charges.

Technical Briefs

International orders. CCA Electronics Corp., Gloucester City, N.J., has been awarded new contracts worth more than \$1.5 million. Major orders were for 50 kw AM transmitters for stations in Canada and West Indies; parallel FM transmitter systems up to 50 kw for stations in Kuwait and Canada; 10 kw VHF transmitter for station in Thailand, and 25 TV translators for Yened network in Greece.

Added features. Ampex Corp., Redwood City, Calif., has introduced new audio recorder, ATR-700. Unit has all features of predecessors, AG-500 and AG-600, and also incorporates variable speed, 10½-inch reel capability, full remote controls and built-in four-by-two mixer.

Newest. Ikegami, Long Island City, N.Y., is making available TK-355 color-TV studio camera, which was introduced in coverage of Democratic national convention. Camera incorporates three one-inch Plumbicons, light-weight cable and six-inch high-peak viewfinder. Maker says unit's built-in bias-light system, which employs fiber optics, helps reduce lag at low-light levels. Camera also has built-in registration reticle for quick set-up; remote control of iris, pedestal and gains, and remote control of built-in optical filters.

On high. Comsat says 46 separate election-news programs were transmitted via satellite from U.S. to overseas nations. Transmissions totaled 63 hours, 36 minutes and went to Europe, Africa, Latin America and Far East.

The Broadcasting Playlist Nov 22

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
2	1	1	Tonight's the Night (3:55) Rod Stewart—Warner Bros.	1	1	1	1
1	2	2	Muskrat Love (3:28) Captain & Tennille—A&M	2	2	2	2
7	3	3	More Than a Feeling (3:25) Boston—Epic	3	3	5	3
3	4	4	Rock'n Me (3:05) Steve Miller Band—Capitol	5	4	4	5
4	5	5	The Wreck of the Edmund Fitzgerald (5:57) Gordon Lightfoot—Reprise	6	5	3	4
6	6	6	Rubberband Man (3:30) Spinners—Atlantic	9	6	6	6
5	7	7	If You Leave Me Now (3:40) Chicago—Columbia	4	7	7	7
9	8	8	Beth (2:45) Kiss—Casablanca	8	8	9	11
8	9	9	Disco Duck (Part 1) (3:15) Rick Dees & His Cast of Idiots—RSO/Polydor	7	10	10	9
23	10	10	You Don't Have to Be a Star (3:40) Marilyn McCoo & Billy Davis Jr.—ABC	10	11	8	8
27	11	11	Love So Right (3:19) Bee Gees—RSO/Polydor	11	9	11	10
10	12	12	Fernando (4:11) Abba—Atlantic	12	13	12	13
13	13	13	Nights Are Forever Without You (2:52) England Dan & John Ford Coley—Big Tree	14	12	13	12
15	14	14	You Are the Woman (2:42) Firefall—Atlantic	15	14	14	14
12	15	15	Magic Man (2:45) Heart—Mushroom	13	16	15	17
18	16	16	Just to Be Close to You (3:28) Commodores—Motown	19	15	18	16
29	17	17	Nadia's Theme (2:50) Barry De Vorzon & Perry Botkin Jr.—A&M	17	21	16	18
28	18	18	I Never Cry (3:43) Alice Cooper—Warner Bros.	16	17	19	22
26	19	19	Sorry Seems to Be the Hardest Word (3:28) Elton John—Rocket/MCA	18	20	20	23
24	20	20	You Make Me Feel Like Dancing (2:48) Leo Sayer—Warner Bros.	23	26	17	15
32	21	21	Stand Tall (3:20) Burton Cummings—Portrait	22	25	22	20
17	22	22	Do You Feel Like We Do (7:19) Peter Frampton—A&M	31	18	21	19
34	23	23	I Wish (4:12) Stevie Wonder—Tamla/Motown	21	19	25	25
—	24	24	Cherchez La Femme (3:33) Dr. Buzzard's Original Savannah Band—RCA	20	24	24	27
21	25	25	I Only Want to Be with You (3:20) Bay City Rollers—Arista	30	22	26	21
30	26	26	Livin' Thing (3:30) Electric Light Orchestra—United Artists	28	29	23	24
22	27	27	(Don't Fear) The Reaper (3:45) Blue Oyster Cult—Columbia	27	23	28	26
11	28	28	A Fifth of Beethoven (3:02) Walter Murphy—Private Stock	24	30	27	30
14	29	29	Play That Funky Music (3:12) Wild Cherry—Epic	29	27	30	28
31	30	30	After the Lovin' (3:50) Engelbert Humperdinck—Epic	26	28	31	29
16	31	31	Still the One (3:42) Orleans—Asylum	25	33	29	33
25	32	32	Devil Woman (3:21) Cliff Richard—Rocket/MCA	33	31	33	32
33	33	33	The Best Disco in Town (2:29) Ritchie Family—Marlin/T.K.	32	32	32	31
—	34	34	Hot Line (2:59) Sylvers—Capitol	35	35	34	37
—	35	35	Love Me (3:10) Yvonne Elliman—RSO/Polydor	34	34	37	36
—	36	36	Isn't She Lovely (6:33) Stevie Wonder—Tamla/Motown	36	36	35	40
20	37	37	She's Gone (3:24) Hall & Oates—Atlantic	38	40	36	34
37	38	38	A Little Bit More (2:56) Dr. Hook—Capitol	39	37	40	39
—	39	39	Love Ballad (3:31) LTD—A&M	40	38	39	38
—	40	40	Str Duke (3:52) Stevie Wonder—Tamla/Motown	37	*	38	*

Playback

Motown decision. *I Wish* (Tamla) will soon be a single—the first from Stevie Wonder's *Songs in the Key of Life*. Although several cuts from the album are receiving airplay, *I Wish*, a reminiscent tune about childhood fun, was the most viable selection for a 45, says Miller London of Motown. "One other cut was outstanding and competitive with *I Wish*: *Isn't She Lovely* [at No. 36 on "Playlist"]. But it's six minutes long, and we have to think of the programmers." Both cuts are on at KCBO(AM) San Diego, KJRI(AM) Seattle and WABC(AM) New York. A third selection, *Sir Duke*, enters "Playlist" at No. 40.

Bolting ballads. Ballads abound in "Playlist" these days. Rock 'n' roll is still important—witness Boston's *More Than a Feeling* (Epic) at No. 3 and Steve Miller Band's *Rock'n Me* (Capitol) at No. 4—but the over-all tempo is mellow. "It happens to charts from time to time. Tastes just change and people get into lyrics," says Jay Cook of WFIL(AM) Philadelphia. Ballads have the longest lifespan, too, observes Mr. Cook, "if the station slows down, we just let it slow down. People must want it." But Michael Sarzynski of WKTO(AM) Pittsburgh is less content. "We're looking for some good rock 'n' roll. Ballads make it difficult to program; somehow you've got to slip in some up-tempo."

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
2	1	1	Baby Boy (3:04) Mary Kay Place—Columbia	3	1	5	1
6	2	2	Thinking of a Rendezvous (3:22) Johnny Duncan—Columbia	2	3	2	6
10	3	3	9,999,999 Tears (3:00) Dickey Lee—RCA	1	2	8	2
1	4	4	Cherokee Maiden (2:56) Merle Haggard—Capitol	6	7	1	3
25	5	5	Sweet Dreams (3:00) Emmylou Harris—Reprise	5	4	7	5
3	6	6	Her Name is (2:17) George Jones—Epic	7	6	3	8
7	7	7	You & Me (3:22) Tammy Wynette—Epic	9	8	4	4
4	8	8	Somebody Somewhere (3:00) Loretta Lynn—MCA	11	5	6	7
19	9	9	Take My Breath Away (2:48) Margo Smith—Warner Bros.	4	10	9	11
16	10	10	Show Me a Man (2:53) T.G. Sheppard—Hitsville	10	11	10	10
20	11	11	Lawdy Miss Clawdy (2:19) Mickey Gilley—Playboy	12	9	12	9
11	12	12	Good Woman Blues (2:50) Mel Tillis—MCA	8	12	11	14
9	13	13	I'm Gonna Love You (2:52) Dave & Sugar—RCA	16	13	14	12
13	14	14	Thank God I've Got You (2:17) Stattler Bros.—Mercury	13	17	15	17
—	15	15	She Never Knew Me (2:46) Don Williams—ABC/Dot	14	14	13	16
5	16	16	Living It Down (2:30) Freddy Fender—ABC/Dot	17	16	17	15
8	17	17	A Whole Lotta Things ... (2:42) Charley Pride—RCA	15	15	18	13
21	18	18	Hillbilly Heart (2:55) Johnny Rodriguez—Mercury	18	18	16	21
14	19	19	Among My Souvenirs (2:32) Marty Robbins—Columbia	20	19	19	22
12	20	20	The Games Daddies Play (3:00) Conway Twitty—MCA	19	22	23	23
—	21	21	Broken Down in Tiny Pieces (3:00) Billy (Crash) Craddock—ABC/Dot	*	20	20	19
—	22	22	Every Face Tells a Story (3:28) Olivia Newton-John—MCA	21	23	22	20
15	23	23	Peanuts and Diamonds (3:10) Bill Anderson—MCA	25	21	25	18
18	24	24	I Don't Wanna Talk It Over ... (2:50) Connie Smith—Columbia	22	*	*	24
—	25	25	Things (2:46) Anne Murray—Capitol	24	*	21	*

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

Paul Blue, executive director, noncommercial KRMA-TV Denver, named president/general manager, WKY-TV Louisville, Ky.

Arnold H. Agree, director of taxes, ABC Inc., New York, elected VP, taxes. **Jon Martin** and **Vincent Romano**, assistants to controller of ABC Inc., named assistant controllers.

Dennis R. Israel, managing director of WMCA(AM) New York, named general manager of station and VP of parent, Strauss Communications Inc., New York.

Bill Moore, director of creative services, WTAE-TV Pittsburgh, joins KBMT(TV) Beaumont, Tex., as VP, station operations.

Jerome Bleck, national sales manager; **Jim Freeman**, local/regional sales manager, and **Norbert Gassensmith**, program director/film buyer, WSBT-AM-TV-WWJY(AM) South Bend, Ind., named VP's of WSBT Inc. **Justin Meacham**, promotion manager, and **Robert Bell**, chief engineer, named secretary and treasurer, respectively.

Ken Canada, sales manager, RKO's President's Corp., which coordinates sales seminars for RKO radio stations, New York, joins KSPQ(AM) Spokane, Wash., as station manager.

Harold Kormann, director, operations and program practices, WCBS-FM New York, appointed director of broadcast administration.

Tom Giordano, traffic director, WHIN(AM) New York, named broadcast standards manager.

Claire Taylor, receptionist/secretary, WKJT-AM-FM Farmington, Me., appointed station manager.

Bob Rose, from KFEQ(AM) St. Joseph, Mo., joins KLIN(AM) Lincoln, Neb., as operations director. **Bob Orf**, KFEQ music director, promoted to operations director.

Ruth Whitmore, researcher, WKBD-TV Detroit, named promotion manager.

Ellen Manowitz, publicity coordinator, WMAL(AM) Washington, named promotion services director.

Richard J. Harris, air personality, WPEN(AM) Philadelphia, named operations manager, WCMB(AM) Harrisburg, Pa.

Newly elected officers, Missouri Broadcasters Association: **Robert McKune**, KTTR(AM) Rolla, president; **Charles McAbee Jr.**, KCMO-TV Kansas City, president-elect, and **Curt Brown**, KTTIS(AM) Springfield, secretary-treasurer.

F. Lee Morris, director of engineering/acting executive director, Mississippi Authority of Educational Television, Jackson, named executive director.

Margaret Johnstone, business manager, KPTV(TV) Portland Ore., named director of administration, noncommercial KVIE(TV) Sacramento, Calif.

Broadcast Advertising

James L. Isham, vice chairman and former president of Needham, Harper & Steers, will retire at end of 1976. He will serve NH&S as consultant.

Herbert Wile Jr., president, Industrial Advertising, Jenkintown, Pa., becomes chairman/creative director, James P. Foley Advertising, Wayne, Pa. **Colin A. Hanna**, director of sales development, WCAU-TV Philadelphia, named president of Foley. **Jim Foley**, founder, continues as senior account executive. Industrial has acquired Foley and is operating under that name.

Gary Tabor, with McCann-Erickson in New York on L'Oreal and Warner Lambert accounts, named VP/account supervisor on Tab soft drink account. **Peter Hamilton**, from McCann's Sydney, Australia, offices, transferred to Atlanta as account supervisor, on same account, Coca-Cola USA. **Dan Collier**, in financial management with General Electric, Fairfield, Conn., joins McCann/Atlanta as account executive. Creative team of **Bob Richardson**, writer, and **Harris Milligan**, art director, from Luckie and Forney, Birmingham, Ala., joins McCann/Atlanta on Kentucky Fried Chicken account.

Harvey Diekroeger Jr. and **Stephen P. Phelps**, associate media directors, D'Arcy MacManus & Masius, St. Louis, named VP's. **James T. Doyle**, VP in charge of automotive field operations, DM&M, Bloomfield Hills, Mich., appointed account supervisor, Cadillac motor car division account. **John McClure**, VP/supervisor on Cadillac account, assumes Mr. Doyle's duties. **Evelyn Langan**, media supervisor, Vinyard & Lee & Partners, St. Louis, joins DM&M there as time buyer, media department.

Timothy J. O'Leary, senior VP/member of board of directors, Bozell & Jacobs Inc., New

York, appointed executive VP. **Alan M. Berger**, **Monroe Colvett**, **John M. Fisher** and **David H. Venghaus**, VP's/management supervisors, B&J, New York, named senior VP's.

John A. Tittle Jr., VP/director of financial planning and systems and assistant secretary of Campbell-Ewald Co., Detroit, named senior VP.

Richard J. Horowitz, account supervisor, Dancer-Fitzgerald-Sample, New York, named VP.

Al Silver, art director, and **Donn H. Resnick**, copywriter, Benton & Bowles, New York, named VP's/associate creative directors.

Allen Kurzman, account supervisor on Navy recruiting command account, Ted Bates, New York, named VP.

Marc S. Malvin, independent producer serving advertising agencies in Los Angeles, joins Hoefer, Dieterich + Brown, San Francisco, as radio/TV producer.

Larry Cooper, account supervisor, Great Atlantic & Pacific Tea Co. account, McCann-Erickson, New York, joins W.B. Doner & Co., Detroit, as account supervisor. **David L. Haldeman**, broadcast producer, Stone & Simons Advertising, Southfield, Mich., named to same post, W.B. Doner.

David Bergstein, art supervisor, Berger Stone & Ratner, New York, joins Cunningham & Walsh there as art director.

Samuel D. Britton, with insurance firm of Saginaw Underwriters, Saginaw, Mich., rejoins Parker, Wilcox, Fairchild & Campbell advertising there as account executive.

Paul Wallman, executive art director, Carl Ally, Paris, named VP/creative supervisor, DKG Inc., New York. **Paul K. Piccone**, treasurer, Young & Rubicam International, New York, joins DKG there as financial/business manager. **Brian Dillon**, VP/creative group head, Dancer-Fitzgerald-Sample, New York, joins DKG as senior copywriter.

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William Schrank, director of radio research, broadcast services division of Katz Agency, New York, named VP.

Charles Theiss and **Jack Oken**, account executives, MMT Sales, New York, named New York team sales managers. **Patricia Cavalli**, MMT research assistant, promoted to research analyst. **Cora Enriquez**, research analyst, Telerep, there, joins MMT as research analyst. **Ellen Cavanagh**, from Chase Manhattan Bank there, joins MMT as research assistant.

Anthony R. Patti, account executive, Avery-Knodel Radio, New York, assigned to same post, Alpha sales team, A-K Television there.

Marilyn Hansen, account executive, Meeker Co., New York, joins Metro TV Sales there in same capacity.

William Hunter Low Jr., coordinator of advertising and promotion, motion pictures and television markets, motion picture and audio visual markets division (MP&AVMD), Eastman Kodak Co., Rochester, N.Y., promoted to director, advertising and promotion, motion picture and television markets, MP&AVMD.

Gerald R. Kerr, director of advertising/public relations, Midas-International Corp., Chicago, elected VP in charge of advertising/public relations.

William Bannister, salesman, Storer Television sales, Chicago, named manager of new sales office in St. Louis. Temporary headquarters: 436 Equitable Building, 10 South Broadway. (314) 241-7547.

Howard A. Rader, branded sales divisional advertising manager, Wohl Shoe Co., St. Louis, named broadcast advertising director.

Debby Hall, media buyer, J.M. Korn & Son, Philadelphia, joins Scharfberg & Associates Ltd., Jenkintown, Pa., as media director.

James J. Grobe, creative director/account executive, Nahas Bracken Corp., Houston-based advertising agency, joins KHOU-TV there as director of advertising/promotion.

Michael Murphy, account executive, CBS's CTS Market Development, Chicago, named retail sales manager, co-owned WBBM-TV there.

Robert S. Bochicchio, local sales manager, KJOU(FM) Los Angeles, appointed general sales manager.

Denise Glickell, assistant supervisor of commercial operations, WOR-TV New York, promoted to continuity director.

Tami Kuna, copywriter/producer, Campbell-Mithun advertising, Chicago, joins WPTV(TV) West Palm Beach, Fla., as promotion manager/copywriter.

Robert R. Wells, director, WHIO-TV Dayton, Ohio, appointed director of information services.

Craig Bland, promotion/advertising manager, KHOU-TV Houston, named national sales coordinator, KHITV(TV) there.

Mike Polatschek, account executive, Metromedia's WTCN-TV Minneapolis-St. Paul, named sales manager, co-owned WXIX-TV Newport, Ky. (Cincinnati).

Hugh Robinson, national sales manager, WSAF-TV Montgomery, Ala., named general sales manager.

Gene Allm, senior account executive,



Outstanding Minnesotan. Curtis Carlson (c), president of Carlson Companies, world-wide consumer-oriented organization, receives the annual Minnesota Broadcasters Association "Outstanding Minnesotan Award" from newly elected MBA president, Frank Belera (l), president/general manager, WDR-TV Duluth, and the immediate past president, Stanley S. Hubbard (r), president/general manager, Hubbard Broadcasting, St. Paul.

WINX(AM) Rockville, Md., appointed general sales manager.

Dick Grove, general sales manager, WIND(AM) Monroe-WMJC(AM) Birmingham, both Alabama, appointed to same position, WROR(FM) Boston.

David Madsen, assistant promotion manager, KMEG(TV) Sioux City, Iowa, named continuity director.

Marijo K. Nolan, on-air promotion director, WJW-TV Cleveland, appointed advertising/promotion manager.

Rick Davenport, management consultant, Ron Curtis and Co., Chicago, joins KZST(FM) Santa Rosa, Calif., as general sales manager.

Programming

Bill Brademan, director of development and sales, Quinn Martin Productions, Los Angeles, promoted to VP, development and sales. **John Conwell**, director of talent/casting, named VP, talent. **Allan Yasnyi**, director of business affairs, appointed VP, finance. **Franklyn Thompson**, literary liaison, appointed director of current programs. **Richard Brockway**, supervisor, post production operations, named director of post production. **Sally Richmond**, administrative assistant to Quinn Martin, promoted to director, administration.

David Geffen, vice chairman, Warner Bros. Inc., Los Angeles, named assistant to Steven J. Ross, chairman/chief executive officer of parent, Warner Communications, New York. He will remain as director of subsidiary.

Howard Barton, resident counsel, television division, Paramount Pictures Corp., Hollywood, appointed VP, legal affairs, TV division.

Christine Foster, director of production services and development, Wolper Organization, Los Angeles, joins NBC-TV as manager, film program operations, West Coast, succeeding **Leonard F. Hill**, named director, motion pic-

tures for television. **Peter Anthony Andrews**, director, film program operations, named director, dramatic program development, succeeded by **Sheldon Pinchuck**, manager, film program operations. **Mike Klein**, program associate, named manager, film program operations.

George Paris, manager, daytime programs, NBC, West Coast, and consultant to Depatie-Freleng and Universal TV (among others), joins 20th Century-Fox Television, Beverly Hills, Calif., as director, daytime and syndicated program development.

Willard R. Van Enger, manager of video-tape operations, Consolidated Film Industries, Hollywood, named facilities manager, Vidtronics Co., Los Angeles, television post production and distribution firm.

Milton V. Johnson, director of special programming projects, WGN-AM-TV Chicago, appointed operations manager, WGN Continental Productions there, succeeding **Harry Miller**, retired.

Alberta Hackett, executive assistant to general manager, KNXT(TV) Los Angeles, joins Nephi Productions, Studio Center, Calif., as director of finance.

Paul Mason, executive VP in charge of television development, Wolper Organization, Los Angeles, joins Komack Co. there as president of television branch, supervising current projects including *Welcome Back, Kotter*, *Chico and the Man* and *Snip*, plus new projects.

Larry Brody, executive story consultant on Columbia Pictures Television's *Gibbsville* series, has signed exclusive development deal with CPT, Burbank, Calif., to create, write and produce movies and series for television.

Joseph D. Indelli, sales manager, MGM TV, Culver City, Calif., joins Metromedia Producers Corp., New York, as divisional sales manager.

Jim Richards, engineer, KABC(AM)-KL(OF)(FM) Los Angeles named KABC production manager.

Kerry G. Richards, director of advertising and promotion/executive producer, WBAI-TV Baltimore, appointed director of creative services, WTAE-TV Pittsburgh, responsible for all production activities. Both are Hearst stations.

Charles McLean, project coordinator, Boston University Productions, joins WNAC-TV there as producer.

Jo Russell, promotion producer/director, KBBK-TV San Francisco, named production manager.

Marcia Lamier, production coordinator, WTAH(TV) Lorain, Ohio (Cleveland), appointed assistant general manager, Direct Response Productions, Pittsburgh.

Gary Changnon, producer/director, WKBN-TV Youngstown, Ohio, joins WJW-TV Cleveland in same position.

Katy Straus, executive producer and director, WMCA(AM) New York, named producer, WBZ(AM) Boston. **Bob Lobel**, sports director, WGH(AM) Manchester, N.H., joins WBZ as sports reporter.

Bailey L. Dwiggin, creative services manager, WWBT(TV) Richmond, Va., promoted to program operations manager.

Gary Almeida, air personality, WDRC(AM) Hartford, Conn., named program manager, WICC(AM) Bridgeport, Conn.

Robert E. Cope, station manager, WRCC(FM) Cape Coral, Fla., rejoins WIIIII(AM) Warren, Ohio, as program director.

Randy Waters, sports director, WTVQ-TV Lexington, Ky., named weekend sports anchor, WAVE-TV Louisville, Ky. **Randy Covington**, assistant news director, KIIOU-TV Houston, named WAVE-TV writer/producer, documentary unit.

Don Ellison, sports anchor/freelance news reporter, KNXT(TV) Los Angeles, named sportscaster, WMAR-TV Baltimore.

David R. Ochs, sports director, KWOS(AM) Jefferson City, Mo., joins KLMO-AM-FM Longmont, Colo., in same position.

Curt Whitcomb, air personality/salesman, KANC(AM) Anchorage, joins WCTX(FM) Palmyra, Pa., as director of country music/salesman.

Don Dresser, from CBS-TV West Coast, and **Edward J. Robello**, from KGMB-TV Honolulu, join noncommercial KHET(TV) Honolulu as production manager and producer/director, respectively.

Larry Richardson, radio music director, noncommercial WSIU(AM) Carbondale, Ill., named producer, noncommercial WXXI-FM Rochester, N.Y.

Broadcast Journalism

Joel Siegel, correspondent, WCBS-TV New York, named to same post, WABC-TV there.

Charles Gomez, reporter, WPLG(TV) Miami, named to same post, WBBM-TV Chicago.

Jerry Wilson, sports director, WRCB-TV Chattanooga, appointed assignment editor/chief reporter, succeeded by **Bill Lambdin**, assignment editor/feature reporter.

Joyce Jefferson, reporter/anchor, WNAC-TV Boston, joins WMAR-TV Baltimore as reporter.

Linnea Anderson, anchor, WLKY-TV Louisville, Ky., joins WCHS-TV Charleston, W.Va., as reporter/co-anchor. New WCHS-TV photo-journalists: **Cheryl Griffin**, reporter, KDUI-TV Hay Springs, Neb.; **Ron Lykins**, news director, WTCR(AM) Ashland, Ky.; **Nadine Stewart**, reporter, WGAU(AM) Athens, Ga., and **Ken Wattle** and **Ron Bell**, from New York Community Film Workshop, New York. **Phil Weber**, from noncommercial WMUL-TV Huntingdon, W.Va., joins WCHS-TV as tape editor/photographer.

Susan Buchstane, program producer, WAGA-TV Atlanta, joins KSD-TV St. Louis, as news producer.

David Fox, Iowa news consultant, joins KTHI-TV Fargo, N.D., as news director, **Dennis Bounds**, air personality, KDLM(AM) Detroit Lakes, Minn., named KTHI-TV anchorman.

Mary Jeanne Jacobsen, from *The News-Register*, Wheeling, W.Va., joins wowk-TV Huntington, W.Va., as news producer/writer.

Date Solly, reporter/anchor, wowk-TV Huntington, W.Va., named reporter/co-anchor, WAVE-TV Louisville, Ky. **Steve Olszyk**, feature reporter, WMT-TV Cedar Rapids, Iowa, joins WAVE-TV in same position, as does **Dick Irby**, investigative reporter from WTWO(TV) Terre Haute, Ind.

Bill Hamilton, anchor, KSD-TV St. Louis, joins KETV(TV) Omaha in same post. **Amy Cassman**, KETV intern, named reporter. **James Hadder**,

news photographer, KTUL-TV Tulsa, Okla., joins KETV as chief photographer. **Randy Westerman**, news photographer, KARD-TV Wichita, Kan., and **Jeff Cooke**, graduate, Brooks Institute, Santa Barbara, Calif., named KETV photo-journalists.

Robert P. Murray, newscaster, WNRS(AM) Saline-WIQB(FM) Ann Arbor, both Michigan, named news director.

Spencer Levine, news director, KSDO(AM) San Diego, named news reporter, KIML(AM) Gillette, Wyo.

Jimmy Carter, afternoon anchor, WHYY-AM-FM Montgomery, Ala., appointed news coordinator. **Chiquita Haygood**, with WVNS(AM) Tuskegee, Ala., joins stations as mid-day anchor and public affairs director. **David Nihart**, with WHYY-AM-FM, appointed reporter/afternoon anchor.

Brian Fuld, air personality, WDCR(AM) Hanover, N.H., joins KGAB(FM) Camarillo-Oxnard, Calif., as assistant news director.

Jerry Peterson, weather reporter, WGN-TV Chicago, joins WSOC-TV Charlotte, N.C., in same capacity.

Bob Austin, sports director/news reporter, WOAI(AM) San Antonio, Tex., named newscaster, WGAR(AM) Cleveland.

Cindy Katz, production assistant, WKRC-TV Cincinnati, promoted to weekend assignment editor. **Charles Day**, from WDTN-TV Dayton, Ohio, named WKRC-TV chief cinematographer. **Carl Seid**, from Wews(TV) Cleveland, named WKRC-TV news photographer.

William M. Berg, program manager noncommercial KRID(TV) Boise, Idaho, joins noncom-

mercial WXXI(TV) Rochester, N.Y., as news director.

Willis Kern, reporter, WAKC(AM) Normal, Ill., promoted to news/sports director, succeeding John Egly, who joins noncommercial WMOT(FM) Murfreesboro, Tenn., as associate news producer.

Cable

William W. Kingery Jr., from treasury department, Scientific-Atlanta, Atlanta, appointed VP of finance, United Cable Television Corp., Tulsa, Okla. **Mike McKeown**, on United Cable corporate engineering staff, appointed chief engineer of company's systems in Hayward and San Leandro, Calif.

Samuel S. Street, director of marketing, Viacom's Suffolk Cablevision, Central Islip, N.Y., joins Showtime, New York, in same capacity. Showtime is Viacom subsidiary formed to provide films, entertainment specials and marketing services to pay cable television industry.

Richard Barron, general manager, Pasadena Cablevision, Pasadena, Tex., named Southwest regional representative, Telemation Program Services, based in Pasadena.

Mike Boyer, operations manager, Anaconda CATV, Garden Grove, Calif., named to same post, Anixter-Pruzan, Santa Ana, Calif. **Dorothea Starin**, northeastern district sales representative for Anixter in Pine Brook, N.J., named operations manager there. **Raymond Gensinger**, operations manager, Anixter's northeast district, appointed to same post for

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newly created eastern region, based in Pine Brook.

Newly elected officers, New York State Cable Television Association: **James Hanlon**, Suffolk Cablevision, Central Islip, president; **Alan Gerry**, Liberty Video Corp., Liberty, first VP; **J. Everett Kochheiser**, People's Cable Co., Rochester, second VP; **Glenn A. Britt**, Manhattan Cable Television, New York, treasurer, and **Peter Jones**, Long Island Cablevision, Riverhead, secretary.

Leonard C. Gregory, Central Florida district manager, Teleprompter, named president, Florida Cable Television Association, replacing **Vern C. Coolidge**, who resigned FCTA presidency and his post as general manager of South Florida Cable TV Corp., Bonita Springs, to join Texscan's Theta-Com division as Southeastern regional manager.

Equipment & Engineering

Joel D. Dolin, executive VP, Metric Resources Corp., Burlingame, Calif., elected board chairman and chief executive officer. Metric rents, leases and sells test instruments and communications equipment to electronics and telecommunications industries.

Frank Short, corporate engineering manager,

Belden Corp., Geneva, Ill., named corporate director of engineering. **Ramesh D. Sheth**, chief engineer, electronic products, appointed product development manager, electronic products.

Allied Fields

Nicholas Miller, former legislative assistant to Senate Commerce Committee Chairman Warren Magnuson (D-Wash.) and Commerce Committee counsel, named staff counsel for Senate Communications Subcommittee. He succeeds Joseph Fogarty, now FCC commissioner.

Brian O'Doherty (Patrick Ireland), director of visual arts program, National Endowment for the Arts, Washington, appointed director of endowment's public media program. **Catherine Wyler**, manager of network relations, Warner Brothers Television, New York, joins endowment as assistant director of public media program.

Robert H. Wood, from Washington law firm of Arnold & Porter, named associate of law firm of Fleischman & Walsh there.

Ken Griffin, air personality, KGHL(AM) San Fer-

nando, Calif., named president, American Media Systems Corp., Newport Beach, Calif.-based coordinator of broadcast radio workshops. **Lee Marshall**, news director, KDAY(AM) Santa Monica, Calif., named AMS executive VP. **Gene Taylor**, former general manager, WLS(AM) Chicago, appointed AMS VP/operations director.

Bruce R. Marshall, from news bureau, Southern California Gas Co., Los Angeles, promoted to broadcast relations coordinator.

Deaths

Julius Frandsen, 69, former Washington VP/manager of UPI, died Nov. 14 at George Washington University hospital there after long illness. He joined United Press in 1929, was named Washington bureau manager in 1964 and elected VP of UPI in 1966. He is survived by his wife, Ruth, and son, Jon.

Robert Hardy Andrews, 73, veteran radio/TV writer, died of cancer Nov. 11 at St. Johns hospital, Santa Monica, Calif. His radio credits included *Ma Perkins* and *Jack Armstrong*. TV credits included *The Millionaire*, *Thriller*, *Barbara Stanwyck Theater*, *87th Precinct* and *Death Valley Days*. Surviving are one son and one daughter.

For the Record

As compiled by BROADCASTING for the period Nov. 8 through Nov. 12 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

TV licenses

- Broadcast Bureau granted following licenses cover-

ing new stations: *WDIQ Dozier, *WEIQ Mobile, *WFIQ Florence, *WGIQ Louisville, *WHIQ Huntsville, all Alabama (BLET-406-10); *WCIQ Mt. Cheaha State Park, Ala. (BLET-405); *KTEJ Jonesboro, Ark. (BLET-402). Action Oct. 29.

AM application

- Omaha, Neb.—Shaker Corp. seeks 1290 khz, 5 kw. P.O. address: 3615 Dodge St., Omaha 68131. Estimated construction cost \$244,500; first-year operating cost \$362,500; revenues \$420,000. Format: All news. Principals: Applicant is principally owned by Welcome Radio Inc., Cleveland-based firm that also owns WSLR(AM) Akron, Ohio; KLNG(AM) Omaha, Neb.; KTLK(AM) Denver; WOKO(AM) Albany, N.Y. Welcome has more than 15 stockholders. Ann. Oct. 28.

AM actions

- Milton, Fla.—Aaron J. Wells. Broadcast Bureau granted 1330 khz, 5 kw-D. P.O. address: c/o General Delivery, Holley, Fla. 32561. Estimated construction cost \$71,824; first-year operating cost \$42,995; revenue \$48,000. Principals: Mr. Wells, surveyor, is radio pastor on WEBY(AM)-WXBM(FM) Milton.

Competing application of Jimmie H. Howell was denied (Docs. 19882, 19884). Action Nov. 11.

- Lewisburg, Pa.—Louis J. Maierhofer. Broadcast Bureau granted 1010 khz, 250 w-D. P.O. address: 1108 29th Ave. Altoona, Pa. 16601. Estimated construction cost \$17,300; first-year operating cost \$12,000; revenue not given. Format: Variety. Principals: Mr. Maierhofer requests interim operating authority of facilities of deleted WUDO on 1010 khz and CP for new station. He is 90% stockholder and general manager of WKMC(AM) Roaring Spring, Pa., applicant for FM in Hollidaysburg, Pa. and owner of financial planning company (BP-20,088). Action Oct. 22.

AM start

- KMTX Helena, Mont.—Authorized program operation on 950 khz, 5 kw-U. Action Oct. 28.

FM application

- Omaha, Neb.—Shaker Corp. seeks 96.1 mhz, 100 kw. P.O. address: 3615 Dodge St., Omaha 68131. Estimated construction cost \$240,840; first-year operating cost \$232,400; revenue \$237,600. Format: Contemporary. Principal: Applicant is principally owned by Welcome Radio Inc., Cleveland-based firm that also owns WSLR(AM) Akron, Ohio; KLNG(AM) Omaha; KTLK(AM) Denver; WOKO(AM) Albany, N.Y. Welcome has more than 15 stockholders. Ann. Oct. 28.

FM actions

- Stevenson, Ala.—Lynn Ltd. Broadcast Bureau granted 101.7 mhz, 937 w. 11AAT 493 ft. P.O. address: c/o Bill Huber, Box 238, Rainsville, Ala. 35986. Estimated construction cost \$45,228; first-year operating cost \$46,500; revenue \$48,000. Format: C&W. Principals: E.R. Knox, Marvin Downer, Charles M. Pendley, B.W. Huber and David Williams each own 20%. Mr. Knox is junior college president; Mr. Pendley is dean of same school. Mr. Williams is sales manager of WQEN(FM) Gadsden, Ala. Mr. Huber is part owner of WVSM(AM) Rainsville, Ala. (BPI1-9842). Action Oct. 29.

- Paradise, Calif.—North Valley Radio. Broadcast Bureau granted 96.7 mhz, 2 kw. HAAT 342 ft. P.O. address: 5907 Skyway, Paradise, Calif. 95969. Estimated construction cost \$16,045; first-year operating cost \$24,610; revenue \$6,552. Format: Contemporary, standard popular. Principals: Steven Fuss and Frank David Townsend (each 50%). Mr. Fuss is business consultant and Mr. Townsend owns and operates restaurant

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Summary of broadcasting

FCC tabulations as of Sept. 30, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,480	5	20	4,485	42	4,527
Commercial FM	2,790	0	52	2,842	140	2,982
Educational FM	827	0	30	857	68	925
Total Radio	8,077	5	102	8,184	250	8,434
Commercial TV	699	1	8	708	38	763
VHF	509	1	3	513	7	523
UHF	190	0	5	195	31	240
Educational TV	233	3	17	253	8	262
VHF	91	1	7	99	3	102
UHF	142	2	10	154	5	160
Total TV	932	4	25	961	46	1,025

*Special temporary authorization

**Includes off-air licenses

(BPH-9631). Action Oct. 22.

■ ***Concordia, Kan.**—Cloud County Community College. Broadcast Bureau granted 88.3 mhz, 10 w, HAAT 80 ft. P.O. address: c/o Arley A. Bryant, president, 2221 Campus Dr., Concordia 66901. Estimated construction cost \$2,000; first-year operating cost: none (BPED-2176). Action Oct. 29.

■ **Sulphur, La.**—Thomas Broadcasting. Broadcast Bureau granted 100.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 6737 Catina St., New Orleans 70124. Estimated construction cost \$109,750; first-year operating cost \$48,000; revenue \$56,000. Format: Solid gold and contemporary. Principals: H. Kinnon Thomas (51%) is program director for WAIL(AM) Baton Rouge and Harry E. Thomas (49%) is senior vice president of Gulf State Theatres (BPH-9390). Action Nov. 10.

■ **Henderson, Nev.**—Commission returned application of Henderson Radio Group for new station on 100.5 mhz. Since application was submitted on September 1, it was in violation of the FCC's limited "closed" season on new and major change AM and FM applications. Action Nov. 9.

■ **Aztec, N.M.**—Basin Broadcasting Co. Broadcast Bureau granted 94.9 mhz, 30 kw, HAAT 429 ft. P.O. address: 1515 W. Main, Farmington, N.M. 87401. Estimated construction cost \$76,140; first-year operating cost \$36,500; revenue \$48,000. Format: Popular music. Principal: Applicant is owner of KWYK(AM) Farmington, which it proposes to make totally Indian programming if granted FM. One owner, Jimmie D. Gober, additionally owns KDTA(AM) Delta, Colo. (BPH-9967). Action Nov. 3.

■ **Frankfort, N.Y.**—Broadcast Bureau denied petition for reconsideration and returned resubmitted application for CP for new commercial FM station since petition for reconsideration was not submitted within thirty days. Action Nov. 2.

■ ***Utica, N.Y.**—Syracuse University. Utica College branch. Broadcast Bureau granted 90.7 mhz, 10 w, P.O. address: 200 University Place, Syracuse, N.Y. 13210. Estimated construction cost \$3,650; first-year operating cost \$2,200. Format: Variety. Principal: Applicant is higher education institution, also licensee of *WAER-FM on Syracuse campus (BPED-2261). Action Oct. 29.

■ **Ardmore, Okla.**—J.W. Brauer. Broadcast Bureau granted 92.1 mhz, 3 kw, HAAT 212 ft. P.O. address: 3815 N. Shoreline Lane, Corpus Christi, Tex. 78402. Estimated construction cost \$20,770; first-year operating cost \$25,200; revenue \$38,000. Format: MOR. Principal: Mr. Brauer owned KOKL(AM) Okmulgee, Okla. until 1973 (BPH-9833). Action Oct. 29.

■ **Weatherford, Okla.**—KWEY Inc. Broadcast Bureau granted 97.3 mhz, 69.4 kw, HAAT 383 ft. P.O. address: Box 587, Weatherford 73096. Estimated construction cost \$61,941; first-year operating cost \$12,000; revenue \$24,000. Format: Contemporary, C&W, standards, golden. Principals: Paul H. Buening (51%), Richard D. Johnson (20%), Thad M. Sandstrom (20%) et al. Mr. Buening has interest in KWEY(AM) Weatherford and Mr. Johnson is stockholder and station manager. Mr. Sandstrom is vice president of Stauffer Publications, licensee of stations in Kansas, Texas and Iowa. He also has interest in KWEY(AM) (BPH-9564). Action Nov. 1.

■ ***Chester, Pa.**—Widener College. Broadcast Bureau granted 89.5 mhz, TPO: 10 w, P.O. address: 14th & Chestnut Sts., Chester 19013. Estimated construction

cost \$1,096; first-year operating cost \$1,600 (BPED-2146). Action Oct. 29.

■ **Aberdeen, S.D.**—Green Bay Broadcasting. Broadcast Bureau granted 94.1 mhz, 100 kw, HAAT 195 ft. P.O. address: 225 N. Adams, Green Bay, Wis. 54305. Estimated construction cost \$53,967; first-year operating cost \$5,000; revenue \$12,000. Format: MOR, C&W, pop. Principal: Ben A. Laird is also principal of WDUZ-AM-FM Green Bay, Wis. (BPH-9297). Action Oct. 29.

■ **Jefferson City, Tenn.**—Mossy Creek Broadcasting Corp. Broadcast Bureau granted 99.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 213 East Andrew Johnson Hwy., Jefferson City, Tenn. 37760. Estimated construction cost \$6,700; first-year operating cost \$62,121; revenue \$50,000. Format: Easy listening, standard/pop. C&W. Principals: Hugh E. and Clara S. Cate (47% each) and William B. Petty Jr. (5%) own Mossy Creek Broadcasting, Mr. Cate also owns insurance agency and Mr. Petty is attorney (BPH-9414). Action Oct. 22.

FM starts

■ **KMRS-FM Morris, Minn.**—Authorized program operation on 95.7 mhz, ERP 20 kw, HAAT 360 Ft. Action Sept. 16.

■ **WCRN Charlotte Amalie, St. Thomas, V.I.**—Authorized program operation on 101.1 mhz, ERP 50 kw, HAAT 1500 ft. Action Oct. 29.

FM license

■ Broadcast Bureau granted following license covering new station: KCFO Tulsa, Okla. (BLI-6009).

Ownership changes

Applications

■ **KAGB-FM Inglewood, Calif.** (103.9 mhz, 1.65 kw)—Seeks assignment of license from Gilbert Robinson, receiver, to All Pro Broadcasters Inc. for \$225,500. Seller is receiver in bankruptcy for Clarence Avant, principal in unsuccessful Avant Garde Broadcasting Co., who has no other broadcast interests. Buyer principal is Willie Davis, former player on Green Bay (Wis.) Packers football team. Mr. Davis owns Schlitz beer distributing company in Los Angeles and is chairman of board of Los Angeles Urban League. He has no other broadcast interests. Ann. Nov. 4.

■ **KOYY-AM-FM El Dorado, Kan.** (AM: 1360 khz, 500 w-D; FM: 99.3 mhz, 3 kw)—Seeks assignment of license from Neosho County Broadcasting Inc. to KIKZ Inc. for \$320,000. Principals in seller are Dale W. McCoy Jr., W.R. Murfin and E. Glenn Strange. Seller also owns KKOY-AM-FM Chanute, Kan., and Mr. McCoy owns 10% of KTTR(AM)-KZNN(FM) Rolla, Mo. Principals in buyer are Michael Horne (51%) and Guy P. Russell (49%), who also own KIKZ(AM) Seminole, Tex. Mr. Horne owns KARV(AM) Russellville and KWCK(AM)-KSER(FM) Searcy, both Arkansas. Ann. Nov. 4.

Actions

■ **KACY(AM) Port Hueneme, Calif.** (1520 khz, 50 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from KACY Inc. to Western States Radio Corp. for \$866,000. Principals: Seller is owned by Lin-

coln Deller and wife. Buyer, subsidiary of Children's Television Workshop, New York, invests in cable TV and radio properties (BAL-8782). Action Nov. 5.

■ **WCRY-AM-FM Macon, Ga.**—Broadcast Bureau granted assignment of license from Middle Georgia Broadcasting Co. to Piedmont Communications Corp. Consideration: \$175,000. Principals: Middle Georgia is owned equally by Ben Porter and Charles Adams. Mr. Porter is buying Mr. Adams' interest and is then forming new corporation, Piedmont (BAL-8806, BALI-2360, BSCA-774, BALRE-3094). Action Nov. 4.

■ **WHKC(FM) Henderson, Ky.**—Broadcast Bureau granted assignment of license from Jerry A. Adams to Adams Broadcasting Co. Consideration: none. Principals: Mr. Adams is changing licensee from being sole owner to set up corporation with family members. He will retain 57.9%; Julia Adams, 21.1%; Joe E. Sullivan, 15.8% (BALH-2348). Action Nov. 4.

■ **KLGR-AM-FM Redwood Falls, Minn.** (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 97.7 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Redwood Broadcasting Co. from Eugene G. Randolph to Eugene G. Randolph and Melvin Paradis. Consideration: \$117,000. Principals: Eugene G. Randolph (100% before, 50% after), who has no other broadcast interests, wishes to sell interest in licensee to Melvin Paradis (none before, 50% after), station manager at KLGR-AM-FM (BTC-8130). Action Oct. 29.

■ **WFMY-TV Greensboro, N.C.** (ch. 2)—Broadcast Bureau granted transfer of control of WFMY Television Corp. from Landmark Communications to Harte-Hanks Newspapers. Consideration: \$19 million. Principals: Seller owns *Greensboro Daily News and Record*, WTAR-AM-TV and WKEZ(FM) Norfolk, Va., two Norfolk newspapers and two Roanoke, Va. papers. Buyer owns WTLV(TV) Jacksonville, Fla. and KENS-TV San Antonio, Tex., and operates 25 daily newspapers and 39 weekly publications in 27 markets (BTC-8104). Action Oct. 29.

■ **WIRC(AM)-WXRC(FM) Hickory, N.C.**—Broadcast Bureau granted transfer of control from Edmond H. Smith Jr. to Margaret A. Smith and A.H. Burgess as executors. Consideration: none. Principals: Change

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results from will of Mr. Smith (BTC-8157). Action Nov. 4.

■ **KCFO(FM)** Tulsa, Okla. (98.5 mhz, 100 kw)—Broadcast Bureau granted assignment of CP from American Christian College to Inspiration Media for \$477,000 and rental agreement. Seller: College is having difficulty with financial obligations of station. Buyers are Stuart (55%) and Nancy (45%) Epperson. Mr. Epperson owns WKBA(AM) Vinton, Va., and KBIS(AM) Bakersfield, Calif. He also owns WRBX(AM) Chapel Hill, N.C. and is selling WKBX(AM) Winston-Salem, N.C., pending approval. He has interests in applications pending for new FMs in Shafter, Calif. and Mt. Hope, W.Va. and new TV at Winston-Salem (BAPH-599, BASCA-753, BAPLST-3). Action Oct. 29.

■ **WRAW(AM)** Reading, Pa. (1430 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Rust Communications Group to William Jr., William III, Richard and Henry Rust, Roberta Rust Jeffries and S. Robert Ackley then to Camelot Communications for \$850,000. Seller: Rust Communications is first distributing stock of WRAW(AM) to individual stockholders who will then sell station to Camelot. Rust Group also owns WHAM(AM)-WHEM(FM) Rochester, WFLY(FM) Troy, all N.Y.; WAEB(AM)-WXKW(FM) Allentown, WNOW(AM)-WQXA(FM) York, all Pa.; WKLX(AM) Portsmouth, Va. Rusts are expected to buy new AM to replace WRAW. Principals in buyer are Jeffrey J. and Stephen A. Levin (48.8% each). Levin brothers work for Coca-Cola and have real estate interests (BAL-8696, BALRE-3025, BAL-869), BALRE-3026). Action Oct. 28.

■ **KBJM(AM)** Lemmon, S.D. (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of Lemmon Broadcasting Co. from present stockholders (100% before; none after) to Wayne D. Tisdale (none before; 100% after). Consideration: \$54,000. Principals: Five sellers, no other broadcast interests. Buyer, Mr. Tisdale, has worked for various Western radio stations (BTC-8075). Action Nov. 4.

■ **WAPL-AM-FM** Appleton, Wis. (AM: 1570 khz, 1 kw-D; FM: 105.7 mhz, 50 kw)—Broadcast Bureau granted assignment of license from Dixon Inc. to Badger Cities Broadcasting for \$400,000 plus \$62,000 noncompetition covenant. Seller: John J. Dixon who has no other broadcast interests. Buyer is owned by Carl A. Cook (50%), Thomas P. Moore (25%) and Orville Sather (25%). Messrs. Moore and Sather own 50% each of WBCO-AM-FM Bucyrus, Ohio, and 22% each of WWOM(FM) Albany, N.Y. Mr. Cook is general manager of WMGS(AM) Bowling Green, Ohio, sold subject to FCC approval to Jimmy Swaggart Evangelistic Association (BROADCASTING, July 12) BAL-8783, BALH-2343, BASCA-767). Action Nov. 5.

■ **KTHE(AM)** Thermopolis, Wyo. (1240 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of Big Horn Basin Broadcasting Co. from James A. Otsby (100% before; none after) to Bruce B. Long (none before; 100% after). Consideration: \$74,000. Principals: James A. Otsby has farming-ranching interests in Montana. Mr. Long is employed at KISD(AM) Sioux Falls, S.D. (BTC-8110). Action Oct. 29.

Facilities changes

AM actions

■ **WHJB** Greensburg, Pa.—Commission granted amended application to increase daytime power from 1 kw to 2.5 kw (Doc. 18868). Action Nov. 10.

■ **WKKR** Pickens, S.C.—Broadcast Bureau returned application for CP to increase power of station, since proposed operation involves prohibited overlap with co-channel station WXYK(AM) Burnsville, N.C. Action Nov. 4.

■ **KWEL** Midland, Tex.—Broadcast Bureau granted CP to change frequency to 1070 khz; make changes in ant. system; remote control permitted (BP-20,094). Action Oct. 29.

AM starts

■ Following station was authorized program operating authority for changed facilities on date shown: KBRW Barrow, Alaska (BP-20,003), Oct. 14.

■ Following stations were authorized program operat-

ing authority for changed facilities on date shown: KTTTS Springfield, Mo. (BP-20,281), Oct. 27; WKPM Princeton, Minn. (BP-20,084), Oct. 22.

FM actions

■ **KSML** Truckee, Calif.—Broadcast Bureau granted CP to redescribe trans. location as Brockaway Summit, Truckee, Calif.; install new trans.; install new ant.; change TPO: ERP 1.25 kw (H&V); ant. height 470 ft. (H&V); remote control permitted (BPH-10247). Action Nov. 3.

■ ***WQTQ-FM** Hartford, Conn.—Broadcast Bureau returned application to relocate trans. site and increase effective radiated power from 10 w to 154 w, which would result in changing from Class D to Class A non-commercial educational station since power proposed would result in prohibited overlap. Action Nov. 2.

■ **WJEE** Jacksonville, Fla.—Broadcast Bureau granted modification of CP to change trans. location to 5900 Picketville, Rd., Jacksonville; change trans.; change ant.; make changes in ant. system (decrease height); change TPO; change ant. height 300 ft. (H&V); ERP 100 kw (H&V); remote control permitted; condition (BMFH-14948). Action Oct. 29.

■ **WDBR** Springfield, Ill.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system (decrease height); add circular polarization to ERP; ERP 19 kw (H&V); ant. height 320 ft. (H&V); conditions (BPH-10,274). Action Nov. 5.

■ **WPVM** Cumberland, Md.—Broadcast Bureau granted CP to change trans. location-studio location to Dan's Rock 8.55 miles S.W. of Cumberland, Md.; install new trans.; install new ant.; make changes in ant. system (decrease height); change TPO; ERP 3.5 kw (H), 3.6 kw (V); ant. height 1400 ft. (H), 1390 ft. (V); remote control permitted (BPH-9743). Action Oct. 29.

■ ***WVXU-FM** Cincinnati—Broadcast Bureau granted CP to install new trans.; change TPO; ERP 6.4 kw (H); ant. height 680 ft. (H); remote control permitted (BPED-2252). Action Nov. 1.

■ ***WHSS-FM** Hamilton, Ohio—Broadcast Bureau returned application for CP by Hamilton City School District for major change in facilities since proposal would involve prohibited overlap. Action Nov. 2.

■ **WTWE** Manning, S.C.—Broadcast Bureau granted CP to change ant. height to 300 ft. (H&V) to operate on 92.1 mhz; ERP 3 kw (H&V); ant. height 300 ft. (H&V); remote control permitted; condition (BPH-9928). Action Oct. 27.

■ **WKPT-FM** Kingsport, Tenn.—Broadcast Bureau granted CP to install new trans.; new ant.; make changes in ant. system (increase height); change TPO; ERP 95 kw (H&V); ant. height 1260 ft. (H&V); remote control permitted (BPH-9930). Action Oct. 29.

■ **KWYO** Sheridan, Wyo.—Broadcast Bureau granted CP to change ant. trans. location to 0.47 miles E. of U.S. Highway 90; S. of and adjacent to U.S. Highway 14 near Sheridan; change type trans.; condition (BP-20,664). Action Oct. 27.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KICD-FM Spencer, Iowa (BPH-9785), Oct. 29; *KCOU Columbia, Mo. (BPED-2063), Oct. 29; *WLRN-FM Miami (BPED-1743), Oct. 29.

In contest

Designated for hearing

■ **Calhoun, Ga., AM proceeding:** Frances Lanford and Cherokee Broadcasting Co., competing for 900 khz (Docs. 20928-9)—Broadcast Bureau designated for hearing to determine which would better serve public interest. Action Oct. 29.

Case assignments

■ **WGNE-AM-FM** Panama City Beach, Fla., **renewal proceeding:** Janus Broadcasting Co. (Docs. 20952-3)—Designated ALJ Reuben Lozner to serve as presiding judge; set hearing for Jan. 25, 1977. Action Nov. 1.

■ **Dallas, AM-FM proceeding:** Belo Broadcasting Corp. competing with Maxwell Broadcasting Corp. for 570 khz and 97.9 mhz. (Docs. 20945-8)—Rescinded assignment order issued Oct. 26; designated ALJ Thomas B. Fitzpatrick to serve as presiding judge; set hearing for Jan. 15, 1977. Action Oct. 28.

Procedural Rulings

■ **WRPL(AM)** Charlotte, N.C., **renewal proceeding:** Voice of Charlotte Broadcasting Co. (Doc. 20701)—ALJ Joseph Stirmer ordered hearing to resume Nov. 30. Action Nov. 3.

■ **Osego and Plainwell, Mich., FM proceeding:** Allegan County Broadcasters and Robert B. Taylor competing for 100.9 mhz (Docs. 20864-5)—ALJ James F. Tierney approved joint request by applicants and cancelled all previously scheduled procedural dates including hearing date, Nov. 2. Action Oct. 28.

■ **Lakewood, Wash., AM proceeding:** Dale A. Owens and Clay Frank Huntington, competing for 1480 khz (Doc. 20454-5)—ALJ Frederick W. Deniston postponed hearing from Nov. 9 to Nov. 16. Action Nov. 2.

■ **WPMH(AM)** Portsmouth, Va., **license proceeding:** Chesapeake-Portsmouth Broadcasting Corp. (Doc. 19787)—ALJ Reuben Lozner scheduled further hearing for Dec. 7. Action Nov. 1.

Initial decision

■ **KGGM-TV** Albuquerque, N.M.—FCC ALJ Joseph Stirmer renewed license of New Mexico Broadcasting Co. for KGGM-TV, Albuquerque, N.M. He said all evidentiary issues related to the case were resolved in favor of KGGM-TV (Doc. 20540). Action Nov. 9.

Review board decision

■ **FCC Review Board** approved reimbursement by Catamount Broadcasters, of \$10,860.32 to Bennington Radio Inc. for expenses in proceeding on applications of Catamount, BRI and Equinox Wireless Co. for new FM station on 94.3 mhz in Bennington, Vt. (Docs. 20391-3). Action Oct. 18.

Fines

■ **WKYT-TV** Lexington, Ky.—Broadcast Bureau notified licensee it incurred apparent liability for \$500 for failing to make entire of meter readings at beginning of operation. Action Nov. 5.

■ **KVIN** Vinita, Okla.—Broadcast Bureau notified licensee it had incurred apparent liability for \$200 for failing to measure frequency of transmitter on monthly basis. Action Nov. 3.

■ **WMTS(AM)** Murfreesboro, Tenn.—Broadcast Bureau ordered licensee to forfeit \$250 for failing to have remote base current meter accurately calibrated at low power. Action Nov. 3.

■ **KCLE** Cleburne, Tex.—Broadcast Bureau notified licensee it had incurred apparent liability of \$1,500 for having station daytime operating power greater than 105 per cent of authorized power. Action Nov. 5.

■ **KGNS-TV** Laredo, Tex.—Broadcast Bureau notified licensee it incurred apparent liability of \$500 for failing to measure visual carrier and intercarrier frequencies at least once each month. Action Nov. 4.

Other actions

■ **WRHY(FM)** Starview, Pa.—Broadcast Bureau denied request for waiver to identify as Starview-York, Pa. Action Oct. 29.

■ **South Boston, Va.**—Commission affirmed \$1,000 forfeiture assessed against Halifax Broadcasting Company Inc., and renewed licenses for its stations WHLF(AM) and WJLC-FM, South Boston, Va., for short-term ending October 1, 1977. Action Nov. 11.

■ **Broadcast Bureau**, on November 8, granted the following applications for renewal of license including subsidiary communications authority where applicable: *KHET(TV) Honolulu, Hawaii; *WBGU(FM) Bowling Green, Ohio; WCOM-FM Urbana, Ohio; WELL-FM Marshall, Mich.; *WEMU(FM) Ypsilanti, Mich.; WFLW(AM) Monticello, Ky.; WIOI(AM) New Boston, Ohio; WMOX(AM) Meridian, Miss.; W MPL-AM-FM Hancock, Mich.; WUPY(AM) Ishpeming, Mich.; WZLE(FM) Lorain, Ohio.

■ **Commission** amended its rules by reducing from 12 to 6 (an original and five) number of copies of papers required to be filed in FCC rulemaking proceedings. It also provided that members of general public may participate informally in rulemaking proceedings by submitting single copy (the original) of their documents. This will be placed in original docket file, become part

Professional Cards

<p>ATLANTIC RESEARCH CORP. Jansky & Bailey Telecommunications Consulting Member AFCCE 5390 Cherokee Avenue Alexandria, Virginia 22314 (703) 354-3400</p>	<p>EDWARD F. LORENTZ & ASSOCIATES Consulting Engineers (formerly Commercial Radio) 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 Member AFCCE</p>	<p>A. D. Ring & Associates CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 Member AFCE</p>	<p>COHEN and DIPPELL, P.C. CONSULTING ENGINEERS 527 Munsey Bldg. (202) 783-0111 Washington, D. C. 20004 Member AFCCE</p>
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<p>STEEL, ANDRUS & ADAIR 2029 K Street, N.W. Washington, D.C. 20006 (301) 827-8725 (301) 384-5374 (202) 223-4864 Member AFCCE</p>	<p>HAMMETT & EDISON, INC. CONSULTING ENGINEERS Radio & Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member AFCE</p>	<p>JOHN B. HEFFELFINGER 9208 Wyoming Pl. Miland 4-7010 KANSAS CITY, MISSOURI 64114</p>	<p>JULES COHEN & ASSOCIATES Suite 400 1730 M St., N.W., 659-3707 Washington, D. C. 20036 Member AFCCE</p>
<p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFCE</p>	<p>VIR JAMES CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.—80206 (303) 333-5562 DENVER, COLORADO Member AFCCE</p>	<p>E. Harold Munn, Jr., & Associates, Inc. Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>	<p>ROSNER TELEVISION SYSTEMS CONSULTING & ENGINEERING 250 West 57th Street New York, New York 10019 (212) 246-3967</p>
<p>JOHN H. MULLANEY CONSULTING RADIO ENGINEERS 9616 Pinkney Court Potomac, Maryland 20854 301 - 299-3900 Member AFCCE</p>	<p>TERRELL W. KIRKSEY Consulting Engineer 5210 Avenue F. Austin, Texas 78751 (512) 454-7014</p>	<p>HATFIELD & DAWSON Consulting Engineers Broadcast and Communications 906 - 36th Ave. Seattle, Washington 98122 (206) 324-7860</p>	<p>MIDWEST ENGINEERING ASSOCIATES Consulting Engineers 6924 A N UNIVERSITY PEORIA ILLINOIS 61614 (309) 692-4233</p>
<p>DAWKINS ESPY Consulting Radio Engineers Applications/Field Engineering P.O. Box 3127—Olympic Station 90212 BEVERLY HILLS, CALIF. (213) 272-3344</p>	<p>MATTHEW J. VLISSIDES, P.E. STRUCTURAL CONSULTANT TOWERS, ANTENNAS, STRUCTURES Studies. Analysis. Design. Modifications. Inspections. Supervision of Erection 7801 BURFORD DRIVE McLEAN, VA 22101 Tel (703) 356-8504 Member AFCCE</p>	<p>C. P. CROSSNO & ASSOCIATES CONSULTING ENGINEERS P. O. BOX 18312 (214) 321-8140 DALLAS, TEXAS 75218</p>	<p>SPOT YOUR FIRM'S NAME HERE to Be Seen by 120,000* Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for am fm tv and facsimile facilities. *1970 Readership Survey showing 3.2 readers per copy.</p>

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of official record, and be considered in making decision. Action Nov. 3.

Allocations

Petitions

- Seward, Alaska—Consolidated Amusement Corp. seeks to reassign TV ch. 4 to Anchorage and assign TV ch. 3 to Seward. (RM-2782). Ann. Oct. 21.
- Toledo, Ohio—Gentle Shepherd Broadcasting Company seeks assignment of FM ch. 284 to Florence, Ore. (RM-2784). Ann. Nov. 1.
- Memphis—Christian Studies of Man and Society seeks assignment of FM ch. 296A to West Memphis, Ark. (RM-2787). Ann. Nov. 2.
- Norfolk, Va.—Crusade for Christ Inc. seeks assignment of FM ch. 296A to West Memphis, Ark. (RM-2785). Ann. Oct. 27.
- Lancaster, Wis.—Joy Broadcasters seeks assignment of FM ch. 249A to Lancaster-Fennimore, Wis. or to Lancaster, Wis. (RM-2786). Ann. Nov. 1.

Translators

Applications

- Village of Nulato, Nulato, Alaska—Seeks ch. 9 rebroadcasting, via satellite, programs from KTVA, KENI-TV, KIMO, KAKM, all Anchorage (BPT-TV-5714). Ann. Nov. 11.
- Village of Savoonga, Savoonga, Alaska—Seeks ch. 9 rebroadcasting, via satellite, programs from KTVA, KENI-TV, KIMO, KAKM, all Anchorage (BPT-TV-5715). Ann. Nov. 11.

Actions

- K081W Captain's Bay, Alaska—Broadcast Bureau granted CP for new VHF TV translator station on ch. 8 rebroadcasting KUAC-TV and KYUK-TV Fairbanks and Bethel, Alaska (BPTTV-5601). Action Oct. 27.
- K81BI Alamosa, Leadville, Salida and Buena Vista, Colo.—Broadcast Bureau granted CP to operate UHF TV translator station via BPTTR-38, 2093-2110 mhz; condition (BPTT-3076). Action Oct. 18.
- Show Low, Ariz.—Commission granted applications of Porter Mountain Antenna TV Association for two new 10 w VHF television translator stations to serve Show Low, Snowflake, Pinetop, Lakeside, Taylor, Clay Springs, and Pinedale, Ariz., by retransmitting KOLD-TV and KVOA-TV Tucson, Ariz. Action Oct. 17.
- K05GC Rexford and Fortune, Mont.—Broadcast Bureau granted CP for new VHF TV translator station on ch. 5 rebroadcasting KPAX-TV Missoula, Mont. (BPTTV-5605). Action Oct. 29.
- K09NC Fort Benton, Mont.—Broadcast Bureau granted CP for new VHF TV translator station on ch. 9 rebroadcasting KTCM Helena, Mont. (BPTTV-5645). Action Oct. 29.
- K061V Cottonwood Cove, Nev.—Broadcast Bureau granted CP for new VHF TV translator station on ch. 6

rebroadcasting KOOL-TV Phoenix; condition (BPT-TV-5602). Action Oct. 18.

- K11NQ Cottonwood Cove, Nev.—Broadcast Bureau granted CP for new VHF TV translator station on ch. 11 rebroadcasting KTVK Phoenix (BPTTV-5603). Action Oct. 18.
- K130L Cottonwood Cove, Nev.—Broadcast Bureau granted CP for new VHF TV translator station on ch. 13 rebroadcasting KLAS-TV Las Vegas (BPT-TV-5604). Action Oct. 18.
- W65AF Chagrin Falls, Ohio—Broadcast Bureau granted CP for new UHF TV translator station on ch. 65 rebroadcasting WVIZ-TV Cleveland, (BPTT-3044). Action Oct. 29.
- W67AI Gates Mills, Ohio—Broadcast Bureau granted CP for new UHF TV translator station on ch. 67 rebroadcasting WVIZ-TV Cleveland (BPTT-3045). Action Oct. 29.
- W28AA Cookeville, Tenn.—Broadcast Bureau granted CP for new UHF TV translator station on ch. 28 rebroadcasting WCPT-TV Crossville, Tenn. (BPTT-3030). Action Oct. 18.
- K57AQ Alton and rural Kane county, Utah—Broadcast Bureau granted CP for new UHF TV translator station on ch. 57 rebroadcasting KUED Salt Lake City (BPTT-3046). Action Oct. 27.

■ K070I Granger, Trona Plant east of Granger, Bryan and Peru, Wyo.—Broadcast Bureau granted CP for new VHF TV translator station on ch. 7 rebroadcasting KUTV Salt Lake City (BPTTV-5486). Action Oct. 29.

■ K03ES, Granger, Trona Plant East of Granger, Bryan and Peru, Wyo.—Broadcast Bureau granted CP for new VHF TV translator station on ch. 3 rebroadcasting KSL-TV Salt Lake City, Utah (BPTTV-5488). Action Oct. 29.

■ K06IN Granger, Trona Plant East of Granger, Bryan and Peru, Wyo.—Broadcast Bureau granted CP for new VHF TV translator station on ch. 6 rebroadcasting KCPX-TV Salt Lake City, Utah (BPTTV-5487). Action Oct. 29.

■ K03ER Riverton, Arapahoe and rural Fremont county, Wyo.—Broadcast Bureau granted CP for new VHF TV translator station on ch. 3 rebroadcasting KOA-TV Denver; conditions (BPTTV-5628). Action Oct. 19.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Nov. 9 (stations listed are TV signals proposed for carriage):

- Lake Charlevoix Cable TV, for Gaylord, Mich. (CAC-07453); CBET Windsor, Ont. CJIC-TV Sault Ste Marie, Ont. WKBK-TV Alpena, Mich.; WNEM-TV Bay City, Mich.; WXON Detroit; WGN-TV Chicago.
- Northeastern Pennsylvania TV Cable Co., for Clarks Summit borough, Factoryville borough, Abington township, Dalton borough, Clarks Green borough, all Pennsylvania (CAC-07454-9): Requests certification of existing operations.

■ Northeastern Pennsylvania TV Cable Co., for Hughestown borough, Exeter township, Duryea borough, Pittston, West Pittston borough, Archbald borough, Blakely borough, Scott township, all Pennsylvania (CAC-07460-7): Requests certification of existing operations.

■ Multiview Cable Co., for Havre de Grace, Aberdeen, Md. (CAC-07468-9): Requests certification of existing operations.

■ Warner Cable of Babbitt, for Babbitt, Minn. (CAC-07470-1): WTCN-TV Minneapolis and requests certification of existing operations.

■ San Bruno Municipal Cable Television, for San Bruno, Calif. (CAC-07472): Requests certification of existing operations.

■ Mahoning Valley Cablevision Associates, for Niles, Weatherfield township, Howland township, all Ohio (CAC-07473-5): WJAN Canton, Ohio.

■ Chattanooga TV Cable Co., for Chattanooga, Tenn. (CAC-07476): WGTV Athens, Ga.

■ East Ridge TV Cable Co., for East Ridge, Tenn. (CAC-07477): WGTV Athens, Ga.

■ Red Bank - White Oak TV Cable Co., for Red Bank-White Oak, Tenn. (CAC-07478): WGTV Athens, Ga.

■ Polk Cablevision, for (unincorporated areas) Polk county, Fla. (CAC-07479): WESH-TV Daytona Beach; WINK-TV Ft. Myers; WXLTV Sarasota, all Florida.

■ E-Z Vision, for Rusk, Tex. (CAC-07480): KPRC-TV Houston, and delete KTRK-TV Houston.

■ Sheyenne Cable T.V., for West Fargo, N.D. (CAC-07481): CBWT Winnipeg, Man.

■ Continental Cablevision of Ohio, for Gallion, Ohio (CAC-07482): Requests certification of existing operations.

■ Northeastern Pennsylvania TV Cable Co., for Pittstown township, Pa. (CAC-07483): Requests certification of existing operations.

■ Caltec, for Lutherville-Timonium, Reisterstown, (specified unincorporated area) Baltimore county, Overlea, Owings Mills, Towson, Parkville, Perry Hall, Middle River, all Maryland (CAC-07484-92): WOR-TV, WPIX, New York, and delete WPHL-TV Philadelphia.

■ Caltec, for Rosedale, Essex, Dundalk, (specified unincorporated area) Baltimore county, all Maryland (CAC-07493-6): WOR-TV, WPIX, New York, and delete: WPHL-TV Philadelphia.

■ Poughkeepsie Cablevision, for (town of) Pleasant Valley, N.Y. (CSR-1073T): Requests special temporary authority to continue operation pending action on CAC application filed simultaneously.

■ H B Cable TV, for McKinleyville, Calif. (CSR-1074): Petition for special relief to add full signal complement, including KPIX, KBHK-TV, San Francisco; KTXL, KXTV, Sacramento, Calif., to its system.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance Huntsville TV Cable Service, for Huntsville (town of), Ark. (CAC-05870); Crawfordville Community Cable Corp., for Crawfordville, Ind. (CAC-06738); Arkansas Cable Television, for Jacksonville, Ark. (CAC-06789); Tele-Vu, for Milan, N.M. (CAC-06921); Cablecom-General of Altus, for Altus, Okla. (CAC-06948); Alert Cable TV of North Carolina, for Carrboro (town of), N.C. (CAC-07024); Multiple Channels of Alabama, for Coosada (town of), Ala. (CAC-07029); Republican Valley Cable, for Clyde, Clifton, both Kan. (CAC-07056); General Electric Cablevision Corp., for West Peoria (town of), Ill. (CAC-07110); Cable TV Construction, for Augusta, Kan. (CAC-07143); Cable Associates, for Mountville borough, Pa. (CAC-07160); Sammons Communications, for Sullivan county, Tenn. Washington county, Va. (CAC-07163-4); Jacksonville Television Cable Co., for Jacksonville, N.C. (CAC-07169); Glasgow Cablevision, for Glasgow, Glasgow AFB, both Montana (CAC-07212-3); Big Spring Cable TV, for Waldo, Ark. (CAC-07217); Northern Video, for Benson, Minn. (CAC-07219); Warren Cable TV, for Warren, Minn. (CAC-07220); Manhattan Cable Television, for southern part of Manhattan borough, N.Y. (CAC-07241); Pampa Cable TV, for Pampa, Tex. (CAC-07242). Action Nov. 10.

■ CATV Bureau granted Martinsville Cablevision certificate of compliance to add signals to WTTG and WDCA-TV both Washington, and WRDU-TV Durham, N.C. (CAC-06810). Action Oct. 28.

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General manager position, small midwest market, new station, must be able to take charge and make a successful operation. Send complete resume and salary requirements. Box Y-107, BROADCASTING.

Reorganization of small station eliminates manager's job. Owner wants good spot for excellent all-around manager. Experienced and does talk show of his own daily. Write Box Y-156, BROADCASTING.

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Program manager/director. I am seeking a program manager that can manage and direct our air personalities, personify show business, can combine creative judgement with practical judgement, become involved with our community and continue to gain and serve a public. We're a medium market c/w format with emphasis on local news. Salary for this programming position is open. Send air checks, production samples, resume, and salary requirements to Buster Pollard, Owner and General Manager, WBHP Radio, P.O. Box 547, Huntsville, AL 35804.

General sales manager for Chicago country AM/FM radio stations ranking among the top 6 in adults. Must have a proven record of developing dynamic sales people and building sales volume through creative selling at retail and agency levels. A career opportunity with a major group broadcasting company. All replies confidential. Call or write George Dubnetz, WJJD, 8 South Michigan Ave., Chicago 60603. Phone 312-782-5466. An Equal Opportunity Employer.

Executive Director-Pacific Foundation, licensee of five non-commercial FM radio stations, program service and tape library, has executive position available January 1st. Modest salary. Extensive travel required. Affirmative Action Employer. Write Box 8455, Universal City, CA 91608.

Partner needed to manage Arkansas small market station \$5,000. Investment required. Phone 317-653-6583 after 7 p.m.

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Wanted: Sales person for midwest AM-FM. Box W-187, BROADCASTING.

Top-notch NJ operation seeks top-notch salesperson. EOE. Immediate opening for experienced go-getter. Details to Box Y-160, BROADCASTING.

Suburban Washington, D.C. FM stereo station seeks experienced salesperson. Excellent salary and high commission plus great territory! Box Y-195, BROADCASTING.

New FM station serving city of 9600 and county of 19000 people has opening for salesperson with broadcast experience. Send resume and salary requirements to KLMT, Box 6, Marlin, TX 76661.

WCAR AM/FM has a sales position open, \$30,000 to \$40,000 a year potential plus car. Send your resume to Bruce Houston, P.O. Box 1130, Detroit, MI 48235.

Immediate opening for an experienced salesperson. First opening for us in 5 years. Big list. 2 exciting radio stations, one of them brand new. Top starting guarantee. Call or write WDZ-WDZO, 265 S. Park, Decatur, IL. Ron Fischmann, 217-423-9744.

HELP WANTED SALES CONTINUED

The right salesperson with at least 2 years radio experience and all around radio capabilities has a very good future with this 5kw western station. EOA. 303-336-2206.

Sales manager opening for qualified worker. Top AM-FM station looking for continued growth. Good starting salary plus incentives. Send complete resume to John Coe, Box 385, LaPorte, IN 46350.

HELP WANTED ANNOUNCERS

Experienced staff announcer, CW Format. Some production. Sales if desired. Good salary, fringe benefits. Send resume: Box Y-99, BROADCASTING.

Radio-comb/ancr/engineer. 10,000 W. 24 hour central California Radio Station, soon country rock. Grow with a company with four radio stations and two TV's. Need experienced country rock jockies. FCC 1/C License. \$800 to \$1,000 per month starting salary. Application for 50,000 non-directional covering six million population, pending before commission. 1 1/2 hours from San Francisco, 1 hour from High Sierra. An Equal Opportunity Station. Send resume to Box Y-100, BROADCASTING.

Expansion-created slot for warm, direct announcer. Successful station, excellent facilities. Box Y-108, BROADCASTING.

New England top-40 station has both parttime and fulltime position available immediately. Minorities and females strongly encouraged. Send resume Box Y-131, BROADCASTING.

Experienced program director & contemporary disc jockeys with production ability, need by growing chain in western Massachusetts. Box Y-172, BROADCASTING.

Top 5 market/major chain adult MOR easy listening station has opening for mid day show/production. Smooth mature voice and excellent creative production are essential. No beginners, no heavy personalities. An Equal Opportunity Employer. Box Y-196, BROADCASTING.

Experienced 1st ticket announcer for disco format. Airmail tape, etc. KDKO, Littleton-Denver, CO 80120.

Expanding staff need experienced production-news person, if you have a good resonant voice, like news and production, want to live in beautiful southern California with good opportunity for advancement, contact Lyle Richardson, KUDE/KJFM Oceanside CA 92054, 714-757-1320. Equal Opportunity Employer.

Good announcer, strong production for "All News" (NBC-NIS) AM and "Beautiful Music" FM. Both automated Schafer 903's. Must have excellent references. Medium size market in the sunshine belt near Gulf Coast and Old Mexico. Write KURV-KESI, P.O. Box 1638, Edinburg, TX 78539.

Virginia AM-FM station has opening for an experienced announcer to handle morning drive shift. Excellent salary, company benefits and stability. EOE. Send tape and resume to J. William Poole, WFLS AM-FM, Box 597, Fredericksburg, VA 22401.

WSTU, Stuart, Florida, is seeking an experienced professional announcer/news person. Successful MOR located in beautiful South Florida. Send tape and resume to operations manager, WSTU, Stuart, FL 33494. Equal Opportunity Employer. No phone calls please.

Florida classical station seeking creative personality for ulempo concert program. Thorough knowledge of repertoire required; experience in other formats advantageous. Call Alvis Sherouse, WTML, Miami, 305-443-5251.

HELP WANTED ANNOUNCERS CONTINUED

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.

Immediate opening for gospel director for Black programmed Southern New England radio station. Ability to interact with local community a necessity. Salary negotiable. Liberal benefits. Send tape and resume to P.O. Box 309, Windsor, CT 06095.

Seeking announcer for modern country AM with big signal in S.E. Wisconsin. Must be able to run light board, have bright sound and be able to do quality production. Call Roy Howard, P.D., 414-324-4441.

Suburban Cincinnati station seeks combo sales/jock. Business is booming and getting better. If you want to start at \$10-12,000 call Joe, 513-378-6151. Also seeking night jock that can follow format. Air work must be outstanding for this super slick, modern country cooker.

HELP WANTED TECHNICAL

Chief engineer, 50 KW AM, 100 KW FM. Challenge/opportunity for the exceptional engineer. EOE. Box Y-176, BROADCASTING.

Wisconsin AM/FM seeking chief engineer-announcer, to maintain directional nighttime operation. Must be experienced, mature, and provide references. Knowledge of FCC regulations a must. Salary commensurate with ability and experience. No floaters, please. Send resume and requirements. EOE. Reply Box Y-200, BROADCASTING.

Chief engineer for directional AM & full Power FM. Microwave, two Schafer 903's. Must be mature, experienced, with excellent references. Perfect working and living conditions with good income and benefits. Write to KURV-KESI, P.O. Box 1638, Edinburg, TX 78539.

Experienced first phone engineer. Chief's job available within twelve months to right person. 5 KW AM-100 KW stereo FM. KXXX, Colby, KS, 913-462-3305.

Contract engineer with good AM/FM experience. Maintenance, etc. for two independent operations about 25 miles apart. Will make annual guarantee to right person for 20 hours weekly with each operation. State experience, availability and financial requirements first letter. WEPM/WESM, P.O. Box 767, Martinsburg, WV 25401.

Chief engineer for upper midwest directional daytimer. Take charge of complete responsibility for engineering. Excellent opportunity in stable community on the shore of Lake Michigan. EOE. Contact: Manager, WKTS, 814 Plaza 8, Sheboygan, WI 53081, 414-457-5561.

Immediate opening for first phone engineer for Miami, Florida, AM Radio Station. Four tower directional. Combo plus solid experience in all phases transmitter and solid state studio equipment. Isolated XMTR site requires 4 days on duty. Good pay and benefits. Contact L. Shea, WRHC Radio, 2260 SW 8th Street, Miami, FL 33135 or phone 305-541-3300. An Equal Opportunity Employer.

Wanted: Chief engineer-Announcer for two-tower, full-time, 1 kw directional in Oregon's Willamette Valley. Salary range 750-900 per month. Bright future with progressive 8 station group. Opportunity to learn engineering from the ground up. Write A. Boyd, P.O. Box 590, Bend, OR 97701.

Chief engineer, experienced or willing to train the right person. Some announcing. Call Jim Baffard, 606-248-5842.

HELP WANTED NEWS

News Director, 2 man department, midwest medium market. Must be able to dig, write, deliver. Strong local news and sound. Resume, and salary requirements. First Letter. EOE. Box Y-77. BROADCASTING.

News reporter to gather, write and present local news on quality South Carolina AM-FM radio stations. Send complete resume and references with first letter. State minimum acceptable starting salary. An Equal Opportunity Employer. Box Y-171. BROADCASTING.

Adult Detroit powerhouse needs news director immediately. Must be able to organize department and direct others. Self starters seasoned pros only. An Equal Opportunity Employer. Box Y-197. BROADCASTING.

Wanted: a good solid news director for top notch small market station. Must be experienced, dependable, and ambitious. You will earn top money and work with a totally professional staff. If you are qualified, contact General Manager, KOKX, Keokuk, IA 319-524-5410. EOE.

Editor independent all news. Top 30 market. Requires strong writing, production, news experience. Full credentials immediately to Michael Allen, News Director, WEBR, 23 North St., Buffalo, NY 14202. An Equal Opportunity Employer.

Immediate opening for experienced news reporter, who can gather, write and present news on the air. Great opportunity for right person. EOE Contact Blair Eubanks at Radio Station WPAO. Mount Airy, NC 27030. 919-786-6111

Newscaster/reporter, experienced in field reporting and studio air work. Will be responsible for news on daytime AM and 50,000 watt stereo FM. Excellent living conditions in historical college town. Send tape, resume, salary requirements and writing samples to Don Bentley, GM, P.O. Box 180, Williamsburg, VA 23185. EOE.

NIS maybe going, but all news is here to stay in our market. Seek dynamic electronic journalist with street savvy, strong delivery, and sports interest. Third endorsed mandatory. Send tape, resume, writing samples to Box 17-442, West Hartford, CT 06117. EOE-M/F.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program director, modern country specialist. \$9600 & rating bonus. P.D. experience required. Medium market, beautiful coastal community. EOE Send resume to Box Y-173. BROADCASTING.

Music director/instructor. Responsible for programming most of station's music, cataloguing and filing. Coach student announcers in classical pronunciations. Prepare monthly classical music schedule for program guide. Announce one two-hour program daily. Must have Masters degree and 3rd class license. Teaching responsibility; one course in RTVF curriculum. Job open December 15. Salary \$11,000, plus university benefits. Ed Paulin, General Manager KOSU, Oklahoma State University, Stillwater, OK 74074. Call 405-624-6352. EOE.

Program director with imagination interested in joining aggressive small market group contact Charles Jones, KWCO Radio, Box 1268, Chickasha, OK 73018. Must be willing to accept responsibility, do production, and small board shift. Salary to be negotiated according to ability.

SITUATIONS WANTED MANAGEMENT

Attention small markets! Sales oriented professional seeking management challenge. 14 years experience all phases. 35, married. Excellent references including present employer. Northern part of country. Bob Clark, 703-371-3840.

SITUATIONS WANTED SALES

Do you need a sales manager? I can help increase your sales and profits while motivating your sales force. Box Y-162. BROADCASTING

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, light board. good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

3rd endorsed, news, commercials, DJ. Good tubes. Hungry Rookie and ready now! Box Y-120. BROADCASTING.

Female announcer, 1st class, 2 years exp. seeks Rock, C&W or Jazz in medium/small market. Box Y-164. BROADCASTING.

Former camel salesman, now experienced 6-9 morning personality. Trivia, telephone chat, prizes, community oriented. Gifted copywriter, novelty production, good salesman, and former C.I.A. agent. College grad, family man. Box Y-168. BROADCASTING.

No. 1 in top 10 markets. Country & MOR. First phone. Box Y-189. BROADCASTING.

Experienced small market announcer with 3rd endorsed desires adult contemp in mid Atlantic. Box Y-194. BROADCASTING.

Background program director, news, eng, sales, 3rd ticket, good production, personality, light board, prof. exp., looking for station on the move, anywhere, good top 40, all in one. Kevin K., WNFT Radio, Slippery Rock, PA 16057. 412-794-7517. Available Dec. 20, 1976.

DJ, 25, 3rd endorsed, 6 months pro, news production, copy, BSEE, college radio, seeks small MOR, Top 40 or adult contemporary anywhere. Resume, tape. Frank Cavaliere, 31-38 74 St. Jackson Heights, NY 11370. 212-446-8649.

Experienced radio announcer, news caster available now. Call 213-874-7236.

Humorous, first phone, air personality desires small market top 40 or contemporary. 213-387-7175. S.H. Green.

Young DJ looking for small market contemporary. Preferably in midwest area. College experience. Hard worker, light board. Steve, 314-432-8988.

Emerson grad, Married, 2 yrs. air exper. 3rd end. Strong voice, Bright, creative hard worker looking for challenge. Call 617-471-7087.

Most valuable thing I can offer is inexperience, with it I offer imagination and verve. It's my forte. I'm young and become enthusiastic and emotionally involved in work, music or sports. Box 444, Greenville, RI 02828.

DJ, 3 years on air, emphasis jazz and electronic musics. 3rd endorsed production and board experience. University Wisconsin grad. Seeks position with jazz, contemporary, classical, MOR anywhere, resume, tape. Cary Appenzeller, Call evenings only 516-791-9349, 64 Cloverfield Rd. South Valley Stream, NY 11581

Top-rated DJ-PD seeks contemp, MOR, or oldies airshift. Medium or major. BA Brct, 6 yrs. exp. 3rd endorsed, 26, married, stable. 412-276-1456.

I sweep floors, read P.S.A.'s, flush toilets and spin records. Some experience, give me more. 3rd endorsed. Available now. 215-K14-8292.

Contemporary personality with six years experience looking to relocate. Would like to stay in top 100 markets. Please call Denny at 716-763-8996.

Personality strong on jazz and classical music, news-oriented, looking for challenge after enough years of broadcasting in New York City: Gordon Spencer (Kahn), 42-47 Parsons Blvd., Queens, NY 11355.

Early seventy's "Q" formed rocker! Looking for medium or small market. Heres what you'll get: over three years board experience, light board, great production. Call Mike 12:30 p.m. to 5:30 p.m., 314-642-3343.

6 year pro, all formats, 1st phone family man will relocate for better support I know I'm worth. 904-761-6920.

SITUATIONS WANTED TECHNICAL

Frequency management spectrum analysis. 10 years experience major gov't agency. BA telecommunications and first phone. Box Y-155. BROADCASTING.

1st phone, college background in EE, Broadcast Experience. Looking for engineering operations position. Rudy Menna, 502 Summit Ave., Jenkintown, PA 19046.

SITUATIONS WANTED NEWS

I'm picky. Employed ND now looking for a station that counts good news operation as an asset. No one-man units or losers need reply, to Box Y-105. BROADCASTING.

Reporter-announcer, 2 years experience, B.A., seeks middle-market position. Hard-working and dependable. Box Y-110. BROADCASTING.

10 years news/sports play-by-play. Seek return to radio after four years as assistant to California legislator. Prefer west or mountain states but will move anywhere for right opportunity. Box Y-180. BROADCASTING.

Creative, conversational writing by experienced pro, in news, production, publicity and public affairs. 3rd endorsed. Contact Stan. 212-526-1831 day/evening.

Sports PBP, color. Recent college grad with 1 1/2 yrs experience in announcing, stats, interviews and production. Worked with successful NFL team. Looking for small or medium market. References. Leonard Weingarten, 5511 Masonic Ave, Oakland CA 94618.

Experienced editor/newswriter seeks new challenge any area. Len Pomerantz, 1215 Ave N, Bklyn, NY 11230.

News pro, extensive experience, seeks challenging, responsible position. Cuelt, 639 American Oaks, Newbury Park, CA 91320. 805-498-5191.

Sports director college, Olympics network, mid-market reporting. 6 years radio, TV, print. PBP all sports, anchor. DJ, news exp. Want creative worker with punch? Let's jab. 2204 Van Cortlandt Circle, Yorktown, NY 10598. 914-962-4202.

Aggressive newsmen/reporter. 6 years experience. Copywriting. Talk shows. Art Fletcher, 312-246-1121.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Mid autumn blues or red ink? I can work with you to change it to black. I'm a guy of many hats and will program and engineer and sell too as your operations manager. Serious replies only. Revolving doors or runarounds forget it. Box Y-157. BROADCASTING

Young woman, first class, experienced in news, sales, production, copy and automation. Woody Wisconsin Minnesota take me home. Write Box Y-165. BROADCASTING.

Seeking contemporary program directorship. A professional who excels in AM-drive. \$13,000 and fringe benefits. Write Box Y-182. BROADCASTING.

I am ready to guide your station to a great on-air sound, and to smooth out any rough spots in your operation. If you'd like another dedicated professional to help your station achieve its potential, give me a call. Stacy Richardson, 918-838-7547.

Buzz Words! is what you'll get from job hunters. Results are what this career programmer delivers. Brilliant record. Will give up what I have, if your major market challenge and reward are exciting. I'm 33, have beautiful wife and kids. Write to me personally: Mike Long, P.O. Box 1666, Charlotte, NC 28232.

TELEVISION

HELP WANTED MANAGEMENT

Immediate opening for business manager of group-owned medium-market ABC affiliate. Minimum of two years comparable broadcasting experience required. We are seeking more than just an accountant. Reply with salary requirements to Business Manager, Box 888, Richmond, VA 23207. We are an Equal Opportunity Employer.

HELP WANTED SALES

National sales manager for VHF in good southwestern market Box Y-67. BROADCASTING.

The sun belt is calling! We are looking for a top salesperson, with management potential. We are an affiliate in the south-east, the country's fastest growing region. All replies are confidential. Forward resume and salary requirements to Box Y-124, BROADCASTING.

TV account executive, aggressive, experienced. A hustler has a high earning potential in growing market with expanding group. Need a pro to develop retail and co-op sales. Good climate. Account list waiting. Call G.S.M. at 205-533-4848.

HELP WANTED TECHNICAL

Chief engineer with current hands-on experience, administrative skills, and ability to plan and achieve growth in facilities and staff. Southeast public UHF; open January. Send resume and salary requirements. Box Y-31, BROADCASTING.

Senior TV engineer needed by religious broadcaster with nationwide ministry and worldwide vision. Five years experience and knowledge of TK44, TR70C and sophisticated editing equipment desired. Top professionals needed to join this spiritually rewarding ministry. Write Box Y-63, BROADCASTING.

Engineer, best technical qualifications, reliable character, for VHF Texas resort city. Box Y-64, BROADCASTING.

Video tape editor for leading production, post-production facility in N.Y.C. Experienced in the utilization of CMX systems and editec electronic editors. Creative background in the production and finishing of commercials helpful. Male or female. Box Y-102, BROADCASTING.

Telecine and color correction specialist for full service video facility in N.Y.C. Broad background in film, video tape and projection setup. Electronic theory and understanding of ACC-1 color correction or Fernseh systems essential. Box Y-103, BROADCASTING.

Assistant chief engineer for major video broadcast production and post-production facility in N.Y.C. Strong background in the maintenance of VR-1200's, CMX computer editors, Fernseh KCN and Norelco PC-70 cameras, 240 Gates telecine camera, RCA and Eastman projectors, Palmer film recorder and the understanding of micro-computers. Some experience in design, facility construction and layout helpful. Box Y-104, BROADCASTING.

VTR maintenance engineer, minimum 3 years experience, RCA and AMPEX VTR's. Good background in solid state and digital electronics required. Box Y-116, BROADCASTING.

Extraordinary engineering position now open in large Southern market. Requires an individual with a strong technical background who is experienced in TV operation and maintenance. Applicant should be able to work with people and be ready to assume total control of department in the future. Engineering degree desirable. Box Y-177, BROADCASTING.

Chief engineer needed to replace retiring chief in small market TV station in beautiful, clean Northern Arizona. Must be familiar with FCC Rules and Regulations, experienced in transmitter and studio maintenance, and capable of administering small technical staff. If you'd like to join our small friendly staff, contact Wen Elliott, General Manager, KOAI-TV, Flagstaff, AZ 86002. Phone 602-774-1818

KRTV, Great Falls, Montana needs versatile, knowledgeable engineer. Transmitter maintenance, operating. Send resume. Karl Black, chief engineer. Equal Opportunity Employer.

HELP WANTED TECHNICAL CONTINUED

Engineer for public radio and television stations. Duties include on-air switching, VTR operation, maintenance, transmitter watch, camera control, etc. Position requires FCC 1st and technical school or equivalent training. Starting salary \$8,940 to \$10,980 depending on experience. Send resume to: Leon Drye, C.E., WSWP-TV, Box AH, Beckley, WV 25801.

Master control operator. Expanding southeast PTV. Career-oriented man or woman with FCC First Class License. Experience helpful but not required. Excellent conditions, competitive salary and benefits. WTVI, Charlotte, NC.

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.

Position open for professional motion picture camera & photographic audio equipment repairperson to maintain TV station photo equipment and operate color processor. Processor operation will be taught to qualified repair person. Send resume to F.W.B. Lab, P.O. Box 381118, Miami, FL 33138.

Maintenance engineer to work with established remote facilities company. Experience with quads, color cameras and associated gear. Send resume with salary history to G. Symanovich, TEL-FAX, Inc, 4654 Airport Road, Bath, PA 18014.

HELP WANTED NEWS

Active TV news department affiliated with major journalism school will need news editor/faculty member this spring. Must have M.A., proven experience in TV news; know writing, film, tape, assignment desk. Must want to work with young people learning the business. EOE. Box Y-65, BROADCASTING.

Top 50 TV station looking for experienced, energetic reporter. Resumes only. Tapes will be requested later. We are an Equal Opportunity Employer and encourage minority applicants. Reply to Box Y-112, BROADCASTING.

Television news director. Network affiliated group broadcaster in the top 40 markets is seeking an aggressive, creative television news director. Must be a professional broadcast journalist with experience in electronic news gathering. Position demands high organizational and leadership skills from an innovative contemporary manager with solid news judgement. New modern facility with the finest equipment and staff. Compensation commensurate with market and quality of experience. Excellent benefit programs. An Equal Opportunity Employer (M/F). Reply Box Y-137, BROADCASTING.

Aggressive thorough, self-starting professional investigative reporter with TV experience for top 15 market. This is a hard hitting irreverent operation. Send resume and salary expectations. Equal Opportunity Employer. Box Y-175, BROADCASTING.

Are you ready to anchor one of south Texas' top television news teams? If you've got the talent and the right background, you've got the job! Send your resume. We are an Equal Opportunity Employer. Reply to Box Y-179, BROADCASTING.

News anchor: A journalist with reporter background, some anchor experience desirable. This competitive medium-market station is looking for a commanding polished performer also willing and able to fill an active news-compiling role. Send full resume, photo and minimum salary. Box Y-184, BROADCASTING.

News director: A competitive medium market station seeks a journalist with solid TV news experience and demonstrated administrative ability. An excellent opportunity for a leader searching for a professional news department. Large market assistants or small market news directors preferred. Send resume, salary requirements. Box Y-185, BROADCASTING.

Knowledgeable weathercaster with authoritative personable approach is needed now in a middle market. Both men and women with on-air experience encouraged to respond. Send photograph and resume. Box Y-186, BROADCASTING.

HELP WANTED NEWS CONTINUED

Experienced reporters, anchor and weathercasters needed. Equal Opportunity Employer. Send resume and air check VTR to Art Angelo, KPLC-TV, Box 1488, Lake Charles, LA 70601. No phone calls.

Immediate opening: general assignment reporter, some anchoring, familiar with 16mm. Send video tape, resume and references to Mike Trudel, News Director, WLBZ-TV, Box 934, Bangor, ME 04401. 207-942-4822. An Equal Opportunity Employer.

Experienced radio-television reporter needed for aggressive midwestern news operation. Applicant should have thorough knowledge of film plus good on-air delivery for both radio & TV. ENG experience very helpful. Rush tape & resume to Duane Wallace, WMBD, Peoria, IL. An Equal Opportunity Employer.

Weekend anchor with street experience wanted for highly competitive medium market news operation on the move. Send resume and VTR or cassette to News Director, WOWK-TV, P.O. Box 1448, Huntington, WV 25716.

Reporter to shoot film, ENG, write, edit, interview. Minority inquiries welcome. WTOG-TV, Box 8086, Savannah, GA 31402. 912-232-0127.

Writer/photographer needed for magazine style features. Must be a self starter and some on air experience necessary. Growing top 40 market. Send resume and film or cassette of feature work, no news film. To Johnny Walker, 1731 Soldiers Home Rd., Dayton, OH 45418. Equal Opportunity Employer M/F.

Photographer/writer needed for features in magazine style program. Top 40 midwest market. Send resume and film or cassette of feature work, no news film. To Johnny Walker, 1731 Soldiers Home Rd., Dayton, OH 45418. Equal Opportunity Employer M/F.

Experienced journalist: anchor experience, experienced in 16 mm filming and editing. Send resume, references, tape to: News Director, P.O. Box 100, Madison, WI 53701.

Sports reporter, strong aggressive sports-minded professional needed to anchor sports coverage in everything from professional to local high school action. Film and editing experience a must plus on-air talents. Phone, 614-282-3021. An Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production manager, midwest net. affiliate. Good news & commercial, producer-director, & work well with people. We need ideas, ability, organization & someone ready to move into management. An Equal Opportunity Employer. Box Y-76, BROADCASTING.

Promotion manager. Position available in top 50 market. Knowledge of all media helpful. Creative on-the-air promotion ability top requirement. An Equal Opportunity Employer. Send resume to Box Y-106, BROADCASTING.

Video tape editor. Minimum 2 years experience with computer type VTR editing systems. (CMX experience preferred). Must be capable of setting up and performing minor maintenance on RCA and AMPEX VTR's. Box Y-115, BROADCASTING.

Film director, south west medium market resort area desires person capable of handling film editing, shipping, records procedures, etc. of film department. Film Director may also be called upon to operate camera or shoot minicam for news department so production ability is an asset. Applications from minorities and women welcome. Reply Box Y-140, BROADCASTING.

Director, Visual Communications Center. Responsible: Planning, budgeting, supervision of Center. Center provides color television production (3/4" format), photography, graphics, and captioning of television programs for deaf college students. Director expected participate heavily in production. Minimum 10 years experience all phases television production. Five years supervisory experience. Experience or training all forms of visual materials. Not faculty position. Salary approximately \$20,000. Donald Torr, Box Y-202, BROADCASTING.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS CONTINUED**

Director/Ramrod-ability to motivate crew, leadership, management goals, minimum 3 years experience. WABI-TV, Bangor, ME, Urgent, phone 207-947-8321.

Top 50, group owned, ABC affiliate seeks vibrant talent for commercials and host/producer of daily and special public affairs efforts. Only hard workers, on way up, need apply. Appearance, voice and education important. Equal Opportunity Employer. Send resume/tape to Don Cunningham, WOWK TV, 625 4th Huntington WV 25701.

Creative writers. Must demonstrate ability to write dialogue for innovative situational format adult education series. Equal Opportunity Employer. Send applications to E.S. Rodes, Mississippi ETV, P.O. Drawer 1101, Jackson, MS 39205.

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. This is a tenure track position. 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.

Broadcast journalism teacher starting Fall 1977 for developing professional program in integrating predominantly Black University in busy Florida State Capital. Expertise in television and/or radio news reporting, public affairs programming, news film and videotape production and editing and broadcast law essential. PHD and 3 to 5 years radio/TV experience necessary. Rank, salary, negotiable, but at least \$14,500 for assistant professor (9 months). Equal Opportunity. Affirmative Action Employer. Contact Robert Ruggles, Chairman, Journalism, P.O. Box 14, Florida A&M University, Tallahassee, FL 32307.

Assistant professor, broadcast journalism. Career-oriented program. Close contact with regional broadcast media. Significant amount professional radio-TV experience a must; college teaching desirable. PHD in hand. \$12,800 on 9-mo. contract. Asst. Prof. rank. If within one year of degree, instructor rank and pay, with promotion possible on completion. Nothing less accepted. Closing application date Feb. 15, 1977. Appointment late August, 1977. Letter and vita to Dr. Jack Mauch, Journalism Dept., Idaho State University, Pocatello, ID 83209. EEO/AA Employer.

SITUATIONS WANTED MANAGEMENT

Station manager in medium size market seeks management opportunity in large market or group. Proven track record in all areas, with emphasis on sales; references; available to travel for interviews. Reply Box Y-1, BROADCASTING.

Former network executive with extensive key market general management success seeks opportunity and tough challenge; can provide unique references and background story; will relocate; for immediate interview, reply Box Y-48, BROADCASTING.

Sales management. Seeking formidable challenge after nine years in sales management and 15 years in TV (including group owned station). Skilled in all phases of general sales management, planning, budgeting, training, inventory utilization. Results, cost and profit oriented. Impeccable references. Master's degree. Will consider national or local sales management in major market. Box Y-191, BROADCASTING

SITUATIONS WANTED ANNOUNCERS

Anchorman, top 3 markets & movie experience. Box Y-189, BROADCASTING.

SITUATIONS WANTED TECHNICAL

Engineer 34 years broadcast experience operations maintenance audio, video, studio transmitter, STLS, remotes; 15 years supervisory capacity. Seeking position in New England. 714-639-8926. Box Y-134, BROADCASTING.

Chief engineer/asst., southwest preferred, mature, experienced all phases, good administrator, motivate staff, highest technical standards. Resume on request. Box Y-158, BROADCASTING.

SITUATIONS WANTED NEWS

Female anchor with live years news experience. Co-anchoring two major evening newscasts. Tape available upon request. Box Y-33, BROADCASTING.

News Director: I can make your news department something to be proud of. And, I need the job. Box Y-42, BROADCASTING.

Weekend anchorman top 25 market newscast seeks reporting position middle market TV news. Some TV background. Degree. Box Y-142, BROADCASTING.

Meteorologist, 33, AMS professional. 6 years major market and network radio experience desires television weather position. Box Y-167, BROADCASTING.

Anchorwoman/reporter. Attractive, 25, good writer, 5 years experience, employed. Major or medium market in midwest preferred. Tape available on request. Box Y-174, BROADCASTING.

Five years TV news experience as news director, anchor, producer, reporter. Available early 1977. Box Y-187, BROADCASTING.

Science reporter. Expertise in environment, toxicology, weather. Good appearance, personality, delivery. Don Paul, 212-869-1166 weekdays: 275 Hoym St., Ft. Lee, NJ 07024.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS**

13 yr. pro TV, radio-news writer-reporter-anchorman, sports and weathercaster. Also producer-host of highly rated syndicated TV show. Program and production director experience. Film and documentary producer, writer. N.Y. Metro-Conn. NJ area only. Top references. Box Y-169, BROADCASTING.

Talented young Black writer, first class FCC license, B.A. degree in TV/Radio prod. Two years experience in TV and 16mm film production. Looking for a job as assistant director or assistant producer. Will relocate. Box Y-201, BROADCASTING.

Works cheap. Have PTV experience. Wants opening position. Recently finished college. Steve Dickey, 764 Ranch Lane, Pacific Palisades, CA 90272.

Eager college grad with BA in telecommunication seeks production position leading to producing/directing. Studio experience. Will relocate. Michael Jetchick, 2012 E. Kalamazoo Lansing, MI 48912. 517-484-2996.

CABLE

HELP WANTED TECHNICAL

Our company operates a full-time 5000-watt AM and a (presently) 73-mile CATV system. We are planning to triple the size of the CATV system and are looking for capable technicians (with First Class licenses) to help us grow. We offer an exciting challenging job with a good future to two good people. WCOJ, Coatesville, PA 215-384-2100. Equal Opportunity/Affirmative Action Employer.

WANTED TO BUY EQUIPMENT

Paul Schafer wants to buy Schafer 800 automation system, RCA ampliphase and other AM and FM transmitters, stereo console and what have you. Contact Schafer International, 5801 Soledad Min Rd., La Jolla, CA 92037, Phone 714-454-1154.

Wanted to buy: 400 ft. 3 1/8" rigid coax. Contact: Julian Smith, Channel 45, 3500 Parkdale Ave, Baltimore, MD. 301-462-4500.

We need used. 250, 500 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

FOR SALE EQUIPMENT

Automatic distortion analyzer, new in carton. \$3600.00 cost value-highest bidder per court order. Send bids with certification to advertiser. Box Y-192, BROADCASTING.

**FOR SALE EQUIPMENT
CONTINUED**

Schaeffer 800 automation, includes 8 ampex transports, 2 random access carousels control unit, sub-brain, network join, and time account. Will consider selling system or components. Hal Calisch, KNOE-FM, Box 4067, Monroe, LA 71201. 318-387-9900.

Norelco PC 70 S2 Camera System with pedestal, pan head, new plumbicon tubes, and contour. Selling price \$41,000.00. Contact: Waller C. Nichol/KPIX Television, 2655 Van Ness Avenue, San Francisco, CA 94109. 415-776-5100.

Two SMC stereo carousels, consoles: Altec 5 channel, Gates Studioette, (both mono), McMarlin TBM2500-A RF amplifier, Collins mono cart decks, Magnacords and parts. Gates SA39-B Limiter, KUTI, P.O. Box 261, Yakima, WA 509-248-2900.

Color TV Equipment. We buy, sell, and trade. World's largest selection. MATEC, Inc., P.O. Box 6636, Birmingham, AL 35210. 205-956-3034.

Fidelipac carts-65¢ with tape, untimed, unused, no. 300, while they last. Minimum order 100. Calif. add 6%. Panorama Sales, 8464 Brier Dr., Los Angeles, CA 90046. 213-656-1730.

Portable microwave system, Communications Carriers, Inc. Model MCT-11A transmitter/receiver-FREQ. A02 (12.725-12750 GHz). Output power 1/2 watt. 2 trans dish 4' rec. dish, prodelin. One year old. Call Jim Dovey, 203-747-6891.

Counter-225 MHz New Ballantine. Portable. 6-digits. \$295.00. DYMA, Box 1697, Tacos, NM 87571. 505-758-2686.

RCA TR-4 color quad high band VTR, new head wheel panel, \$17,500.00, MATEC, Inc. 205-956-3034.

12 Bay FM antenna. 3 1/8" rigid coax. 1/2" flexible coax, stereo cart and reel recorders, Sparta console, limiters, other audio processing equipment and more. Call Norm Laramee 918-585-5555.

Stereo limiters: Collins \$295.00; spotmaster \$385.00. Wilkinson stereo automatic gain control amplifier \$350.00. Box 33098, District Heights, MD 20028.

Helix 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 Iree! 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.

Hundreds have renewed! We guarantee you'll be funnier. Freebie! Contemporary Comedy. 5804-B Twineing, Dallas TX 75227.

MISCELLANEOUS

Serious Radio investors wanted: Eastcoast FM radio application being sought in major market by a successful broadcast engineer & programmer. Major market experienced \$250,000 needed for venture. Box Y-193, BROADCASTING.

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.

Creative people need to know their biorhythm, the study of your "ups" and "downs." For complete info: Send \$1 to: Bio-Behavior Institute, P.O. Box 38521, Dallas, TX 75238.

Broadcasters: Uptight on the air? Relax with my laped hypnosis/meditation technique, developed by award-winning broadcaster who has been there. Only \$15. J. Anderson, Box 1544, Knoxville, TN 37901.

Amateur singers wanted for new record company. Call 212-247-8500. Demo fee required.

PROGRAMING

30 syntheizer music tracks, each :30 and 25 Moog Bullets that can be used for contests, promos, weather, news intros and more 55 cuts for \$75.00. Order now. Studio 4 Productions, P.O. Box 68, Grand Blanc, MI 48439.

Nostalgic Christmas documentary. This delightful hour long program in two 28 minute segments, takes your listeners back to the 1930's and 1940's for a visit with Big Name Radio Stars of that era in Christmas program segments from those years. All tied together by older Christmas music and pleasing narrative. First time offered, can be used annually \$16.00. Armstrong Radio Productions, 4880 N Marine Drive, Suite 210, Chicago, IL 60640

INSTRUCTION

Don Martin School of Communications trains for television. Not a "workshop" or seminar. Fully equipped school environment 2-camera studio, color equipped. Control room with video switching, video tape, tele-cine, etc. Complete classroom facilities for lecture. News film and editing procedures. Tripod and hand held film cameras. News, commercial and script writing for TV. Audio, studio lighting, and set design. Technical and TV directing for TV news, commercial and dramatic. V.A. approved classes start each month, day or evening. Inquire now. Don Martin School of Communications, 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028, 213-462-3281

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 study guide. 377 pages. Covers third, second, first radiotelephone examinations \$9.95 postpaid. Grantham, 2002 Stoner, Los Angeles, CA 90025.

Free booklets demonstrate "Job Power" of our FCC 1st class license preparation, and/or performance training. Write Announcer Training Studios (A.T.S.) 152 West 42 St, New York City 10036 (Vets Benefits) 212-221-3700

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 Jan. 3 and Feb 14. 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, 8010 Blue Ash Road, Cincinnati, OH 45326 Telephone 513 791-1770.

No FCC license. Tried every way but the right way. It's time for Genn Tech. Free catalog. Home study 5540 Hollywood Blvd., 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 Management

RADIO STATION MANAGER

Must be strong in sales, programming, and audience promotion. A positive thinker and a motivator. MOR station located in Midwest. Top 100 market. Resume. Equal opportunity employer.

Box Y-181, BROADCASTING.

Experienced detail and FCC oriented Sales Manager for medium Pa. market. Must be aggressive on street as well as agencies. Must be planner seeking to reach monthly objectives. Salary negotiable. Send resume.

Box Y-188, BROADCASTING.

Help Wanted Announcers

ANNOUNCERS ARE A DIME A DOZEN

And that's about what we'd pay.

But then there are PERSONALITIES. And a real personality is worth his or her weight in gold.

We're a broadcasting company with major market facilities, and we're looking for talented personalities. We don't care how small a town you're hiding in...if the personality comes thru in your tape and resume, we'll be there to hear it.

Give it a shot.

Oliva-Neuhoff Broadcasting, Inc.
1500 Chester Ave., Cleveland, Ohio 44114

MOR PERSONALITY

Major market powerhouse looking for addition to its excellent air staff. E.O.E. Minorities encouraged to reply. Send tape and resume to: Bill Moyes, Frank N. Magid Associates, One Research Center, Marion, Iowa 52302

Help Wanted News

SPORTSCASTER

Major market 50 kw, AM sports radio in a sports city looking for sports reporter - "digger". Not interested in play-by-play. E.O.E. Send tape and resume to: Bill Moyes, Frank N. Magid Associates, One Research Center, Marion, Iowa 52302

Help Wanted Programing, Production, Others

TALK SHOW PERSONALITY

Exceptional opportunity for experienced thinker and talker. Pioneer station in top 15 Southwestern market. Resume and salary history first letter. Equal Opportunity Employer. Box Y-114, BROADCASTING.

PROGRAM DIRECTOR

We are seeking an outstanding individual who knows programming, systems and broadcast administration. Excellent salary and career growth opportunity with one of the South's outstanding radio stations. You will be joining a successful team and will be expected to manage people and product with a great deal of independence. Send resume, with references and salary history to Box Y-135, BROADCASTING. M/F, EOE.

Situations Wanted Management

The South lost the war and now will lose one of its most successful G.M.'s. Must relocate due to wife's allergy before May 77. Track Record: ARB No. 6 to No. 1, sales 170K to 425K, profit, loss to 150K. Time frame 3 years. Prefer Midwest but all areas except humid deep south considered. All replies answered in confidence. Box Y-47, BROADCASTING.

GENERAL MANAGER

34-year-old seasoned pro - Tops in producing REVENUE & RATINGS! Presently manager of extremely successful station in highly competitive market. Strong SALES and management background. Responsible for a 100% increase in sales in previous sales management position. Present operation is showing similar sales gains. 18-years broadcast experience including 10-years in programming in Top-10 markets. Interested in GM position in medium to major market. I'll turn it around for you or keep it on top and growing as the case may be and in return I'm seeking an opportunity for real financial growth! Excellent credentials and nationally recognized references. If you need a GM who can get the job done, from sales to promotion, from programming to FCC compliance then please reply in STRICT confidence to Box Y-125, BROADCASTING.

Situations Wanted Announcers

ATTENTION FLORIDA!

A currently employed, highly rated, top 30 market radio personality, will accept any \$175 per week offer, from any station, in Dade, Broward, Palm Beach, Hillsborough, or Pinellas County! Must Sell! Have experience in all staff positions except sales or Management. Available Now!

Box Y-199, BROADCASTING.

TELEVISION Help Wanted Management

FRANK N. MAGID ASSOCIATES

is looking for
a news professional with managerial goals. This person should have extensive experience in television news and/or public affairs production, with strengths in program and story conceptualization, as well as experience in news management or on-air performance. This individual is seeking an upward move in television management. We are looking for a creative self starter, who likes people, who is not afraid of hard work, and who can follow a project through to its successful conclusion. Send a resume to:

Mitch Farris
Frank N. Magid Associates
One Research Center
Marion, Iowa 52302

VICE PRESIDENT OF TELEVISION

Company owning 10 Radio and Television stations has newly created position to be filled by person with at least 10 years experience in successful television station management. Must have knowledge of FCC Rules, Sales, Programming, Promotion, Engineering, News, Accounting and top administrative ability.

For confidential interview, submit present salary, personal history, references to:

EARL E. MORGENTHAU, President
Western Broadcasting Company
Drawer M
Missoula, Montana 59801
WE ARE AN EQUAL
OPPORTUNITY EMPLOYER

Help Wanted News

TV CO-ANCHOR FOR EARLY & LATE EVENING NEWS IN TOP 5 MARKET

We are looking for a top-notch working journalist with a proven track record, ready to join strong news organization.

Send detailed resume.
Box Y-183, BROADCASTING.
We are an equal opportunity employer

Help Wanted Programing, Production, Others

ATTENTION TRAFFIC/OPERATIONS/BUSINESS PERSONNEL

Paperwork Systems, Inc., the nation's leading supplier of minicomputer-based systems for traffic, accounting, billing and payroll processing now has openings for installation specialists.

This challenging job offers excellent compensation plus full travel expenses, and medical coverage. The work is very demanding: travel is heavy, with field trips all over North America averaging three weeks at a time to PSI System locations. Much of the work is done under substantial pressure, often with long hours. Offsetting these demands is the PSI schedule which allows adequate free time at your home between installation. Applicants need not move to a new location.

Applicants should meet the following criteria: have radio and/or TV experience in the area of traffic and/or accounting; be an effective communicator with, and trainer of, people; be free to travel extensively; and be able to work under pressure and understand human and workflow relationships clearly. You should not require close supervision.

If accepted, you will be placed in a training program with one of the men or women presently employed by us in this capacity, and will become part of this fast-growing firm.

NO PHONE CALLS, PLEASE! Send a complete resume along with a detailed letter indicating why you think this job would be best filled by you to:

PAPERWORK SYSTEMS INC. P.O. BOX 38, BELLINGHAM, WASHINGTON 98225
(Application period closes December 10, 1976.)

Situations Wanted Sales

SALES MANAGER

22 years television/radio sales management with major market. Experienced, aggressive, reliable. Knowledgeable in all phases of broadcasting. Seeks opportunity, proven track record, raised total sales with major company 1st quarter 400%, 700% second year. Can demonstrate abilities, hardworker, tough competitor. Contact

Ted Muller - Johnson Avenue
Wells Beach, Maine 04090
1-207-648-2288

Situations Wanted Technical

Two years technical operator in network affiliated stations, audio, projection, AM & FM engineering, master control (video & audio) switching & some VTR & ACR experience. I am female and minority with first class license. Will consider relocating in Conn., N.Y.C., or California but must be with network or affiliated stations. Salary \$12,000 or better. Call 203-828-3272 Conn.

Situations Wanted News

News Photographer

Three years experience, as photographer, seeking a staff position in the S.W. or sun belt area. Car is radio equipped with 2 way. Film and VTR available. Jo. L. Keener, 4337 Clyde Park, SW, Wyoming, Mich. 49509. 616-538-7744 before 3 PM Eastern time.

NEWS DIRECTOR/ANCHOR RADIO OR TV

Currently Top 40
Market.

Excellent track record. Strong on local news, ENG. writing, on-camera ability. Solid experience with large combined staff in 30 station METRO area

(518) 482-2221

For Fast Action Use BROADCASTING'S Classified Advertising

Situations Wanted Programing, Production, Others

Black female, FCC license, Television Studio of New York, seeking position in production or Technical Dept.

Box Y-163, BROADCASTING.

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

ATTENTION RADIO PERSONALITIES

Seeking a change or beginning? Complete services to, en you that job you want in desired location. All formats-Rock, MOR, R&B, News, Talk, Country & etc; Small, Medium, Secondary or Major markets. We have hundreds of jobs available if you have talent or potential. Write for details. SLJ PRODUCTIONS, P.O. BOX 12069, CHICAGO, IL. 60612.

Miscellaneous

\$\$ CASH FOR UNSOLD TIME \$\$ BROADCAST SALES ASSOCIATES

P.O. 15236
St. Petersburg, Fl. 33733
Person-to-Person COLLECT for Bob
Benson 813-522-0090
WE SELL YOUR UNSOLD TIME.
ALL OF IT!

NOTICE

new classified rates
effective January 1, 1977

- Help Wanted 70 cents per word \$10.00 weekly minimum.
- Situations Wanted, 40 cents per word - \$5.00 weekly minimum.
- All other classifications, 80 cents per word - \$10.00 weekly minimum.

DISPLAY RATES

- Situations Wanted - \$30.00 per inch
- All Others - \$60.00 per inch.

Employment Service

WE HAVE THE JOBS !!!
Subscribe To:



Box 51, Lincolnville, N.Y. 10540
Number "One" in Weekly Nationwide
Employment Listings for Radio,
TV, DJ's, PD's,
News, Announcers, Sales & Engineers.
\$15.00 3 mo. (12 issues); \$30.00 12 mo.
(50 issues) No C.O.D.'s, Please

Radio Programing

★ SAM SPADE ★ FRED ALLEN
★ YOUR HIT PARADE ★ BIG TOWN
★ AMOS 'N ANDY

Plus over 1,000 other Old Time Radio Shows now available for half hour slot programming under the title CAT WHISKERS

PROGRAM DISTRIBUTORS

1001 SPRING STREET - LITTLE ROCK ARKANSAS 72202
(501) 376 9292

MONEY ... MONEY ... MONEY ... MONEY!

A "Bargain Man" license will increase your Station income and Audience!

Proven successful for over two years on WDCL, Dunedin-Clearwater, WFIR; Roanoke; WEXY, Ft. Lauderdale & others also enjoying profits: Fun & Ratings with "Bargain Man".

Call or write for facts:

P.O. Box 147D, Dunedin, Fl. 33528.
1-813-784-148D.

Instruction

FCC EXAM STUDY GUIDE

Pass FCC Exams! With two-week memory course. Memorize study ... tests-answers for FCC First Class License or Second Class. Newly revised multiple choice questions and diagrams. Exact words and format used on FCC exam. \$13.95 ea. or both for \$25.00. SLJ PUBLICATIONS P.O. BOX 12069, CHICAGO, IL. 60612.

Programing Consultants

ATTENTION RADIO OWNERS AND MANAGERS:

If we don't get ratings—you don't pay! At last a programing consultant service that guarantees results. Two of the sharpest programing minds in radio today are in Chicago and are now offering guaranteed results. What do you have to lose? If you are tired of being ripped-off by consultants that talk big and don't deliver, call now—The Chicago Consultants (312) 869-8089.

Buy-Sell-Trade

CHARGE-A-TRADE

Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. FREE BOOKLET AVAILABLE • CALL TOLL FREE 800-327-5555 (except Florida)

3081 E. Commercial Blvd Ft. Lauderdale, Fl. 33308 (305) 451-2700
FT LAUDERDALE • MEMPHIS • ORLANDO • N.Y. • ATLANTA • GREENVILLE S.C. • COCOA BCH

TRADE FOR

16 + ACRES IN VA. BEACH, VA.

I'm willing to trade property for Radio or TV station(s) of equal value. Must be located in Va., N.C., Maryland, or D.C. Acreage zoned for duplex apartments in busy corridor of Va.'s fastest growing city. Contact: Bill Weller, 1600 Keswick Dr., Norfolk, Va. 23518. (804) 623-9777.

Seasons Greetings

SAY "MERRY CHRISTMAS!"

with
Electronic Christmas music.
Beds range from 5 to 60 secs.
Affordable exclusive market.

DAVID SMITH MUSICAL PRODUCTIONS

27 Colonial Hills Parkway, St. Louis, Mo. 63141
(314) 569-0767

Audience Research

RADIO SURVEYS for the S.E. We do it right ... right now. Under \$1,000. Terms. Qualified staff.

S-A-M-S Box 1454 ...
Augusta, 30903

Wanted To Buy Stations Continued

AM SINGLE MARKET PREFERRED FLORIDA OR WESTERN STATES \$100,000.00 TOTAL. CONTACT DIRECT.

Box Y-203, BROADCASTING.

Multi-station owner interested in inquiring AM or FM stations in the Southeast. All replies will be confidential. Write M.D. Smith, III, P.O. Box 551, Huntsville, Alabama 35804.

For Sale Stations

Small Market AM-FM

\$120,000 Cash Flow to Owners
\$800,000 Cash; \$850,000 terms
Will also consider exchange of stock with listed corporation.

Box Y-161, BROADCASTING.

FOR SALE

500 Watt AM Daytimer W/psa
Excellent Facilities
Excellent Opportunity
\$310,000

Box Y-170, BROADCASTING.

For Sale Equipment

Computerized Character Generator

*Unbeatable for election coverage

*Ideal for Newscasts

*Available early 1977

*Only 2 years old

TeleMation 1425

system including:

2 character generators

Keyboard

16K Nova mini computer

edger, colorizer

For details contact:

Pete Ballard or Jack Hastings

WMAR-TV

6400 York Road - Baltimore, Maryland
21212 (301) 377-2222

Wanted To Buy Stations

PRINCIPAL LOOKING for full time AM, FM or combo, in small to medium size market \$150-300K range.

Box Y-113, BROADCASTING.

\$100,000.00 buys a 1,000 watt non-directional. Priced twice gross. Proven billing, good net, great potential. Located in a rich agriculture and oil area in growing West Texas. Cash or terms. Some real estate. No Brokers. Send replies to

Box Y-198, BROADCASTING.

SMALL MARKET STATION (under \$100,000)

CALIFORNIA-OREGON (with particular attention to mountain areas) OR - will consider a financial investment-working opportunity with owner thinking retirement. I'll make an initial investment. ... run the operation ... if given an opportunity to acquire additional stock. Write Box Y-178, BROADCASTING.

For Sale - Radio Station in Liberty, Texas. Located in prosperous, fast growing area northeast of Houston. \$150,000 cash price or \$195,000 terms with \$50,000 down. Contact Mike Yocum in Liberty, TX. 713-336-5793.

Michigan
FM or AM
Box Y-190, BROADCASTING.

BROADCASTING'S CLASSIFIED .

"I've found your classified ads section quite effective in rounding up new announcer possibilities. As program consultant for a group operation, I've decided to use advertising in BROADCASTING fairly regularly to keep our active files current. Keep up the good work."

BROADCASTING'S CLASSIFIED .

offers an extensive variety of opportunities and services.

**For Sale Stations
Continued**

The
**Ted Hepburn
Company**
Media Brokerage/Appraisals
P.O. Box 42401 Cincinnati, OH
45242
Phone 513/791-8730

SINGLE STA. MKTS
Texas daytimer priced 1-1/3
times gross billings - Very profit-
able. Real estate included.
\$180,000 - terms.
Texas fulltimer with new FM —
Both fully automated — separate
call letters — Extremely profitable
— Excellent potential. \$330,000,
29% down.
George MOORE
A ASSOCIATES
6116 No. Central Expressway Suite 712
Dallas, TX 75206 (214) 361-8976

- 100,000 watt stereo and powerful fulltime AM in good size S.E. Metro Area. \$1.8 million. Terms.
 - AM/FM near central Kentucky. Single station market. \$195,000. Terms.
 - Fulltime AM and Class A FM in large central Florida city. \$670,000. Owner wants offer.
 - Class "C" stereo in Miss. 1,182,000 population in .05 MV/M coverage area \$435,000. Terms.
 - Fulltime AM in western Montana. Modern city. Sales about \$200,000. Make offer.
 - AM/FM in Miss. Small town. Sales about \$120,000. \$250,000. Terms.
 - AM/FM in northern Indiana. Small town. Coverage area about 140,000. \$225,000. Small down payment.
- BUSINESS BROKER ASSOCIATES**
615-894-7511

New York Maj.	Fulltime	\$850K	Cash
New York Med.	AM/FM	\$450K	\$130K
New York Maj.	Fulltime	\$650K	29%
New York Metro.	Fulltime	\$1,900K	\$900K
New York Maj.	AM/FM	\$1,700K	29%

Atlanta — Boston — Chicago — Dallas
New York — San Francisco

CHAPMAN ASSOCIATES
nationwide service

1835 Savoy Drive, Atlanta, Georgia 30341

So, if you're looking for employ-
ment, the right employe, buying or
selling equipment or have a product
or service used in the broadcasting
business, then BROADCASTING's
Classified-section is the place to
see and be seen in.

**For Sales Stations
Continued**

Full time AM
Midwest Price \$775,000
Monthly gross averaging
\$35,000
**MEDIA BROKERS
APPRAISERS**
RICHARD A.
SHAHEN INC.
435 NORTH MICHIGAN - CHICAGO 60611
312-467-0040



appraisals
PAUL KAGAN
ASSOCIATES, INC.
100 MERRICK ROAD ROCKVILLE CENTRE N.Y. 11750 (516) 764-5516

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

**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

Why not reserve this
space and see how well
BROADCASTING's Classified
can work for you!

**BROADCASTING'S CLASSIFIED
RATES**

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio. Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:
— Help Wanted, 50c per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
— Situations Wanted, 40c per word—\$5.00 weekly minimum.
— All other classifications, 60c per word—\$10.00 weekly minimum.
— Add \$2.00 for Box Number per issue.

Rates, classified display ads:
— Situations Wanted (Personal ads) \$25.00 per inch.
— All other \$45.00 per inch.
— More than 4" billed at run-of-book rate.
— Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Stock Index

Stock symbol	Exch.	Closing Wed. Nov. 17	Closing Wed. Nov. 10	Net change in week	% change in week	High 1976	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	N	38 1/8	37	+ 1 1/8	+ 3.04	38 1/2	19 7/8	25	17,625	671,953
CAPITAL CITIES	CC8	N 51 1/4	50 3/8	+ 7/8	+ 1.73	55 3/4	42 1/4	13	7,764	397,905
CBS	N	54 1/8	52 3/4	+ 1 3/8	+ 2.60	60 1/2	46 3/4	11	28,313	1,532,441
COX	N	29	29 3/4	- 3/4	- 2.52	37 3/4	28 3/4	10	5,863	170,027
GROSS TELECASTING	GGG	A 12 1/8	12 1/8		.00	12 1/2	10	7	800	9,700
KINGSTIP COMMUN.	KTVV	O 4 5/8	4 3/4	- 1/8	- 2.63	4 7/8	2 1/4	17	461	2,132
LIN	O	14 7/8	14 1/4	+ 5/8	+ 4.38	17 3/4	9 5/8	7	2,382	35,432
MOONEY	O	1 7/8	1 3/4	+ 1/8	+ 7.14	3 7/8	1 3/4	3	425	796
RAHALL	O	7 1/4	7 3/8	- 1/8	- 1.69	7 3/8	4 1/2	13	1,297	9,403
SCRIPPS-HOWARD	SCRP	O 30 1/2	28	+ 2 1/2	+ 8.92	30 1/2	20 1/2	8	2,589	78,964
STARR**	S8G	M 2 1/2	2 3/8	+ 1/8	+ 5.26	5	2 1/4		1,202	3,005
STORER	S8K	N 22 1/2	21 3/4	+ 3/4	+ 3.44	25 1/4	12 3/4	8	4,876	109,710
TAFT	TF8	N 27 7/8	27 3/8	+ 1/2	+ 1.82	31 1/2	23 1/4	9	4,070	113,451
TOTAL									77,667	3,134,919

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A 2 7/8	2 7/8		.00	4 3/4	2	6	1,258	3,616
AVCO	AV	N 13 7/8	12 3/4	+ 1 1/8	+ 8.82	14 3/4	4 1/2	2	11,541	160,131
JOHN BLAIR	8J	N 9 1/4	9 1/8	+ 1/8	+ 1.36	11 1/4	5	5	2,406	22,255
CHRIS-CRAFT**	CCN	N 5 1/4	5 1/4		.00	6 3/8	4 1/2		4,162	21,850
COMBINED COMM.	CCA	N 17 1/4	16	+ 1 1/4	+ 7.81	20	12 5/8	9	6,363	109,761
COWLES	CWL	N 11 3/8	11 5/8	- 1/4	- 2.15	11 5/8	6 1/8	15	3,969	45,147
DUN & BROADSTREET	DN8	N 28 1/2	28 5/8	- 1/8	- .43	33 3/4	24 5/8	17	26,571	757,273
FAIRCHILD IND.	FEN	N 9 1/8	7 3/4	+ 1 3/8	+ 17.74	11 1/2	6 1/8	11	5,708	92,085
FUQUA	FOA	N 10 3/4	10	+ 3/4	+ 7.50	10 3/4	4 1/2		8,844	59,073
GANNETT CO.	GCI	N 36 1/4	36 5/8	- 3/8	- 1.02	40	32 7/8	18	21,108	765,165
GENERAL TIRE	GY	N 24	23 7/8	+ 1/8	+ .52	25 5/8	17 5/8	6	21,954	526,896
GLOBE BROADCASTING**	GLBTA	O 2 3/8	2 3/8		.00	2 7/8	1 1/2		2,783	6,609
GRAY COMMUN.	O	6 1/2	6 1/2		.00	7 1/4	6	4	475	3,087
HARTE-HANKS	HMN	N 24 3/8	24 1/2	- 1/8	- .51	25 3/4	17 1/8	12	4,383	106,835
JEFFERSON-PILOT	JP	N 28 1/2	30 1/8	- 1 5/8	- 5.39	31 7/8	25 5/8	11	24,078	686,223
KAISER INDUSTRIES	KI	A 12 5/8	12 1/2	+ 1/8	+ 1.00	16	8	6	28,119	355,002
KANSAS STATE NET.	KSN	O 4 1/8	4 1/8		.00	4 7/8	3	5	1,826	7,532
KNIGHT-RIDDER	KRN	N 35 3/4	35 3/8	+ 3/8	+ 1.06	37 1/8	28 7/8	14	8,305	296,903
LEE ENTERPRISES	LNT	A 17 1/2	17	+ 1/2	+ 2.94	25 1/2	15 3/8	10	3,352	58,660
LIBERTY	LC	N 16 5/8	16 1/2	+ 1/8	+ .75	18 5/8	9 1/2	6	6,762	112,418
MCGRAW-HILL	MHP	N 14 3/4	14 1/4	+ 1/2	+ 3.50	17	12 3/4	10	24,690	364,177
MEDIA GENERAL	MEG	A 16 1/2	16 5/8	- 1/8	- .75	19 1/2	14 1/4	8	7,276	120,054
MEREDITH	MDP	N 16	15 7/8	+ 1/8	+ .78	17 5/8	10 1/4	4	3,064	49,024
METROMEDIA	MET	N 24	23 1/2	+ 1/2	+ 2.12	29 3/4	15	7	6,730	161,520
MULTIMEDIA	MMED	O 19 1/4	18 1/2	+ 3/4	+ 4.05	20	14 1/4	10	4,390	84,507
NEW YORK TIMES CO.	NYKA	A 14	13 3/8	+ 5/8	+ 4.67	17 3/8	11 1/2	12	11,203	156,842
OUTLET CO.	OTU	N 17 1/4	17 1/8	+ 1/8	+ .72	19	12 7/8	6	1,438	24,805
POST CORP.	POST	O 13 1/2	13 3/4	- 1/4	- 1.81	13 3/4	8	350	875	11,812
REEVES TELECOM**	R8T	A 2 1/8	1 7/8	+ 1/4	+ 13.33	2 1/2	1 1/8		2,376	5,049
ROLLINS	ROL	N 21	21		.00	27 3/8	20 3/4	13	13,404	281,484
RUST CRAFT	RUS	A 7 5/8	7 5/8		.00	9 7/8	5 5/8	6	2,291	17,468
SAN JUAN RACING	SJR	N 9 1/8	9 1/4	- 1/8	- 1.35	10 1/4	7 1/4	6	2,509	22,894
SCHERING-PLOUGH	SGP	N 43 1/4	45 1/4	- 2	- 4.41	59 3/4	43 1/4	16	54,037	2,337,100
SONOBLING	S08	A 13 5/8	12 5/8	+ 1	+ 7.92	13 5/8	6 3/4	5	731	9,959
TECH OPERATIONS**	TO	A 2 3/8	2 1/2	- 1/8	- 5.00	4 3/4	2 3/8		1,344	3,192
TIMES MIRROR CO.	TMC	N 20	19	+ 1	+ 5.26	23 3/4	18 1/4	11	33,905	678,100
WASHINGTON POST CO.	WPO	A 41 7/8	40 7/8	+ 1	+ 2.44	41 7/8	21 3/4	12	4,546	190,363
WOMETCO	WOM	N 11 3/4	11 1/2	+ 1/4	+ 2.17	13 1/4	8 7/8	7	9,470	111,272
TOTAL									378,246	8,822,143

Cablecasting

ACTON CORP.	ATN	A 3 1/4	3 3/8	- 1/8	- 3.70	3 3/4	1 1/8	15	2,640	8,580
AEL INDUSTRIES**	AELBA	O 2 3/8	2 1/4	+ 1/8	+ 5.55	2 3/8	3/4		1,672	3,971
AMECO	ACO	O 1 3/4	1 1/4	+ 1/2	+ 40.00	1 3/4	3/8		1,200	2,100
AMERICAN TV & COMM.	AMTV	O 19 1/4	19 1/4		.00	21 3/4	13 1/2	18	3,359	64,660
ATHENA COMM.	O	1 1/8	1/8		.00	1/2	1/8		2,125	265
BURNUP & SIMS	8SIM	O 3 1/2	3 7/8	- 3/8	- 9.67	6 1/2	3 1/4	44	8,349	29,221
CABLECOM-GENERAL	CCG	A 5 3/8	5	+ 3/8	+ 7.50	8 1/8	4 1/8	5	2,560	13,760
CABLE INFO.	O	3/4	7/8	- 1/8	- 14.28	1 1/4	1/4	4	663	497
COMCAST	O	3 1/8	3 1/8		.00	3 1/4	1 7/8	39	1,708	5,337
COMMUN. PROPERTIES**	COMU	O 4 1/4	4	+ 1/4	+ 6.25	4 1/4	1 7/8	16	4,761	20,234
COX CABLE	CXC	A 15 5/8	15 7/8	- 1/4	- 1.57	17 3/4	13	17	3,560	55,625
ENTRON	ENT	O 1 3/4	1 5/8	+ 1/8	+ 7.69	1 3/4	1 1/2	2	979	1,713
GENERAL INSTRUMENT	GRL	N 16	15	+ 1	+ 6.66	17 5/8	8 1/4	35	7,178	114,848
GENEVE CORP.	GENV	O 9 1/4	9 1/4		.00	10	6 1/2	62	1,121	10,369
TELE-COMMUNICATION	TCOM	O 3 1/4	3 3/8	- 1/8	- 3.70	5 1/4	2 7/8	46	5,181	16,838
TELEPROMPTER**	TP	N 7 5/8	7	+ 5/8	+ 8.92	9 3/8	5 3/4		16,634	126,834
TIME INC.	TL	N 33 1/2	32	+ 1 1/2	+ 4.68	34 3/4	32	13	25,000	837,500
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 15 1/4	14 3/4	+ 1/2	+ 3.38	15 1/4	9	13	1,700	25,925
UNITED CABLE TV**	UACTV	O 2 7/8	2 3/4	+ 1/8	+ 4.54	3	1 5/8		1,879	5,402
VIACOM	VIA	N 9	9		.00	11 3/4	7 7/8	9	3,705	33,345
TOTAL									96,591	1,378,797

Stock symbol	Exch.	Closing Wed. Nov. 17	Closing Wed. Nov. 10	Net change in week	% change in week	1976		P/E ratio	Approx. shares out (000)	Total market capitalization (000)			
						High	Low						
Programing													
COLUMBIA PICTURES	CPS	N	5 1/2	5 5/8	-	1/8	-	2.22	7 7/8	4 1/2	4	6,748	37,114
DISNEY	DIS	N	45 7/8	44 1/4	+ 1 5/8	+	3.67	63	43 5/8	20	31,010	1,422,583	
FILMWAYS	FWY	A	6 1/8	6 1/2	-	3/8	-	5.76	10 1/4	5 1/4	6	2,404	14,724
FOUR STAR			1/2	3/8	+	1/8	+	33.33	5/8	1/4	5	667	333
GULF + WESTERN	GW	N	16 3/8	16 1/8	+ 1/4	+	1.55	26 7/8	15 1/2	4	30,058	492,199	
MCA	MCA	N	34	33	+ 1	+	3.03	36 1/4	25	6	17,445	593,130	
MGM	MGM	N	14 3/8	15	-	5/8	-	4.16	15 3/4	12 7/8	8	13,102	188,341
TELETRONICS INTL.	D		5 3/4	6	-	1/4	-	4.16	9 5/8	3 3/4	8	837	4,812
TRANSAMERICA	TA	N	13 1/8	12 3/8	+	3/4	+	6.06	13 1/4	8 1/4	9	64,973	852,770
20TH CENTURY-FOX	TF	N	9 1/2	8 7/8	+	5/8	+	7.04	15	8 3/4	11	7,568	71,896
WALTER READE	WALT	O	1/8	1/8			.00	3/8	1/8	6	4,296	537	
WARNER	WCI	N	22 7/8	24 5/8	-	1 3/4	-	7.10	25	17 1/2	27	17,001	388,897
WRATHER	WCO	A	4 1/4	4	+	1/4	+	6.25	5 1/8	3 1/8	8	2,244	9,537
TOTAL									198,353	4,076,873			

Service

BBDO INC.	BBDO	O	21 3/4	21 1/2	+	1/4	+	1.16	22	16 3/4	8	2,513	54,657
COMSAT	CQ	N	27 7/8	28	-	1/8	-	.44	31 3/4	23 7/8	6	10,000	278,750
DOYLE DANE BERNBACH	DOYL	O	14 3/4	13 3/4	+	1	+	7.27	15 3/8	8 7/8	7	1,816	26,786
FOOTE CONE & BELDING	FCB	N	14	13 1/2	+	1/2	+	3.70	14 1/4	10 1/4	7	2,332	32,648
GREY ADVERTISING	GREY	O	14 1/4	12 1/4	+	2	+	16.32	14 1/4	6 7/8	6	1,104	15,732
INTERPUBLIC GROUP	IPG	N	25 1/4	26 1/2	-	1 1/4	-	4.71	27	16 3/8	7	2,290	57,822
MARVIN JOSEPHSON	MRVN	O	8 5/8	8 5/8			.00	10 3/8	6 3/4	5	1,854	15,990	
MCI COMMUNICATIONS**	MCIC	O	1 1/2	1 3/8	+	1/8	+	9.09	3 3/8	1 3/8	5	16,795	25,192
MOVIELAB	MOV	A	1 1/8	1	+	1/8	+	12.50	2 5/8	1	5	1,409	1,585
MPO VIDEOTRONICS	MPO	A	3 3/8	3 1/8	+	1/4	+	8.00	4 1/4	2 3/8	5	537	1,812
NEEDHAM, HARPER	NDHMA	O	7 1/2	7 1/2			.00	7 7/8	5 5/8	4	823	6,172	
A. C. NIELSEN	NIELB	O	19 3/4	18 3/4	+	1	+	5.33	24 5/8	16 3/4	13	10,598	209,310
OGILVY & MATHER	OGIL	O	26 1/4	26 1/2	-	1/4	-	.94	27 1/2	17	8	1,805	47,381
J. WALTER THOMPSON	JWT	N	13 1/2	13 1/8	+	3/8	+	2.85	14 1/4	7 7/8	9	2,649	35,761
TOTAL									56,525	809,598			

Electronics/Manufacturing

AMPX	APX	N	6 1/4	6 1/4			.00	9 1/4	4 3/4	10	10,885	68,031	
ARVIN INDUSTRIES	ARV	N	13 1/4	13 5/8	-	3/8	-	2.75	16	9 5/8	5	5,959	78,956
CCA ELECTRONICS	CCA	O	3/8	3/8			.00	1/2	1/8	2	897	336	
CETEC	CEC	A	1 7/8	1 5/8	+	1/4	+	15.38	2 3/4	1 1/4	10	2,244	4,207
COHU, INC.	COH	A	2 1/2	2 1/2			.00	3 5/8	2	14	1,617	4,042	
CONRAC	CAX	N	21 3/8	20 3/4	+	5/8	+	3.01	29 1/8	20	7	1,427	30,502
EASTMAN KODAK	EASKD	N	85 1/8	84	+	1 1/8	+	1.33	116 3/4	84	21	161,347	13,734,663
FARINON ELECTRIC	FARN	O	8 1/4	8	+	1/4	+	3.12	11 1/2	7	14	4,291	35,400
GENERAL ELECTRIC	GE	N	51 1/4	50 7/8	+	3/8	+	.73	58 3/4	46	14	184,581	9,459,776
HARRIS CORP.	HRS	N	50 3/8	50	+	3/8	+	.75	54 3/8	33 3/4	11	6,071	305,826
HARVEL INDUSTRIES	HARV	O	5 1/2	6	-	1/2	-	8.33	6 1/2	2 3/4	14	480	2,640
INTL. VIDEO CORP.**	IVCP	O	1 3/8	1 1/4	+	1/8	+	10.00	3 1/8	1 1/8	10	2,701	3,713
MICROWAVE ASSOC. INC	MAI	N	16 7/8	16 3/4	+	1/8	+	.74	21 7/8	13 3/4	10	1,320	22,275
3M	MMM	N	56 1/2	55 1/4	+	1 1/4	+	2.26	66 1/2	52 1/2	22	114,240	6,454,560
MOTOROLA	MOT	N	48	48			.00	57 3/4	41 1/4	22	28,353	1,360,944	
N. AMERICAN PHILIPS	NPH	N	28	27 3/4	+	1/4	+	.90	33	19 7/8	7	12,033	336,924
OAK INDUSTRIES	OEN	N	8 1/2	8 7/8	-	3/8	-	4.22	12 1/4	7 1/4	7	1,639	13,931
RCA	RCA	N	24 3/8	24 1/2	-	1/8	-	.51	30	18 7/8	12	74,728	1,821,495
ROCKWELL INTL.	ROK	N	28	28 1/4	-	1/4	-	.88	32 1/2	23 3/8	8	31,200	873,600
RSC INDUSTRIES	RSC	A	1 1/2	1 1/2			.00	2 1/2	1 3/8	8	2,690	4,035	
SCIENTIFIC-ATLANTA	SFA	A	17 1/2	16 1/2	+	1	+	6.06	18 7/8	10 1/4	13	1,657	28,997
SONY CORP.	SNE	N	7 3/4	7 5/8	+	1/8	+	1.63	9 7/8	7 1/4	18	172,500	1,336,875
TEKTRONIX	TEK	N	60	58 3/4	+	1 1/4	+	2.12	67	44 1/4	16	8,671	520,260
TELEMATION	TIMT	O	1/2	1/2			.00	1	1/4	1	1	1,050	525
VARIAN ASSOCIATES	VAR	N	13 1/4	12 3/8	+	7/8	+	7.07	17 1/4	12	11	6,838	90,603
WESTINGHOUSE	WX	N	15 5/8	15 1/8	+	1/2	+	3.30	19 1/8	13	7	87,503	1,367,234
ZENITH	ZE	N	26 1/4	27	-	3/4	-	2.77	38 1/4	23 5/8	13	18,818	493,972
TOTAL									945,740	38,454,322			
GRAND TOTAL									1,753,122	56,676,652			

Standard & Poor's Industrial Average 112.5 110.2 +2.3

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.

Griffiths puts a steady hand on the helm at RCA

In Ed Griffiths, the board of directors of RCA chose as president and chief executive a man thoroughly and enthusiastically dedicated to the bottom line. In his book, any failing operation is suspect—to be shaped up or, in all likelihood, shipped out if the shape-up shows no promise.

The radio News and Information Service that NBC, a subsidiary of RCA, is currently in the process of dismantling is a case in point. NBC officials strongly deny that the decision to terminate the all-news service was made by Ed Griffiths. They made it themselves, they say, when they became convinced the service could never be profitable. Even though they made the decision, however, there seems little room for doubt that Mr. Griffiths agreed with it—not only because it couldn't easily have been implemented against his will, but because it seems to square so neatly with his philosophy.

He gave some insights into that philosophy in an interview a fortnight before NBC announced its NIS phase-out plan. Asked specifically about NIS and whether he thought it would survive and succeed, he said he didn't know. He thought it was too early to tell, but added: "It's no secret it's not profitable, and anything that does not make money is continually under study. That doesn't mean it doesn't have a future." A few moments later he observed: "There's nothing sacred about it—anything that doesn't reach profitability within an appropriate time frame is suspect."

Radio networks as a group have had some red-ink years lately, including a \$2.5-million loss in 1975, according to FCC figures, but Mr. Griffiths wouldn't be drawn into talk about whether NBC's conventional radio network is itself unprofitable. He emphasized, however, in response to other questions, that every RCA division is profitable, and that NBC—which in 1975 represented about 17% of RCA's revenues and 47% of its profits—is currently having its best year ever.

Profits aren't everything to Ed Griffiths, however. He also likes to be first. NBC, he noted, is currently number two in ratings, behind ABC, and number two in profitability, behind CBS. "We have it in mind," he said, "to be first in both."

After a third-place finish last year, he continued, "NBC is a very clear second now, precisely where we thought we'd be. The season is still young—we might be better than second before it's over."

Mr. Griffiths took over the RCA presidency and chief executive post last September when Anthony L. Conrad was forced to step down following his startling



Edgar Herbert Griffiths—president and chief executive officer, RCA Corp.; b. June 23, 1921, Philadelphia; BS in business administration, St. Joseph's College, Philadelphia, 1946; collection correspondent, credit department, General Electric Co., Philadelphia, 1947; credit correspondent, Gill Glass Co., Philadelphia, 1947-48; credit correspondent, RCA, Camden, New Jersey, 1948-49; with RCA Service Co., Cherry Hill, N.J., 1949-63, serving as manager of credit and collection, 1951-52; manager of budgets and procedures, 1952-56; manager of accounting, 1956-57; treasurer and controller, 1957-59, and treasurer, 1959-63; RCA division vice president, international finance, 1963-66; division vice president, commercial services, RCA Service Co., 1966-68; president, RCA Service Co., 1968-71; RCA executive vice president, service, 1971-75; member, RCA board of directors since 1972; president, RCA Electronics and Diversified Businesses, 1975-76; president and chief executive officer, RCA Corp., since Sept. 16, 1976; m. Mary Rath, Oct. 15, 1949.

disclosure that he had failed to file personal income tax returns for five years (BROADCASTING, Sept. 20). The promotion to top command did not extend Mr. Griffiths's authority as drastically as might at first be thought, because the range of his authority was already far-reaching. As a Wall Street specialist said, "At least 70% of the company was already working for him. All he did was pick up the other 30%."

Actually, what he had not been directly in charge of is easier to enumerate, consisting of NBC, RCA Communications, RCA Records and Random House. What he had been running made a far longer list: As president of RCA Electronics and Diversified Businesses, his responsibilities encompassed the consumer electronics, solid state, picture tube, distributor and special products divisions, government and commercial systems, RCA Service Co., the Selectavision video-disk project, Banquet Foods, Coronet Industries, the Hertz Corp. and the Oriel Foods Group.

He is the sort of administrator, he says, who likes to "get involved with everything—I would feel uncomfortable if I didn't know what is going on." This hands-on approach, associates say, was a primary factor in the dramatic business turnaround of RCA's Hertz Corp. subsidiary in the early 1970's, which Mr. Griffiths rates as his most satisfying achievement to date. Among other things, he installed an almost totally new Hertz management (including Robert L. Stone of NBC as president) that reversed Hertz's downtrend, tripled Hertz's pretax profits between 1971 and 1975 and, for the first six months of this year, lifted Hertz's after-tax profits 175% above those of its closest rival, Avis.

He describes his own work habits as "long and diligent," but adds that "I'm a good relaxer. I can leave business at the office and pick it up again when I come back." Actually he doesn't quite leave it at the office: He lives in Gladwyne, Pa., a Philadelphia suburb, two hours from his New York office, and he spends the back-and-forth time on paper work.

Among the business decisions ahead of him and his associates is whether to put RCA's Selectavision video-disk system on the market and, if so, when. The system is still undergoing tests and development and he says he's impressed by its technical simplicity and quality, but feels RCA is "not under any particular duress" to make a go/no-go decision now. RCA, he said, "has done as much pioneering as anyone" and so knows from experience that both rewards and penalties go with being first in the field with a product. "We'll be prepared to make the decision [on introducing Selectavision] at the right time," he added.

In any case, he regards home video disks as complementary to broadcast TV, not a potential competitor. No matter how much you watch television, he reasons, there are some things you don't care to watch—and when those are on, that would be the time to watch disks.

His own objective for RCA, he says, is to "return to shareholders a proper reward for their investment." He doesn't rule out further acquisitions but says RCA has none in mind now. He looks, rather, to further growth by present components—profitable growth. Without minimizing the contributions of his predecessors, he said that "we intend to reach levels of profitability that RCA has not attained in the past."

"That," he added, "is the kind of answer you'd get from any executive. It's a bookish answer, but it's the true answer. If we do it, we secure the jobs of our people. I don't think the potential of the corporation has been realized in the past, but we're on the road to doing it."

On leaving well enough alone

These are difficult days for those snarled in the legal debris of Judge Warren J. Ferguson's holding that family viewing—as it evolved through the ministrations of the FCC, the three television networks and the National Association of Broadcasters—was flawed by an unconstitutional abridgement of the First Amendment. That outcome was cheered lustily in this corner, and continues to be. Yet we are not insensitive to the dilemma now facing the defendants in that action—all of whom, we are prepared to stipulate, were and remain good and true individuals trying to find the best way out of a bind.

The fact is, many in this country—including many within the broadcasting industry—are concerned that America suffers from an overdose of sex and violence, administered at the hands of television. That concern manifests itself in both organized and spontaneous demands—upon the networks, upon the Congress and upon the FCC—that something be done to stop it. Whether family viewing was a real response to those demands is arguable; that it was *perceived* to be a response is without serious question. Stripped of its protection, the Washington warriors of the networks and the NAB have reason to tremble at the prospect of a 95th Congress that may be of a mind (whether or not it is constitutionally able) to pass legislation far more restrictive than family viewing would ever have been.

Thus the immediate impulse is to take Judge Ferguson to court, and to seek a reversal that would legitimize the family viewing negotiations and the NAB code provision that flowed from them. There is, first of all, self-justification at stake. Chairman Wiley and those joined with him as defendants in the family viewing case have spent two years insisting that the iron hand of government had nothing to do with hammering out that concept, and they resist being branded as violators of high principle. Moreover, damages are at issue, and conventional legal wisdom argues that the defendants not take that element of the decision lying down. And, in the eyes of some, there is at least a possibility that the entire NAB code structure has been endangered by the Ferguson ruling, and particularly the mandatory code subscription mechanism adopted by the NAB coincident with the family-viewing provision.

CBS, the network most responsible for family viewing, remains the most adamant in its defense. ABC also has indicated a willingness to go to the wall. Only NBC, so far, has said it will accept Judge Ferguson's verdict insofar as it reads to broadcast freedom, although it will resist the imposition of liability. This week, the NAB's executive committee, meeting in Washington, will make that organization's decision on whether to appeal.

We believe there is reason to let this one lie. Judge Ferguson has given broadcasting what may prove to be the most sweeping First Amendment mandate in its history. To argue against it is to fashion a noose that administrators less well meaning than the incumbents can use to hang the future freedom of broadcasting.

No time for faint hearts

Bill Suter, one of Wall Street's leading specialists in broadcasting stocks, may have touched a hidden nerve in his speech at the Television Bureau of Advertising's annual meeting a couple of weeks ago. "I am concerned," he said, "that sometimes the stations can be their own worst enemies in terms of pricing their valuable service" (BROADCASTING, Nov. 15).

It may seem inconceivable that TV broadcasters, winding up a year of unparalleled dollar gains in billings and presumably in

profits as well, might now even think of cutting their rates. But there are signs that some stations—not many, apparently, but some—have been tempted, and a few here and there may have yielded to the temptation.

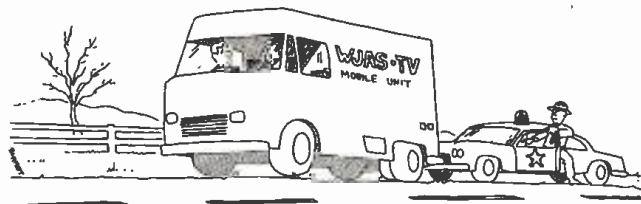
Why is hard to say. Apparently several factors have been at work. Spot, although strong, developed a small flutter a few weeks back that caused at least temporary concern. All along, of course, advertisers and agencies have kept up all the pressure they could muster. And some broadcasters, looking to January 1977, are said to be dismayed to see relatively little business booked, apparently forgetting that January never looks strong from this distance (and often looks weak, compared with other months, even from close up). It's not beyond understanding that some broadcasters may also feel intimidated by the challenge of making 1977 better than 1976.

The 1976 boom will indeed be hard to follow, but the auguries are good. Mr. Suter, for one, envisioned 1977 increases of 12%-15% for network, 8%-12% each for spot and local. Others look for even bigger advances. But whatever the forecast, we can think of no surer way to fall short than to have an epidemic of rate-cutting—which, incidentally, would be doubly damaging, as some broadcasters and reps are pointing out, if there is any substance in speculation that the incoming Jimmy Carter administration may impose wage/price controls, freezing rates at the lowered levels.

A station's pricing is its own business, of course. It would be foolhardy, however, to forget that stations don't often get more for their time than they themselves think it's worth. As Mr. Suter put it, "Your product is too good and this year has been too good to have any significant pricing weakness now."

New cork out of the bottle

Another reminder—if any were needed—that things don't stand still in broadcasting and the allied arts comes with notice that MCA and Walt Disney are suing Sony on grounds that those who use the Betamax video recorder to tape programs off the air infringe to producers' copyrights. Legalistics notwithstanding, the headline (on page 45 of this issue) caught our eye for its indication that one segment of the business is getting serious about video disks, while another is making headway with home recorders. In our experience, that means the competition is about to escalate and the horizons—of both program and business opportunity—are about to expand. The American way.



Drawn for BROADCASTING by Jack Schmidt

"Five hundred thousand dollars of electronic gear and we don't even have a CB for smokey reports!"



KFI FEELS

When Clara Reed celebrated her 108th birthday, KFI personality "Sweet Dick" Whittington organized a party that included 100 guests and a remote broadcast from the convalescent hospital where the spirited woman resides. The festivities also featured 108 roses... a cake with 108 candles... a recorded message from Pearl Bailey... and a proclamation by Mayor Tom Bradley declaring "Clara Reed Day in Los Angeles." She exclaimed, "Oh, goody, goody, goody!"

KFI's concern for the elderly was demonstrated, too, last November after

brush fires closed in on a nursing home. With no time to evacuate, the staff and elderly residents cheered the firemen and sang. Thanksgiving Day, KFI news interviewed the rescued people for their special stories of thankfulness.

For these two occasions, the California Association of Health Facilities has presented KFI with the "Better Life Award for Broadcast Excellence," honoring "true interest in community affairs..."

KFI RADIO **640** LOS ANGELES

WSB TV-AM-FM
Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIBC-TV
Pittsburgh

COX
Broadcasting

KTVU-TV
San Francisco-Oakland

WIOD, WAIA-FM
Miami

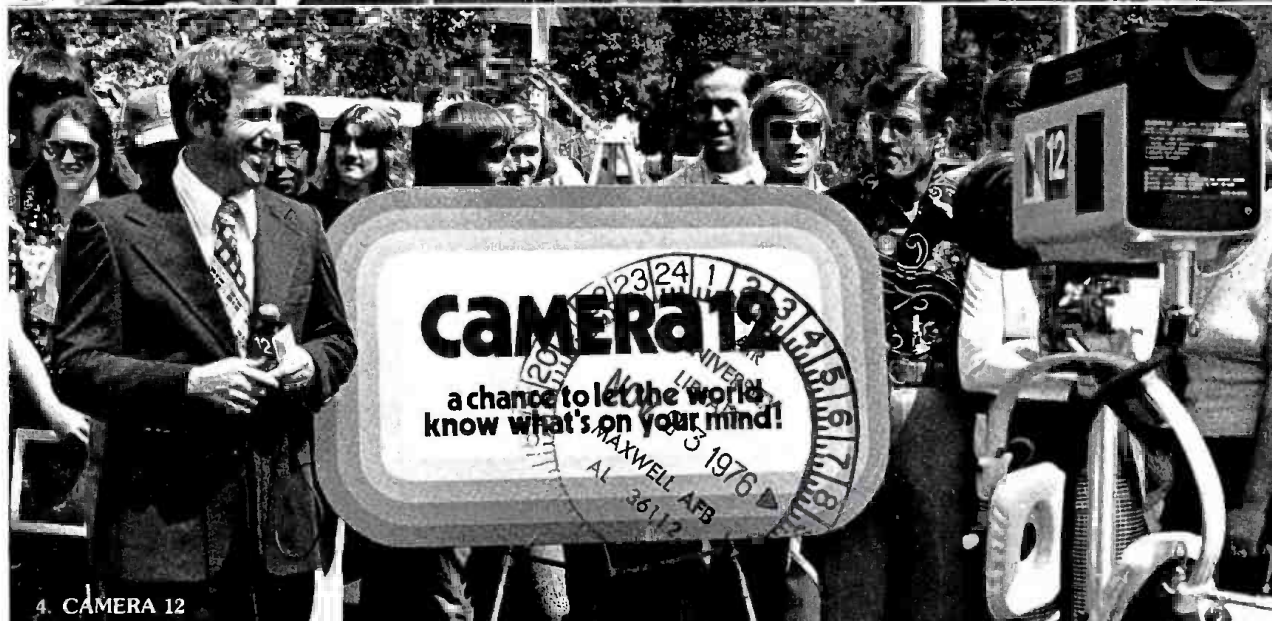
KFI, KOST-FM
Los Angeles



1. DAYBREAK

2. MIDMORNING

3. CLOSEUP



4. CAMERA 12



5. REPORT TO THE PEOPLE

6. YOUTH '76

7. SHADES OF EBONY

WXII-TV is a Multimedia station and Multimedia stations believe in Public Affairs. That means local people get their chance to speak out on the air. Each year on WXII more than 5000 do. That's Public Affairs!

Young and old, of every color and occupation and political persuasion, each year an average of 5000 viewers speak their piece for the cameras.

They appear early, on *Daybreak* . . . they talk, argue, call in, and sell themselves and their ideas on *Midmorning* . . . they examine ideas on *Closeup* . . . face reporters on *Report To The People* . . . blow off steam and develop viewpoints on *Youth '76* . . . explore, entertain and rap on *Shades of Ebony* . . . and tell the world what's on their mind on *Camera 12*.
Public Affairs on WXII—where local people get a big piece of the action.



WINSTON-SALEM GREENSBORO HIGH POINT

Multimedia Stations are: WXII-TV, Winston-Salem, N.C.; WFBC-AM-FM-TV, Greenville, S.C.; WMAZ-AM-FM-TV, Macon, Ga.; WBIR-AM-FM-TV, Knoxville, Tenn.; WLWT-TV, Cincinnati, Oh.; WWNC-AM, Asheville, N.C.; KAAV-AM, and KEZQ-FM, Little Rock, Ark.; KEEL-AM, Shreveport, La.; KMBQ-FM, Shreveport, La.; WAKY-AM, Louisville, Ky. Represented by KATZ.