Great Debates II: Dealing the people in again
Radio has the stage to itself at the NRBA

THE WALTONS
50 YEARS OF BROADCASTING LEADERSHIP
1926 – 1976

Chief Executive Officers
NATIONAL BROADCASTING COMPANY

WGAL TV 8
LANCASTER • HARRISBURG • YORK • LEBANON
PIioneer in CENTRAL PENNSYLVANIA
Introducing WALT DISNEY Productions'
NEW
M-I-C-K-E-Y-M-O-U-S-E
CLUB
JANUARY, 1977: WALT DISNEY PRODUCTIONS OPENS A NEW CHAPTER IN TELEVISION HISTORY.

Ever since the old Mickey Mouse Club went back into syndication, station managers all over the country have asked, "Why not do a new Mickey Mouse Club filled with more cartoons, new music and new Mouseketeers?"

Mickey Mouse Club is the vibrant group of new Mouseketeers, selected from over 6,000 talented youngsters across the nation.

Each of the Mouseketeers will share his own special talents with the rest of the group... from jazz guitar to Kung Fu; from trapeze to table tennis. They even have a little lady who can throw her voice like Edgar Bergen!

EVERY DAY IS DIFFERENT.

One of the best remembered parts of the old show was the different themes.

Well here it is—The all-new first-run Mickey Mouse Club!

With over seven million dollars committed to producing one hundred and thirty new shows plus many more millions of dollars for classic Disney color live-action films and cartoons, The New Mickey Mouse Club is the best all-family production ever assembled for daily viewing!

MEET THE NEW MOUSEKETEERS.

Just part of the new look of The New
for each day of the week. The New Mickey Mouse Club also has themes for each day but they're new 1977 themes!

"The Who, What, Why, Where, When and How Day" gives the Mouseketeers a chance to learn unusual and unique things: how a newscast is put together or how movies use make-up to transform actors. It's what's interesting to young people today, who does it, and why, where, when and how they do it!

On "Let's Go Day" the Mouseketeers take off (get airborne!) on a pink Mississippi River keelboat that flies—Disney style. Off they'll go all over the world—to a Wild West ghost town or a tropical beach. If it's exciting and entertaining, they'll go there!

"Surprise Day" means expect the unexpected when everything from big name guest celebrities to original Mouseketeers to circus clowns and magicians pop out of the Mouseketeer Surprise Box. It's strictly for fun!

"Discovery Day" is a day to explore: how lions live, what it was like when gold was first discovered, the invention of the telephone, or adventure at the bottom of the ocean. The Mouseketeers will find it. The audience will share their experiences.

"Showtime Day" is a big day for talent and entertain-
ment as young performers chosen from across the nation entertain at Disneyland and Walt Disney World. Showtime will be a swinging time for the Mouseketeers and their guest stars.

**BUT THAT’S NOT ALL.**

The New Mickey Mouse Club will also be filled with all-color cartoons featuring Mickey Mouse, Donald Duck, Goofy, Chip and Dale, and all the world-famous Disney characters. Over 200 of these cartoons have never been seen on television.

There’ll also be new, live action serials with continuing stories and exciting drama.

The Mouseketeers will even be producing their own “News Show” featuring films from different television stations across the country that carry the show. It’s

the Mouseketeers’ way of letting all the kids know what’s happening around the good old U.S.A.

**IT’S EVERYTHING THAT DISNEY STANDS FOR.**

For over a half a century, the classics in family entertainment have come from Walt Disney Productions. The very name Disney has come to mean exciting action and adventure with the sort of special spark that everyone, no matter what age, enjoys.

That means that The New Mickey Mouse Club is the sort of high-quality original programming that is recognized by television industry observers as significant and beneficial and above all, the finest in family entertainment.

It’s new, it’s now, it’s what your audiences have been waiting for for a long, long time.

Exclusive distribution: SFM Media Service Corporation, 6 East 43rd Street, New York, NY 10017. Contact: Stan Moger or George Hankoff (212) 682-0760.
THE BIG EVENT □ Most, but not all, stands in readiness for the first in the series of Great Debates II, which begin this Thursday. And the dates, but not the places, have been set for the second and third confrontations between the major presidential candidates. PAGE 21.

ARGUING ABOUT THE DEBATES □ Briefs are filed in the suit brought by minor-party candidates to stop or get themselves in the TV debates, but the judge throws the suits out. PAGE 22.

CARRYING THE BALL □ The man handling production of the debates is Jim Karayn. He offers some thoughts on the upcoming political event and the improved quality of TV journalism. PAGE 22.

SCHORR'S DAY □ He makes that long-awaited appearance on Capitol Hill and sticks to his refusal to identify the CIA leak source. PAGE 23.

CROSSFIRE ON CROSSOWNERSHIP □ The FCC's policy on multimedia combinations in the same market is argued in court. PAGE 25.

CONRAD OUT AT RCA □ The company's chairman and president reveals tax problems, announces immediate resignation. Electronics and Diversified Businesses President Edgar Griffiths will step in as president. PAGE 25.

CALL TO ARMS □ Historic Williamsburg was the setting for Arthur Taylor's plea to the CBS Radio Affiliates convention that broadcasters resist present day challenges. Richard Salant narrowed the issues to broadcast journalism and government controls. On the commercial side, Sam Cook Digges urged a general radio attack on accounts now using other media. PAGE 25.

NRBA TIME □ The new radio association sets up its stand in San Francisco this week, displaying an extraordinary amount of muscle and magnetism. President James Gabbert declares that this just didn't happen and he explains how it did come about. PAGE 28. Here's a look at who and what will be at the convention exhibits. PAGE 30.

OPEN THE DOOR, RICHARD □ Though the President signed the bill opening government proceedings to the public just last week, FCC Chairman Wiley has had a special committee hard at work setting up the ground rules for compliance. PAGE 38.

POMPADUR QuITS □ Vice president and assistant to President Rule resigns his $110,000-a-year job, citing personal reasons. PAGE 44.

’ROOM FOR ALL’ □ That was the judgment of Cox Broadcasting President Clifford Kirtland as he urged broadcasting and cable to bury the hatchet. PAGE 48.

CIGARETTE ADS □ Bruce McGorrill of WCSH-TV and TVB contends the five-year-old ban on cigarette advertising on radio-TV is a failure. He suggests low-tar brands be permitted back on the airways. PAGE 54.

PRESTIGE FOR THE PRESTIGIOUS □ TVB workshop in New York offers a roll call of the nation's top corporations, all with glowing tales of how television enhanced their images. PAGE 54.

MADISON AVENUE PREDICTS □ With the gun going off for the fall season race, some agency executives offer their predictions. One expectation is that ABC and CBS will be running neck-and-neck for the lead. PAGE 80.

WILEY OFF LIMITS □ Two Aspen writers say the FCC chairman had no right to foster action on the family-viewing plan. PAGE 82.

ACT BERATES FCC □ Boston Group argues in the appeals court that the commission should have acted more aggressively on the problems of children's programing. The FCC counters that its approach of 'moral suasion' was proper. PAGE 83.

TV DEFENDED □ Network TV's nightly newscasts came off winner over research depicting them as poor political reporters. The critics are burned at a New York seminar. PAGE 85.

BROADCASTERS WIN ONE □ A California judge dismisses a $10-million suit against NBC and its affiliated KRON-TV. The court action involved charges that the network's 'Born Innocent' telecast had given a pattern for a real-life assault. PAGE 86.

MAN WITH A MISSION □ Robert Mouny's enthusiasm for NBC Radio's News and Information Service remains strong, despite the rigors of getting it going. Here's a look at the vice president and general manager of NIS who expects the news operation to move into the black in 1977. PAGE 89.

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

WGAL-TV delivers strong buying power in a diversified area

This pioneer TV station effectively covers the entire Lancaster-Harrisburg-York-Lebanon ADI. One of the country's fastest-growing areas, this prosperous market is outstanding for its economic and business diversity and resultant stability. Consider the facts: manufacturing production $6,603,130,000; agricultural production $365,294,000; retail sales $3,865,093,000. Cash in on this outstanding buying power - include WGAL-TV in your planning.

WGAL-TV
LANCASTER-HARRISBURG-YORK-LEBANON, PA.

* 1976 Sales Management Survey of Buying Power
1975 Pennsylvania Abstract

WTEV Providence, R.I./New Bedford-Fall River, Mass.
No room at top

There's been no announcement, but both Leonard H. Goldenson, chairman of ABC Inc., and Elton H. Rule, president, have signed new long-term employment contracts. Details not disclosed, but they extend contracts that would have expired Jan. 17, 1977, in Mr. Rule's case; Dec. 31, 1977, in Mr. Goldenson's. Old contracts paid Mr. Goldenson $200,000 annual salary, Mr. Rule $175,000. Mr. Goldenson will be 71 in December; Mr. Rule was 59 in June.

Friends of I. Martin Ponipadur say these new contracts probably explain better than anything else Mr. Ponipadur's surprising decision to give up his ABC posts (and fourth highest officer-director salary) at age 41 (story page 44). They suggest he'd hoped for ABC presidency in relatively near future, but, with Mr. Goldenson as well as Mr. Rule committed to stay put, saw little near-term chance that Mr. Rule would move either up or out, hence decided to leave while still young enough to make it elsewhere.

Under new gun

Dramatic resignation of Anthony L. Conrad as chairman and president of RCA (Sept. 20) leaves charge man who is expected to shake things up in any corporate division that isn't ahead of competition. Those who know him say Edgar H. Griffiths, new president and chief executive officer, will be watching subsidiary, NBC, closely in new television season after its fall to third place in ratings in 1975-76. Mr. Griffiths, who has been president of RCA Electronics and Diversified Businesses, has established reputation as tough competitor.

Accountants have reportedly been auditing executive expense accounts at RCA and NBC since Robert W. Samoff was deposed as chairman and chief executive officer last year (BROADCASTING. Nov. 10, 1975). But audits reportedly had nothing to do with Mr. Conrad's resignation.

Drop-in targets

FCC staffers studying proposals that 96 VHF channels be added at short spacing to table of allocations say there appear to be about dozen that are technically feasible. However, even those would work only if claims made for directional antennas and precision-offset procedures as means of reducing mileage separations are valid, and there is disagreement among engineers on that point.

Furthermore, staffers are continuing to evaluate proposal, considering such matters as how far from city transmitter would have to be located to avoid interference problems. Staff won't say where dozen possibilities are located; however, it's probably safe to assume they are not located in all-UHF markets. Staff assumes commission would not consider drop-ins there. FCC Chairman Richard E. Wiley gave first public indication of drop-in possibilities in speech to International Radio and Television Society in New York two weeks ago (BROADCASTING. Sept. 13).

Third term

James Gabbert of KQI(AM)-KQI(FM) San Francisco is expected to succeed himself as president of the National Radio Broadcasters Association, which meets in his home town this week for annual convention (see page 27). It will be Mr. Gabbert's third consecutive term in post, which pays no money; his first election was while association was still FM only. No opposition has emerged to Mr. Gabbert on board which was to meet yesterday (Sept. 19).

NRBA, now headquartered in New York, seriously entertains notion of moving to Washington. Such move is "inevitable," sources say, but it hasn't been decided when. Association has more than year remaining in lease on present quarters. Its only presence in Washington now is Thomas Schattenfeld of Washington law firm of Arent, Fox, Kintner, Plotkin & Kahn, who is part-time general counsel for group. NRBA's new executive vice president for station services, Alvin King, now lives in Washington but plans to relocate for while in New York.

One of theirs

Announcement, expected today (Sept. 20), of journalists to do questioning in first Ford-Carter debate will be regarded with interest by some broadcast groups that were pressing for inclusion of station newsmen. Groups argued for nonnetwork representation to balance what they expected to be presence of network celebrities.

Trend starting?

Television station operators are concerned over talk that other major syndicators will follow Group W Productions in reserving some of its program commercial spots in programs they sell to stations. For this season, Group W is keeping and selling two minutes in Mike Douglas Show. There are rumblings that for next season some syndicators intend to keep 30-second spot in half-hour series for sale to national advertisers facing sellers' market in network TV.

Win some, lose some

Another blow was struck for live television coverage in House chamber with public broadcasting's carriage of Daniel Schorr hearing last Wednesday (see page 23). Ethics Committee Chairman John Flynn (D-Ga.) was said to be "ecstatic" over carriage produced jointly by noncommercial WNET(TV) New York and WETA-TV Washington.

But that brings up another problem. Committee, which beforehand had wanted to downplay hearings in fear of exposure to embarrassment in confrontation with Mr. Schorr, had denied WNET request for four-camera postition. Coverage was originated with one camera, but deftly operated. Concern now is that Schorr hearing could be used as argument against multicamera use at future hearings.

Job open

Joseph J. Sullivan Jr., who took over as Television Bureau of Advertising's first executive VP for sales 18 months ago, is reported to be resigning because of differences with top management. He was sales vice president of Corinthian stations before joining TVB, before that was with CBS-TV and its WCBS-TV New York. TVB is looking for successor.

Wussler blueprint

Some "restructuring" may take place in CBS-TV's sales and affiliate-relations departments in next few months, but President Robert Wussler denies reports circulating last week that big upheaval is in work. Titles may change, he says, but Frank Smith Jr. and Carl Ward will remain ranking men in sales and affiliate relations respectively.

Lee lore

FCC unofficial statistician on commissioner tenures, Commissioner Robert E. Lee, has been at his calculator again. As dean of FCC, having served since Oct. 6, 1953, he will pass current record-holder, former Chairman Rosel H. Hyde, on April 21, 1977. Mr. Hyde, now in communications practice in Washington, served on FCC from April 17, 1946, until Oct. 31, 1969, and was twice chairman.

Commissioner Lee, staunch Republican, has never been chairman, but if his long-time friend, President Ford, wins election, which Mr. Lee confidently expects, Mr. Lee might make move for top slot. Dean Lee has served under eight chairmen and with 31 colleagues. Since FCC was established in 1934 there have been total of 53 commissioners.
**Flat** □ Import auto firm is slated to begin heavy spot TV campaign for seven weeks in long list of markets, starting in late September. Carl Ally, New York, is zeroing in on time slots aimed at men, 18-34 and 18-49.

**Toyota** □ Extensive spot TV drive is being put together for early October start and continuing through first of 1977 in substantial number of markets. Dancer-Fitzgerald-Sample, New York, is concentrating on buys calculated to reach men, 18-34.

**Samsonite** □ Luggage will get three-week pre-holiday campaign in number of markets, to start Nov. 29. TV 30's in fringe time are targeted to men, 25-49. J. Walter Thompson, New York, is agency.

**Coca-Cola** □ Foods division will advertise Hi-C liquid concentrate in daytime and fringe TV 30's beginning this week for four weeks geared for women, 18-49. Marschalk, New York, is agency.

**General Tire & Rubber** □ Five-week spot TV drive is set to start in late September for five weeks in approximately 95 markets. D'Arcy-MacManus & Masius, St. Louis, is seeking time slots catering to men and women, 18-49, in both prime and fringe periods.

**GAF** □ Floor products division will begin three-week drive Oct. 6 using TV fringe 30's in number of markets. Adults, 18-49, are targets. Daniel & Charles, New York, is agency.

**Sara Lee** □ To introduce new line of cakes called “The Cake Cart,” company is launching heavy TV campaign in mid-November, tapping spot TV in 34 major markets and using participations on CBS and NBC programs. Spot TV will be scheduled in two flights of about eight weeks each until next April. Benton & Bowles, New York, is slanting its commercials toward women, 21-49.

**Western Auto** □ New flight is in preparation to begin in extended list of spot TV markets for four weeks, starting in early November. Barickman Advertising, Kansas City, Mo., is focusing on periods and programs appealing to men over 18.

**Keebler** □ Variety of crackers will be advertised in TV 30's for six weeks beginning Nov. 22. Daytime, prime-time and access dayparts will aim for women, 25-54. Leo Burnett, Chicago, is agency.

**Sterling Drug** □ Children's Bayer aspirin gets 15-week try-out beginning this week, using daytime and fringe TV 30's, catering to women, 18-34. Doyle Dane Bernbach, New York, is agency. Company's Lenn & Fink division is readying nine-to-11-week radio promotion for its Stride first-aid product, to kick off Sept. 27. Markets include New York, Los Angeles, Chicago, Detroit and Philadelphia. Media buyer, Mort Keshin, is going for stations that appeal to teenagers.

**Borden** □ Sacramento tomato juice will get six-week campaign in about 15 markets, beginning Nov. 15. Daytime and fringe TV 30's are aimed at women, 18-49, and are handled by Grey Advertising, New York. Product will receive radio spots in a six-week run, beginning Sept. 27. Agency Hicks & Greist, New York, has already bought time on stations in Los Angeles, San Francisco, San Diego, Miami and Denver, among others. Focus is on women, 35-64.

**Bearcat CB Radio** □ Spot TV effort is scheduled for four weeks in approximately 15 Southern markets, starting in early October. Klein-Sieb Advertising, Atlanta, is seeking to reach men, 18-49.

**A&W Distributing** □ Sugar-free root beer is subject of four-week schedule of daytime and prime-time TV 30's to begin Sept. 27. Women, 18-49, are intended audience in long list of markets. Humphrey Browning MacDougall, Boston, is agency.

**U.S. Floor Systems** □ Steamex carpet cleaner will be highlighted in TV spots to start in early October for two months in substantial number of markets, W.B. Doner, Baltimore, is directing its commercials toward women, 25-49.

**Chanel** □ As part of its Christmas effort, company is blueprinting spot TV flight on behalf of Chanel No. 5, Chanel No.19 and line of men's cologne to run in total of about 70 markets, starting Nov. 26 and running through Dec. 26. Norman, Craig & Kummel, New York, is seeking to reach men and women, 18-49.

**New York Telephone** □ Statewide campaign for long distance service will have two attempts, Oct. 4 for three weeks and Nov. 29 for four weeks. Daytime fringe and prime-time TV 30's are aiming for adults over 18. Young & Rubicam, New York, is agency.

**Air France** □ Company, through Kenyon & Eckhardt, New York, has new set of “see beautiful France” radio spots, which start six-week flight in late November. Markets

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**Business Briefly**

**BAR reports television-network sales as of Sept. 5.**

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended Sept. 5</th>
<th>Total dollars week ended Sept. 5</th>
<th>1976 total minutes</th>
<th>1976 total dollars year to date</th>
<th>1975 total dollars year to date</th>
<th>% change from 1975</th>
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<tbody>
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<td>Monday-Friday Sign-on 10 a.m.</td>
<td>139</td>
<td>$658,000</td>
<td>4,886</td>
<td>$24,198,600</td>
<td>$22,531,100</td>
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<td>Monday-Friday 10 a.m.-6 p.m.</td>
<td>1,012</td>
<td>10,466,400</td>
<td>35,634</td>
<td>409,675,900</td>
<td>343,618,100</td>
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<td>Saturday-Sunday Sign-on-6 p.m.</td>
<td>295</td>
<td>4,569,600</td>
<td>10,857</td>
<td>196,958,200</td>
<td>145,705,500</td>
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<tr>
<td>Monday-Saturday 6 p.m.-7:30 p.m.</td>
<td>100</td>
<td>2,316,000</td>
<td>3,827</td>
<td>99,548,400</td>
<td>81,015,100</td>
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<td>Sunday 6 p.m.-7:30 p.m.</td>
<td>29</td>
<td>768,800</td>
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<td>29,747,300</td>
<td>12,083,200</td>
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<td>Monday-Sunday 7:30 p.m.-11 p.m.</td>
<td>432</td>
<td>23,157,500</td>
<td>14,873</td>
<td>935,093,200</td>
<td>798,650,900</td>
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<td>Monday-Sunday 11 p.m.-Sign-off</td>
<td>209</td>
<td>3,763,000</td>
<td>7,135</td>
<td>133,292,000</td>
<td>111,525,900</td>
<td>+19.5</td>
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<td>Total</td>
<td>2,216</td>
<td>$45,701,300</td>
<td>77,575</td>
<td>$1,828,813,600</td>
<td>$1,515,129,800</td>
<td>+20.7</td>
</tr>
</tbody>
</table>

Source: Broadcast Advertisers Reports
You punch up 15 inches per second for a videotape recorded at 7½.

AVR-3 has the intelligence to play it right.

The most advanced videotape recorder in the world is also the smartest. Even if a technician goofs and sets up the wrong playback speed or video band, it'll override the error and play the tape the right way. AVR-3 is the only “intelligent” VTR on the market.

You'll probably buy your AVR-3 for the picture it produces. Super High-Band Pilot uses a new combination of recording frequencies to take video fidelity further than ever before. Banding is virtually a thing of the past, and 7½-inch recording speed comes up looking as good as 15-inches used to.

But excellent recording fidelity is only part of the story. Even the best scenes have to be assembled in the right sequence. And while the AVR-3 has a truly advanced editing option, you'll go the last mile in creative freedom when you use this recorder in partnership with an Ampex EDM-1, Automated Editing System.

AVR-3 is the VTR from Ampex, designed for users who can't take chances.

AMPEX

Complete technical and performance specifications are available in a free brochure. Write us at 401 Broadway, Redwood City, California 94063, or call (415) 367-2011.
Call us or write today • 274 County Road
A Division of Bonneville International Corporation
include New York, Los Angeles, Chicago and Houston. Basic demographic target is adults, 25-64.

**Galaxy Carpet Mills** TV 30's and 60's in daytime and fringe spots will begin Oct. 4 for six weeks in mostly midwestern markets. Women, 18-49, are targets. Albert Jay Rosenthal, Chicago, is agency.

**M. Lowenstein** Wamsutta sheets are set for five-week spread, beginning Oct. 4 in TV fringe 30's. Women, 25-49 (and secondarily those 50-plus), are targets. Leber Katz, New York, is agency.

**Pride Laboratories** Company's Roar cologne, through FS. Advertising, will get eight-week spot-radio campaign beginning Oct. 28. Markets include Atlanta, Cincinnati, Chicago, Cleveland, Dallas and Houston. Women, 18-34, are intended audience.

**Schiefflin** Company's latest Stiller & Meara comedy radio spots for Blue Nun wine will get nine-week try beginning Nov. 3. Markets include New York, Philadelphia, Chicago, Boston, Washington and San Francisco. Della Femina Travisano & Partners, New York, will target those spots to adults, 16-34.

**Krazy Glue** New Fowy Poxey glue will be spotlighted in spot TV spread in 65 markets, starting on Oct. 4 for three weeks. Furman, Roth, New York, is setting its sights on men, over 18.

**Prince Machiabelli** Company's perfume will benefit from late-September radio push in selected markets for six weeks (four weeks in some markets). Scali, McCabe & Sloves, New York, has bought stations in Chicago, Philadelphia, Washington, Cleveland and Indianapolis. Spots are targeted at women, 18-34.

**Dorman's** Company's cheese products are already getting their radio spots placed in special five-week pre-Christmas multi-market drive. Markets include Los Angeles, New York, Chicago, Washington and Miami. New York media buyer, Mott Keshin, is aiming for women, 25-49.

**United Vintners** Company through Kelly, Nason, New York, is readying series of four-to-six-week radio flights. Los Angeles and Chicago campaigns begin Oct. 4, Houston's Nov. 11 and Baltimore's Oct. 25. Target is women, 18-34.

**Shiseido** Cosmetics will get quickie flight Oct. 10 in range of markets with daytime, fringe and prime-time TV 30's, promoting Japanese import products. Women, 25-54, are target; SFM Media, New York, is buying service.

**Deeeting Milliken** Fabrics company is set to mount spot-TV effort via two flights this fall in substantial number of markets, with first to break for one week, starting Sept. 20, and another for one week in October. Buying is through Vitt Media International, which is aiming sights toward women, 18-49.

**BRK Electronics** Company "smoke alarm" devices, through Grey-North Advertising, Chicago, are set for three-week spot-radio effort to kick off Nov. 1. Markets include Cincinnati, Seattle, Denver, Portland, Ore., and Columbus, Ohio. Grey-North's target audience is men, 25-49.

**Schenley** Company's Dubonnet wine (through Leo Burnett, Chicago) is already placing its pre-Christmas radio spots. Plan is for major five-week radio push, beginning Nov. 15. Markets include New York, Los Angeles, Boston, Miami and Washington. Burnett's demographic target is adults, 18-49, with focus on men, 35-49.

**Sun Harbor Industries** Company's Carnation tuna, through Dailey & Associates, Los Angeles, gets four-week radio try beginning Oct. 18. Markets range from Indianapolis and Nashville to Phoenix and Pittsburgh. Radio stations appealing to women, 25-49, will be focus of spots.

**Ciorox** Company's Formula 409 spray cleaner through Foote, Cone & Belding, is ready for regional spot-radio flight to kick off Sept. 27 for eight weeks. West Coast region will cover stations in markets like Seattle, Phoenix and Portland, Ore. Demographic target is women 18-49.

**National Airlines** Company's latest 60-second radio spots are being accorded two separate radio flights, one beginning Sept. 27, other Oct. 25, each to run for four weeks. With some overlap, markets include Los Angeles, Houston, San Francisco, and Miami. Agency, Ted Bates, New York, is aiming spots at adults, 25-49.

**Brady Enterprises** Bartender's Mixes will be advertised in two two-week flights, Nov. 8 and Dec. 13, in number of markets. Prepared cocktail mixes are targeted to men and women, 25-54, in TV fringe and prime-time 30's. Humphreyl, Browning MacDougall, Boston, is agency.

**Amstar Corp.** Domino Sugar will air two-pound box promotion in number of markets beginning Nov. 1 for six weeks. TV 30's are aiming for women, 25-54. Lewis & Gilman, Philadelphia, is agency.
Software for hardware: Ace moves into television

Ace Hardware Corp. was founded over 50 years ago, and we're just getting into national television advertising. But there's no doubt about it: We have arrived.

Ace, headquartered in Oak Brook, Ill., was established in 1924 by four Chicago-area dealers. This small buying group had little visibility and traffic building advertising. By 1934, there was a modest effort to initiate an advertising program with two consumer circulars.

Fifty years later, Ace was poised on the threshold of three significant events: its conversion to dealer ownership, its transition to a mass merchandising operation and the realization of its full advertising potential.

Art Krausman, Ace's second president in 50 years, furthered that growth and development by undertaking a new approach to corporate advertising, establishing a budget for national advertising and appointing a national advertising agency. D'Arcy-MacManus & Masius, Chicago, became the first national agency to work with us in developing a total consumer marketing plan.

The age of Ace in advertising was launched with a hard-hitting national advertising campaign—the biggest media program in our history, featuring a new and exciting selling theme.

As a result of in-depth interview research, "Ace is the place with the Helpful Hardware Man" set the theme of the campaign. It summed up what people wanted most in a hardware store. The "Helpful Hardware Man" trademark symbolized service—that unique aspect that sets Ace dealers apart from all the others.

According to Larry Senten, DM&M senior vice president and director of creative services, "You've got to compete for consumer attention in the clutter of messages from the marketplace. It's imperative to get their attention before you can deliver a selling message."

To provide this stopper appeal and inject the campaign with life and excitement, performer Connie Stevens was selected as the Ace spokesperson. Our major competitor was featuring a former pro football player as their campaign spokesperson, so the logical selection for us was an "illogical opposite."

This approach was different from anything done before in the hardware industry. It was an Ace first to feature a woman as a spokesperson for a hardware chain. Actor Lou Fanti was selected to portray "The Helpful Hardware Man," the dealer/hero personalizing the Ace image and delivering its sales message.

The initial Connie Stevens/Helpful Hardware Man commercial was designed to draw immediate attention to Ace Hardware.

Connie's somewhat incongruous presence in an Ace Hardware store was clearly positioned in that first commercial—"I don't know much about hardware but I sure know a guy who does...your Helpful Hardware Man." She explained further, "He knows hardware and that's not all. He's got thousands of other things at great prices. And his store is right in the neighborhood so that you can avoid that shopping center traffic. You really don't have to know hardware...you just have to know him."

Our Ace dealer was pictured as a helpful and knowledgeable man, willing and able to offer customers solutions to their problems for household repairs and improvements. In another commercial Connie emphasized, "He knows you need to fix things. He shows you how you can."

Almost as important as that message and how it's presented is the means of communicating it. Prior to 1974, Ace advertising had been confined to print, outdoor signage and network radio. Now, television was positioned as the number one media priority. Television assured the best impact for this campaign and solidified the total advertising effort which included newspapers, circulars and point-of-purchase.

The level of awareness of Ace advertising made a substantial increase—from 28% in September 1974 to 37% in June 1975. Among that 37%, 30% most frequently remembered "Ace is the place..." or Connie Stevens as the Ace spokesperson. Within this nine-month period, awareness of television as the medium carrying Ace advertising jumped to 66%.

Presently, Ace's national coverage in television and radio is achieved on a regional basis, tailored to our marketing area, which constitutes 75% of television households. A base of national media is developed and then key markets are covered.

The flexibility and strength of broadcast media, in addition to producing national image attention, is further extended in Ace co-op advertising spots. These spots are an important part of the media program inasmuch as they sell Ace but also offer customers special incentives to buy featured brand items.

Continuity, selectivity and frequency are key elements in the Ace media program, as is the right media mix. Network television is scheduled in general audience, news and sports programming to achieve brand reach and visibility. Radio is scheduled in the high listening periods of a.m. and p.m. drive times to provide added frequency of Ace message exposure at attractive cost efficiencies.

Seasonal promotions solidify this campaign. According to John Fisher, Ace vice president—merchandising/marketing, seasonal promotions and saturation advertising in our top markets coinciding with the natural sales flow, is a new approach for us. And, they are totally integrated from national television to point-of-purchase.

Our network schedule in 1976 will reach 93% of all TV households in our marketing area an average of 5.7 times. Total Ace advertising will combine to deliver over 2.8 billion commercial impressions during the year.

The Ace campaign has been extremely effective and has received an overwhelming positive reaction from dealers and consumers. According to Art Krausman, "It has surpassed our expectations. The campaign has been a real success."
Gunnison, both Colorado, KFKA (AM) Greeley, and Enid Speakers Sept. 24 communications director John Nathan, Merry! Levow, annual fall conference. Papers will industry techniques and nation Engineering Atsociation, black management Sept. 22-28—Northeast Cable Television Technical Seminar, sponsored by New York State Commission on Cable Television in cooperation with Upstate chapter of Society of Cable Television Engineers. State University College, Oswego, N.Y.

Sept. 22-23—Annual fall meeting of Broadcasters black management seminar, for black station owners. NA8 headquarters, Washington.


Sept. 22-24—Minnesota Broadcasters Association fall meeting. Radisson hotel, Duluth.


Sept. 24-25—Radio Television News Directors Association regional workshop in conjunction with the fourth annual broadcast journalism seminar of the William Allen White School of Journalism, University of Kansas, Lawrence. Held in cooperation with the Kansas AP broadcasters Association and the Association of News Broadcasters of Kansas Lawrence.


Sept. 25-26—Awards Banquet for Broadcasters, Davenport hotel, Spokane, Wash.

Also In September

Sept. 27—Federal Communications Bar Association luncheon. Speaker will be Werner Hartenberger, FCC general counsel. Army-Navy Club, Washington.

Sept. 27-28—Annual convention of Midwest chapter of The National Religious Broadcasters. Charles Colson, former White House aide, will be among speakers. Chicago O’Hare Airport Exel Inn, Chicago.


Sept. 27-29—Council of Better Business Bureaus sixth annual fall assembly FCC Chairman Richard E. Wiley will be featured speaker. Fairmont hotel, New Orleans.


Sept. 30—Deadline for entries for 1976 Ondas Awards (eight for radio and four for TV in Spain; five for radio and four for TV in other countries). Awards are for program, organizations and individuals for professional achievement between September 1975 and September 1976. Awards will be conferred at Grand Radio Gala in Barcelona, Spain. Nov. 14, Contact: Premios Ondas, Calle Caspe 6, Barcelona 10.


October

Oct. 1—Deadline for entries in media awards program of American Cancer Society. Categories include multiple classifications in local and network radio/television. Information: ACS Mass Media Awards Committee, 1911 Second Avenue, New York 10017; (212) 749-8036.


Oct. 1—FCC’s deadline for comments on amendment of noncommercial FM broadcast rules. Reply comments are due Nov. 18, FCC, Washington.


Oct. 2—Seminar of California Trial Lawyers Association for Southern California news media. Subjects will include libel and slander, reporters’ shield law, media gag rule, invasion of privacy and public figure status. Hyatt International, Los Angeles international Airport.


Oct. 3-5—North Dakota Broadcasters Association fall convention. Ramada Inn, Minot.

Oct. 3-5—North Carolina Association of Broadcasters annual convention, Pinehurst hotel, Pinehurst.

Oct. 6-7—National Association of Broadcasters ninth AM directional antenna seminar. Course propped by Carl Smith and Associates, consulting engineers. Cleveland Engineering and Scientific Center, Cleveland.

Oct. 6-8—Indiana Broadcasters Association annual membership meeting, Executive Inn, Vincennes.

Oct. 7—FCC’s deadline for comments on repealed rulemaking proceeding on program records to be maintained by radio station licensees, including filing of letters received by licensee in first five years, and retention and disclosure of transcript, tape or disk of all programs except entertainment and sports (Docket 1968). Replies are due Oct. 18, FCC, Washington.

Oct. 7—FCC’s deadline for comments on its proposed amendment of rules to issue separate program logging rule common to all noncommercial educational broadcasting stations. Replies are due Oct. 18, FCC, Washington.

Oct. 7—Pennsylvania Cable Television Association fall meeting. Sheraton-Picasso Inn and Resort in Pocono Mountains (I-80 at Pennsylvania Turnpike Northeast Extension).


Oct. 8-10—Seminar of California Trial Lawyers Association for Northern California news media. Subjects will include libel and slander, reporters’ shield law, media gag rule, invasion of privacy and public
figure status. Hilton Inn, San Francisco International Airport.

Oct. 9—Seminar workshop of Florida Association of Broadcasters on selling, sales management and ascertainment of community needs. Will be featured by Carl Carr. Sales management consultant, and Richard F. Shiben, chief of Renewals and Transfers Division, FCC. Bay Point resort, Panama City, Fla.


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

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

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

Oct. 12—FCC's open en banc meeting, subject to be announced. Anyone wishing to partici-

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


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

Oct. 14-17—American Women in Radio and Television East Central conference. Hyatt Regency, Dear-

Oct. 17—Second Society of Motion Picture and Television Engineers 118th technical conference and equip-

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


Oct. 18-19—National Association of Broadcasters regional conference. Senator Ernest F. Hollings (D-

Oct. 18-20—Mid-American Cable Television Association, Wichita, Kan.

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

Oct. 19—Federal Communications Bar Association luncheon. Speaker will be Thomas House, director of Telecommunications Policy, Army-Navy Club, Wash-

Oct. 19-20—Alabama Cable Television Association fall workshop meeting. Specific site to be announced, Birmingham.

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


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

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

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


Oct. 25-27—Fall meeting of New York State Cable Association. The Concord hotel, Kalamath Lake.


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

Oct. 27-30—Missouri Broadcasters Association fall meeting, Crown Center hotel, Kansas City.

Oct. 28—FCC regional meeting with broadcasters and members of the public from Missouri, Kansas, Nebraska, Iowa, North Dakota, South Dakota and Min-

Nov. 1—FCC's new deadline for filing comments on its inquiry into the relevance of license requirements for broadcast station operators (Docket 20817). Replies are now due Oct. 13.

Nov. 4-7—Western region conference, American Ad-

Nov. 5-7—Seventh annual Loyola National College Radio Conference. Host will be university's two radio stations, Lewis Towers campus. Loyola University, 520 North Michigan, Chicago.

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

Nov. 9-11—Television Bureau of Advertising Advertising Convention. Sheraton Center, Cincinnati, Ohio.

Nov. 10—Major events.

Nov. 10-12—Annual convention of the Society of Broadcast Engineers. FCC Commissioner Robert E. Lee will deliver keynote speech. Technical program will be conducted jointly with the Society of Cable Television Engineers. Holiday Inn, Hempstead, N.Y.

Nov. 10—International Film & TV Festival, spon-


Nov. 12-14—American Association of Advertising Agencies Central region annual meeting. Ambassador West hotel, Chicago.

Nov. 12—Oregon Association of Broadcasters fall conference. The Thunderbird Jantzen on the Columbia River.
Testimonial telegram

EDITOR: We were delighted to read the Editorial in this week’s issue of Broadcasting. We welcome your support in our fight against those who, as you put it, are “even attacking noncommercial public service announcements.”

If ever there was an issue which could speak with authority in the broadcasting field, that voice belongs to Broadcasting Magazine. —Thomas Adams (chairman, Campbell-Ewald Co.), chairman, and Robert P. Reim, president, The Advertising Council Inc., New York.

McGannon vs. networks

EDITOR: I feel compelled to comment on your editorial in the Sept. 13 issue and to clarify several matters:

1. The scope of my corporate responsibilities has not been the basis for my requesting regulatory action involving the networks. Such occasions arise only after long and agonizing circumstances. You recall the option-time hearings in 1958 which culminated 11 years later in the prime-time access rule or the “Philadelphia-Cleveland exchange” with NBC in 1955 which took 10 years to resolve, or our resignation from the TV code in 1969, etc.

2. The FCC has access to our financial data, as it has for all licensees. Our income has been affected by the networks’ “freeze” on station compensation for more than a decade, as it has been with every other affiliate.

The issue in the recent filing is not the present level of profitability in 1976 or in recent years, but rather the future of local television stations in face of the ever-increasing dominance of the entire industry by the three networks. Everyone has been negatively affected, including the public. I, for one, can testify to the futility of private negotiations over the past many months.

3. Unmentioned in your editorial is the very real problem faced by affiliates with network schedules that are loaded with crime, violence and adult content. Once more we can testify to the inability to correct this serious condition by private negotiation. The only hope we have of getting the government (all branches—Congress, FCC and the executive) out of programming considerations is to place responsibility for programming decisions back where it belongs—with the local station license. As long as this nation’s TV stations are being programmed two-thirds of the time by only three entities in New York, we only invite more and more government intervention and the continued erosion of First Amendment rights.

All I ask for is a simple rule which would make it possible for stations to carry out their important responsibilities as licensees.—Donald H. McGannon, president and chairman, Westinghouse Broadcasting Co., New York.

CPB and low power

EDITOR: In another example of one government agency lobbying another against the public good, the Corporation for Public Broadcasting has the FCC considering rules which arbitrarily jeopardize the licenses of more than half of the country’s noncommercial radio stations, merely because the stations have low-power transmitters.

Presently, all noncommercial stations are guaranteed interference protection according to their effective radiated powers. Under the proposed rules, 10 w stations would no longer be afforded this protection, except from other 10 w stations, while still having to protect the “big guys.” But Docket 20735 does not stop there. According to the proposal, it is no longer adequate to protect existing stations according to existing facilities; they must now be protected as if they had the full power authorized for their class. Thus a 4 kw station in Texas with a 500-foot antenna would have the same protection as if it had 10 kw with an antenna 2,000 feet above average terrain.

But wait. There’s more. Not only would new stations have to provide such protection, an existing 10 w station within the newly defined protection zone of that 4 kw station must find another frequency or lose its license at renewal time, if the 4 kw station plans to use its increased protection anytime in the future.

You may ask why CPB is proposing rules which would cause such hardship to the stations it serves. CPB gives no programing funds to small stations. It serves only the less than half of the noncommercial band which have full-time staffs and 3 kw or greater authorizations. CPB would remove many non-CPB “competitors” from the air, without going through the “hassle” of challenging their licenses. I urge all broadcasters to examine the docket, and consider the effects of such a precedent on their operations.—L. Scott Hochberg, broadcast consultant, Houston.

Words that got around

EDITOR: Based on the calls and letters and comments I’ve received [after publication of the “Profile,” Aug. 23] you will be pleased to hear of the obvious broad readership of your magazine. In fact, my daughter, Ann Carra, producer of A.M. Pittsburgh at WATE-TV, said she got almost as much fan mail as I did from the article.—Richard C. Christian, chairman, Marsteller Inc., New York.
Prime time. That's when WHIO Television is scheduling two new locally-produced public service programs. Issues such as school desegregation and the impact of a new medical school affect all Daytonians and deserve prime attention.

"Newsmakers," which debuted last week, features a name guest who is questioned by four news persons: two reporters from WHIO-TV's Newscenter Seven and two from The Dayton Daily News, whose editor, Arnold Rosenfeld, is moderator. Programs will be taped on location when necessary to get top newsmakers.

“30 Minutes,” premiering next week, will present tough community subjects—including the problem of solid wastes—as well as the human side of the news, such as the demise of the neighborhood grocer.

WHIO-TV: giving Dayton priority.

whio-tv dayton
This dynamic 24-hour news service has averaged one new member station added every 42 hours since it began operations!

APRadio began broadcasting on October 1, 1974. In less than 24 months, this flexible, professional, around-the-clock audio news service has expanded at the impressive average and total cited above. Why have so many of the nation's broadcasters signed on for APR in such a relatively short period of time?

Member stations are vocal in their praise of APR. They appreciate the quality sound, its full, timely news and feature format, and the possibility of more than 600 weekly avail at their sales fingertips. For the entire story, we suggest you contact your area AP Broadcast Executive or bureau by phone and have the "AP User's Kit" delivered to your desk. Then you can plan how best to take advantage of APR, whose totally new sound and format mean new revenue opportunities for your station.
Live from the Walnut St. Theater

Most of the major pieces are in place for the first of Great Debates II, a TV event set for this Thursday night; dates, not places, are set for second and third confrontations.

Millions of viewers will be watching through the eyes of eight television cameras this Thursday night at 9:30 when President Gerald Ford and Democratic presidential aspirant Jimmy Carter square off in their first debate.

What viewers will see when they tune in will be an unannounced set and the two candidates, standing seven feet apart and facing a panel of three journalists and a moderator. Those four will be seated at a table, their backs to the audience in Philadelphia's historic Walnut Street Theater.

The League of Women Voters Education Fund, which is sponsoring the series of debates, had not identified the journalists and moderator at week's end. Jim Karayn, who is directing the project for the league, said their names would be released today (Sept. 20). He said the three will likely represent different media—two from broadcasting, one from a newspaper and one from a magazine.

Details of the TV coverage were still being worked out last Friday at a meeting in New York of the three commercial TV networks and the Public Broadcasting Service. The four will pool the coverage, each plans to broadcast the confrontation live and in full. Their eight cameras will ring the candidates, including locations at the rear of the stage and on the balcony.

Mr. Karayn said last week the only substantial disagreement between the networks and the league was the league's insistence that there be no televising of audience reaction. This was a demand from the candidates, who were concerned about excessive use of cutaway, Mr. Karayn said. All the TV viewers will see of the audience are the backs of their heads. There will be about 500 in the live audience, 200 of them journalists. Another 500 reporters will spill over into the press room in a nearby building.

It was virtually certain the three commercial networks would do some sort of summaries, wrap-ups, analyses or commentary right after this week's debate, and presumably the others too. CBS was planning a five-minute post-debate show, NBC said it was thinking about 15 minutes of wrap-up at 11 p.m., and ABC said it would carry a half-hour program, The Presidential Debates: A Perspective, at 11:30 with Harry Reasoner and Howard K. Smith, featuring reports by ABC News correspondents and perhaps guests.

Amidst the preparations last week for this week's debate, the league announced the dates for the next two presidential candidate confrontations: Oct. 6 and Oct. 22. The date for the vice presidential candidates' debate was not set, but indications are for the week of Oct. 11.

Lack of word on the lengths of the second and third debates hampered network programmers in trying to rearrange their entertainment schedules for those nights. On Oct. 6, a Wednesday, ABC has three one-hour programs at 8, 9 and 10; CBS has four half-hours leading into the 60-minute Blue Knight at 10, and NBC has The Practice at 8, followed by Movie of the Week at 8:30-10 and then the one-hour Quest. On Oct. 22, a Friday, ABC and CBS both have one-hour shows at 8, followed by movies till 11, while NBC has two half-hours leading into the one-hour Rockford Files at 9 and the one-hour Spenser at 10 (for complete schedules, see charts on page 60).

In addition to extensive rescheduling, ABC, CBS and NBC can expect to lose well over $2 million each in unrecouped revenues for the four debates, according to estimates last week. These estimates anticipated that each debate would cost each network about $650,000—somewhat less than that if some debates run less than the first one's 90 minutes.

Because all three networks are virtually sold out well into next year, there seemed little chance that they could make up much, if any, of the commercial time by rescheduling it on other nights.

FCC gives another inch on debates, says broadcasters may tape delay—but only one day

Staff had said no to request by WILM Wilmington; vote is 3-to-2; Hooks, Lee still opposed

Broadcasters will be able to delay broadcast of the upcoming debates between President Ford and Jimmy Carter for up to a day without raising a question as to whether they must provide equal time to other candidates in the presidential contest. The FCC by a vote of 3-to-2 last Thursday, added that flexibility to its earlier ruling that live, on-the-spot coverage of debates is exempt from the equal-time law.

The commission reversed its staff's response to WILM (AM) Wilmington, Del., which wanted to tape a noon debate between local candidates for broadcast at an hour when its audience would be larger. The Radio Television News Directors Association, the National Association of Broadcasters and the networks filed briefs with the commission in support of WILM's application for review.

The FCC was concerned about daytimers unable to broadcast live debates at night, about stations one or more time zones removed from the debate sites, and similar matters. But it was unwilling to grant broadcasters complete freedom to delay; there was uneasiness about the possibility of abuse. Then Commissioner James Quello, a former broadcaster, suggested the flexibility of a one-day delay. And Chairman Richard E. Wiley and Commissioner Abbott Washburn joined him in expanding the exemption to that extent.

"Delayed broadcast of a bona fide news event does not necessarily remove the Sec-
tion 315 exemption from the broadcast," the commission said. But time is a factor in determining the "reasonableness" of a broadcaster, it added. "Thus, absent unusual circumstances, a delay of more than a day would raise questions concerning whether the broadcast was 'on the spot' coverage of bona fide news events.'"

Commissioners Robert E. Lee and Benjamin L. Hooks, who had dissented when the commission adopted its original ruling exempting debates from the equal-time rule, dissented again last week. Both issued statements reaffirming their view that if the law is to be changed, Congress should change it, and pointing out that they had predicted that the original "limited" ruling would be widened by future rulings.

The commission's ruling pleased RTNDA, John Salisbury, president of the association, said the ruling "gives broadcasters of all kinds flexibility in scheduling programs which are of maximum importance in keeping the public informed on the issues of the 1976 campaign.'"

**Judge won't say no**

Attempts to block debates should have been taken to FCC or FEC, says Robinson; public interest 'appears to loom most large'

The League of Women Voters plan to sponsor televised debates between President Ford and Jimmy Carter survived a court challenge Friday. U.S. District Judge Aubrey E. Robinson Jr. dismissed two suits that had been filed to block them. He said they were filed in the wrong forum.

The plaintiffs were Tom Anderson and Rufus Shackelford, presidential and vice presidential candidates of the American Party, and Mayor Eugene McCarthy, who is running for President as an independent. (Broadcasting, Sept. 13). They said the televised debates—scheduled to begin Thursday night in Philadelphia—would violate the equal-time law (they contended that the debates are not the kind of "bona fide news events" that are exempt from the law) and the Federal Election Act (they contended that league sponsorship constitutes an illegal contribution to the candidates).

Mr. McCarthy, however, did not seek to block the debates if he were included in them; his brief contended that, as a "major" candidate—it said he is on the ballot in enough states to win a majority in the electoral college—he should be included.

But the defendants said the case was being argued in the wrong forum, that the FCC and the FEC have primary jurisdiction over the issues raised and that, in any event, there was no substance to the allegations. The league and the FEC noted that the FEC issued a policy statement on Aug. 30 holding that the league's sponsorship of the debates didn't violate the act. And the networks said that the plaintiffs were, in effect, attempting to reargue the case in which the U.S. Court of Appeals upheld the commission's ruling that on-the-spot live coverage of political debates was exempt from the equal-time law.

The FCC, for its part, said the challenged debates "are squarely within" the court's rulings in that case.

What's more, they and other defendants contended that the public would be loser if the debates were blocked. "Uninhibited, wide-open and robust political debate during an election forms the 'core area' of the First Amendment guaranty," said the Carter brief. "Injury to the public at large would be far more serious than to the candidates involved if the debates were enjoined," said the Republicans.

Judge Robinson, who ruled from the bench following an oral argument of some two hours, said the plaintiffs should have taken their complaints to the FCC or the Federal Election Commission. If either "drags its feet," he said, the courts are available for orders to require expeditious action. But he also noted that his order could be appealed to the U.S. Court of Appeals, and said that court had been advised an appeal was likely.

Later, John Armer, counsel for Mr. McCarthy, said his client would probably appeal. "Unless the candidate says 'no, we go,'" Mr. Armer said. Counsel for the American Party, P. David Basker, expressed doubt that the party would appeal, at least initially. He said it would probably go to the FCC or FEC first.

Judge Robinson's opinion echoed the views of the defendants in briefs they filed on Thursday. He also echoed those views in discussing "the one item that appears to loom most large"—and that is the public interest. "That is best served," he said, "when there is no circumscribing of constitutional rights"—especially First Amendment rights, he said.

**PBS plans double exposure, aid for those with impaired hearing**

Now that the FCC has cleared the way, the Public Broadcasting Service will go ahead with its plans not only to provide live coverage of the debates but also to rerun them the following day in the identical time slot (Broadcasting, Sept. 6). Special production efforts also will be undertaken to benefit those with impaired hearing. The live broadcasts are to include simultaneous off-screen sign language translation; the reruns will be open captioned.

Public reaction to the first debate also will be surveyed. WNET(WTV) New York and WETA-TV Washington, co-producers of the PBS effort, have commissioned The Roper Organization to conduct a 500-person sample of reaction. The weekend prior to the debate, Roper will conduct questioning on the candidates and the issues. The results will be included in a half hour program conducted by Robert MacNeil and Jim Lehrer to immediately precede the debate. And an update will be conducted by Roper after the debate, a half hour which will follow the debate. The shows before and after the debate will originate from the Philadelphia studios of WHYY-TV Wilmington, Del.
political event of the decade.

Mr. Karayn believes the debates may become the most widely covered event in the history of television. One estimate of the potential audience he has heard is 300 million, taking into consideration the requests for satellite coverage from foreign networks such as the European Broadcasting Union, the BBC, and Canadian, Australian and South American TV groups.

The event from the very beginning has been designed almost exclusively for TV, notwithstanding the FCC's determination that candidates must have to be held by someone other than the broadcast station. Implicit in that prescription is the presence of a live audience, but in this case the audience—for the first debate it will be 500-600 people—is little more than a stage dressing. It may be, Mr. Karayn muses, that what appears on the TV screen may be more real than the living scene inside the debate hall, because television is the way the vast majority will see it.

Mr. Karayn has been cast in the role almost of mediator between candidates and networks in making the technical arrangements for the presidential confrontations. With 20 years experience in broadcast journalism, he is not ill-suited for the task.

He began his broadcast career in 1954 as reporter for KTLA-TV Los Angeles and departed there as news director in 1961 to join NBC News, Washington, where he was put in charge. In 1965 he founded the Washington bureau for then National Educational Television and in 1971 the National Public Affairs Center for Television, a sort of Washington news and public affairs bureau for the Public Broadcasting Service.

Perhaps the most singular achievement of NPACT while he was president was its gavel-to-gavel coverage of the Senate Watergate hearings, which won for NPACT an Emmy award, a George Polk award and a duPont-Columbia University Award in 1974. Mr. Karayn was personally awarded a "Distinguished Achievement Award in Journalism" by the University of Southern California in 1973 for heading NPACT's Watergate coverage.

There were other awards, including a 1975 George Foster Peabody Award for NPACT for "outstanding over-all effort to bring meaningful public affairs programming to the nation," but Mr. Karayn split with public broadcasting in June 1975 about the time NPACT was merged with noncommercial WETA-TV Washington, which had come under new management.

The parting, because of "philosophical differences," wasamicable, Mr. Karayn says, but he reflects anger and disappointment over what he sees as a shrinking commitment to public affairs and news in public broadcasting in favor of entertainment and dramatic performances which draw larger audiences than news. The experiment with a national public affairs network, in fact, has ended, but other public broadcasting insiders do not see it as a reduced public affairs commitment. Mr. Karayn's lament is that "we were never able to create the proper environment in which journalists are able to carry on their practice."

Following a few months of self-imposed "famine," as Mr. Karayn puts it, he now feasts on the present work of the debates. And feast he does when work is involved. In recent weeks his hours have averaged 6 a.m. to midnight, seven days a week. It is a tremendous sense of mission that drives him at that pace: "The thing I see from the debates," he says, "is that they (President Ford and Mr. Carter) are together on the most powerful medium and give their ideas and insights on where this country is going. It's the least that the voters deserve.... I think it should become part of the political process."

As director of the series of four debates that is planned, Mr. Karayn is chief overseer of the production details, involving him in staging and format decisions that were worked out between the broadcast networks and candidates alone in the first "Great Debates" between Richard Nixon and John Kennedy in 1960. The networks naturally would prefer that there be no one between them and the debate arrangements, and Mr. Karayn has encountered some resentment from them.

He thinks they are wrong, however, in believing the debates would be better if staged by them in a studio rather than by a third party in a meeting hall. He says they disproved their own argument with their coverage of the national party conventions this summer, which, he says, was "brilliant."

He is convinced, too, that a primary reason the agreement to have debates was reached with the candidates in only two meetings—instead of the 15 it took in 1960—was the networks' absence. Without the television coverage did not become a major point of argument, he says, unlike in 1960 when most of the bickering was over TV arrangements.

In all, however, reports playing the League of Women Voters as David against the networks' Goliath have been exaggerated in Mr. Karayn's opinion. (Although at one encounter last spring, a network news division president laughed at Mr. Karayn's ambition of bringing the two presidential candidates together.) He says the network representatives with whom he has dealt in recent weeks have been "professional.... I like to think we're no longer in competition—that we're doing this in tandem."

Mr. Karayn, like the league, agrees with the networks that Section 315 should be repealed for federal candidates. If, however, a successful debate this year serves as a disincentive for Congress to change the present restriction on network coverage of candidates, "that would depress me as a journalist."

Mr. Karayn only occasionally runs into someone who makes light of the fact that the League of Women Voters' debates are being overseen by a man. He tells them that he is among some 5,000 men who are legitimate members of the 170,000 member organization. He is "a fellow sister," as Washington's political comic, Mark Russell, once called him. Mr. Russell is a member, too.

Mr. Karayn will maintain his membership in the organization, but the end of his job there is in sight. He has not yet looked beyond the debates. He had intended, when he left NPACT, to take a year off, to ponder his next step, to give more serious thought perhaps to long-held fantasies of becoming an architect or a lawyer. The debates project interrupted his year off, but in the meantime he has all but rejected thoughts of leaving broadcast journalism. At 43, he wants to re-enter the TV news craft, about which he says he has "good feelings." With each year, he says, "I become more impressed rather than less impressed" with the quality of TV journalism.

Mr. Schorr has his day, but not yet in court

Newsman enters nine refusals to identify source of leaked committee report; CBS News President Salant, who had maintained silence for seven months, wires congratulations; contempt citation is doubtful

Suspended CBS correspondent Daniel Schorr, under a congressional subpoena, defied the House Ethics Committee nine times last Wednesday during what will probably be the committee's last attempt in hearing to find who gave Mr. Schorr a secret House Central Intelligence Agency report.

Despite Mr. Schorr's refusals, however, it appears a potential free press crisis will be averted: half of the Ethics Committee's 12 members went on record after the hearing Wednesday saying they would not vote to cite the journalist for contempt of Congress. A majority vote would be needed to do so.

The committee has scheduled a meeting Tuesday (Sept. 21) to discuss what to do about Mr. Schorr’s refusals. If it does the expected and fails to move a contempt citation, it could well end the months-long chill between Mr. Schorr and his employer, CBS News.

CBS suspended Mr. Schorr on Feb. 23, shortly after he revealed that he had transferred his copy of the House Intelligence Committee's embargoed report on illegal U.S. intelligence activities to the New York weekly, Village Voice, which published the document in two installments in February.

Following the hearing Wednesday, CBS News President Richard Salant wired Mr. Schorr his congratulations: "Your appearance today was superb and an immensely service to all your fellow journalists, to the Constitution and to the
The man vs. the committee. Reporter Dan Schorr (at right) faced off last week against these men of the House Ethics Committee as they attempted to force him to divulge his source in obtaining the House report on the CIA (l-r): Charles Bennett (D-Fla.), Thomas Foley (D-Wash.), F. Edward Hebert (D-La.), Olin Teague (D-Tex.), Melvin Price (D-Ill.), counsel John Marshall, Chairman John Flynn (D-Ga.), staff director John Swaner, Floyd Spence (R-S.C.), Edward Hutchinson (R-Mich.), Albert Oue (R-Minn.), Donald Mitchell (R-N.Y.) and Thad Cochran (R-Miss.).

public's right to know," Mr. Salant said. "I am grateful."

The telegram was the first direct contact between Mr. Schorr and CBS News executives since his suspension, Mr. Schorr said last week. The reporter at one time likened his relationship with the network during the period of his suspension as a "wartime alliance" against the threat from the House. After the war, "we may find we have a lot of troubles," he said. Neither he nor CBS has been eager to enumerate the "problems," although some—not all connected with the current CIA report leak— have been guessed at (Broadcasting, March 15).

Last week Mr. Schorr said "at whatever point we can say we're out of the woods, CBS and I will have to confront our problem." That time "should be getting close."

Asked whether, at 60, he even wanted to go back on active duty, he replied: "The funny thing is that the whole question is not on my mind very much." A walking First Amendment test case, he has been much in demand as a lecturer, and he frankly has enjoyed the extra time he has had with his wife and two young children. Mr. Schorr's testimony Wednesday was delivered in a large hearing room crowded with reporters and broadcast equipment. It was broadcast live, from start to finish, on noncommercial WETA-TV Washington and WNET-TV New York.

The session turned out to be a living classroom in the intricacies of the First Amendment, a learning experience not only for the curious who came to watch or saw it on TV but, in Mr. Schorr's opinion, for several of the committee members. "I think some of them learned something, that some changed their minds," Mr. Schorr said the day after his appearance.

He opened his testimony Wednesday with a written statement stating flatly he would not give any information relating to the source of the secret CIA report or to his reportage of the CIA story. "To betray a confidential source would mean to dry up many future sources for many future reporters," he recited. "The reporter and the news organization would be the immediate losers. The ultimate losers would be the American people and their free institutions."

"But, beyond all this constitutional argument, to betray a source would be to betray myself, my career and my life. It is not as simple as saying that I refuse to do it. I cannot do it."

Mr. Schorr was immediately asked to hand over all copies of the CIA report in his possession (he said there are four), and he refused, prompting Ethics Committee Chairman John Flynn (D-Ga.) to advise him of the consequences of refusing to cooperate with the investigation: imprisonment, fine or both as possible citation for contempt of Congress, which carries the same options as penalties.

Mr. Schorr's attorney, Joseph Califano Jr., with him at the witness table, protested that Mr. Schorr had "squarely and clearly stated that he would yield no information that might lead to the discovery of his source. "We can spend the morning in a cat and mouse game trying to catch Mr. Schorr" in an answer that a court might find constitutes a waiver of his right to protect his source, he said, adding, "the values at stake here are too precious to play 20 questions ... What is at stake here for Mr. Schorr is the core of his entire life."

Committee counsel John Marshall replied that the committee was within the bounds of its mandate from the House to find the leak. Moments later he asked plainly who Mr. Schorr's source is. "I respectfully decline to answer that question on the ground that my right to withhold the identity of a source under the First Amendment is absolutely essential," came the witness's reply.

Mr. Schorr's "respectful" refusal drew nine warnings from the chair, each one a painfully detailed explanation of the offense and possible penalty. By the ninth reading even some committee members began to see comedy in the stilt recitations.

In all, Chairman Flynn delivered 11 warnings, two to Aaron Latham, senior editor of the Village Voice, who preceded Mr. Schorr at the witness table and refused to answer questions about knowledge he might have of the way Mr. Schorr acquired the secret report. Shelly Zalaznick, former senior editor, and Clay Felker, publisher, both with Village Voice/New York magazine, also appeared.

In give and take between congressmen and witnesses, Representative James Quillen (R-Tenn.) repeatedly disputed the journalists' claims of privilege. Saying he was a reporter as a young man, he argued, "I am compelled to say the security of my country is more important to me than anything I can remember ... Newspapers come and go but our country remains forever."

Committee member F. Edward Hebert (D-La.), another former journalist, said he would not ask Mr. Schorr his source, but he defended the committee's right to explore the circumstances of the leak and suggested the reporters before him might be taking the First Amendment too far, using it to skirt the law.

A balancing view came from Representative Thomas Foley (D-Wash.), who said the committee's subpoena "raises delicate policy questions which I regret have been raised."

During the interchanges, Mr. Schorr said his 30 years of reporting have left him with little respect for the government's habit of classifying documents. But he also said he is not an absolutist about disclosure of secrets, acknowledging there are times he might keep secret materials that might endanger national security.

The detailed questioning reconstructed the transfer of the secret report from Mr. Schorr to the Village Voice, arranged for him by an intermediary, New York lawyer Peter Tufo, on behalf of the Reporters Committee for Freedom of the Press. The Voice staff made three copies, eventually threw one in the waste basket and burned the other two in a backyard barbecue pit. Mr. Schorr's was returned to him.

Mr. Felker was anxious to impress on the committee that no money was ever involved in the transaction. A donation to the Reporters Committee had been discussed, he said, but publication of the document was not contingent on donation.

Mr. Schorr, confronted with earlier testimony of Representative James Stanton (D-Ohio), who said Mr. Schorr had told him the secret report came from the CIA, replied, "I have never discussed with anyone the source from which I received the report other than two privileged persons"—his wife and his attorney.

The Ethics Committee now plans to write a report about what it has found in its $150,000 investigation. What it does not know, having gone to the last resort, is who gave the report to Daniel Schorr. That apparently is the way the situation will remain.
Conrad out at RCA; Griffiths new president

Tax problems force resignation; successor headed Electronics and Diversified Businesses division

Anthony L. Conrad, chairman and president of RCA, New York, resigned last week after advising the RCA board he had failed “until recently” to file federal, state and local personal income tax returns for 1971 through 1975. Edgar H. Griffiths, 55, RCA executive vice president and board member, president of RCA Electronics and Diversified Businesses and a 28-year veteran of RCA, was elected president and chief executive.

Mr. Conrad, 55, who became president last fall in a “palace revolt” that toppled Robert W. Sarnoff (BROADCASTING, Nov. 10, 1975), described the tax situation in a statement telling the board he had since paid the amounts due, plus interest. He said his 1971-75 federal taxes totaled $704,292, of which $684,618 was paid through payroll deductions, and that he has paid the remaining $19,674 plus interest of $1,429 “after adjustments for overpayments” in three of five years. Amounts due and paid on state and local taxes were larger because of a “small withholding by the employer” but were not revealed in the statement. Mr. Conrad assured the board his tax situation in no way related to RCA business. (There was unconfirmed speculation last week that the Internal Revenue Service was planning to file charges against Mr. Conrad.)

The board said it would withdraw “at this time” its proposed public offering of five million shares of RCA stock but emphasized this was because of Mr. Conrad’s personal problem and unrelated to his stewardship of RCA.

Mr. Conrad in 1975 received $242,467 in salary plus $45,000 in incentive payment and $90,000 in additional incentive to be “earned out” over three years, according to a proxy statement last March.

The new president, Mr. Griffiths, said to be specially strong in budgeting and finance, received $173,300 salary in 1975 but also got a new contract at $210,000 annually until Sept. 30, 1980. He also received $33,333 incentive pay in 1975 plus $66,667 to be earned out.

Wide spectrum of argument on crossownership

Court of appeals hears insiders, outsiders offer range of opinion from throw the rascals out to resume the status quo ante

The U.S. Court of Appeals in Washington last week was given a smorgasbord of argument from which to choose in deciding what action to take regarding the FCC’s media crossownership rule. The rule, adopted in January 1975 and designed, the commission said, to promote greater diversity in the media, prohibits the creation of new broadcast-newspaper crossownership situations in the same community, and requires the divestiture of 16 existing crossownerships—all in small towns—where the only newspaper and the only broadcast station are commonly owned.

The Department of Justice and the National Citizens Committee for Broadcasting, which had urged the commission to break up all television-newspaper combinations in the same community, said it was “irrational” for the commission to consider a single additional television signal a standard of acceptable diversity of voices. Robert Nicholson, speaking for Justice, and Frank Lloyd, representing NCCB, also said the commission had in effect “immunized” 72 of the 79 licenses involved against challenge. This was a reference to the commission’s holding that renewal challenges based on the common ownership issue would be considered only if antitrust-law violations or specific abuses were alleged.

Werner Hartenberger, the FCC’s general counsel, said the commission based its decision on an analysis of an exhaustive record that revealed a number of competing voices in most markets and an absence of abuses in communities where there are co-owned broadcast stations and newspapers.

And he received some support from the National Association of Broadcasters. Lee Loevinger, speaking for the NAB, said the FCC may have gone “too far” in what it did, but most of his fire was reserved for Justice and NCCB. He said their proposals are based on rhetoric and theory rather than on an examination of the “real world.” Such an examination, to which NAB has contributed with a massive four-volume study, he said, reveals a plethora of media voices throughout the country.

Ernest Jeness spoke for WTOP-TV Washington and other broadcasters in arguing that the commission’s rule was reasonable—that a prospective rule would serve the cause of diversity. Those sentiments are not shared by the American Newspaper Publishers Association. Its counsel, Aloysius McCabe, said the ban discriminates against newspaper publishers as a class. It also raises a constitutional question as to whether it imposes a restriction on the right to publish.

Nor were those the only arguments. Thomas Wall and John Southmayd, appearing for several of the stations marked for divestiture, said the rule was unfair to their clients. They said the FCC should not require divestiture without undertaking an individual analysis of the stations involved.

In Williamsburg, CBS Radio takes cue from history

Network, affiliates hear Taylor, Salant call for preservation of freedoms, while Digges points to golden business opportunities

The American revolution and the freedoms that were its aim were much on the tongues of speakers last week at a convention of CBS Radio affiliates in Williamsburg, Va.

Arthur R. Taylor, president of CBS Inc., set the scene with quotations from the Virginia Bill of Rights, adopted in Williamsburg a month before national independence was declared in Philadelphia. “If those Americans, at this place, at that time, had the courage and tenacity to..."
stand up for their freedoms against the odds they faced," said Mr. Taylor, "it seems to me that the problems and challenges facing America for its third century, as grave as they are, are of considerably less magnitude."

Broadcasters, said Mr. Taylor, "have a very crucial role to play, to make sure that we leave for the future the same liberties that were left to us."

Richard S. Salant, president of CBS News, narrowed the issues to broadcast journalism and government controls in a conflict that is accentuated in election years. "For those who look with passionate wistfulness at the freedom of our print brethren—freedom from Section 315, freedom from the fairness doctrine, freedom from the personal attack rule," said Mr. Salant, "these are the times that try our souls. It is humiliating and frustrating to find all the obstacles that stand in our way as we go through a presidential campaign period."

Mr. Salant complained especially of the Section 315 provision stating that candidates' appearances on irregularly scheduled documentaries must be only "incidental" to the program content if the programs are to be exempt from equal-time demands. "Nobody really knows what "incidental" means," said Mr. Salant. For protection, the CBS law department, at the news department's request, screens documentaries to guard against extended candidate interviews. "The law and journalism get so intermingled that we have to have lawyers in the newsroom to act as associate producers and editors," said Mr. Salant, "something—both the letter and spirit of the First Amendment—has gone awry... This isn't what the Founding Fathers stood for."

The commercial side of radio was emphasized by Sam Cook Digges, president of the CBS Radio Division. Mr. Digges said the time was right for a general radio sales attack on accounts now using other media. "The cost of television and print advertising has escalated to a point where every advertiser has to look at viable alternatives," said Mr. Digges. "An advertiser who spent $10 million last year in television and print will have to spend $13 to $15 million next year in order to reach the same number of people the same number of times."

The opportunity for radio has not been called "golden" since the advent of television, Mr. Digges said. CBS Radio is "going after newspapers, magazines, and spot and local TV dollars," he said. One major target is major department stores. "Sears spends almost $400 million a year in advertising," said Mr. Digges. "Seventy-three percent of that budget goes into newspapers. Only 7% goes into radio. That's the kind of business we're after."

Mr. Digges announced that Lawrence D. Ostrow, vice president and director of retail marketing, Radio Advertising Bureau, would join the CBS Radio Division today (Sept. 20) in a newly created job, director, retail marketing.

Joseph R. Fogarty (left) was sworn in Friday as FCC commissioner in ceremony at Senate. Chief Judge David Bazelon (right), U.S. Court of Appeals, administered oath, while Senator John Pastore (D-R.I.), Mr. Fogarty's boss for 13 years, and Mr. Fogarty's wife, Joan, watched. Among guests were FCC Chairman Richard Wiley, Commissioners James Quello, Robert E. Lee and Abbott Washburn.

House Communications Subcommittee won't get to hearings on license renewal legislation this year. Hearing scheduled before that panel this Thursday (Sept. 23) was cancelled—again—because of conflict with full Commerce Committee. Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and ranking Republican Lou Frey (R-Fla.) said time is too short to reschedule, given Congress's intent to adjourn first week in October, but that action on renewal legislation will be "a first order of business" for next Congress, which will convene in January.

Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee, says it's "unbelievable" that so much money—at least $21 million—has been or is being spent on cable television research "with no one in the executive branch seeming to know anything about it." He assigns blame to Office of Telecommunications Policy, which he says is charged with coordinating administration's telecommunications activities. Audit was conducted by Government Accounting Office at Mr. Van Deerlin's request: bottom line found 18 agencies involved, $11.3 million paid out in grants, another $9.7 million in loans to finance cable TV research. Mr. Van Deerlin—who said he didn't object to research but to "hit or miss" basis on which it was conducted—said subcommittee will ask OTP why it's been so "lackadaisical." OTP, caught by surprise, said it had no resources for such comprehensive oversight function, hoped to budget for it in future.

WUA9(FM) Lorain, Ohio (Cleveland), independent on channel 43, has been sold by United Artists Broadcasting Inc. (64%) and Kaiser Broadcasting Co. (36%) to Gaylord Broadcasting Co. for $10.5 million. If Gaylord's purchases of WUA9 and of WVEU(AM) New Orleans (BROADCASTING, June 28) are approved by FCC, company will hold full portfolio of seven TV's. Gaylord, subsidiary of Oklahoma Publishing Co., Oklahoma City, owns WTVT(TV) Tampa, Fla.; WTWV(TV) Fort Worth; KTVI(TV) Houston; KSTW(TV) Tacoma, Wash.; WVTU(TV) Milwaukee, and two AM stations. Kaiser is liquidating its stations (see page 43). United Artists retains WWK(AM) Philadelphia and WRIK-TV Ponce, P.R.

Combined pole attachment/forfeiture legislation passed House Commerce Committee last week. Although amended, bill remains consistent with intent of House Communications Subcommittee. FCC could regulate "rates, terms and conditions" for pole attachment agreements only when states choose not to exercise jurisdiction (BROADCASTING, Sept. 13). FCC would also be empowered to fine cable systems for rule violations. Bill now goes to House floor for vote which could occur tomorrow (Sept. 21).

Alan Henry, president, broadcasting group of Fairchild Industries, named president/chief operating officer of St. Petersburg, Fla.-based Rahall Communications, group owner with one TV, four AM's, two FM's. He succeeds Jack W. Lee, who resigned last year.

If Jimmy Carter were President, he might change look of his news conferences, according to one of his top advisers—perhaps permitting viewers to call in question. Stuart Eisentat, Carter issues director, says phone call-ins are only an idea at this point. He says Mr. Carter has committed himself to 20 formal, televised news conferences each year.

About 50 black broadcast station owners gather in Washington this week, Sept. 22 and 23, for National Association of Broadcasters-sponsored black owner seminar—first such gathering ever. Chief participants will be FCC Chairman Richard Wiley, Commissioner Benjamin Hooks, Eugene Jackson of National Black Network and NAB President Vincent Wasilewski.
NRBA's young turks get ready to flex their muscle in S.F.

National Radio Broadcasters Association is still playing David to NAB's Goliath; record attendance, exhibits as it begins second year as challenger to senior organization

With its conference and exposition in San Francisco this week, the National Radio Broadcasters Association, née the National Association of FM Broadcasters, begins its second year as the all-radio association—cogswell that it knows the mind of the radio manager better than does that "other association."

The new association's president, James Gabbert of KQXI(AM)-KQIO(FM) San Francisco, christened the newly designed association at its convention in Atlanta last year with an indictment of the "other association," the National Association of Broadcasters. The new group would provide a haven, he said, for all those who believe radio at NAB is forever in TV's shadow. Mr. Gabbert still feels that way. "Radio is so competitive that it needs little regulation, if any," he said last week. "TV is closer to a monopoly . . . I think it needs a lot more regulation than radio." At NAB, he added, the two industries do battle together, radio usually being called in to create grassroots sympathy for TV's causes.

Mr. Gabbert said a year ago that his main purpose was to create enough awareness of radio at NAB to put NRBA out of business. He has achieved only half of that goal: NAB has exhibited greater radio awareness, but NRBA is far from ready to quit.

The smaller association goes into its third all-radio convention with nearly twice the membership it had at this time last year—from about 375 to 690—although the change represented by that figure is not as striking as it seems. At least half of the new members are the AM halves of AM-FM combinations that were not members when the association was FM-only. Nevertheless, the association has picked up as many as 150 new companies since last year, according to Abe Voron, formerly executive director, now executive vice president for government relations. And two weeks ago the group hired a new executive because of the increased association work load. Alvin King, formerly NAB's director of station relations, was named executive vice president for station services.

Its convention attendance, too, is expected to top last year's record by a third—up to 2,000—and it has exhibitors lined up on a waiting list, having sold all available floor space at San Francisco's Hyatt Regency Embarcadero. (A complete list of exhibitors begins on page 30.) It is too soon to determine if the growth figures represent any long-term trends, but at least there was no mass exodus of FM members, as the association's board feared when it decided to expand its territory. The association did lose seven CBS stations and six ABC-owned properties, because the networks believe NRBA is redundant and divisive in the industry. And the Metromedia broadcast group pulled its preregistrants out of the convention this week, according to NRBA, almost apologetically but for the same reason.

In Mr. Gabbert's opinion the year produced two notable accomplishments for the association. The first was negative: avoiding the predicted exodus of FM stations. The second involved changes "in other circles," meaning NAB.

Mr. Gabbert takes credit on NRBA's behalf for causing several reforms to take place inside NAB, and NAB generously concedes them. Among the moves was the creation of a radio magazine, a monthly information exchange and management help exclusively for radio stations. NAB established closer ties with the Radio Advertising Bureau and gave RAB a bigger role in fall conferences and the annual convention; it also drove a larger wedge between radio and TV programs at those meetings to give radio participants a

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But Mr. Gabbert calls much of that “window dressing,” more cosmetic than substantive. NAB President Vincent Wasilewski does not deny that charge. NAB always provided the service to radio, he said, but “oftentimes it’s the perception of things” that needs to be worked on. Nevertheless he admits NRBA’s challenge “caused us to step back and evaluate ourselves . . . Any trade association staff needs a gig once in awhile,” he said.

Mr. Gabbert takes greater satisfaction from some policy changes he saw take place at NAB in the last year. The most evident was the board’s vote in January to support a radio-only license renewal bill if one is offered in Congress. The new position amounted to a complete about-face for NAB, which last fall had derided NRBA’s own announced goal of winning a radio-only bill. (NRBA still promotes the radio-only renewal concept. It has drafted a bill, which, although never introduced in Congress, will figure in the House Communications Subcommittees’ hearings on license renewal, scheduled for this week.)

Another NRBA cause which NAB joined recently was the push for legislation requiring the inclusion of FM receivers in all AM radios. NAB did not take an aggressive role in that fight until this year when it succeeded in having a new AM-FM all channel bill introduced in the House. In so doing, however, NAB caught NRBA by surprise, drawing some grumbles from the latter about one association stealing another’s thunder and disturbing the other’s legislative strategy.

In general, the two associations profess not to care much about the presence of the other, or even to think about the other very often. There was a flurry of discussion last year about a federation of broadcast associations, including NRBA, and at one point NAB offered NRBA space in its own building in Washington as well as closer ties but the overture was rejected. Neither side is interested in further talks.

Even though they profess mutual disinterest, the two associations still manage to irritate each other. When NRBA went all-radio last fall, NAB put its field staff to work trying to learn why NRBA members joined that association. “It was not necessarily for the purpose of getting them to quit NRBA,” Mr. Wasilewski underlines. That is not exactly the action of an association that is not concerned about the other.

James Hulbert, NAB’s senior vice president for station services, and until recently executive vice president for public relations, came out front on the NRBA issue: “I’m not happy that there is an association duplicating our efforts,” he said, particularly in Washington. “When you’re going to Congress, dealing with several organizations muddies up the waters. Instead of one strong position, it’s fractionalized.”

That last argument exasperates Mr. Gabbert. “I just can’t understand this pettiness,” he said. If two groups file the same brief at the FCC, in his opinion, “It’s twice as good as one organization doing it . . . there are no real differences in philosophy between NAB and NRBA.”

Competition between the two groups, although minimized publicly, is there nevertheless. “There’s always a modicum of competition between any two trade association groups,” Mr. Wasilewski said. The most overt form of competition is for dollars. Many radio stations cannot afford two association memberships. NRBA memberships run from about $10 to $45 per month. NAB’s range from $14.50 to $45 per month.

But real competition between the two organizations, in all areas at NAB’s level, cannot truly exist. NAB has over 100 staff members, including a salaried president, an executive vice president, four senior vice presidents and assorted vice presidents, with a budget of $5 million and a total membership of over 4,000 radio stations. That superstructure looms over NRBA with its two and one-half salaried staffers, 700 stations and budget of about $250,000. The comparison deflates precautions that “this is a big rival organization.” said Donald Thurston of WMBF-AM-FM North Adams, Mass., chairman of NAB’s radio board. Mr. Thurston said he thinks some are “crazy” for overplaying the competition between the two associations. “That people perceive them representing a huge number of stations” is what creates the illusion of a divided industry, he said, and “that’s dangerous.”

For himself, Mr. Thurston said he withdrew his station’s membership in NRBA when it became “superfluous” to him. He said “they run meetings and they’re very good meetings,” but “there’s all kinds of other meetings I can go to for the kinds of things they provide.”

Mr. Thurston does concede what may be NRBA’s real competitive edge, what he calls its “angellike service.” At a point at which he hope we can get from NAB,” NRBA makes much of this “evangelical fervor,” pointing out repeatedly that its work is done mostly by volunteers. Mr. Gabbert earns nothing for being president of NRBA, and figures he may spend from $5,000 to $6,000 annually in travel expenses on behalf of the association. Its other board members receive no travel allowances or other expenses for attendance at board meetings. Much of its printing is donated by stations, Mr. Voron said, and most of the management papers are contributed by members, rather than being written by staff.

NRBA will change in the future, although its directors are not certain just how. It would like the growth to continue but at the same time it would like to preserve its scrappy, all-volunteer image. It will also continue to promote an image of NAB as a slow-moving elephantine sister.

Carl Venter Jr. of WPTI(AM) Raleigh, N.C., who alone holds the distinction of being a board member at both NRBA and NAB, thinks the time will come when all the associations affecting radio will have to define their territories more clearly. In his vision, NAB would continue to be the main umbrella structure, enveloping virtually the entire range of radio and TV concerns. RAB would continue as sales spokesmen. NRBA would develop whatever it sees as its forte, radio programing—parallel, in principal, to the National Association of Television Program Executives.

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Radio exhibitors show their products at NRBA convention

Radio equipment manufacturers, programers and other companies offering services to the aural medium will have displays this week at the National Radio Broadcasters Association convention at the Hyatt Regency Embacadero in San Francisco (Broadcasting, Sept. 13). Following is a list of companies that will have booths or hospitality suites (numbers represent booths unless indicated as suite; some suites are to be assigned [TBA]). New products are indicated by asterisks (*).

**Equipment**

**AKG Acoustics** 261
91 McKee Drive, Mahwah, N.J. 07430

**American Electronics Labs** 232
Box 552, Lansdale, Pa. 19446

**Ampec Corp.** 234
401 Broadway, Redwood City, Calif. 94063
*Product:* ATR 100, AG 600, AG 500 audio recorders. *Personnel:* Bart Williams, Marv Wachtel, Frank Santucci, Paul Hansli, Hans Shroder, Dick Sirinsky, Tom Nielson, Debbie Coburn.

**Ampro Corp.** 121, 122, 123, suite 1056
850 Pennsylvania Boulevard, Peastererla, Pa. 19047
*Product:* Control room/production studios*;* Ampro 6, 8, 10 and 12 mixer mono, stereo and simulcast consoles with LED indicators*;* audio tape cartridge machines; automatic splice finder accessory*;* cartridge tape sequencer*;* equalized tunable peramplifiers. *Personnel:* Alex Meyer, Arthur A. Silver, Edward M. Mullin, Rita A. Mullin, Dick Maitland.

**Automated Process Inc.** 236
789 Park Avenue, Huntington, N.Y. 11743

**BCS/Kaman Sciences Corp.** 108
1500 Garden of the Gods Road, Colorado Springs 80933
*Product:* BCS 100 system for radio traffic and accounting*; BCS 800 and 1100 systems for radio/television. *Personnel:* Jack Finlayson.

**Belar Electronics Laboratory** 260
Lancaster Avenue at Dorset, Devon, Pa. 19333

**Broadcast Electronics Inc.** 249, 250, suite 517
8810 Brookville Road, Silver Spring, Md. 20910

**Cablewave Systems Inc.** 211
60 Dodge Avenue, North Haven, Conn. 06473
*Product:* ATR 121, 122, 123, 118-120 75 Castilian Drive, Goleta, Calif. 93017
*Product:* Cetec Audio—series 10 audio console; Jampro—JWCP multistation 4 mzr band width FM antenna*;* Schafer—903E automation system; Sparta—SS 100A solid-state transmitter, FM transmitters, Series II studio equipment, studio/audio console equipment; Vega—wireless microphone system, 58B/63 transmitter with diversity receiver. *Personnel:* Bob Nelson, Bob Ward, Andrew Mc-Clure, Jay Cooke, Dwight Herbert, Jim Chabin, Dave McDonald, Mike Shaffer, Dick Maynard, Tom Copeland, Bud Thomas, George Pupala, Ron Dagenais, Dick Lamoreaux, Dale Tucker, Frank Bogusz, Paul Gregg, Dave Evans, Peter Onnigian, Bill Cunningham, Ken McKenzie, Bob Slufsky, Earl Bullock, John Davidson, Rick Adams.

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**Rockwell International** 205, 206
1200 North Alma Road, Richardson, Tex. 75080
*Product:* Phase 4 310Z-2 FM exciter, IC-6A audio console, 520D-1.1 kW AM transmitter, 831D-22.5 kW FM transmitter. *Personnel:* Al Senter, Morris Courtright, Tom Caughters.

**CSI Electronics Inc.** 257
2607 River Road, Cinnaminson, N.J. 08077

**Delta Electronics Inc.** 210
5534 Port Royal Road, Springfield, Va. 22151
*Product:* AAM-1 antenna analog antenna monitor, TMCS-2 transmitter monitor control system, DAM-1 digital antenna monitor, TMCS-1 transmitter monitor control system, TCA RF ammeter systems, TCT-1,2 and 3 toroidal current transformers, OIB-1 operating impedance bridge, CPB-1 Collinpoint impedance bridge, RG-15 receiver generator, MJ-50 meter jacks. *Personnel:* Joe Novak.

**Dolby Laboratories Inc.** 106, 110
713 Sansome Street, San Francisco 94111

**Electro Sound Inc.** 219
160 San Gabriel Drive, Sunnyvale, Calif. 94086

**Fax Net Inc.** 117, suite 1717
67 Mountain Avenue, Chatham, N.J. 07928

**Fidelipac** 241
106 Gaither Drive, Mt. Laurel, N.J. 08057

**Harris Corp.** 104, 105, 111, 112, suite 1756
123 Hampshire Street, Quincy, Ill. 62301
*Product:* Operating MW-1 1 kw solid-state AM transmitter with accompanying test rack; operating System 90 program automation system; FM-20HZ, 20 kw transmitter; Stereo 80 and Stereo 5 audio consoles; Criterion Compact cartridge tape machines. *Personnel:* J.F. Delissio, Walter B. Rice, Dan Roberts, Dave Evans, Neil Arveschoug, Rolland Looper, John Burtle, Bob Davis, N.L. Jochem.

**IGM/NTI** 227, 228, 239, 240
4041 Home Road, Bellingham, Wash. 98225
*Product:* RAM memory systems, Rampant control unit, PAL logger system, Instacart, Bo-Cart (78 and 42 tray model), Marv VII live Studio programer*. *Personnel:* Nick Solberg, Carl Peterson, Chester Coleman, Irv Law, Jim Woodworth.

**Inovonics Inc.** 262
1630 Dell Avenue, Campbell, Calif. 95008
*Personnel:* James B. Wood.

**International Tapetronics Corp.** 226
2425 South Main Street, Bloomington, III. 61701
*Product:* ESL IV eraser/splice locator*, 750 series reel-to-reel recorder/ reproducer*, RPCL delay cart machine, RP-150 stereo and mono cartridge recording, 30 cart reproducer, PD-II economy cart equipment, reel-to-reel console

30

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**TRC aural DRS 111 personnel:**

Johnson Electronics Inc. 231 PO Box 7, Casselberry, Fla. 32707


**LPB Inc.**

203, 204 520 Lincoln Highway, Frazer, Pa. 19355


**McCurdy Radio Industries Inc.**

1051 Clinton Street, Buffalo, N.Y. 14206

*Product:* SS8500 stereo package, CS9100 intercom systems, SA141 reel tape switchers, clock-and-counter systems, audio distribution systems. **Personnel:** Ron Mitchell, Stan Maruno, Peter Buzzard, Cliff Rogers.

**McMartin Industries Inc.**

222-225, suite 1156 4500 South 76th Street, Omaha, Neb. 68124

*Product:* AM/FM transmitters and FM exciters, 1,000-3,000 w AM transmitter, 1,000-55,000 FM w transmitter, FM frequency modulation monitor, mono/stereo FCA, FM relay receiver, audio control consoles, remote pickup broadcasting system, FCA receivers, amplifiers. **Personnel:** Ray McMartin, Joe Engel, Jim Lucy, Leonard Headlund, Charles Goodrich, Juan Lonso, Juan Gregorio, Howard West, John Grey, Bob Switzer, Tom Butler, Jerrell Henry, Dave Kelly, Don Jones, John Schneider, Ed Huber, Ed Schmidt.

**Micro-Trak Corp.**

243 620 Race Street, Holyoke, Mass. 01040

*Product:* Model 6454 four-channel monaural console, model 6444 console, model 6440 discotheque console, system D and studio compact control center. **Personnel:** William E. Stacy.

**Minneapolis Magnetics Inc.**

103 8125 Pleasent Avenue South, Minneapolis 55420

**Moseley Associates Inc.**

109 111 Castilian Drive, Goleta, Calif. 93017

*Product:* Model TFL-280 audio limiter, Model PCL-505 and Model PCL-505/C aural studio-transmitter links, Model DRS-1 digital remote system, Model TRC-15 transmitter remote control system, Model SCG-9 stereo generator, Model SCG-8 subcarrier (SCA) generator. **Personnel:** John A. Moseley, John E. Leonard Jr., Howard Ham, James Tonne.

**Microprobe/FM-100 Plan**

258 875 North Michigan Avenue, Chicago 60611

**Orange County Electronics Corp.**

124 1125 Empress Street, Winnipeg, Man. R3E 3H1, Canada


**Orban Associates**

259 680 Beach, San Francisco 94109

**Otari Corp.**

201, 202 981 Industrial Road, San Carlos, Calif. 94070

**Pheps Dodge Communications 242 Route 79, Marlboro, N.J. 07746**

**RCA Broadcast Systems 229, 230, 237, 238**

Building 2-5, Front and Cooper Streets, Camden, N.J. 08102

**Revox Corp.**

244 155 Michael Drive, Syosset, N.Y. 11791

**Sansui Electronics**

212 55-11 Queens Boulevard, Woodside, N.Y. 11377

*Product:* AM/FM stereo system*, QS four-channel broadcasting*, AM quadrophonic/stereo, Q5E5B encoder.

**Sintronic**

713 705 Haverford Road, Bryn Mawr, Pa. 19010

*Product:* TAM-1K-B 1,000 w AM transmitter.

**Stanton Magnetics**

213 101 Sunnyside Boulevard, Plainview, N.Y. 11801

**Systems Marketing Corp.**

126-131 1005 West Washington Street, Bloomington, Ill. 61701

*Product:* DP-2 micro process automation system, DP-1 computer control system, Ras Pio sequential system, cartridge machines, audio equipment. **Personnel:** Pete Charleton, Bob Popke, Joe Toher, Bill Moulic, Mike Flood, William Earman.

**Telex Communications Inc.**

254 9800 Aldrich Avenue, South, Minneapolis 55420

**Time & Frequency Technology Inc.**

233, suite 817 3000 Olcott Street, Santa Clara, Calif. 95051

*Product:* 753/754 AM monitor, 763/764* FM monitor, and X-14*, 7610*, 7630*, remote control equipment. **Personnel:** C. Eckles, F. Stofften, J. Webster, J. Wu.

**U.MC Electronics Co.**

251, 252 460 Sackett Point Road, North Haven, Conn. 06473

*Product:* Beaucart audio cartridge tape equipment*, Beaucart splice finder and erase units, Beau audio heads*, Beau stereo synchronous motors. **Personnel:** Allan J. Shaffle, Charles E. Collett, Preston R. Weaver, Gerald M. Burkhart.

**U.S. Pioneer Electronics Corp.**

207, 208, 209 75 Oxford Drive, Moonachie, N.J. 07074

*Product:* TX-9500 AM/FM stereo tuner, TX-7500 AM/FM stereo tuner, SG-9500 stereo graphic equalizer, SPEC-1 stereo preamplifier, SPEC-2 stereo power amplifier, SA-8500 stereo integrated amplifier, RTU-11 two-track open reel transport, TAU-11 two-channel electronics package, RT-1050 two-track open reel deck, CT-F9191 stereo cassette deck, LS-1 studio monitor or disco speaker system*, HPM-200 speaker system, HPM-100 speaker system*, HPM-60 speaker system*, HPM-40 speaker system*, Monitor 10 headphones. **Personnel:** John Brode, Eric Fleetwood, Marty Zanfino, Kevin Baba.

**Programers**

**Associated Press**

Suite 1256 50 Rockefeller Plaza, New York 10020


**Bonneville Broadcast Consultants**

Suite 1140 PO Box 640, Tenafly, N.J. 07670

*Product: Formats for beautiful music, traditional MOR, contemporary MOR, soft rock*. **Personnel:** Marlin Taylor, Loring Fisher, Dave West, Frank Murphy, Bob Henabery, Dick Drury.

**Broadcasting Progaming International**

255,256 PO Box 547, Bellingham, Wash. 98255

**CaVox Stereo**

Suite 356 502 South Isla, Inglewood, Calif. 90301

*Product: Program formats for contemporary MOR, standard pop, easy listening, conservative tempo, group music, beautiful music music, country, adult contemporary*. **Personnel:** Lee Tale, Robert Mayfield.

**Century 21**

Suites 340-341 2825 Valley View Lane, Dallas 75234

*Product: Z Format contemporary music programming service, Nonstop Two sales and programming package, Chroma-Key II and Impact contemporary jingle package*, Super Country music jingle set*, Concept 21 musical sales system*, Opus 76 and Epic of the 70's rock specials*, production music tracks, Multiple Energy jingle package for contemporary MOR and country applications*, jingle series for all formats. **Personnel:** Dick Starr, Carole Farr, Tom McIntyre, Dave Scott, Bob Harris.
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Chicago Radio Syndicate Suite 940
Two East Oak Street, Chicago 60611

Concept Productions 235
5831 Rosebud Lane, Sacramento, Calif. 95841

Criterion Productions Inc. 214, suite 1729
3103 South Street, Dallas 75201
Product: Charisma contemporary MOR format, Super Hit music format. Personnel: Mike Eisler, Bob McIntosh, Jerry Brooke.

Drake-Chenault Enterprises 116, suite 1640
8399 Topanaga Canyon Boulevard, Canoga Park, Calif. 91304

The FM-100 Plan Suite TBA
175 East Delaware Place, Chicago 60611
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3518 Cahuenga West, Hollywood 90068

HQ Productions Suite 1117
P.O. Box 2044, Scottsdale, Ariz. 85252

The Imaginers Suite TBA
3207 North Ocean Boulevard, Port Lauderdale, Fla. 33308

Kala Music Suite 1721
Industrial State Bank Building, Kalamazoo, Mich. 49006

Magic Music Suite TBA
96 Bayrd Street, New Brunswick, N.J. 08901

More Music Programming Suite 1217
5315 Laurel Canyon Boulevard, North Hollywood, Calif. 91607

Mutual Broadcasting System Suite 1240
1755 South Jefferson Davis Highway, Arlington, Va. 22202

Peters Production Inc. Suites 1040, 1017
8-28 Mercury Court, San Diego 92111

Progressive Radio Network 245
321 Rider Avenue, Bronx, N.Y. 10451

Radio Arts Inc. 220, suite 556
210 North Pass Avenue, Burbank, Calif. 91505

Radio Programing/Management Suite 1650
25140 Lahser Road, Southfield, Mich. 48075

Stereo Radio Productions Ltd. Suite TBA
3001 Hadley Road, Southfield, Mich. 07080

William B. Tanner Co. Suite 656
2714 Union, Memphis 38112

TM Programing Inc. Suite 956
1349 Regal Row, Dallas 75243

United Press International Suite 1440
220 East 42nd Street, New York 10017

Representatives
Bolton/Burchill International Ltd. Suite 217
645 Madison Avenue, New York 10022

Buckley Radio Sales Inc. Suite 740
3 East 54th Street, New York 10022

Eastman Radio Inc. Suites 640, 641
One Rockefeller Plaza, New York 10020

Kent Burkhart and Abrams Associates Suite 456
6500 River Chase Circle East, Atlanta 30328

Jack Masla and Co. Suite 240
666 Fifth Avenue, New York 10019

McGavren-Guild Inc. Suite 1740
6420 Wilshire Boulevard, Los Angeles 90046

Selcom Inc. Suite TBA
1271 Avenue of the Americas, New York 10020
Personnel: Lou Faust, Herb Hahn, Bill Smither, Mary Gregg, Ross McCreath.

Torbert-Lasker Inc. Suite 540
555 Fifth Avenue, New York 10017
Personnel: Alan Torbert, Ralph Conner, Brock Petersen, Peter Moore, Rick Holmberg, Lorraine Hopkins, Ron Woods, Bob Maggiore, Barbara Forrest.

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806 Connecticut Avenue, N.W., Washington 20025

Ad Ventures International 215
222 Columbus Avenue, San Francisco 94133

American Radio '76 Suite 1721
c/o Gilmore Advertising, 200 Michigan Building, Kalamazoo, Mich. 49006

Arbitron Radio Suite 256
1350 Avenue of the Americas, New York 10019
Product: VTR how-to-use Arbitron presentation, "Arbitron Information for
"DUE TO THE SUBJECT MATTER OF THE FOLLOWING PROGRAMS, CHILDREN AND THEIR PARENTS CAN AGAIN ENJOY QUALITY ENTERTAINMENT TOGETHER."

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"America: The Young Experience" is beginning its second year on a very sound foundation. The first year's show achieved better than 80 percent coverage of the United States. Acceptance of the programs was excellent and widespread. For information call your MGM Television representative.

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Media

FCC weaving a welcome mat for the public

Ford signs bill for access to government proceedings, but has some misgivings; special commission unit already at work on guidelines

A special committee of FCC staff members is preparing for the day when most of the commission's meetings will be open to the public. And that day will come within the next six months. President Ford last week signed the government in the sunshine legislation, which gives some 50 multi-member government agencies 180 days in which to open the public all meetings except certain categories exempted by the law.

The committee of members of the general counsel's and executive director's offices, working under the supervision of Deputy General Counsel Larry Secrest, is drafting rules under which the meetings would be opened. The FCC committee was set up at the direction of Chairman Richard E. Wiley, in anticipation of the enactment of the legislation. "We won't have any trouble meeting or beating the deadline," Chairman Wiley said last week.

The meetings exempted from the legislation include those that deal with trade secrets and commercial or financial information obtained from a privileged or confidential source, adjudicatory proceedings, criminal accusations against anyone, personnel rules and practices, investigatory matters or matters that would result in an unwarranted invasion of personal privacy.

However, an agency voting to close a meeting must disclose the results of that vote, and transcripts, electronic recordings or, in some cases, detailed minutes, must be kept of all meetings. Agencies would be permitted to withhold records from public inspection if the material dealing with exempt information would not be in the public interest.

The law also prohibits informal off-the-record contacts between agency officials and representatives of parties with an interest in a proceeding. The ban on such contacts will become effective as soon as an agency designates a matter for hearing—sooner, in the case of an interested party who knows a matter will be set for hearing.

President Ford last Monday signed the bill before television cameras in the White House Rose Garden. He praised the measure as one that was "keeping with America's proud heritage that the government serves and the people rule."

However, a prepared statement released by the White House indicated his pleasure was not unqualified. A matter of particular concern, the statement said, was that the new act takes precedence over some provisions of the Freedom of Information Act that exempts certain information from disclosure.

The new law is largely the work of Senator Lawton Chiles (D-Fla.), who patterned it after a law in effect in Florida and who hoped it would work for such a law on the federal level since 1972. But although both houses of Congress have finally passed it overwhelmingly—by voice vote in the Senate and by a vote of 384-to-0 in the House—the FCC, as is true of some other affected agencies, is not enthusiastic about it.

The commission last year considered the question of whether it should voluntarily open its meetings—such an action was suggested by members of Congress—and decided not to do so. The vote was 5-to-2, with Commissioners Benjamin L. Hooks and Glen O. Robinson favoring open meetings (Broadcasting, Oct. 13, 1975). And Commissioner Robinson has since left the commission.

Commission members and staff alike feel that opening meetings will prove more of a hindrance to the commission than an aid to the public. They say it will slow down the commission's processes. And they contend they generally operate in a goldfish bowl, under existing conditions.

FCC turns down request to deny Detroit TV renewal

Commission disagrees with charges of discrimination filed by local religious group, but conditions decision on outcome of EEO case

The FCC renewed the contested 1973 license of Storer Broadcasting Co.'s WJBK-TV Detroit, despite a petition to deny filed by a Detroit religious organization.

The commission said the renewal was conditioned, however, upon whatever action it feels is appropriate pending the outcome of an employment discrimination complaint filed by Jymmie Turner with the U.S. Equal Employment Opportunity Commission. The FCC told Storer to inform it immediately on the final outcome of the case.

The petition to deny renewal of the license was filed by the Inter-Faith Centers for Racial Justice, an organization composed of Detroit-area religious groups including the Archdiocese of Detroit, the Jewish Community Council and various churches and individuals. The commission said ICRJ complained that WJBK-TV violated commission rules requiring maintenance of a local public file, that it did not present sufficient public affairs programming, that it violated the fairness doctrine and committed other violations.

The commission said WJBK-TV's programming was addressed to a "broad spectrum of community problems," interests and needs including those of con-
It’s time to say thanks, America!

This is The Christian Broadcasting Network which has just aired its first major nationwide television special, “It’s Time To Pray, America,” on September 17th, over 228 television stations and Mutual Radio across the country. CBN’s second special, early next year, will be broadcast worldwide.

To those of you who helped us write yet another exciting chapter in CBN’s 16 year history by joining us to present “It’s Time To Pray, America” we express appreciation and the gratitude of our distinguished guests who felt this program to be of such national importance that they believed it to be their responsibility and privilege to appear.

From President Gerald Ford, Jimmy Carter, Johnny Cash, Pat Boone, Prime Minister Yitzak Rabin, Terence Cardinal Cooke, Dr. Bill Bright, Billy Graham, Charles Colson, Dr. Zvi Almog, Tom Landry, Janet Lynn, Samuel Piccolo, Dave Wilkerson, Rex Humbard, Jack Hayford, Tom Skinner, Cornelia Wallace, Jim Ryun, Lefty Sumacii, Demos Shakarian, James Hampton and Pat Robertson and The Christian Broadcasting Network, producers of “It’s Time To Pray, America.”
The three crumpled dollar bills that built a television network!

A dinner, a $3 contribution, and a telephone call. Each event was separated by several years, yet each event had a profound influence on Dr. M. G. "Pat" Robertson, known to millions across the country as the host of "The 700 Club" television program. And ultimately, these three events played a unique role in shaping the history of The Christian Broadcasting Network, the lives of Willis Robertson, a Golden Gloves boxer, Marine combat officer in Korea and ordained Southern Baptist minister, it seemed there was nothing Pat Robertson couldn't do in an era when American confidence and self-esteem was at an all-time high. But a brief conversation with a Dutch evangelist totally altered the direction of his life in the early '50's when, almost unexpectedly even to himself, he made a verbal commitment to serve Jesus Christ. Determined to live his life for God, Pat Robertson and his young wife, Dede, lived for a time as missionaries in one of the world's worst slums in Brooklyn, barely subsisting on poor meals with little money. Then, late in 1959, he received a phone call suggesting that he go to Portsmouth, Va., to buy a defunct UHF television station.

With $70 in his pocket, and all their worldly possessions in a small U-haul trailer being towed behind his 7-year-old DeSoto, Pat and Dede Robertson and their children arrived in Portsmouth, Va. Many months of frustration followed. The Robertsons lived in a run-down neighborhood near the studio site, subsisting on "daily prayer, love and soybeans," items which they had in plentiful supply. The prayer and love came naturally.

If at First You Don't Succeed, Pass the Soybeans!

The soybeans came in large bags, raw, purchased from local farmers. The Robertsons soon discovered that soybeans held great food value long before they were considered anything other than animal fodder by the general public. Difficulties, legal entanglements, public apathy, and a severe shortage of finances seemed destined to prevent Pat Robertson from acquiring and broadcasting on the television station. He had opened the first bank account for The Christian Broadcasting Network with the $3 contribution. But miracles continued to make a way amid the Robertson's apparent poverty. A minister from New York arrived on the scene when they were completely without food and overdue on their rent and utilities. He presented them with a check for $3,000. Enough not only to feed the Robertson's, but also enough to buy much-needed tubes and supplies to make it possible to get the television station on the air. The struggles accompanying the
first frustrating attempts at getting the station started are recounted in Pat Robertson's book, "Shout It From the Housetops" which has become a best-seller in its field. From the shaky beginnings and the starting telecast by the first television station ever authorized to broadcast 50% or more religious programming content, the network began to grow.

The ministry expanded as doors opened providing a license and equipment for a radio station in the Tidewater area of Virginia. The station became WXRI-FM, the Christian voice of Tidewater. Network growth continued when a five-station radio network across New York State serving Buffalo, Rochester, Syracuse, Ithaca and Albany-Schenectady-Troy was added to the ministry. In 1971, WHAE-TV, Channel 46, Atlanta, signed on the air, followed two years later by KXTX-TV, Channel 39, Dallas.

The 700 Club Concept Opens Up Nationwide Opportunity for CBN

Starting in 1972, "The 700 Club" program with Robertson as its host, began entering homes on a daily basis in Charlotte, Fresno, Baltimore, Detroit and dozens of other key cities across America, bringing a Christian variety and talk show to audiences evidently responsive to the message of hope, joy and new life.

Today the program airs on more than 60 TV stations and 98 radio stations on a daily basis and is seen in 26 of the top 30 markets in the nation. Guests of international stature began actively seeking guest spots on the program.

A Personal Community Service, Stations Can't Offer Alone.

And millions of Americans found they could call for immediate help to a network of counseling centers springing up across America wherever the program made its debut. The "700 Club" was not the usual "national" ministry or even the usual "national" television show. Because viewers could call for help right in their hometown, it suddenly became a local broadcast almost everywhere.

Across the Street, Across the Nation... Around the World.

That held a unique opportunity for the local station carrying the program. Here was a show with national status, that actually served each individual community where it was broadcast. The counseling centers in each area were manned by people in that community. The broadcasters found themselves an integral part of a broad community service operation with no more responsibility than to simply provide the necessary airtime for the daily "700 Club" broadcast, and "super" a local phone number. "The 700 Club" at the present time is being dubbed in Spanish.

New World's to Conquer Through Christian Broadcasting.

Its current overseas outreach presently includes Canada, the West Indies and Great Britain, with programs starting in the Philippines in the fall. But Pat Robertson's world vision for the network as a vehicle for international evangelism is taking root in the International Communications Center currently under construction at a site on Indian River Road and Interstate 64, in Virginia Beach, Va.

The center, which will act as a training ground for potential Christian broadcasters from around the globe, will contain a major television and radio production facility including 4 TV studios, an international school for communications, an earth station for satellite communications, a conference center, an auditorium and a school of theology. Young men and women from developing nations will be able to come and study, and return to their homeland ready to enter the field of broadcasting as trained communicators whose lives have been dedicated to serving God and mankind through the media.

The center will serve as the focal point for a worldwide outreach to bring the gospel message to every person possible.

It's a dream that would have seemed beyond imagination for a young minister with a $3 contribution just a few years ago. Nothing seems impossible anymore for CBN.
cern to Detroit’s black community, the FCC said ICRJ’s complaints about WJBK-TV’s news programming were basically a disagreement with Storer’s programming decisions. The commission said it wouldn’t interfere with a licensee’s programming judgment merely because of a petitioner’s opinion that a particular event should have been covered, or that news broadcasts should reflect favorably on the black community.

The FCC said it had not been established that WJBK-TV’s news coverage of the black community had been distorted or suppressed. The petitioners also failed to show that blacks have been accorded different treatment than whites in the station’s entertainment programming, the FCC said.

ICRJ had also complained that when its representatives went to WJBK-TV in July 1973 to inspect the required public file, they were told the file was at Storer’s corporate headquarters in Miami Beach, Fla., and would not be available for several days, the FCC said. They were told later the same day that the file was available, the commission said, and they inspected it the next day. The FCC said further inquiry into the matter was not necessary, but that Storer “is admonished” to obey the rule in the future.

An ICRJ allegation that the station violated the fairness doctrine in its treatment of the Detroit busing issue, the commission said, did not convince it that Storer had failed to meet the FCC “standard of reasonableness and good faith” in presenting contrasting views upon issues important to the community. The commission said ICRJ charged that a disproportionate number of news stories expressing an anti-busing viewpoint had been aired by WJBK-TV. The FCC said there is no requirement for a precisely equal balance of views and that the station did live up to its fairness obligations.

The action was taken by Chairman Richard E. Wiley and Commissioners Robert E. Lee and Abbott Washburn, with Commissioner Benjamin L. Hooks concurring and Commissioner James Quello abstaining from voting.

### Changing Hands

**Announced**

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

- **KNOT(AM)**, Norman, Okla.: Sold by King Broadcasting Inc. to KNOT Radio Inc. for $301,550. Principal in seller is Tolo E. Dickenson, who is retiring and has no other broadcast interests. Buyer is owned by Hugh B. Garnett Jr. (31.5%), Hugh Moore (31.5%), George Wilburn (28%) and the parents of Mr. Garnett, Hugh and Glee Garnett, as minority interest stockholders. Garnett family and Mr. Wilburn and his wife, Ruth Ann Wilburn, are majority owners of KWHW(AM-FM) Altus and KWON(AM)

- **WDIG(AM)**, Dothan, Ala.: Sold by WDIQ Inc. to Early Bird Broadcasting Inc. for $375,000. Buyer is owned by Margaret L. Wein (97%) and two Wein sons and a daughter who have one voting share each. Wein family also owns 40% of WZIA(AM) Tusculum-wrck-FM Sheffield, both Alabama. Principals in buyer are Johnny C. Culpepper (49.83%) and R. Lamarr Trammell (49.83%). Mr. Culpepper is owner of Dothan car rental company and Mr. Trammell is salesman for WDIQ. Buyers have no other broadcast interests. WDIQ is on 1450 kHz with 1 kw day and 250 w night.

- **WHYD(AM)**, Columbus, Ga.: Sold by WGBA Inc. to CLW broadcasters Inc. for $325,000. Seller is owned by Charles A. McClure and F. Keith Brown, who will retain co-owned wcgq(FM) Columbus and who also own WCHK-AM-FM Canton, Ga., and have interests in WSJR(FM) Athens, Ga. Buyer is nonstock corporation owned by nonprofit AMG International, New Jersey-based religious organization primarily engaged in missionary activities in foreign countries. Stock is voted by AMG president, Spiros Zodiathes. CLW offers broadcast consultant services, religious programming services and equipment sales. It also owns WSCW(AM) South Charleston, W.Va., and is permitted of WCRJ(AM) Jacksonville, Fla. (formerly W4AD). WHYD is 5 kw daytimer on 1270 kHz.

- **KWRL(AM)**, Sparks, Nev.: Sold by Trans-serra Media Inc. to Oceanic Investment Corp. for $250,000. Principal in seller is Cy Newman, who has sold, subject to FCC approval, KVOY(AM) Henderson, Nev., to his son, Joseph F. Newman, and one other stockholder. Mr. Newman and son are seeking new FM in Henderson. Buyer is owned by Gilbert M. Fedderbush (30%), Michael J. Schweinsburg (25%), Margaret Rogers (25%) and Robert Masson (20%). Buyers are engaged in real estate, hotel and other businesses primarily in Los Angeles, while Mr. Schweinsburg is music director for KROQ-AM-FM Burbank-Paradise, Calif. KWRL is 1 kw daytimer on 1270 kHz.

- **KFCF(FM)**, Waco, Tex.: Sold by Joy Broadcasting Inc. to Sunburst Productions.
Inc. for $172,000 plus $40,000 noncompetition covenant. Seller is owned by Charles E. Maddux, who has no other broadcast interests. Buyer is owned 25% each by Mark Robertson, his father Henry W. Robertson, Steve Bartlett and Robert C. Sullivan. Buyers are business and professional men in and around Dallas and Waco, and have no other broadcast interests. KFEC is on 95.5 mhz with 3.1 kw and antenna 220 feet above average territory. Broker: Texas Meridian Corp.

- Other sales reported at the FCC last week include: WSSC(AM) Sumter, S.C. (see page 72).

Approved

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


- KFIZ(AM)-KWIX(AM) Fort Worth, and Texas State Network: Sold by Communications Properties Inc. to Swanco Broadcasting Inc. for $4,107,500. Seller is multiple cable-system operator with 59 systems in 11 states, and lists some 263,000 subscribers. Seller wants to get out of over-the-air broadcast business and owns no other broadcast stations. Texas State Network provides newscasts to over 130 radio stations. Buyer is group owner with Gerock H. Swanson (82%) as president, and owns KLEG(AM) Wichita, Kan., WBYU(AM) New Orleans, KQED(AM) Albuquerque, N.M., KKN(AM) Oklahoma City, KRMG(AM) Tulsa, Okla., and KKYX(AM) San Antonio, Texas, and has sold, subject to FCC approval, KWEEN(AM), co-owned with KRMG, for $500,000. KFIZ operates full time on 1270 khz with 5 kw. KWIX is on 97.1 mhz 98 kw and antenna 1,460 feet above average terrain.

- KBCL-TV Boise, Idaho: Sold by Boise Valley Broadcasters Inc. to Eugene Television Inc. for $2,087,000. Station was previously sold to Donrey Communications Co. (BROADCASTING, Feb. 3, 1975), but application was dismissed by FCC at request of licensee (BROADCASTING, July 28, 1975) after FCC deferred action on Donrey application until case involving fraudulent billing charges against Donrey's KORK-TV Las Vegas could be resolved. Donrey was denied KORK license renewal (BROADCASTING, July 5). Principals in seller, which has no other broadcast interests, are Robert W. Howell (10.9%), H. Western Malhillock (5.3%) and Mrs. Stanley King (9.9%). Buyer also owns KVAL-TV Eugene, KCBY-TV Coos Bay and 50% of KPIC-TV Roseburg, all Oregon. Principals in buyer are Robert P. Booth (15.5%) and Terry Tillman (11.6%). There are 15 other stockholders. KBCL is CBS affiliate on channel 2 with 65 kw visual, 7.01 kw aural and antenna 2,550 feet above average terrain.

- KSDB(AM) San Diego: Sold by Generation II Radio San Diego Inc. to Pacific & Southern Inc. for $1,576,000. Seller is principally owned by Bertram R. and Dariel H. Firestone who have no other broadcast interests. Buyer is subsidiary of Phoenix-based Combined Communications Corp., group owner with two AM's, two FM's, seven TV's, is publisher of Cincinnati Enquirer and owner of number of outdoor advertising firms. CCC is awaiting FCC approval for sale of its WSSA-AM-FM Cincinnati to publisher of Boston Globe for $6.3 million (BROADCASTING, June 28). FCC granted sale of KSDB in spite of a 1.0 mV/m contour overlap with CCC's KJJS(AM) Los Angeles, because, commission said, most of overlap would occur over Pacific Ocean, and affected islands of San Clemente and Santa Catalina are separate communities not really competing for listeners and advertisers. KSDB is on 1130 khz with 5 kw day, 1 kw night.

- WEXI(AM)-WIVY-FM Jacksonville, Fla.: Sold by Jacksonville Broadcasting Corp. to Torrid Broadcasting Inc. for $1,250,000. In simultaneous transaction, Torrid sold WEXI (formerly WIVY(AM)) to Hayes Broadcasting Corp. for $250,000. Jacksonville's principals are Edwin B. Laughlin (50%), Y. Thomas Kirby (25%) and Robert E. Lieb (25%) who have no other broadcast interests. Torrid is owned by Allen Weiner who also owns KOME(FM) San Jose, Calif. Hayes is owned by Patrick F. Hayes, present general manager of WEXI and WIVY-FM. WEXI is 5 kw daytimer on 1280 khz. WIVY-FM is on 102.9 mhz with 29 kw and antenna 205 feet above average terrain.

- KBSC-TV Corona (Los Angeles): Sold by Kaiser Broadcasting Corp. to Oak Broadcasting Systems Inc. for $1.2 million. Kaiser also owns WCAP(AM) Cambridge, Mass., and owns (77.5% Kaiser, 22.5% partner Field Communications Corp.) KBHK-TV San Francisco, WFLD-TV Chicago, WLVI-TV Cambridge, Mass., WKBD-TV Detroit, WKB'S-TV Burlington, N.J., and 36% of WUAH(AM) Lorain, Ohio. Kaiser is to be sold in liquidation of its parent, Kaiser Industries, and is being appraised by New York investment house ("Closed Circuit," Aug. 23). Buyer is owned by Jerry Perenchio (50%) and publicly traded Oak Industries (50%). Mr. Perenchio is TV series and specials producer. Oak produces television and cable equipment, and is based in Crystal Lake, Ill. FCC also approved subscription television authority for KBSC-TV. KBSC-TV is on channel 52, with 813 kw visual, 69.2kw aural and antenna 2,780 feet above average terrain.

- WTAN-AM-FM Clearwater, Fla.: Sold by Clearwater Radio Inc. to WAOK Inc. for $850,000 subject to adjustment at closing. Seller is owned by H.D. Parker, Frank L. Reid and James J. Short who have no

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Brokers of Newspaper, Radio, CATV & TV Properties
other broadcast interests. Buyer is subsidiary of Broadcast Enterprises Network Inc. (Ragan Henry and Stan Raymond, principals) based in Miami, Fla., and WGVW(AM) Charlotte, N.C. WTAN(AM) is on 1340 kHz with 1 kw day, 250 w night. WTAN-FM is on 95.7 MHz with 18 kW and antenna 130 feet above average terrain.


Tune-in. Public Broadcasting Service has sent its member stations 300,000 copies of "PBS/UHF Guide" that shows viewers how to improve UHF reception. Booklets—to be distributed in local communities and to local press—explain such aspects as tuners, antennas, lead-in wires as well as UHF on cable systems. PBS also is asking commercial stations to run PSA on subject.

Warner acquires. Warner Communications Inc., New York, has signed contract to buy Atari Inc. for cash and assumption of debt totaling about $28 million. Atari, which produces coin-operated video games and consumer video games, is moving its headquarters and plant to Sunnyvale, Calif.

FCC rejects harsher penalty for WAXC

It's a setback for Rochester group that sought full-scale denial because of more alleged misconduct by former station stockholder

The FCC has affirmed its short-term renewal of license for WAXC(AM) Rochester, N.Y., and has denied a petition by the Rochester Black Media Coalition which claimed that criminal activities of a WAXC owner required denial of the license.

The commission renewed WAXC's license for a short term, until April 1, 1977 (BROADCASTING, March 1), conditioned on the filing of details of the station's equal employment opportunity program. The Rochester Black Media Coalition, one of two groups originally petitioning for denial of WAXC's license renewal on equal employment, programing and ascertainment grounds, said in its petition for reconsideration of the commission's short-term renewal that new information concerning the criminal activities of Paul R. Dean, a 35% stockholder of WAXC, required denial of the license.

RBMC said Mr. Dean was convicted for grand larceny and bad check charges and sentenced to term of up to seven years at the Attica state penitentiary. (Mr. Dean has appealed the conviction.) The FCC had considered evidence that Mr. Dean had been indicted for alleged criminal activities arising from his Rochester bond brokerage firm, Paul R. Dean & Co., when it granted the short-term renewal last February. In spite of the recent conviction, the commission said, none of RBMC's new evidence required a change of its earlier decision. The FCC said Mr. Dean's ownership of Dean & Co. and WAXC was closely intertwined, but the day-to-day operations of the two corporations were unrelated. The commission said Mr. Dean's alleged individual criminal acts did not involve broadcasting or any application before the FCC.

The commission said it was aware that licensees who break laws unrelated to broadcasting could prove unqualified to operate a broadcasting station in the public interest. However, the FCC added, Mr. Dean was not involved in over-all station operations and he was removed from WAXC ownership prior to his felony convictions.

Commissioner Benjamin Hooks disagreed with the order issued by Chairman Richard Wiley and Commissioners Robert E. Lee, James Quello and Abbott Washburn. In a dissenting statement, Commissioner Hooks said there were "serious questions of fact with respect to the licensee's fitness to exist."

Media Briefs

Mayes in for Wilson. Wendell Mayes, of know(AM) Austin, Texas, has been added to National Association of Broadcasters radio board for term expiring June 1977. He replaces Stan Wilson, formerly of WKOI(AM) Fort Worth, now of Radio Southwest Corp., Dallas, who resigned because of increased demands of new job. Mr. Mayes polled second largest number of votes in NAB district 13 race in 1975.

Paper purchase. Straus Communications of New Jersey, new company owned by R. Peter Straus, his wife, Ellen, and daughter, Diane Straus Tucker, has purchased weekly Cranford (N.J.) Citizen & Chronicle for undisclosed amount from Mary and Wallace Sprague. Mrs. Tucker will be executive editor of paper. Mr. and Mrs. Straus are principals of Straus Communications Inc., licensee of WMCAT(AM) New York. Broker for transaction was W.B. Grimes & Co., Washington.

Cox dividend up. Cox Broadcasting regular quarterly cash common stock dividend has been increased to 13-3/4 cents per share from 11-1/4 cents, payable Oct. 15 to shareholders of record Sept. 28.

Exchange offer. Reeves Telecom Corp., Charleston, S.C., group station owner with diversified interests, said it is considering acquisition of approximately 40% of its outstanding stock by offering existing shareholders, on pro-rata basis, $3.50 per share in exchange for five-year 9% subordinated debentures, callable at par and to be prepaid "as expeditiously as cash flow will allow." Aim would be to create greater earnings per outstanding share and thus encourage active trading. Projected $3.50 price is well above recent trading of Reeves Telecom shares at around $2 on American Stock Exchange, but management said it is "considerably below the equity value of our company" based on appraisal of assets that will be sent to share holders when it is completed.

Pompadour quits posts at ABC

VP and assistant to Rule cites personal reasons; no new assignment lined up

1. Martin Pompadour has resigned his $110,000-a-year job as vice president and member of the board of ABC Inc. and

Into the mountains. FCC Chairman Richard Wiley and members of the FCC accompanied the National Association of Broadcasters small market radio committee on the fourth annual NAB small market radio tour last week. By NAB's count, more than 110 FCC staffers have now visited small-market stations. At WTRIAM(AM) Brunswick, Md. (to r): Bill Rollins, WVWMAM(AM) Valdese, N.C., small market committee chairman; Bert Thornton, president of WTRI, Mr. Wiley; John Summers, NAB executive vice president and general manager; and James Hubert, NAB senior vice president for station services. The tour also stopped at WZTIFM-WZT(AM) Charles Town, W.Va.
Ed DiGiulio Speaks Out:

Whatever happened to the concept of TV news as an important public service?

Ed DiGiulio, President of Cinema Products Corp., Apparel with TV news cameramen at the National Association of Press Photographers conference in Atlanta.

It was only natural that the advent of ENG would generate a great deal of excitement. Because, conceivably, for the very first time, television news could begin to compete with radio news in terms of immediacy. The ENG minicams made it possible to transmit live coverage of 'action news' as it happens. And the live coverage of the SLA Shootout made television hisor and. Unfortunately, it also unleashed a form of ENG hysteria bordering on dementia. To extrapolate this unique SLA Shootout-type situation to every other type of news coverage — from minor local stories to in-depth news documentaries — is invalid in the extreme.

A new mentality — a 'minicam mentality'— seems to have invaded television news. A self-serving mentality that insists that all stations must go all-electronic regardless of news-worthiness or cost effectiveness.

Whatever happened to the concept of TV news as an important public service — which is what serious news programming is supposed to be all about? It is no secret that one of the first true casualties of this new 'minicam mentality' is an O&O's local evening news program in Los Angeles, for many years one of the most respected and admired news programs in the area.

It is indeed a strange mentality that will not recognize that a 'Top 20 News' approach has reduced this TV news program to a headline service at best. . . . a mentality that condescendingly presumes that the average viewer has an attention span of 8 seconds, and an insatiable appetite for all the fires, accidents and murders that can possibly be covered — preferably live — during the scheduled news hour.

. . . a mentality that deems it desirable to fire up to 50% of a station's veteran TV-journalists, and by going fully electronic, to mechanize and computerize the news gathering process to where the reporter may become no more than a puppet at the end of a microphone!

It is a vacuous 'minicam mentality' that would judge a newscaster's performance by measuring (through some dubious 'skin test' response) an audience's reaction to his TV screen personality, rather than evaluate his effectiveness as a journalist performing an important public service.

As if the name of the game in television news is purely showsbiz and higher ratings! (Interestingly enough, this O&O's evening news program is still very much behind in the daily ratings!) And yet, all the hoopla and ballyhoo in support of going all ENG continues unabated. For the 'minicam mentality' refuses to recognize that the recording and transmitting paraphernalia of ENG still make it far less portable and versatile than a newsfilm camera, and would have us believe that merely speeding up the news is in the public interest.

What it really aims to do is provide us with an electronic brand of 'instant news'— cosmetic, pretty packaging (with blood and gore, to be sure), but without any substance.

Needless to say, this is patent nonsense. Any real newsman knows it! And so do serious station owners and managers who won't let themselves be sold a bill of goods and be made suckers for a fad!

If your main concern is better TV news coverage and more in-depth news stories rather than plain pursuit of the latest equipment fad — before you commit yourself to a capital outlay of $200,000 or more per quality ENG outfit (complete with van and microwave transmitting equipment) — do consider what a reliable and efficient CP-16R/A can accomplish at about one twentieth of the cost!

For the fact of the matter is that there is not one single ENG camera on the market today that can match our completely self-contained, single-system CP-16R/A camera for quality, mobility, and cost effectiveness!

As for performance, there is no way an ENG crew can cover a fast-moving news situation, or move into a crowd and become part of the developing action in the manner of a TV-journalist operating a CP-16R/A newsfilm camera 'one-man-band' style.

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

If you have any question concerning the issues raised in these 'open letters', please feel free to call me direct at Cinema Products.
He'd better not ask me to work late tonight. "Medical Center's" on.

Medical Center fans are fanatically loyal. Last year 14 million women (8 million of whom are 18-49) made Medical Center Number
One in its time period. Now that same audience can watch it in syndication. Call us. We've got what they want. MGM TELEVISION
assistant to ABC Inc. President Elton H. Rule in a surprise move attributed only to "personal reasons."

Mr. Pompadur, 41, told Broadcasting he had simply "decided it was time to sever the cord, sit back and think about what I want to do with my future."

Chairman Leonard H. Goldenson and President Rule took the unusual step of announcing the resignation, which was effective the same day as the announcement, last Monday (Sept. 13). They said that they did so with regret, and that at the company's request Mr. Pompadur had agreed to stay on "for a period of time to assist in the orderly transition of his responsibilities."

Other ABC sources said he would stay until about the end of this year. They doubted that the post of assistant to the president would be continued "as such" after Mr. Pompadur's departure.

ABC officials said Mr. Pompadur's resignation was entirely voluntary, but they declined to speculate on the reasons or elaborate on the announcement.

Mr. Pompadur, reached at home last Tuesday, said that ABC—where he has worked in a variety of responsible positions over the past 16 years—"has been terrific for me," but that he had come to the conclusion that, having spent virtually all of his working life there, he should stop and consider his future. He said he had "nothing specific in mind" as to what his next job might be, but that he felt his experience qualified him for a variety of possibilities, depending on what track he decided to take.

Mr. Pompadur, according to an ABC proxy statement last April, received $109,808 in salary last year, plus 1,750 shares of ABC stock under the company's 1973 restricted stock bonus plan. These brought his total ABC shares to about 9,000. At recent market prices, they would be worth about $317,000. The proxy statement also showed that at Feb. 29 this year Mr. Pompadur had options to buy 22,000 shares of ABC at $27.24 a share. His retirement benefits at age 65, had he remained at ABC at his 1975 salary level, would have been $54,795 annually, according to the proxy report.

Mr. Pompadur joined ABC as a member of its legal department in 1960. He was named vice president in charge of administration of ABC-TV in 1966 and vice president and general manager in 1968. He subsequently was named vice president and assistant to the president of ABC Inc. and in 1973 was given, in addition, operating responsibility for several nonbroadcast divisions. Later that year he was named president of the newly created ABC Leisure Group, which at that time included virtually all ABC nonbroadcast operations. He returned to the post of vice president and assistant to Mr. Rule last fall, dealing with operational and administrative activities throughout the company (Broadcasting, Oct. 27, 1975).

Broadcasting and cable should bury the hatchet

Clifford Kirtland of Cox calls for increased cooperation between all media to better serve viewers

With the claim that there is "room for all," Clifford M. Kirtland Jr., president of Cox Broadcasting Corp., last week made a call for peace and cooperation among the various electronic media.

"What I really feel is necessary during the next five to 10 years is the recognition by all broadcasters, cable operators and producers of programing that the viewer and listener in the home are not served by high-toned rhetoric lambasting the opposition and feeding the critics," Mr. Kirtland told the annual meeting of the Institute of Broadcasting Financial Management in Boston.

"What is needed is a recognition that—even after all the compromises, rule changes, technological advances and criticism from all sides—the audience today is better served than ever before. The broadcasting industry is doing better than ever before. And the cable operators and movie producers are not doing too badly either," Mr. Kirtland asserted.

To back up his position, he cited a report, "Cox Looks at the Future," which last year showed experts predicting substantial growth for both broadcasting and cable television through 1985, without serious competition to either (Broadcasting, Feb. 24, 1975). Among the predictions were strong growth of advertising expenditures in broadcasting, particularly on the local level, and increased audience listening and viewing time.

For cable, the report anticipated penetration to rise from 12% in 1973 to 29% of all households in 1985. For the top-25 markets, a gain from 4% to 17% by 1985 was anticipated. Yet, "another key prediction," Mr. Kirtland noted, "was that cable will emerge as only a very limited advertising medium." In 1985, advertising is expected to account for only 10% of cable revenues.

The Atlanta-based company which Mr. Kirtland heads has interests in both industries. Aside from being a group broadcaster, it holds majority of Cox Cable Communications, owning 56.2% of the 403,000-subscriber multiple system operator. Among Cox Broadcasting's other interests are radio and television sales representation and motion picture production. "Obviously, we long have been convinced that cable TV and broadcasting are and should be complementary services. And that compatibility definitely includes pay cable and subscriber programing via MDS[multipoint distribution service]," Mr. Kirtland explained to the financial analysts.

Mr. Kirtland admitted that he too had opposed cable television in the late 1950's. However, he said, "this is almost 20 years later, and there still are many broadcasters who honestly feel that cable is unfair competition because the product of basic cable service is produced and paid for by someone else. But that is just the way it is. What good do I do to make this point time and time again? It labels broadcasting as unwilling to accept change that is evolutionary?"

Whatever the battles that have been waged between the two industries, Mr. Kirtland stressed, "the public interest has been—and will be—even better served by additional service being brought into the homes of viewers."

Yet he did note that especially in smaller communities, "program protection for the local station, consistent with maximum service to the viewer, becomes the critical issue."

He also gave credit to a strong network system for the success of television. "Even with all its critics, network programing really is what makes the medium what it is. The ability of advertisers to reach potential customers on such a massive scale, with such great efficiency, simply has led to the growth of the economy of our country in a manner unprecedented," he said.

However, taking a stance expressed by other broadcasters (Broadcasting, April 26 et seq.), he claimed that "the rumored expansion of network news in the early evening . . . begins to upset the balance between local and network programing that currently exists on network affiliated stations." While saying that he favored more news service, he argued that such service belongs in time periods presently programmed by the networks.

Calling himself "pro-viewer," Mr. Kirtland questioned whether network arguments regarding antisisponging rules are "solid—that, without antisisponging rules, it means the demise of free television? I doubt it. Television came along and there were dire predictions as to the future of radio, but radio is stronger today than ever before." He did say, however, that "without the viewers in the market being shortchanged," exclusivity protection for syndicated shows and sports programs carried by local affiliated stations is a worthwhile objective.

Turning to FM radio, Mr. Kirtland referred to a study released last week, "Cox Looks at FM Radio," which he said showed that "in terms of growth over the next five years, FM radio will far exceed any other form of mass communications" (Broadcasting, Sept. 13). He said that "FM stations—consistently reported—have been profitable since 1973" and "have generated a positive cash flow [income after taxes, plus depreciation and amortization] since 1964."

"UHF television is another segment of the business that seems to be coming into its own," he said. Citing FCC figures he noted that 1975 was the first year that
A look behind closed doors.

Residents of Woodbury County, Iowa, are awaiting the results of local, state and federal investigations into alleged mistreatment of mentally handicapped patients at the county care facility.

KMEG-TV in Sioux City began extensive coverage of the controversy in mid-February. Staff reporter Gene Ambroson obtained sworn statements containing the alleged violations from present and former employees of the facility. The information prompted a request for a grand jury investigation.

Because of Ambroson’s contributions, so vital in awakening the public to the treatment of the mentally handicapped, he has been nominated for the Iowa Association for Retarded Citizens’ Newsman of the Year Award.

Alerting the public to citizens in need is all part of the Fetzer tradition of total community involvement.
UHF's as a group showed a profit. And returning to Cox's study of the future, he reminded the audience that "79% of those participating in the technology survey agreed that technological advances would enable UHF stations to perform at least 90% as well as VHF facilities within a decade. "Investors are reviewing UHF stations with renewed interest particularly in light of the surge in 1976 financial results," he said.

He noted that the various "forecasts and reports coming from our own industry are being matched in tone by Wall Street analysts." And he said it is encouraging that these predictions come from both broadcasters and others who realize that government regulation is a fact of life that is not going away. Although he said he advocates elimination of the fairness doctrine, he asserted that "I don't think any responsible broadcaster objects to reasonable regulation..."

All in all, he said "there's no question that, in our industry, the varying opinions come together in a positive conclusion. Broadcasting is healthy. Broadcasting is vital."

He concluded: "Perhaps a greater spirit of cooperation among all parties working toward balanced regulation in a positive way, a greater acceptance of technological change and a greater reliance on the free enterprise system to work its wonders will, by 1985, further enhance the total communication service of our country. From the standpoint of the consumer, there is indeed "room for all.""

**It's hunting time in New Hampshire's hills for FCC**

Proposal for WBRL denial follows similar action by FCC against other two stations in Berlin; double billing is the root of the trouble for all three

Berlin, N.H., may be out of luck and out of local radio stations, if an initial decision of an FCC administrative law judge sticks.

Administrative Law Judge Byron E. Harrison has recommended denial of license renewal for Berlin Communications Inc.'s WBRL(AM) for fraudulent billing.

Last July the commission denied renewal of license of White Mountain Broadcasting Co.'s WMOU(AM) and WXLO(FM), the only other two Berlin radio stations, also for double billing (Broadcasting, July 19).

Both cases were fairly similar. The commission charged White Mountain with issuing two different bills to certain local advertisers who paid the lower bill, which was nearer the true cost of the advertise- ments, and sent on the higher bill to manufacturers and suppliers for reimbursement. Over $20,000 in overcharges were made between 1969 and August 1974, the commission said, although the exact amount could not be determined because of insubstantial records.

WBRL was involved in a similar scheme, the FCC judge said, enabling local retail advertisers to overcharge manufacturers in excess of $22,000 between April 1971 and August 1974, when an FCC field investigation revealed the practice. Berlin Communications has admitted the false billing, according to Judge Harrison, although its president and 75% stockholder, Richard L. Blais, has said he didn't know of the overcharges until 1974.

Judge Harrison said it was apparent that Mr. Blais learned of the double-billing practices shortly after he purchased the station in 1971. Judge Harrison said the owner of The Berlin Reporter told Mr. Blais the station was double-billing and that Mr. Blais confirmed the fact through the station general manager, Robert T. Dale.

Judge Harrison said Mr. Dale reported the station would suffer economically if the double-billing practices were stopped, and Mr. Blais allowed them to continue until the FCC investigation.

WMOU(AM)-WXLO(FM) are past the initial-decision stage. Another judge had recommended originally to grant the license a short-term renewal, fines it $10,000 and order full restitution of the amount overcharged. The commission took the case a step further, however, and denied renewal of license. White Mountain has petitioned the FCC to reconsider the decision.

WBRL is planning to appeal Judge Harrison's decision, according to Mr. Blais.

Running a successful radio station in a town with just 15,000 people and the stiff competition of three radio stations is "very, very difficult," according to Mr. Dale. Nestled between "the pine trees and the bears" of White Mountain National Forest, according to Mr. Dale and other WBRL employees, Berlin residents are dependent for virtually all their radio listening upon the three stations facing denial of license.

**FCC seeks cooperation from broadcasters in financial report study**

Wiley asks IBFM participants to assist firm making report on improvements in Form 324

FCC Chairman Richard E. Wiley, in his first appearance before the Institute of Broadcasting Financial Management since becoming a commissioner four years ago, asked a favor. He would like the financial managers to cooperate in the study now being made that is aimed at improving the financial data the commission receives from broadcasters. Such cooperation, he says, would serve not only the public interest but the broadcasting industry.

Chairman Wiley, who addressed the IBFM in New York last Monday, noted that analyses and studies undertaken by the Rand Corp. and the commission staff have led to questions about the adequacy of the data broadcasters provide the FCC through its annual financial reporting
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It's compact and easily concealed. Able to make the scene wherever the action is. No longer are creative forces bound by cables, booms nor rigid spatial limitations. And the 950 Diversity Microphone System affords the flexibility of interchangeable microphones.

It will revolutionize studio programming and remote operations for news, sports, and special events.

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form—Form 324. As a result, the commision issued a $65,000 contract to the firm of Technology & Economics Inc. to examine the adequacy of the form and to recommend improvements. The study is due to be completed by the end of June.

Chairman Wiley, who recalled that the institute had helped develop Form 324, had developed an accounting manual for broadcasters and had prepared a Statement of Position on Accounting Practices in the Broadcasting Industry, asked the group's further cooperation when T&E surveys broadcast accounting policies and practices as they relate to the preparation of Form 324.

The chairman suggested there would be an element of self-interest involved. He noted that consolidated summaries of financial data the commission publishes each year provide useful information regarding the health of the industry and that the reports “also may prove to be quite beneficial to individual broadcasters interested in comparing the performance of their stations with those of other licensees.”

Chairman Wiley recognized, and sought to ease, the concerns institute members have about the study. He said the commission would apply its policy of not permitting routine public inspection of Form 324 reports to the financial information collected under T&E’s current contract. And to those concerned about the study resulting in an increase in broadcasters’ reporting burden, he said, “I am committed to the concept of removing every commission regulation which is required to maintain a well-recognized public interest value. “Your knowledge and your experience is sorely needed in this project and, to be candid,” he said, “I am here to solicit them.”

ABC-TV affiliate responsibility given to Savage

Fountain and Giaquinto to report to him; Beesemyer to handle special projects under Duffy

Richard N. Savage, president of ABC Television Spot Sales since 1969, was named last week to the newly created post of vice president in charge of affiliate services for ABC-TV Network.

In his new position, he will coordinate all areas of affiliate business, including affiliate relations, compensation, distribution now and for the future, affiliate research, affiliate contracts and the technical aspects of TV as they apply to a network and its distributors.

Reporting to Mr. Savage will be Robert Fountain, who continues as vice president in charge of affiliate relations, and Joseph Giaquinto, who has been named for this new post of vice president, affiliate planning. He had been vice president for station planning since 1970.

In announcing these changes James E. Duffy, president of ABC-TV Network, noted that Richard L. Beesemyer, who had headed affiliate relations until Mr. Fountain was named to the post several months ago, will continue as vice president, ABC-TV, working with Mr. Duffy on special projects.

No successor has been named for Mr. Savage. He joined ABC in 1963 as an account executive in the San Francisco office; moved to New York in 1964 and was appointed sales manager of KABC-TV Los Angeles, an ABC-owned station, in 1967. He was promoted to general sales manager of KABC-TV in 1968.

KCRG-TV claim sends competitors running to FCC

'Leading News Station' promotion of Cedar Rapids station disputed by WMT-TV and KWWL-TV which offer conflicting survey findings

Two Cedar Rapids, Iowa, television stations have complained to the FCC that the promotional claim of a competitor to be "Eastern Iowa's Leading News Station" is false and misleading.

The stations filing the joint complaint are WMT-TV and KWWL-TV. KCRG-TV is the station claiming news leadership. The three are the only commercial television stations in the Cedar Rapids-Waterloo TV market.

KCRG-TV used a private Frank Magid Associates survey to substantiate its claim, according to copies of KCRG-TV letters filed with the complaint. However, the complainants said ratings from A.C. Nielsen Co. and the American Research Bureau (ARB), contradict the claim. The complainants said ARB and Nielsen ratings for February and May this year show that no KCRG-TV news program attracted the largest audience in any major measured category and that KCRG-TV's local news program rated third in the market.

WMT-TV and KWWL-TV also said their competitor could not claim leadership in total length or frequency of its news broadcasts. KCRG-TV refuses to reveal the basis for its claim, the complainants said, "while advertising and promoting itself in an obvious quest for increased audience and advertising business . . . ."

FCC policy has disallowed misleading advertising and promotion and misuse of survey results in past cases, the complainants said, which should prompt the commission to investigate the KCRG-TV slogan. If KCRG-TV's Magid survey revealed there are other areas where it proved to be the leader, the complainants said, KCRG-TV should at least indicate what these areas are so that the public and advertisers will not be misled.

Ads for 'low tar' cigarette brands pushed for TV

Bruce McGorrill of WCSH-TV and TVB suggests plan to return commercials so smokers will be able to choose safest brand

Cigarettes having low tar and nicotine content should be allowed to return to TV and radio advertising out of consideration for the health of smokers, Bruce McGorrill, manager of WCSH-TV Portland, Me., said last week.

He told the Kansas City (Mo.) Advertising Club that the five-year-old ban on broadcast advertising of cigarettes is a failure and that the time has come "to say to Washington: 'Let's put cigarettes back on radio and TV for the health of America.'" This should be done, he said, "by repealing the federal law to allow those brands with the most minimal tar and nicotine content the fullest opportunity to merchandise the results of their research and product development."

Mr. McGorrill spoke on Wednesday which apparently by coincidence was the day after cancer researchers had reported studies to show that smoking-caused deaths from cancer and heart disease are lower among smokers of "low" tar-nicotine cigarettes than among smokers of cigarettes with "medium" or "high" amounts of those elements.

In their studies, the cancer researchers defined "low" as generally less than 17.6 milligrams of tar and less than 1.2 milligrams of nicotine per cigarette. Mr. McGorrill's proposal was stricter:

"Specifically," he said, "I am urging the repeal of the federal law to allow access to the airways for those brands whose entire line—king size, menthol, hard pack, etc.—is below 9 mg. tar and 0.7 mg nicotine. These ratings would be subject to review . . . possibly every two years . . . to take into consideration later research and product development. These reviews could lead to lowering the ratings even further."

"It should follow as a principle of economics that those brands able to utilize the reach and frequency of broadcast stand a better chance in the marketplace. Their success, therefore, would only further accelerate the product development necessary to attain broadcast status."

"Cigarette smoking isn't going to wither away—even if you ban all advertising. Just look at the market penetration of pot. What we must do is make the benefits of tobacco research known to America's
What's north of Annapolis, a little east of West Point, and a long way from Colorado Springs?

The fourth Service Academy—the Coast Guard Academy in New London, Connecticut.

Like the Army, Navy and Air Force Academies, the Coast Guard Academy's job is to educate and train men and women as officers for our branch of the service. But we go about it differently. Appointments to the Coast Guard Academy are awarded solely on the basis of an annual, nationwide competition. There are no congressional appointments, state quotas or special categories. Once enrolled, a Coast Guard cadet earns his sea legs aboard the training Barque EAGLE—America's host to the Tall Ships during our Bicentennial.

Because the Coast Guard's the smallest service, much of what we do often goes unheralded. Well, our responsibilities are broadening. Yes, we're still saving lives at sea and during natural disasters. But we're also intercepting narcotics traffic. Improving vessel traffic safety in major ports. Monitoring the new 200-mile fisheries conservation zone. Maintaining aids to navigation. And promoting recreational boating safety.

What all this means is that we need the finest young men and women to help us do these jobs. Officers to carry out our charge. Cadets at the Coast Guard Academy preparing for command. And that means more young people have to know about us.

So the next time you hear about something new that we're doing, you may even want to pass it on yourself. The Coast Guard Academy just might be the best way for these young people to get where they want to be in life.

The Coast Guard.
cigarette smokers by all media." As evidence of the "failure" of the ban on broad cast advertising of cigarettes, Mr. McGorill said that in this period 105 new cigarette brands and line extensions have been introduced, cigarette output has increased by 13%, or 70 billion cigarettes a year, and, among other things, there have been "dramatic increases" in new smokers among teen-agers and adult women. Moreover, he said, the National Clearinghouse on Smoking and Health in America has called the ban "a colossal failure."

Mr. McGorill is a member of the board of the Television Bureau of Advertising (which circulated copies of his speech) and he told his audience that his proposal might seem self-serving for himself and for broadcasters generally. But, he added, "I am not under delusions that [it] will be greeted with open arms by my fellow broadcasters. Quite the contrary—cigarettes have gone but broadcasting has survived . . . quite successfully, thank you. "It's not that we can't make room for another industry in our availabilities but rather the fact that should this plan be implemented, we are still faced with the FCC's fairness doctrine relative to anti-smoking messages."

"Personally, I think that's good. As the father of four and the husband of a young woman who has just recently taken up smoking, I welcome more anti-smoking spots in broadcasting . . ."

Undoubtedly, he said, the National Association of Broadcasters' codes would need to be changed to put some restrictions on the placement of cigarette commercials. The family hour, he said, would probably be unsuitable.

But over-all, he concluded, "ours is a responsibility to tell both sides: (1) It's been proven to be injurious to your health to smoke, and (2) if you must, there are significantly less dangerous brands today, and hopefully danger-free brands" soon. whole, including established businesses as well as the new and exciting developments, to stress a sense of immediacy, and to cover a broad range of subjects.

Since January 1975 the company has been a sponsor of The CBS Evening News with Walter Cronkite. Mr. Hennas has also been conducting a survey of selected print media designed to measure the effect of the TV campaign for the first year.

"Though the results generally were somewhat inconclusive because of the period involved," he said, "we were able to establish a definite increase in awareness of the levels among those classed as heavy viewers."

Edward F. Kelly, vice president and director of advertising for Manufacturers Hanover Trust Co., New York, detailed his company's first thrust into corporate TV advertising: sponsorship in New York of the Democratic and Republican conventions on WNBC-TV. He said "the responses have been most favorable—not only in terms of the corporate campaign but for its impact on the services offered by the bank."

Mr. Kelly indicated that Manufacturers Hanover will move into other cities with TV. He pointed out that the corporation has offices in 198 cities in 16 states outside of New York and now has the capability to move into local markets where management may require a need to strengthen or support the corporate position.

In reply to a question from the audience, Mr. Kelly said Manufacturers Hanover now allocates about 10% of its corporate advertising budget to TV, with the bulk still in magazines.

The role of television in contributing to the public's recognition of a company called TRW was recounted by Stephen N. Bowen, director of advertising. Between 1974, when its corporate TV advertising effort began, until the spring of 1976, TRW showed strong improvement in awareness by the public, the receptivity of products advertised and TRW's position as a personal and institutional investment. Though TV has been the backbone of TRW's corporate push, Mr. Bowen said, radio has played an important part. He estimated that in 1976, TRW will have spent 75% of its media dollars in spot and network TV, 15% in spot radio and 10% in print.

Mr. Bowen explained that TRW's move into corporate advertising stemmed from its desire to raise its visibility to the public and solidify its position in the investment community. He said TRW and its agency, Meldrum & Feinsmith, Cleveland, have leaned toward news in TV in the top-10 markets and in radio on morning drive time, buying news, weather "reports or programs with strong middle-of-the-road personalities. The commercials promote a range of TRW products, such as computer terminals, computer software systems, the Viking biological instrument package and automotive parts."

He touched briefly on TV's costs when he said, "Yet I don't think my management will say, 'we can't afford to advertise
For years, major market stations have known the advantages and profitability of automated broadcast management systems. You may have known about them, too. But didn’t think you could afford them. Now, Trace, Inc. offers you a totally computerized broadcast management system that’s simple to use and customized exclusively to your needs. And, best of all, it’s affordable.

You owe it to your bottom line to try Trace V.I.P.

From a single entry into the Trace V.I.P. System, you can receive:
Sales orders, contracts, availabilities, pre-log, log, make-goods, invoices, affidavits, statements of broadcast, billing report, invoice register, aged receivables, commission reports, sales analysis (6 ways), PSA analysis, accounts payable, checks written, journal expenses, payroll, trial balance, P & L and control reports... and much more. 48 separate functions in all.

For more information, contact:
Larry E. Zaiser, Director of Marketing, Trace, Inc.
133 North Fourth Street, Lafayette, Indiana 47901 (317) 742-1166.
Mr. Eisenhauer cautioned that these results were only preliminary inasmuch as the commercials have been on the air since only last May and the telephone survey covered only a few basic questions. But he added that the information obtained is expected to be helpful in improving the message in the new commercials for 1977.

The TV commercials decided upon by Textron and its agency, J. Walter Thompson, were a blend of pro-business and Textron division messages. Each commercial, according to Mr. Eisenhauer, winds up with the phrase, "That's what private enterprise is all about and that is what we do at every division of Textron."

Indicative of Textron's commitment to test TV, the company set a budget in 1976 of $2 million for corporate TV advertising and one for print of $500,000. Mr. Eisenhauer noted that 1977 will not present the specially appropriate confluence of message and media that 1976 did—a national election. But he reported that for 1977 Textron will be co-sponsoring nine NBC News specials and 35 weeks of Today.

Walter L. Olesen, manager of advertising and promotion, Xerox Corp., Stamford, Conn., said Xerox is "lucky" in two ways: the company name and the brand name are the same, and its customers are not spread out, but are selective ones.

Xerox has been active in corporate TV

TVB talkers. Among those speaking at TVB's corporate advertising workshop last week were (clockwise from top left) Roger Rice, president of the conference; Stephen Bowen, who told a tale of TRW, and George Pruette, who gave insights into the General Motors television approach.
advertising for a long time, and, according to Mr. Olesen, "We're fortunate—our commercials can do all things at one time. Most other companies have to tie the company and its products together, which is harder to do and often requires two budgets—the product budget and the corporate budget."

Mr. Olesen remarked that Xerox advertising can address itself to a selected audience but even within these groups can serve a dual purpose.

"The same thought leaders, government officials, investors in our stock, scientists who use our equipment and might come to work for us are the ones we want to impress with our community efforts—beyond just making sales and generating profits," Mr. Olesen observed.

U.S. Steel Corp.'s involvement with corporate communications since 1970 was discussed by Harold W. Hoffman, general manager of advertising, who called TV "a major medium" in this program. He said annual surveys conducted over the past six years point to this conclusion: the communications effort is effective.

He gave the highlights of last year's survey conducted among 925 customers, 919 thought leaders, 181 financial analysts and 22 congressional administrative assistants. Mr. Hoffman reported that, compared with 1970, respondents gave higher ratings to U.S. Steel on such points as potential for diversification; developing products, services and materials that serve people in important and useful ways; involvement in doing things of social significance; working to eliminate air and water pollution, and attractiveness as an investment.

Mr. Hoffman described the first year of U.S. Steel's corporate effort in 1970 as one that showed the company's involvement in making better products and services as a contribution to the American way of life. They were carried on stations in 12 markets within programs that ranged from sports to community and cultural affairs and entertainment. The following year the market list grew to 21 and by 1973 U.S. Steel moved to all three TV networks.

For the past several years the corporate TV advertising has emphasized the theme, "We're involved," according to Mr. Hoffman, and commercials spotlight employees in the plants and offices. Beginning last fall, he added, the advertising took on a new dimension by shifting to a broadening examination of "What Makes America Work"—the systems, the concepts, the institutions and U.S. Steel's involvement.

John C. Laffin, director of advertising, Rockwell International, outlined for the audience the company's communications efforts, particularly in TV, to build a stronger awareness of the company as one engaged in diversified enterprises.

Five years ago, Mr. Laffin said, Rockwell was not on television. Today advertising is split evenly (50%-50%) between publications and television. The company has been sponsoring late evening news, selected sports events and, since 1974,
Advertising VIP's. The American Advertising Federation's board of directors and special guests met in the White House on Wednesday to discuss regulatory and economic issues with President Ford's staff (story, facing page). Among those were (left to right): Raymond Farnen, executive vice president; Hearst Magazines; W.L. Abbott, director of communications, Nabisco; Robert Nichols, executive vice president, Kellogg Co.; Mitchell Streicher, vice president for marketing services, Miles Laboratories; Lydia Reeve, media vice president, Hong-Cooper & Harrington; Billie Brown, vice president for corporate communications, Cunningham & Walsh; Pat Martin, Warner Lambert Pharmaceutical Co.; Don Vance, advertising professor, The University of Texas; Morton Saltan, president, Kel. Mierrick & Salan; Robert C. Rollings, Specialty Advertising Association International; Duane Hill, KSL TV Salt Lake City, Dean Albert Scroggins, University of South Carolina's school of journalism; Carl Nichols, board chairman, Cunningham & Walsh; Barton Cummings, executive committee chairman, Compton Advertising; Rosemary Anderson, Grey-Norton, Bill Sharp, vice president, Coats-Cola U.S.A.; Robert McGhee, vice president, Lever Brothers; William Collin, chairman, Criterion Advertising; Ivy Sloan, AAF vice president for member relations; Buck Jones, Buck Jones & Haines Unlimited; James Fish, 1976/77 AAF chairman and General Mills senior vice president; Howard Bell, AAF president; Dave Welton, Columbus (Ohio) Dispatch; Robert Millar, San Jose (Calif.) Mercury News; John Giltz, AAF executive vice president; Marshall Cleavel, WLCY-TV St. Petersburg, Fla.; James Ward, WLAC Nashville, Tenn., and William Giglio, vice president for Washington affairs, McGraw-Hill.

**NBC-TV's Today.**

Television has provided stronger visibility for Rockwell, according to Mr. Laffin. One 1975 survey showed there was a great need to continue its TV effort, he said, and another focusing on four commercials reached this conclusion: the commercials project Rockwell as a well diversified company engaged in science, industrial and consumer products; the company is involved in fields other than aerospace; Rockwell is now manufacturing many products for everyday life and the company is perceived as "innovative and progressive."

Another new corporate TV advertiser represented at the workshop was Transamerica Corp., San Francisco, whose holdings include United Artists Corp., Occidental Life Insurance and Trans International Airlines and whose problem was to build awareness of the company to the various publics important to it. For the first time in 1976, according to John H. Chase, vice president-corporate relations, Transamerica went the television route to tell its story.

Transamerica hopped aboard TV because it felt the medium would enhance corporate awareness faster than print, Mr. Chase declared. To validate this hypothesis, he said, Transamerica has engaged researcher John Palshaw, who earlier had made a print study, to prepare a follow-up study to see if progress has been made in the past year.

For its maiden effort this year Transamerica has bought into various network TV sports events, since its best target is male, according to Mr. Chase. The company will spend about $1.2 million in TV this year and has projected $1.5 million for next year.

Florence R. Skelly, executive vice president of research firm of Yankelovich, Skelly & White, New York, stressed that corporate advertising should consider the changing life-styles and concerns of the general public. Various research studies indicate that people seem to be more preoccupied today with the entire subject of morality because of Watergate; with economic issues because of threats of a recession; with more information about products and services, and with both sides of an issue or a problem.

John L. Lowden, director of advertising and sales promotion, ITT, New York, reported that the decision to test television for corporate advertising was made after a 1972 study showed that "a lot of people didn't even know ITT." He said ITT had been running a corporate effort in print.

By early 1974 ITT was ready to try television. Mr. Lowden said, with the commercial messages stressing that ITT is improving the quality of life through the products emerging from its research and development program. Follow-up research showed, he said, that awareness and familiarity with ITT increased from 34% in January 1974 to 59% in July 1975; the belief that ITT "makes quality products" jumped from 54% to 77% and that it is "a lender in technology" rose from 49% to 74%.

**Bottom of the barrel rating for Ford political telecast**

*Reruns top President's speech while Miss America records all-time high ratings*

President Ford's campaign committee learned last week that it's wise to schedule a paid political broadcast against one of the two or three most popular TV shows.

The half-hour reprise of the President's acceptance speech at Kansas City, which cost the Ford committee about $100,000 for air time on Tuesday, Sept. 7, at 8:30 p.m., NYT, on CBS, managed only a 5.9 rating and 9 share, compared to the 25.3 rating and 43 share racked up by a rerun of ABC's smash-hit sitcom, Laverne and Shirley (and a higher-than-usual 14.9 rating and 25 share for the second half-hour of a rerun of NBC's canceled Movin' On).

For comparison, in the previous week (Aug. 31, 8:30-9 p.m.) a CBS telecast of a Good Times rerun totted up a 14.8 rating and 27 share (with Laverne and Shirley getting a 19.5 rating and 35 share).

The Sept. 7 President Ford half-hour ended up the lowest-rated show of the week ending Sept. 12; Laverne and Shirley was the second highest-rated show of the week, trailing only the Miss America beauty contest on NBC (Saturday, Sept. 11, 10 p.m.-midnight), which harvested a 31.3 rating and 60 share, highest ever.
Economics and regulatory reform are discussed by advertisers and White House staff

Members of AAF and President's advisers talk over industry problems including charges of overregulation by FTC

Some 30 representatives of the advertising community, most of them members of the American Advertising Federation board of directors, met in the White House with members of the President's staff for 90 minutes on Wednesday to discuss matters of mutual concern—the economy and regulatory reform.

William Gorog, deputy assistant to the President for economic affairs, discussed the economy for 45 minutes and, reportedly, painted a generally optimistic picture. But it was the session on regulatory reform, conducted by Edward Schmultz, deputy counsel to the President and co-chairman of the Domestic Council's committee on regulatory reform, that seemed to generate particular interest among the members of the advertising community.

Mr. Schmultz stated the Ford administration's familiar position that the regulatory burdens industries carry should be reduced and be replaced by marketplace competition. He also appeared sympathetic to the visitors' complaints about what they considered unreasonable regulation—the Federal Trade Commission's proposed rules that would require the listing of ingredients in food advertising, for instance. Mr. Schmultz reportedly said that agencies like the FTC do not examine hard economic data in developing policy.

The advertising industry members, apparently envious of broadcasters' good fortune in having a former broadcaster—James Quello—on the FCC, expressed the wish for someone who had worked in their business on the FTC.

There was something the advertising industry could do to help its cause, though, Mr. Schmultz said. When the visitors asked why the White House had not been successful in getting action from Congress on regulatory reform legislation that the administration had offered, he said that the advertising community "could be helpful in letting the people know about plans for regulatory reform."

Mr. Schmultz was reported as telling the group that there is a need for public support for reducing government involvement in all aspects of the economy and for permitting a greater degree of competition. He added Mr. Schmultz believes it is difficult to interest the public in that idea but that interest in the idea is growing.

The meeting was one of scores the White House aides have held with representatives of various industries.

WHAT MAKES RADIO SPECIAL?

"THE ROBERT W. MORGAN SPECIAL OF THE WEEK"

13 fast-paced, music-crammed, absolutely fascinating entertainment hours on the biggest names in contemporary music and what makes them so special.

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Broadcasting Sept. 20, 1976
It's toss-a-coin time again as agency seers predict winners of new season

ABC and CBS in neck-and-neck race and are expected to win two nights each, while NBC will be rebuilding in the cellar.

The Madison Avenue community is split almost down the middle about whether ABC-TV or CBS-TV will win the Nielsen marbles in prime time for the season that officially begins tonight (Sept. 20). Some ad-agency media men, like Robert Levinson, vice president and director of network programming at BBDO; Jeff Manoff, manager of national broad-casting at Carl Ally Inc. and Steve Leff, a senior vice president at McCann-Erickson, give the edge to ABC. Others, like Jack Otter, vice president and director of network programming for SSC&B and Michael Moore, senior vice president and associate director of media management for Benton & Bowles, come down on the side of CBS. And a third group, among them Ken Lane, vice president for media services at Leo Burnett in Chicago; Lou Dorkin, senior vice president and director of network programming for Dancer-Fitzgerald-Sample, and Alice Greenberg, vice president and broadcast account supervisor at Ogilvy & Mather, say it's too close to call.

They seem unanimous, however, that NBC, in the process of rebuilding a schedule that fell apart last season, is doomed to third place.

One of the reasons for the confusion over who'll finish first is summed up by SSC&B's Jack Otter, a former NBC-TV sales vice president, who says, "This will be the most stunt-filled fourth quarter I've ever seen."

Mr. Otter is referring to programs that are the "big men's" free-loading blockbuster theatrical movies and specials (particularly during premiere weeks and sweep weeks), kicking off the fall schedules with two-hour episodes of returning 60-minute series (or 60-minute episodes of returning half-hour series), and cross-pollinating stars from a hit series to one that's not so strong in the ratings in order to give a Nielsen boost to the weaker.

Norman Lear's "All's Fair" (CBS, Monday, 9:30-10 p.m., NYT) is the most promising new series on the fall schedules, and the one that's most likely to crack the top 10, according to the general agency consensus. "It's witty and sophisticated," says Richard Low, senior vice president and director of broadcast programming and purchasing at Young & Rubicam, and the stars, Richard Crenna and Bernadette Peters, "work like magic together."

Two other new series that, based on the number of mentions they received, have a better-than-even chance of becoming hits are "Serpico" (NBC, Friday, 10-11 p.m.) and "Rich Man, Poor Man—Book II" (ABC, Tuesday, 9-10 p.m.).

Last season's highest-rated shows are all expected by the agency people to continue to rack up healthy Nielsens. Among them are "All in the Family, Laverne and Shirley, Maude, The Bionic Woman, Phyllis, The Six Million Dollar Man and Sanford and Son.

The agency experts say CBS looks like the clear winner on Monday and Saturday, ABC will come out ahead on Tuesday and Wednesday and NBC has a lock on Friday, with Thursday and Sunday nights up for grabs.

On Monday, CBS has what could end up the most potent comedy block on television: "Rhoda, Phyllis, Maude and the highly touted new All's Fair, All in the Family's removal from Monday to its new Wednesday-at-9 time slot will only marginally affect CBS's Monday dominance, according to the consensus. DFS's Lou Dorkin puts ABC in second place on Monday because of NFL football but sums up the feeling about its 8 o'clock show, The Captain and Tennille, by saying, "When they go through their three hit singles, what'll they do for an encore?"

NBC's Monday movies, according to B&B's Mike Moore, will be "on-again, off-again" and will probably end up with a "below 30" share average. The agency people see no slippage in ABC's huge lead on Tuesday from 8 to 9 p.m., with "Happy Days and Laverne and Shirley, but they tend to think that CBS has a slight advantage from 9 to 11 p.m. by virtue of its three returning winners: M*A*S*H at 9, One Day at a Time at 9:30 and Switch at 10. Y&R's Dick Low says Tuesday at 9 "may be the single most interesting time period on the schedules" because ABC is putting what could be its strongest new show, "Rich Man, Poor Man—Book II" against M*A*S*H (which Mr. Low thinks is "the best written show on the air") and NBC's highest-rated 60-minute series Police Woman. B&B's Mike Moore says Police Woman will end up "taking a dip," partly because of a weak Baa Baa Black Sheep lead-in. But if Rich Man, Poor Man holds its own against
M*A*S*H. ABC will take the night, he says. The tilt is toward ABC on Wednesday, although CBS has complicated matters by moving *All in the Family* still the highest-rated show on television, from Monday to Wednesday at 9 o’clock. Leo Burnett’s Ken Lane says if the two new CBS sitcoms that sandwich *All in the Family—Ball Four* at 8:30 and *Alice* at 9:30—can come up with, say, mid-30’s shares, CBS will take the night. But Needham, Harper’s Dick McHugh calls *Ball Four* “second only to *Snip* as the worst pilot I saw this year” (NBC placed *Snip* on its fall schedule last April and then erased it three weeks ago). “*Alice* is not very good, either,” Mr. McHugh adds. “Linda Lavin doesn’t have the vulnerable quality of Ellen Burstyn,” who starred in the movie (“*Alice Doesn’t Live Here Any More*”) on which the series is based. With *The Bionic Woman* (8-9 p.m.) and *Baretta* (9-10 p.m.), ABC has proven hits (although Ogilvy’s Alice Greensburg wonders if *Bionic Woman* might not be “a fad show” that “won’t hold up” in its second season). *Charlie’s Angels,* ABC’s tongue-in-cheek private-eye series that will focus more on sex than on violence, makes the breakthrough at 10 p.m. that DFS’s Lou Dorkin thinks it will, then ABC should win the night.

Like the previous two nights, Thursday is seen by the agency executives as a neck-and-neck battle between ABC and CBS. According to the consensus, ABC appears to have the momentum from 8 to 9 p.m. with the returning sitcoms *Welcome Back,* *Kotter* and *Barney Miller.* But at 9 p.m., CBS’s nine-year veteran, *Hawaii Five-O,* figures to be tough competition for ABC’s new sitcoms starring Tony Randall and Nancy Walker and NBC’s *Best Sellers* time period, which will be given over to nine hour serializations (give or take an hour) of exploitable novels, according to Lou Dorkin. But Alice Greensburg thinks ABC’s *Streets of San Francisco* will shoulder aside CBS’s *Barnaby Jones* and NBC’s *Van Dyke & Company* variety hour at 10 to win the night for ABC.

NBC’s only solid night of the week is Friday, according to the consensus. Except for the Fridays that ABC and CBS are running blockbuster movies from 9 to 11 p.m., NBC should win every time period, the agency executives say, starting with the veteran sitcoms *Sanford and Son* and *Chico and the Man,* 8 to 9, the James Garner *Rockford Files* from 9 to 10 and NBC’s highest new series, *Serpico,* at 10. The one show that night which probably won’t make it through the fall is CBS’s *Spencer’s Pilots* (8-9 p.m.), a new adventure series that, as Mr. Dorkin puts it, “looks like a loser.”

CBS should have no trouble with its three solid hours of comedy on Saturday, the agency people say, despite ABC’s bold step of moving its highest-rated cop show, *Starsky and Hutch,* from its secure Wednesday-at-10 slot to the Saturday-at-9 time period opposite Mary Tyler Moore and Bob Newhart. The agency consensus is that *Starsky and Hutch* won’t be able to climb beyond a mid-20’s share, which will probably induce the programers at ABC to move it to a more congenial time

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### Thursday

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<tr>
<td>10</td>
<td>Most Wanted</td>
<td>The Carol Burnett Show</td>
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<td>10:30</td>
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period come second season. ABC's 8 to 9 p.m. sitcoms on Saturday—Holmes and Yoyo and Mr. T and Tina—are "awful," according to Carl Ally's Jeff Manoll, and their lack of success as lead-ins "will hurt Starsky and Hutch severely." B&B's Mike Moore gives NBC second place on Saturday with Emergency (8-9 p.m.) and a reasonably potent package of theatrical movies beginning at 9.

Sunday is up in the air because ABC will be running its strongest movies from 9 to 11 p.m., and NBC has at least a half dozen Big Events (9:30-11 p.m.) specials (everything from a World Series night game to the first half of "Gone With the Wind") that will give it a healthy leg up on Sunday, at least through the end of the November sweeps, according to the consensus. But the agencies' line is that once the frontloading peters out, NBC's Walt Disney will take the 7 to 8 p.m. time period, ABC's The Six Million Dollar Man will clean up from 8 to 9 p.m., and then CBS's Kojak and Delvecchio will emerge on top from 9 to 11 p.m. and possibly till the evening toward CBS.

In the overview of the upcoming season, the agency experts tend to look at the fall schedules as falling short in the area of redeeming social value. "Any pretense to originality or freshness in programming has lost out to the philosophy of 'let's go after whatever will win us rating points,"' says Needham, Harper's Dick McHugh. "Everything is done in the service of the mass audience—the writing, the performances, are pitched to the lowest common denominator."

And Mr. McHugh distills what he regards as the essence of the fall lineups in his parting shot: "Quality is what we ain't got."

Wiley was off limits in fostering action on family viewing, Aspen writers say

Geller, Young: Since FCC didn't have authority to create concept, chairman had no right to push plan; however, they don't see that as reason to discard the idea

Although the judge in the family viewing case has yet to render his opinion, an independent judgment in the case is now in. And in it, a former FCC general counsel and a Columbia University law school student conclude that FCC Chairman Richard E. Wiley's actions in the case were improper under the Communications Act. But they see no reason for invalidating the family viewing plan.

Henry Geller, the former general counsel, and Gregg Young, the law student, do not contend Chairman Wiley coerced the network and National Association of Broadcasters executives in the meetings that led to the self-regulatory plan now as family viewing. But, they say, if the commission lacks authority to adopt such a plan, as the commission concedes, the chairman lacks the authority to take the steps he did to advance such a plan.


The authors, who say they are expressing their own views, not those of the Aspen Program, note that Chairman Wiley has said simply "took the initiative" of starting the process leading to industry agreement to reserve the first two hours of prime time for viewing suitable for all members of the family.

But they say the chairman was acting as head of the commission, and was "using his time, office space and staff to discharge his official duties." And they said those duties are circumscribed by the Communications Act.

He no more than the commission can perform a duty inconsistent with the Act, the authors say. And since the commission would, as the commission has said, be barred from adopting a family viewing rule, they ask, how can the chairman's actions leading to adoption and implementation of the plan be justified?

As related by the authors, the actions trace back to pressure from members of Congress concerned about what they felt was an undue amount of sex and violence on television and include initiating discussion of the concept, urging its adoption as an NAB rule, attempting to speed up the adoption process and, "above all, taking steps to reduce the opposition and promote industrywide acceptance by the independents and public broadcasting." The authors note, for example, that the Public Broadcasting Service did not adopt a policy reflecting the suggestions of Chairman Wiley and his then-administrative assistant, Larry Secrest, until they had had several discussions with PBS representatives.

The paper is not likely to make for warmer relations between Mr. Geller and the man who succeeded him as general counsel of the FCC and then went on to become chairman. "I have no comment on the paper," Chairman Wiley last week. "I haven't yet seen a courtesy copy."

The Geller-Young paper appears as a decision is awaited in the federal court case in which a group of Hollywood writers and producers has filed suit against the networks, the NAB and the FCC in an effort to block family viewing.

Among their arguments, the plaintiffs say that the refusal of the networks and other broadcasters to acquire adult-oriented programming for a portion of prime time constitutes a violation of the Sherman Antitrust Act. But Messrs. Geller and Young contend that the family viewing
plan is "solely noncommercial" and is designed to "meet a pressing societal problem."

Accordingly, they do not believe there is any basis for invalidating the family viewing plan. Nor do they agree with another argument of the plaintiffs—that the NAB-network action constitutes "state action" and thus violates the First Amendment.

But, they say, Chairman Wiley's actions were beyond his authority. And since he has said he would repeat his action if the same kind of situation arose, they add, the court should enjoin such activities. "In this way, an important precedent will be established which, if sustained on appeal, will guide future activities of the agency and its members in this sensitive area."

ACT berates FCC for lack of positive stand

Argument to appeals court contends more aggressive action should have been taken on children's programing; commission defends policy statement as necessary approach to problem

The U.S. Court of Appeals in Washington last week was left with the question of whether the FCC, in seeking to remedy what the commission regards as defects in children's television programing, was correct in pursuing a "careful and cautious" approach, or whether it should have taken a more activist position and adopted rules. In taking the course that it did, the court was told, the commission stood the public interest "on its head."

Counsel for Action for Children's Television, whose petition for rulemaking submitted in a private meeting with then-FCC Chairman Dean Burch precipitated a proceeding that drew an avalanche of mail from the public and that resulted in October 1974 in a policy statement, sought to persuade the court that the statement falls short of what is required.

"ACT seems to feel there is something inherently bad in the moral suasion the commission is applying," said the commission's counsel, C. Grey Pash. "But the commission is only feeling its way. We never before gave guidance to broadcasters on children's programing."

The policy statement calls on broadcasters to provide a "reasonable amount" of programing for children and to make sure a "significant" amount is educational or informational in nature, to meet the needs of preschool children, and to present children's programing throughout the week, not only on weekends. The statement also says broadcasters should reduce the level of advertising in children's programing in accord with reforms adopted by the National Association of Broadcasters and the Association of Independent Television Stations (their maximum levels per hour now are nine-and-one-half minutes per hour on weekends, 12 minutes during the week), to avoid host selling and to make clear the distinction between programing and advertising content.

ACT had urged the commission to adopt rules. It wanted sponsorship of children's programing banned and broadcasters required to present weekly 14 hours of programing aimed at specific age groups of children. ACT wants the court to send the case back to the commission so that it can adopt such rules specifically, or rules like them.

"Children cannot cope with commercials, as adults can," ACT's counsel, Earle K. Moore, told the court. Furthermore, he said, commercial sponsorship supports "corrupt program content." He noted the commission's former economic consultant, Alan Pearce, had concluded in a report that children's programing lacks diversity because of a felt need to attract advertisers with mass-appeal programing.

ACT's position was supported, at least in part, by a former FCC general counsel, Henry Geller, who was appearing as a friend of the court and who was harsher on the commission than Mr. Moore had been. Mr. Geller's position is that the commission erred in not barring product commercials from programing directed at preschool children. The commission, he said, concluded that a child under the age of 6 is unable to distinguish between advertising and program content. But "if he doesn't," Mr. Geller said, "he shouldn't be the object of advertising."

Then, noting that the commission's rationale was that advertising supports children's programing, he said, "The commission has ignored the public interest and identified with the private interest. Broadcasters, he added, operate on valuable frequencies; "the networks last year earned $314 million in net profits." Yet, he said, "The commission is saying that 3-, 4- and 5-year olds will only be served if networks will make a buck off it. That's totally wrong. It sets the public interest on its head."

However, Mr. Pash, said the commission did not conclude that advertising aimed at children is "per se deceptive." It felt it had discharged its responsibility through the statement it issued. As for ACT's general attack on advertising, he said that the commission had operated within the commercial system of broadcasting that "for better or worse" exists. And he noted that the industry had undertaken considerable reductions in commercial time in children's programing. (NAB code members had aired up to 16 minutes of commercials per hour, and independent stations even more, before the lower levels—to which NAB and INTV agreed after conferences with FCC Chairman Richard E. Wiley—went into effect.)

The commission rejected the request for
rules requiring age-specific programming, he said, "because of the problems involved in government regulation of programming." It wasn't that the commission felt it lacked the necessary authority. "But, considering the fact it had not made clear the responsibility of broadcasters to program for children," he said, "it didn't adopt a rule.

ACT and the FCC are not in disagreement on goals, Mr. Pash said. And he said the commission has not ruled out the adoption of rules if they are deemed necessary. But, he said, "the commission should be allowed the discretion of taking a careful and cautious approach to an area in which the commission has never before involved itself.

Lawyers associated with both sides of the issue thought that the three-judge panel of the appeals court that will decide the case is generally conservative. The judges are Edward Allen Tamm, George E. MacKinnon and Malcolm R. Wilkey, who was absent from the argument because of illness but who will listen to the arguments on tape.

FCC adopts new rule for station contests

Commission lists do's and don'ts for prizes and giveaways

The FCC has adopted its proposed rule on broadcast licensee-conducted contests.

The rule requires broadcasters to "fully and accurately disclose the material terms of the contest," to conduct the contest as it is announced and advertised and to avoid "false, misleading or deceptive" information defining the operation of or affecting participation in the contest.

The commission issued a rulemaking notice last year (Broadcasting, June 30, 1975), stating that some licensees were not running their contests with due regard for the public. The commission also listed in a separate public notice examples of violations of the proposed rule. The public notice warned, for instance, against prizes advertised as "vacations" if the prize consists only of hotel accommodations, with the contest winner paying the rest of the bill; stations running hidden prize contests before the prize is really hidden; advertising "treasure chest" contests where the full amount in the chest cannot be won, and awarding prizes to predetermined winners. Some stations, the commission said, announced nonexistent winners to avoid awarding a prize, or gave the prizes to predetermined winners.

Comments on the proposed rule, the commission said, complained that the public notice was overly complex and specific and seeking of an extension of the proposed rule than an explanation of it. Instead of revising the public notice, however, the FCC revised the proposed rule to include those standards and definitions set forth in the public notice.

The commission said the rule does not apply to licensee-conducted contests not broadcast to the general public, or those not permitting the participation of the public. It also won't apply to advertisements of licensee-conducted contests or to contests run by a nonbroadcast division of a licensee or a nonbroadcast company related to the licensee.


Frank hangs in

Distributor joins with others in urging FCC to turn down proposal for access-time limit

As he promised (Broadcasting, Aug. 16), Sandy Frank of Sandy Frank Program Sales Inc. is continuing his fight for a rule that would ban multiple exposure of programs during the prime-time access period.

In petitions for reconsideration of an FCC denial to prohibit twenty-four-a-week broadcasts of ongoing shows, Mr. Frank and film production labor unions and guilds complained that the commission was arbitrary in dismissing the case without inviting comments and instituting a formal proceeding. The FCC had ruled that it wasn't the government's business to interfere with "stripping" and that the proposed rule would constitute First Amendment restraints. Guilds and unions, such as the Hollywood Film Council, the International Alliance of Theatrical Stage Employees, and Moving Picture Machine Operators of the U.S. and Canada, said that multiple use of two or more episodes of the same show in the same week means fewer jobs for those who could be involved in producing new and different shows.

Program Briefs

Shusha hardline. Van Gordon Sauter, CBS-TV's new vice president for programming practices, has begun outlining his philosophy, crux of which is lodged in statement, "I want to cooperate with the creative community, not act like Dr. No." He says he won't operate under written codes but will use his subjective judgment on case-by-case basis.

RCA, Fox pact. Twentieth Century-Fox and RCA have signed agreement in which Fox will provide RCA with 100 feature films for use in RCA's Selecatvision video disk program. Nonexclusive contract covers films made by Fox prior to 1974.

Big debut for 'Dolly.' Pop/country music TV series Dolly starring Dolly Parton, has premiered in 126 markets, covering 75% of U.S. Stations carrying series include WNEW-TV New York; WTTG Washington; WFKC-TV Cleveland; WFLD-TV Chicago; WTCP-TV Minneapolis-St. Paul; KHOW-TV Houston; WPLG-TV Miami; WXTA-TV Atlanta; WKBW-TV Buffalo, N.Y., and WTVT Tampa, Fla. National sponsors are Lever Bros. and Block Drug. Dolly is distributed by Show Biz Inc., Nashville.
TV defended for treatment of politics

Critics who said medium doesn't pay enough attention to issues get burned at New York seminar

Network TV's nightly newscasts came off clear winners over research depicting them as poor political news reporters in a longer and sometimes sharply worded seminar held under nonpartisan sponsorship in New York.

They won through a combination of attacks on the research or defense of their own performance among panelists who included print newsmen, an advertising agency president, political advertising consultants, a station group's news director and academic specialists. The networks were not represented on the panel; they declined, a seminar leader said, out of the research or belief that it was "beneath comment."

The centerpiece and target during much of the all-day seminar was 1972 campaign research reported in the book, The Unseeing Eye, and the book's researchers and authors, Professors Thomas Patterson and Robert McCutie of Syracuse University's political science department. Not of the findings, as summarized by Messrs. Patterson and McClure: Political advertising "plays a limited but worthwhile role" in elections, but TV news contributes next to nothing; indeed, regular viewers of the nightly news do not learn significantly more about campaign issues than do nonviewers (BROADCASTING, Feb. 9).

President Edward Ney of Young & Rubicam, one of the first speakers, took the Patterson-McClure report apart, and subsequent panelists added to the dismantlement. Throughout the day, the authors heard few encouraging words; about the best they got was a compliment for pioneering a difficult field—and suggestions that studies they're now doing on 1976 primary campaigns seem to avoid some of the shortcomings of the 1972 work.

R.W. Apple Jr., political reporter and analyst for the New York Times, and Paul Weaver of Fortune were so outspoken that Mr. McClure finally contended that they "misrepresent what we have to say.

Mr. Apple wanted to know how their survey research showed that, as Mr. Patterson had claimed, the nightly news "must do more" in covering politics. Mr. Patterson conceded that this was not a research finding, but a position that the authors had taken.

Mr. Apple contended the study showed "gross misunderstanding" of what a political issue is and put too much emphasis on the importance of dealing with issues when, in his newspaper experience, it seemed likely that "people turn off when issues are discussed." Journalistically, he added, "the authors of this study are the kind of people who would put the score of the seventh game of the World Series in the 12th paragraph."

Mr. Apple, who said he once worked for NBC's Huntley-Brinkley Report, also contended that "it's silly to expect the networks to do what the New York Times does, just as it would be silly to expect the New York Times to do what the Village Voice does."

When he's on the road covering campaigns and doesn't have access to the Times or a few other favorite newspapers, Mr. Apple said, he gets his "daily fix" on politics by watching the nightly news, which he said gives him "the best idea of what happened that day."

Fernwege's Mr. Weaver said, "I agree with the networks that [the report] is shrill and unfair." He said he did not agree "that network news is uninformative"—that he recently spent three weeks at Vanderbilt University looking at tapes of network newscasts and got from them "a very good sense" of candidates' styles and of the issues and felt he could make informed judgments as a result.

Mr. Wealthy, who contended that TV's political news coverage should be "more superficial, not less," by showing the candidates "just moving and talking, as they do each day of the campaign." He wanted "much less" analysis of issues and candidates, more emphasis on events. "I wish TV commentaries would shut up and let me hear the candidates," he added.

(Commentators also got a word of advice, if not criticism, earlier when Roland S. Horan, director of the Aspen Institute Program on Communications and Society, one of the co-sponsors of the sessions, said that "interpositioning" of commentators between the audience and the event "is resented," whether the event is "the Olympics, the Bicentennial or our national conventions.")

James Snyder, news vice president of Post-Newsweek Stations, was one of several panelists who argued that in concentrating on the nightly news the research was overlooking the effect of total network news operations. Mr. Snyder also contended it would be of great value to "hit men," especially among competitors, who would use it to attack television.

Other developments at the seminar, sponsored by the Aspen Institute, the League of Women Voters and Post-Newsweek, included these:

- John Deardorff of Bailey, Deardorff & Eye, adviser to President Ford's current campaign, said it's "a waste of time and money" to try to explain complex issues in advertising, that conveying "the character of the candidate" is more important and that paid TV advertising is less important in presidential than in other elections. But he denied, in answer to a question, that this meant the Ford campaign will now rely preponderantly on short commercials playing up Mr. Ford's personal character and qualifications.

- Gerald Rafshoon of Gerald Rafshoon Associates, Jimmy Carter's
agency, agreed with Mr. Deardorff's assessments as to issues and character but also underscored the values his candidate had received from longer commercials as well. "If I have any gripe [about broadcast treatment]," he said, "I would not be non-cooperation by local stations in not giving candidates more access to TV advertising." He said he'd had special trouble getting two-minute and five-minute availabilities.

■ There was much back and forth as to the importance of issues as opposed to candidate personalities. The consensus appeared to be that voters are more interested in candidates than in issues and often get their appreciation of the issues through appearances of the candidates.

■ Young & Rubicam's Mr. Ney advocated the five-minute length for political commercials but said he would prefer a system in which time is allocated to candidates "and you cannot buy it." This did not get much shift from most of the other panelists. He also suggested it might be desirable to have "a review board of distinguished citizens" to pass upon complaints of questionable practices in political commercials.

■ F. Gerald Kline of the University of Michigan's School of Journalism suggested that if presidential debates become "institutionalized," the networks will gradually begin rotating coverage for profit reasons. James Karay, who represented the League of Women Voters Education Fund in arranging the upcoming debates, said the networks had been asked about that and all said they would not rotate. But Mr. Karay wondered if it might not be a good idea to have rotation on many types of events, both to avoid duplication and to allow the networks conserve resources for additional news coverage.

■ The Aspen Institute's Mr. Homet wondered if network newsmagazines might not increase its credibility if it would openly acknowledge that its resources of time and money limit its coverage—that it simply cannot cover everything of importance.

### Broadcasters get protection from damage cases

California superior court judge dismisses $10 million suit against NBC and its KRON-TV, says that First Amendment covers programing

A state judge in San Francisco has ruled that the First Amendment to the Constitution protects broadcasters against damage suits brought as a result of material they air. The only exception, he said, would be material not protected by the freedom of press amendment.

Supreme Court Judge John Ertola issued a ruling last week in dismissing a $10-million suit the mother of an 11-year-old girl brought against NBC and its television affiliate in San Francisco, KRON-TV. The suit was a result of an assault on the girl said to have been patterned after the brokemstick rape scene in "Born Innocent," a TV movie that NBC broadcast on Sept. 10, 1974 (BROADCASTING, Oct. 14, 1975).

The girl, Olivia Niemi, who was 9 years old at the time, was playing on the beach with a friend when they said to have become involved in a fight with four older girls. One of the older girls allegedly attempted a rape with a beer bottle.

There was a dispute as to whether any of the older girls and seen "Born Innocent." But the plaintiff contended that it was immaterial, since the girls had in any event heard of the program from friends at school.

Judge Ertola, who was ruling on an NBC motion for summary judgment, assumed the girl had seen the program. But he agreed with NBC's contention that the First Amendment was a defense, that it protected broadcasters and publishers against anyone seeking damages as a result of an action committed in imitation of what the broadcaster or publisher had brought to the public's attention.

There are exceptions, he said, which would apply to obscenity or material that met the clear-and-present-danger test. But he said that the "Born Innocent" program did not fall into those categories and that to permit recovery in connection with speech protected by the First Amendment would have "a chilling effect" on expression.

NBC lawyers said the ruling—which will be followed by a written opinion—was unprecedented, and they were gratified by it. "It protects our right to put on meaningful dramas," one said. A contrary ruling, he added, might even have affected news operations.

### Noncommercial AM set to go all-news

Beginning in mid-October, noncommercial WEBR(AM) Buffalo, N.Y., plans to switch to a weekday all-news format from 6 a.m. to 7 p.m. And according to General Manager William Devine, this will mark the largest news commitment of any public radio station thus far.

Following its hours of all-news, plans are for WEBR to carry about an hour of public affairs and then local college sports and/or jazz until sign-off at midnight. On weekends there will be an MOR format, with news and sports every 15 minutes. The station will carry AP Radio, Western eventually plans to operate WEBR 24 hours.

Mr. Devine, former news director at the University of Missouri's KMUR-FM Rolla, says he has heard reports that WEBR will become the fourth most expensive public
New satellite program gets off the ground with $470 million

Proposed Intelsat V will have the capacity to transmit two channels of color television

The International Telecommunications Satellite Organization plans to commit some one-half billion dollars to a new satellite program. It has announced that a contract worth about $470 million will be awarded to Aeronutronic Ford Corp., Western Development Laboratories, Palo Alto, Calif., for spacecraft procurement, launch services and capitalized management.

The contract calls for seven spacecraft, the first to be delivered within 33 months of the agreement's effective date. The spacecraft will carry 27 transponders capable of servicing up to 12,000 two-way telephone calls. The two Intelsat satellites presently in service allow only 6,000 and 4,000 calls. Additionally, the proposed Intelsat V will have the capacity to transmit two channels of color television.

The agreement also provides that Aeronutronic Ford will award some $54.6 million in international subcontractors. The companies lined up for subcontracts are the Marconi Co., Ltd., United Kingdom; Messerschmitt-Bolkov-Blohm, Germany; Mitsubishi Electric Co., Japan; Selenia, Italy, and Societe Nationale des Industries Aerospatiales and Thomson-CSF, both France.

New line-up at Cetec

Ward, McClure, Cooke assume major roles in broadcast group; Salt Lake City service center set up

Under a management and marketing reorganization, Robert M. Ward, a Cetec Corp. vice president, has assumed responsibility for group sales and marketing for the five divisions within the Cetec Broadcasting Group. Within the group are Cetec Schafer Division which produces automated radio systems; JAMPRO Antenna, FM and TV transmitting antennas; Sparta, transmitters and radio studio broadcast systems; Vega, wireless microphones, and Cetec Audio, studio consoles, professional tape recorders and loudspeakers.

Andrew P. McClure, named national marketing manager, will be responsible for Schafer, Sparta and Jampro, while Vega and Cetec Audio will continue to have independent marketing. Jay Cooke has been named advertising manager for the group.

In addition, a group service center has been set up in Salt Lake City and 11 regional sales executives for the group have been appointed. Three more appointments are still pending.

The Cetec Broadcasting Group is headquartered in Goleta, Calif., its parent in El Monte, Calif.

EIA in L.A. next week

Annual convention has Richardson as top speaker; 500 are attending

Some 500 persons representing 300 member and nonmember companies are expected to attend the 52nd annual convention of the Electronics Industries Association Sept. 27-30 at the Century Plaza hotel in Los Angeles. Headlining the convention as luncheon speakers will be Elliot L. Richardson, Secretary of Commerce, and Will E. Leonard, chairman of the U.S. International Trade Commission.

The convention—which serves as a housekeeping session for EIA members—will include more than 60 committee meetings and seminars. Between 100 and 125 representatives from the consumer electronics field are expected to participate. Status reports will be given on such subjects as government regulation, marketing services, public relations, consumer affairs and satellite telecommunications.

The convention will also be marked by the nomination and election of a new EIA chairman, as well as by the presentation of several awards.

Equipment & Engineering

Skyjacking scoop. Shortly after a group of Croatian nationalists hijacked a plane en route to Chicago from New York, WMVTV Chicago began its coverage of the story. Reporter Bill Kurtis flew to London and filed a live telephone report when the plane was denied permission to land. He then chartered a plane to Paris in time to record the surrender of 10 hijackers and release of the hostages. He then boarded a plane with some of the hostages for the trip home to Chicago. (top). They were met by the station's mini-cam crew for a live report. A half-hour special was then produced with Mr. Kurtis interviewing some of the hostages in a plane similar to the one hijacked (bottom).

National Association of Broadcasters President Vincent Wasilewski said last week broadcasters should be free from governmental interference and assured an equal claim to First Amendment rights.

In a speech Wednesday at a dinner of the Illinois Broadcasters Association, at which he was awarded the association's 1976 distinguished service award, Mr. Wasilewski said "we must point out the uniqueness of our form of government, how the Constitution is an instrument that, basically, was intended to protect against a transient majority even if it were represented by an elected majority of the legislature. "We must realize that these provisions protect our right to make mistakes, but they also provide the foundation for us to experiment, to be innovative and to tell the truth as we see it."
### The Broadcasting

#### Playlist Sep20

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<tr>
<th>Over-all rank</th>
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<th>This week</th>
<th>Length</th>
<th>Artist—Label</th>
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<td>Play That Funky Music</td>
<td>3:12</td>
<td>6-12</td>
<td>Wild Cherry—Epic</td>
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<td>2</td>
<td>Don't Break My Heart</td>
<td>4:23</td>
<td>3-9</td>
<td>Elton John &amp; Kiki Dee—Rocket/MCA</td>
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<td>3</td>
<td>A Fifth of Beethoven</td>
<td>3:02</td>
<td>3-9</td>
<td>Walter Murphy—Private Stock</td>
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<td>4</td>
<td>If You Leave Me Now</td>
<td>3:40</td>
<td>3-10</td>
<td>Chicago—Columbia</td>
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<td>5</td>
<td>(Shake, Hut) Shake Your Booty</td>
<td>3:06</td>
<td>3-10</td>
<td>K.C. &amp; the Sunshine Band—TIK Records</td>
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<td>You Should Be Dancing</td>
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<td>Bee Gees—RSO/Polydor</td>
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<td>Lowdown</td>
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<td>Boz Scaggs—Columbia</td>
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<td>I'd Really Love to See You</td>
<td>2:36</td>
<td>3-10</td>
<td>Englebert Humperdinck—Big Tree</td>
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<td>Devil Woman</td>
<td>3:21</td>
<td>3-10</td>
<td>Cliff Richard—Rocket</td>
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<td>You'll Never Find Another Love</td>
<td>3:36</td>
<td>3-10</td>
<td>Lou Rawls—Philadelphi</td>
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<td>Still the One</td>
<td>3:42</td>
<td>3-10</td>
<td>Orleans—Atco</td>
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<td>With Your Love</td>
<td>3:33</td>
<td>3-10</td>
<td>Jefferson Starship—Grunt</td>
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<td>13</td>
<td>Disco Duck</td>
<td>3:15</td>
<td>3-10</td>
<td>Rick Dees &amp; His Cast of Idiots—RSO</td>
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<td>Let Em In</td>
<td>5:08</td>
<td>3-10</td>
<td>Paul McCartney &amp; Wings—Columbia</td>
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<td>Heaven Must Be Missing an Angel</td>
<td>3:28</td>
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<td>Tavares—Capitol</td>
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<td>Say You Love Me</td>
<td>3:56</td>
<td>3-10</td>
<td>Fleetwood Mac—Reprise</td>
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<td>Getaway</td>
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<td>3-10</td>
<td>Earth, Wind &amp; Fire—Columbia</td>
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<td>18</td>
<td>I Only Want to Be with You</td>
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<td>3-10</td>
<td>Bay City Rollers—Arista</td>
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<td>19</td>
<td>She's Gone</td>
<td>3:24</td>
<td>3-10</td>
<td>Hall &amp; Oates—Atlantic</td>
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<td>20</td>
<td>A Little Bit More</td>
<td>2:56</td>
<td>3-10</td>
<td>Di Hook—Capitol</td>
</tr>
<tr>
<td>21</td>
<td>Baby, I Love Your Way</td>
<td>3:28</td>
<td>3-10</td>
<td>Peter Frampton—A&amp;M</td>
</tr>
<tr>
<td>22</td>
<td>Magic Man</td>
<td>2:45</td>
<td>3-10</td>
<td>B.J. Thomas—MGM</td>
</tr>
<tr>
<td>23</td>
<td>Best Disco in Town</td>
<td>2:29</td>
<td>3-10</td>
<td>Ritchie Family—Marlin</td>
</tr>
<tr>
<td>24</td>
<td>Summer</td>
<td>3:59</td>
<td>3-10</td>
<td>War—United Artists</td>
</tr>
<tr>
<td>25</td>
<td>Wham Bam Shang-A-Lang</td>
<td>3:32</td>
<td>3-10</td>
<td>Silver—Arista</td>
</tr>
<tr>
<td>26</td>
<td>That'll Be the Day</td>
<td>2:32</td>
<td>3-10</td>
<td>Linda Ronstadt—Asylum</td>
</tr>
<tr>
<td>27</td>
<td>Rock 'N' Me</td>
<td>3:05</td>
<td>3-10</td>
<td>Steve Miller Band—Capitol</td>
</tr>
<tr>
<td>28</td>
<td>Do You Feel Like We Do</td>
<td>3:14</td>
<td>3-10</td>
<td>Peter Frampton—A&amp;M</td>
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<tr>
<td>29</td>
<td>Let It Be</td>
<td>2:45</td>
<td>3-10</td>
<td>The Beatles—Capitol</td>
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<td>30</td>
<td>Afternoon Delight</td>
<td>3:10</td>
<td>3-10</td>
<td>Starland Vocal Band—Windstar</td>
</tr>
<tr>
<td>31</td>
<td>Wreck of the Edmund Fitzgerald</td>
<td>5:57</td>
<td>3-10</td>
<td>Gordon Lightfoot—Reprise</td>
</tr>
<tr>
<td>32</td>
<td>Fernando</td>
<td>4:11</td>
<td>3-10</td>
<td>Abba—Atlantic</td>
</tr>
<tr>
<td>33</td>
<td>This Masquerade</td>
<td>3:17</td>
<td>3-10</td>
<td>George Benson—Warner Bros.</td>
</tr>
<tr>
<td>34</td>
<td>Kiss and Say Goodbye</td>
<td>2:24</td>
<td>3-10</td>
<td>Croppers—Warner Bros.</td>
</tr>
<tr>
<td>35</td>
<td>Get Closer</td>
<td>2:45</td>
<td>3-10</td>
<td>Seals &amp; Crofts—Warner Bros.</td>
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<tr>
<td>36</td>
<td>Don't Stop Believin'</td>
<td>3:24</td>
<td>3-10</td>
<td>Orleans—Atco</td>
</tr>
<tr>
<td>37</td>
<td>I Can't Hear You No More</td>
<td>2:49</td>
<td>3-10</td>
<td>Helen Reddy—Capitol</td>
</tr>
<tr>
<td>38</td>
<td>Sunshine</td>
<td>2:29</td>
<td>3-10</td>
<td>Eric Carmen—Arista</td>
</tr>
<tr>
<td>39</td>
<td>I Never Cry</td>
<td>3:43</td>
<td>3-10</td>
<td>Allee Willis Bros—Warner Bros.</td>
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<tr>
<td>40</td>
<td>Rock 'N' Roll Music</td>
<td>2:26</td>
<td>3-10</td>
<td>The Cherry—Epic</td>
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</table>

### Country

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last week</th>
<th>This week</th>
<th>Length</th>
<th>Artist—Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>(I'm a) Stand by My Woman</td>
<td>2:57</td>
<td>6-10</td>
<td>Ronnie Milsap—RCA</td>
</tr>
<tr>
<td>2</td>
<td>I Don't Want to Have to Marry You</td>
<td>3:03</td>
<td>6-10</td>
<td>Jim Ed Brown &amp; Helen Cornelius—RCA</td>
</tr>
<tr>
<td>3</td>
<td>Misty Blue</td>
<td>2:36</td>
<td>6-10</td>
<td>Billie Jo Spears—United Artists</td>
</tr>
<tr>
<td>4</td>
<td>If You've Got the Money</td>
<td>2:05</td>
<td>6-10</td>
<td>Willie Nelson—Columbia</td>
</tr>
<tr>
<td>5</td>
<td>All I Can Do</td>
<td>2:23</td>
<td>6-10</td>
<td>Dolly Parton—RCA</td>
</tr>
<tr>
<td>6</td>
<td>You &amp; Me</td>
<td>2:22</td>
<td>6-10</td>
<td>Tammy Wynette—Meek</td>
</tr>
<tr>
<td>7</td>
<td>Bring It On Home to Me</td>
<td>2:20</td>
<td>6-10</td>
<td>Mickey Gilley—Columbia</td>
</tr>
<tr>
<td>8</td>
<td>You Rubbed It In All Wrong</td>
<td>2:32</td>
<td>6-10</td>
<td>Billy Crash Craddock—ABC/Con</td>
</tr>
<tr>
<td>9</td>
<td>I Wonder If I Ever Said Goodbye</td>
<td>3:30</td>
<td>6-10</td>
<td>Johnny Rodriguez—Mercury</td>
</tr>
<tr>
<td>10</td>
<td>My Prayer</td>
<td>2:41</td>
<td>6-10</td>
<td>Nelvel Felts—ABC/Con</td>
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<tr>
<td>11</td>
<td>Here's Some Love</td>
<td>2:58</td>
<td>6-10</td>
<td>Tanya Tucker—MCA</td>
</tr>
<tr>
<td>12</td>
<td>Can't You See</td>
<td>3:43</td>
<td>6-10</td>
<td>Waylon Jennings—RCA</td>
</tr>
<tr>
<td>13</td>
<td>Say It Again</td>
<td>2:56</td>
<td>6-10</td>
<td>Johnny Cash—ABC/Con</td>
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<tr>
<td>14</td>
<td>Don Williams—ABC/Con</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>After the Storm</td>
<td>2:37</td>
<td>6-10</td>
<td>Wynn Stewart—ABC/Con</td>
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<tr>
<td>16</td>
<td>Afternoon Delight</td>
<td>2:56</td>
<td>6-10</td>
<td>Conway Twitty—MCA</td>
</tr>
<tr>
<td>17</td>
<td>The Games That Daddy Plays</td>
<td>3:00</td>
<td>6-10</td>
<td>Conway Twitty—MCA</td>
</tr>
<tr>
<td>18</td>
<td>One of These Days</td>
<td>3:03</td>
<td>6-10</td>
<td>Emmylou Harris—Reprise</td>
</tr>
<tr>
<td>19</td>
<td>See You on Sunday</td>
<td>2:47</td>
<td>6-10</td>
<td>Don Williams—ABC/Con</td>
</tr>
<tr>
<td>20</td>
<td>Here I Am Drunk</td>
<td>2:47</td>
<td>6-10</td>
<td>Glen Campbell—Capitol</td>
</tr>
<tr>
<td>21</td>
<td>Moe Bandy—Columbia</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Rocky Mountain Music</td>
<td>3:32</td>
<td>6-10</td>
<td>Eddie Rabbitt—Elektra</td>
</tr>
<tr>
<td>23</td>
<td>Cherokee Maiden</td>
<td>2:56</td>
<td>6-10</td>
<td>Merle Haggard—Capitol</td>
</tr>
<tr>
<td>24</td>
<td>Solid Man</td>
<td>2:39</td>
<td>6-10</td>
<td>T.G. Sheppard—MCA</td>
</tr>
<tr>
<td>25</td>
<td>The End Is Not in Sight</td>
<td>3:11</td>
<td>6-10</td>
<td>Amazing Rhythm Aces—ABC/Con</td>
</tr>
<tr>
<td>26</td>
<td>peanuts and Diamonds</td>
<td>3:10</td>
<td>6-10</td>
<td>Bill Anderson—MCA</td>
</tr>
</tbody>
</table>

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 (1) indicates an upward movement of five or more chart positions.
Barbara Gurwitz, cable analyst, FCC, Washington, joins WTHER(AM) Indianapolis as public affairs director. Elaine Patton promoted from traffic department to public service coordinator.

Richard McCluney, in public affairs department, specializing in films, WAVY-TV Portsmouth, Va., promoted to public affairs director.

Ronnie Eldridge, executive producer, non-commercial WNET(AM) New York-produced Woman Alive! series for Public Broadcasting Service, named to newly created post of director of government and community affairs, WNET.


Broadcast Advertising

Ernest J. Dunston, VP/management supervisor, Bozell & Jacobs, Chicago, promoted to senior VP Jack Wagner, part owner/VP/group supervisor, Scannell advertising, Milwaukee, joins B&J, Racine, Wis., as VP/general manager.

Ronald W. Bess, account director, Newham, Harper & Steers, Chicago, elected VP.

Roseanne (Bunny) Oliver, Dancer-Fitzgerald-Sample, New York, art director/producer, named VP.

Carol Short, associate media director, Lee King & Partners, Chicago, appointed VP.

Juanita Davis, senior time buyer, D’Arcy-MacManus & Masius, Bloomfield Hills, Mich., joins Lee King as broadcast supervisor.

Marvin Korman, VP, corporate affairs, Columbia Pictures Industries, New York, joins Alan Wolsky and Friends advertising, New York, as executive VP/general manager.

Kenneth A. Mills, director of creative services, Katz Agency Inc., New York, appointed VP.

Tom Anderson and Mike Grinsell, account executives, KARL(AM) Oakland-KARL-FM San Francisco, named national and local sales managers, respectively.

Albert S. Mazzoni, national sales manager, WTTG-TV Washington, named VP/local sales manager.

Jim Millman, with Young & Rubicam, New York, on Puerto Rico Run, Eastern Airlines, and Dr. Pepper accounts, joins Ted Thompson & Partners, San Francisco, as co-creative director.

Irene Runnels, VP/general manager, KOAX(AM) Kansas City, appointed VP/local sales manager.

there as national sales manager.


Jane Gallagher, with WPLV-TV Philadelphia, joins Weightman Advertising there as traffic coordinator, broadcast production department.


William S. Pirtle, regional sales manager, WMAL(AM)-WMAL-FM Baltimore, promoted to general sales manager.

Richard C. Williams, salesman, WEMF(AM)-WEMF(AM) Milwaukee, promoted to local sales manager. Cathy Hancock and Karen Bresinski, both from WTMJ(AM) there, join WEMF-WFMW as traffic manager and traffic/continuity assistant, respectively.


Richard Towbridge, advertising director, Charlotte (N.C.) Observer and News, joins WSOV-AM-FM there as director of retail sales development.


Tom Scheitie, account executive, WYFE(AM) Rockford-WYFE-FM Winnebago, Ill., promoted to local sales manager.

Frank Stanton, former vice chairman of CBS, now chairman of American Red Cross, elected to board of The Interpublic Group of Companies New York.

Programing

Paul Shrage, creative director, advertising and sales promotion, syndication, Columbia Pictures Television, New York, named director of advertising and sales promotion for CPT worldwide distribution, based in Los Angeles.

Clare L. Simpson, national sales director, Time-Life Television, New York, named VP.
Bob Apter, administration manager, ABC Sports, New York, named director of administration, with expanded responsibilities in administration and budgetary planning and control.

Delta L. Williams, director of programs and press relations, Survival Anglia Ltd., New York, named VP.

K. Dwight Werle, facilities supervisor, WTHR-TV Indianapolis, promoted to executive producer, special projects.

Jon Eichenthal, executive VP/international sales representative, Bill Burrrud Productions, Los Angeles, named executive VP in charge of TV program production and commercial syndication.

Leslie Edwards, WCCO-TV Minneapolis intern, joins WTOP-TV as producer.

Peggy Cooper, assistant to president of Post-Newsweek Stations/executive producer, P-N's WTOP-TV Washington, assumes additional responsibility as consultant/special units producer of "Nine in the Morning" series at station.

Douglas Brode, theater/film/TV critic, WHEN-TV Syracuse, N.Y., joined WNYT-TV there as critic.

Cliff Allen, film assistant, WSBK-TV Boston, promoted to film director.

George Taylor and Lisa Karlin, air personalities, WCOF-FM Boston, named to additional duties as program director and music director, respectively.

Bill Douglass, director of promotions, WAPAS-TV Parkersburg, W.Va., named additional duties as music director.

Joel Rubin, news director, WNOA-AM Norfolk, Va., named sports director, WAWV-TV Portsmouth, Va.

Ed Turman, sportscaster, WWHC-FM Hartford City, Ind., named to same post, WDOR-AM-FM Sturgeon Bay, Wis.

Broadcast Journalism


Earl Ubell, director of news, WNBC-TV New York, named producer, NBC News special broadcast unit. He is succeeded by Norman Fein, executive producer of WNBC-TV's local news programming.

Charles R. (Dick) Reeves, producer, CBS Morning News, named executive producer of news, special events, CBS News, radio. He succeeds Jonathan Ward who joined CBS Boe-
As compiled by BROADCASTING for the period Sept. 6 through Sept. 10 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge.
alt.—alternate.
ann.—announced.
as.—antenna.
aur.—aural.
CH—critical hours.
CP—construction permit.
D.—day.
DAC—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.
PB—public notice.
PSA—presentment service authorization.
SH—specified hours.
trans.—transmit.
TPO—transmitter power output.
U.—unlimited hours.
vis.—visual.
-w.—watts.
*—noncommercial.

## New stations

**TV actions**

Broadcast Bureau granted following CP modifications to extend completion time to date shown: *KETG* Arkadelphia, Ark. to Feb. 28, 1977 (BMPF-668); *WXNE* Boston to Feb. 28, 1977 (BMPF-763); *KMSF-TV* Minneapolis to Feb. 28, 1977 (BMPF-765).

**AM applications**

- **Cali**, Mich.—*Cass River Broadcasting Co.* seeks 1360 kHz, first- and second-year construction permit for AM and FM $200,000. Address: 223 N. Almer St., Caro 48723. Estimated construction cost $98,781; first three months operating cost for AM and FM $45,744; revenue for AM and FM $200,000. Format: Contemporary. Principals: Glenn A. Tryon (90%) and two other stockholders. Mr. Tryon until recently was general manager and vice president of Tuscola Broadcasting Co., licensee of WYKO-AM-FM Caro, and has been interested in this company. 


- **Vancouver, Wash.—*Viking Communications, Inc.* seeks 910 kHz, licensees of KQSV-FM (1360 kHz). Address: 1350 N. 10th St., Bellevue 98006. Estimated construction cost $100,000; first three months operating cost $50,000; revenue $200,000. Format: Contemporary. Principal: Larry E. Tryon (20%).

**FM actions**

- **Boulder, Colo.—*Community Media Broadcasting Co.* seeks 99.9 mhz, 600 kw, licensees of KBGR-FM. Address: 1350 N. 10th St., Bellevue 98006. Estimated construction cost $100,000; first three months operating cost $50,000; revenue $200,000. Format: Contemporary. Principal: Larry E. Tryon (20%).
KCBS-FM San Francisco (98.9 mhz, 35 kw)—Seeks assignment of license from CBS Inc. to Golden Gate Radio for $350,000. Buyer is newly formed company, of which Lloyd Edwards is president. Mr. Edwards, who will own station with wife, Barbara, was previously member of board of directors of San Francisco public stations KQED-TV and KQED-FM, and has been

interests. Mr. Hay also has control over Regent Broadcasting Co. to Sandy for $250,000. Principals in seller are A.H. Waisburn, Roy Anderson and Haskell Jones. Waisburn and Anderson have no other broadcast interests. Mr. Jones owns KDKQ(AM) De-Queen, Ark., with his wife, Verlane Jones. Buyer is owned by Arch Wolfe (51%), Gerald Keith (10%) and eight other local stockholders. Mr. Wolfe has interests in automobile and metal salvage companies in Hope, and Mr. Keith is Hope's city manager. Buyers have no other broadcast interests. Ann. Sept. 7.

KXAR(AM) -D) -Los Angeles, Calif. (WKRJ(AM) La Crescenta, Calif. (WKBW-FM) Buffalo, N. Y. (WBBM-FM) Chicago, Ill. (WICN-FM) Columbia, Md. (WKBW-FM) Buffalo, N. Y. (KDKQ(AM) De-Queen, Ark., with his wife, Verlane Jones. Buyer is owned by Arch Wolfe (51%), Gerald Keith (10%) and eight other local stockholders. Mr. Wolfe has interests in automobile and metal salvage companies in Hope, and Mr. Keith is Hope's city manager. Buyers have no other broadcast interests. Ann. Sept. 7.


WLST Marinettes, W.—Authorized program operation for 91.1 mhz, ERP 100 kw, HAAT 420 ft. Action Aug. 16.

FM licenses

Broadcast Bureau granted licenses covering new stations:

KELP South Lake Tahoe, Calif. (WLH-713); WCRH Williamsport, Md. (BLED-1566); WXXB Edenton, N.C. (BLH-7090); KMXT Kodiak, Alaska (BLH-7073).

**Summary of Broadcasting**

**FCC tabulations as of July 31, 1976**

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<thead>
<tr>
<th>Licensed</th>
<th>On air STA*</th>
<th>CP's on air</th>
<th>Total on air</th>
<th>CP's not on air</th>
<th>Total not on air</th>
<th>Authorized</th>
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<td>Commercial AM</td>
<td>6,454</td>
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<td>4,481</td>
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<td>4,526</td>
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<tr>
<td>Commercial TV</td>
<td>999</td>
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<td>1</td>
<td>999</td>
<td>26</td>
<td>973</td>
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<td>Educational AM</td>
<td>815</td>
<td>1</td>
<td>815</td>
<td>1</td>
<td>815</td>
<td>26</td>
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<td>Total Radio</td>
<td>8,642</td>
<td>23</td>
<td>8,153</td>
<td>26</td>
<td>8,205</td>
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<tr>
<td>Commercial TV</td>
<td>999</td>
<td>1</td>
<td>1</td>
<td>999</td>
<td>26</td>
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<td>VHF</td>
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<td>509</td>
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<td>Total VHF</td>
<td>920</td>
<td>1</td>
<td>920</td>
<td>1</td>
<td>920</td>
<td>1</td>
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</tbody>
</table>

**Special temporary authorization**

**Includes off-air licenses**

---

**Applications**

KXAR(AM) Hope, Ark. (1490 kHz, 1 kw-D, 250 w-N)—Seeks assignment of license ofHope Broadcasting Co. to Sandy for $250,000. Principals in seller are A.H. Waisburn, Roy Anderson and Haskell Jones. Waisburn and Anderson have no other broadcast interests. Mr. Jones owns KDKQ(AM) De-Queen, Ark., with his wife, Verlane Jones. Buyer is owned by Arch Wolfe (51%), Gerald Keith (10%) and eight other local stockholders. Mr. Wolfe has interests in automobile and metal salvage companies in Hope, and Mr. Keith is Hope's city manager. Buyers have no other broadcast interests. Ann. Sept. 7.

- **KCBS-FM San Francisco** (98.9 mhz, 35 kw)—Seeks assignment of license from CBS Inc. to Golden Gate Radio for $350,000. Buyer is newly formed company, of which Lloyd Edwards is president. Mr. Edwards, who will own station with wife, Barbara, was previously member of board of directors of San Francisco public stations KQED-TV and KQED-FM, and has been

interests. Mr. Hay also has control over Regent Broadcasting Co. to Sandy for $250,000. Principals in seller are A.H. Waisburn, Roy Anderson and Haskell Jones. Waisburn and Anderson have no other broadcast interests. Mr. Jones owns KDKQ(AM) De-Queen, Ark., with his wife, Verlane Jones. Buyer is owned by Arch Wolfe (51%), Gerald Keith (10%) and eight other local stockholders. Mr. Wolfe has interests in automobile and metal salvage companies in Hope, and Mr. Keith is Hope's city manager. Buyers have no other broadcast interests. Ann. Sept. 7.

- **KCBS-FM San Francisco** (98.9 mhz, 35 kw)—Seeks assignment of license from CBS Inc. to Golden Gate Radio for $350,000. Buyer is newly formed company, of which Lloyd Edwards is president. Mr. Edwards, who will own station with wife, Barbara, was previously member of board of directors of San Francisco public stations KQED-TV and KQED-FM, and has been

interests. Mr. Hay also has control over Regent Broadcasting Co. to Sandy for $250,000. Principals in seller are A.H. Waisburn, Roy Anderson and Haskell Jones. Waisburn and Anderson have no other broadcast interests. Mr. Jones owns KDKQ(AM) De-Queen, Ark., with his wife, Verlane Jones. Buyer is owned by Arch Wolfe (51%), Gerald Keith (10%) and eight other local stockholders. Mr. Wolfe has interests in automobile and metal salvage companies in Hope, and Mr. Keith is Hope's city manager. Buyers have no other broadcast interests. Ann. Sept. 7.
Facilities changes

TV action

- **KGO-LV** (add 1.0 kW) - KGO-TV (ch. 7) - Oakland - gets 1.0 kW from KRON-TV. (BPC-87003). Action Aug. 19.

AM actions

- **WPBC** (add 1.0 kW) - WPBC (ch. 5) - Glendale - gets 1.0 kW from KQV (ch. 6). (BPC-8711). Action Aug. 17.

FM actions

- **WAW** (add 1.0 kW) - WAW (ch. 88) - Westport - gets 1.0 kW from WQDX (ch. 90). (BPC-8711). Action Aug. 17.

In contest

Procedural rulings

- **KCSM** (add 1.0 kW) - KCSM (ch. 6) - Coldspring - gets 1.0 kW from KLCS (ch. 96). (BPC-8711). Action Aug. 17.

FM starts

- **KQCA** (add 1.0 kW) - KQCA (ch. 10) - Corbin - gets 1.0 kW from WLCF (ch. 110). (BPC-8711). Action Aug. 17.

WZXK (ch. 5) - WZXK (ch. 10) - Valdosta - gets 1.0 kW from WDOL (ch. 100). (BPC-8711). Action Aug. 17.
mine whether Midwest violated rules by failing to notify FCC of unavailability of trans. site, and if so, effect on its basis or comparative qualifications; and efforts made by Midwest to ascertain certain program problems of area to be served and means by which it proposes to meet them. Review Board also certified to commissioners certain pending applications of Midwest and Evans Broadcast Co., licensee of KDNL-TV St. Louis, for subscription television authority.


4. Huntington, Tenn., FM proceeding: Boulton Corp. and Magic Valley Broadcasting Co., competing for 100.9 mhz (Docs. 20524-25)—ALJ Byron E. Harrison continued hearing from Sept. 7 to Oct. 7. Action Sept. 3.

Fines

5. WHEP(AM) Foley, Ala.—Broadcast Bureau notified licensee of apparent liability for forfeiture of $1,000 for operating with excessive power during pressure hours. Action Aug. 31.

6. WWWR(AM) Russellville, Ala.—Broadcast Bureau notified licensee of apparent liability for forfeiture of $1,000 for operating at times and with modes other than authorized. Action Sept. 2.

7. KYAK(AM) Anchorage, Alaska—Broadcast Bureau notified licensee of apparent liability for forfeiture of $1,000 for failing to have each station log kept by licensee or its agent at all times and making actual knowledge of facts required, and by operating nighttime directional antenna pattern with monitoring point values beyond maximum authorized. Action Sept. 1.

8. WFMW-AM-FM Madisonville, Ky.—Broadcast Bureau notified licensee of apparent liability for forfeiture of $500 for failure to make entry on program logs of time that each required station identification announcement was made, and failure to enter times of daily check of proper operation of tower lights in operating logs. Action Aug. 26.

9. WKXY(AM)-WKYG(FM) Peducuh, Ky.—Broadcast Bureau notified licensee of apparent liability for forfeiture of $1,000 for technical, logging and measurement violations. Action Aug. 31.

10. WFAN(AM) Bethesda, Md.—Broadcast Bureau notified licensee of apparent liability for forfeiture of $1,000 for operating and logging violations. Action Sept. 1.

11. WBCM(AM) Bay City, Mich.—Broadcast Bureau notified licensee of apparent liability for forfeiture of $750 for failing to maintain transmitter's output power within permitted tolerance and failing to operate at times and modes as specified in station authorization. Action Sept. 3.


13. KYOV(AM) Henderson, Nev.—Broadcast Bureau ordered licensee to forfeit $1,500 for failing to include proper meanings and explanations of key letters and abbreviations used in program logs, and failing to accurately indicate in program logs duration of many commercial announcements. Action Sept. 3.

14. WVKO(AM) Columbus, Ohio—Broadcast Bureau notified licensee of apparent liability for forfeiture of $1,000 for failure to make entries in program logs showing that public service announcement was broadcast together with name of organization or interest on whose behalf it was broadcast, and failure to make logging entries specifying number and duration of each commercial or total duration of commercial matter in each hour of broadcast. Action Sept. 7.

15. WTXG(AM) Lima, Ohio—Broadcast Bureau notified licensee of apparent liability for forfeiture of $700 for failure to calibrate RF transmission line meter properly, failure to cease remote control operation during transmitter malfunction, and failure to transmit weekly off-air monitor tests on random basis as set forth in EBS check list. Action Aug. 23.

16. WAB(AM) Winston-Salem, S.C.—Broadcast Bureau notified licensee of apparent liability for forfeiture of $1,000 for operating with daytime power during nighttime hours, and operating and logging violations. Action Aug. 23.

17. WJSO(AM) Johnson City, Tenn.—Broadcast Bureau notified licensee of apparent liability for forfeiture of $200 for failing to make proper entries in operating and maintenance logs. Action Sept. 7.


Call letters

Applications

Call

Sought by

New AM's

WIFE

Indy Broadcasting, Indianapolis

KGL

George C. Lackey, South West City Mo.

New FM's

WZDC

Community North Broadcasters, Soddy-Daisy, Tenn.

WACC

Anne Arundel Community College, Arnold, Md.

WGEF

Adiondeck Community College, Glen Falls, N.Y.

Existing TV

KTVG

KJTO-TV Fayetteville, Ark.

Existing AM's

WYNC

WXEC Columbia, Pa.

WHIN

WHIT Noblesville, Ind.

WYWN

WFYE Rockford, III.

Existing FM's

KKZ

KRUS-FM Ruston, La.

KAZY

KLZ-FM Denver

WBX

WISZ-FM Glen Burnie, Md.

KACW

KFLP-FM Paris, Tex.

KZAN

KRYZ-FM Colorado Springs

WAGO

WSAJ Bay Area, Ga.

WOUJ

WILL Chicago

Grants

CALL

Assigned to

New TV

KLRX

Louisiana Educational Television Authority, Shreveport, La.

New FM's

KUUV

Nampa Broadcasting Co., Nampa, Idaho

KSGM-FM

Woodward Broadcasting, Farmington, Minn.

WCLX


WUOL

University of Louisville, Louisville, Ky.

KJVC


WKWL

Cape Cod Community College, West Barnstable, Mass.

Existing TV

WVI-TV

WEMT Bangor, Me.

Existing AM's

WOSO

WZE San Juan, R.I.

WHO

WEEZ Chester, Pa.

KODA

KLPM Minol, N.D.

Existing FM's

WFUM

WJAT Johnstown, Pa.

KGAB

KEWE Camrillo, Calif.

WCWG

WLAG-FM LaGrange, Ga.

WFJF

KUFD-FM Oceanaced, Calif.

KSTX

KRRN-FM Canyon City, Colo.

WCAC

WCFA-FM Ellingham, Ill.

KIXX

KWAT-FM Watertown, S.D.

WPJC

WVSS-FM Burgan, N.C.

KFWT(AM) Wichita Falls, Tex.—Broadcast Bureau notified licensee of apparent liability for forfeiture of $500 for failing to maintain relative, amplitudes of ani. current within 5 percent of ratios authorized. Action Sept. 2.


Other actions


WWFL(AM) Clermont, Fla.—Broadcast Bureau granted modification of license covering change in licensee name to WWFL Inc. (BML-2590). Action Sept. 7.

KLPL(AM)-KBED(FM) Lake Providence, La.—Broadcast Bureau granted renewal of license subject to condition that transmission of control covered by BTC-9012 be consummated within 60 days of date of grant and that commission be notified of consummation within one day thereafter. Action Aug. 25.


Allocations

Kanchora, Alaska—Broadcast Bureau proposed assignment of ch. 276A (103.1 mhz) to Anchorage, to be used as reserved channel for noncommercial educational purposes. Action was requested by Alaska Educational Broadcasting Commission (AEBC), which stated that if channel were assigned, Aurora Community Broadcasting Corp., nonprofit corporation, would apply for broadcast authority to operate it (Doc. 20906). Action Sept. 2.

Castle Rock, Colo.—Broadcast Bureau proposed assignment of ch. 221A (92.1 mhz) to Castle Rock, as its first FM channel and substitution of ch. 223 (92.5 mhz) for ch. 222 (92.3 mhz) at Greeley, Colo. Action was in response to petition from Maurice J. DeVoil (Doc. 20904). Action Sept. 1.

St. Louis, Mo.—Broadcast Bureau proposed assignment of ch. 260B (88.1 mhz) to St. Louis, as its third noncommercial educational television assignment. Action was in response to petition by Double Helix Corp., non-profit organization incorporated in Missouri for purpose of ownership and operation of non-commercial educational radio and television stations (Doc. 20902). Action Sept. 1.

Decatur, Tex.—Broadcast Bureau proposed assignment of ch. 244A (96.6 mhz) to Decatur, as that community's first FM assignment. Action was in response to petition by Wize Media. (Doc. 20903). Action Sept. 1.
Translators

Applications
- W74AR Williamsport, Pa. — Seeks CP to change frequency from ch. 74, 830-836 mhz to ch. 55, 716-722 mhz; change type trans.; make changes in ant. system (BPTV-2078). Ann. Sept. 3.

Actions
- K0KDB Atlantic Richfield Base Camp, Prudhoe Bay, Alaska — Broadcast Bureau granted CP for new VHF translator station to operate on ch. 10 rebroadcasting KENI-TV, KTVX, Anchorage; KFAR-TV, KTVF, Fairbanks, Alaska; condition (BPTV-5591). Action Aug. 19.
- K070E Camp Loyally, Alaska — Broadcast Bureau granted CP for new VHF translator station to operate on ch. 31 rebroadcasting WOSU-TV, Columbus, Ohio (BPTT-3025). Action Aug. 31.
- K097M Monument, Ore. — Broadcast Bureau granted CP to change frequency of VHF TV translator station ch. 9, to operate on 186-193 mhz and change type trans. (BPTV-5594). Action Aug. 16.

Cable

Applications
- Following operators of cable TV systems requested certifics of compliance, FCC announced Sept. 3 (statements listed are TV signals proposed for carriage):
  - Televents of Redlands, for Redlands, Calif. (CACC-07085); XEWT-TV Tijuana, Mexico.
  - Burke County CATV, for Waynesboro, Ga. (CACC-07086); WAHE-TV and WSBT-Albany.
  - Progressive Communications, Burdeitt State Bank, Burditt, Kans. 67123, for Mass City, Kan. (CACC-07087); KCKT Great Bend, Kansas; KTVC Ensign, Kansas; KAYS, Kansas; KOLG, KUPK-TV, Garden City, Kansas.
  - Cardinal Telecable Corp., 110 E. Washington St., Indianapolis 46204 for Casey, Ill. (CACC-07088); WTWO, WTHI, WILL-TV, Terre Haute, Indiana; WTTW, WTIU, Bloomington, Indiana; WTTW Chicago; WLL-TV Urbana, Illinois; WFYI, WHMB-TV, Indianapolis; WCIU-TV Chicago.
  - Lenox Cablevision, Charles Bowman, Lenox Cablevision Llc. 30851, for Lenox, Iowa (CACC-07081); KQTV St. Joseph, Iowa; KMTV, WOWT, KETV, Omaha, Iowa; WOTI-TV Ames, Iowa; KCCI-TV, KDIN-TV, WHO-TV, Des Moines, Iowa.
  - East Prospect Cable, Box 15013, 2703 Old Court Rd., Baltimore 21208, for (borough of) East Prospect, Pa. (CACC-07113); WGAL-TV, WLYH-TV, Lancaster, Pa.; WHP, WITF, WPTA, Harrisburg, Pa.; *WITF-VHF Harrisonburg, Va.; WMAR-TV Baltimore, Md.; WHDL, WFTV, WFTV-Philadelphia.
  - Clear Channels Cable TV Co., for borough of Kingston and borough of West Kingston, both Pa. (CACC-07116); WUAB Lorain, Ohio and WOR-TV, New York.
  - Clear Channels Cable TV Co., for borough of Allentown and borough of Manville, both Pa. (CACC-07119); WUAB Lorain, Ohio; WOR-TV, New York.
  - Clear Channels Cable TV Co. for borough of East Liverpool and borough of West Liverpool, both Pa. (CACC-07121); WUAB Lorain, Ohio; WOR-TV, New York.
  - Brookhaven Cable TV, for (village) Patchogue, N.Y. (CACC-07108); WEDB-Bridgeport, Connecticut; WHCT-TV Hartford, Conn.; WXTV Paterson, New Jersey; WTAF-TV Philadelphia; WNYC-TV New York.
  - General Electric Cablevision Corp. 1202 Troy-Schenectady Rd., BOX 765, Schenectady, N.Y. 12301, for (town of) West Perth, Ill. (CACC-07110); WMBD-TV, WRAI-TV, WVTW, Peoria, Illinois; WTAF-TV Philadelphia; WNYC-TV New York.
  - Brookhaven Cable TV, for (village) Bellport, N.Y. (CACC-07109); WEDB-Bridgeport, Connecticut; WHCT-TV Hartford, Conn.; WXTV Paterson, New Jersey; WTAF-TV Philadelphia; WNYC-TV New York.
  - WSMW-TV, 1716 Lenox Ave., Worcester, Mass. (CACC-07112); WSMW-TV for borough of Westfield, Massachusetts and WSMU-TV Worcester, Massachusetts.

Certification actions
- Micro, Fla. — CATV Bureau granted application for certificate of compliance for cable TV system at Micco (CACC-06842). Action Aug. 3.
- Grayson TV Cable Co., Grayson, Ky. — Commission granted application for cable TV Co., to operate for 60 days in order for it to petition for commission of rebroadcast intentions. Lee Enterprises, licensee of WSAZ-TV Huntington, W. Va., filed opposition which commission partially granted. Grayson, located within Charleston-Huntington, W. Va., major television market proposed carriage of WSAZ-TV (NBC), and WOWK-TV (ABC), Huntington; WCHS-TV (CBS) Charleston; WXIX-TV (Ind.) Newport, Ky.; *WKMTR-TV Morehead, Ky.; WLEX-TV (NBC), WKTY-CBS, and WTVO-TV (ABC), Lexington, Ky.; and WLTW-TV (NBC) and WCPO-TV (CBS), Cincinnati.

In context
- Unincorporated areas of East Maricopa county, Ariz. — Cable TV proceeding: Arizona Cable Co. (Doc. 20757) — ALJ Reuben Lozano granted motion by Arizona Cable and Cable Television Bureau; dismissed without prejudice order to show cause initiated by commission action retrieved Apr. 8, terminated proceeding; approved agreement between Arizona Cable and Cable Bureau; and directed Arizona Cable to file with commission within 60 days application for certificate of compliance to continue carriage of KVOA-TV, KGUN-TV and KOLD-TV on cable system (Doc. 20757). Action Sept. 3.
Opportunity knocking! Metro-market, Northeastern Pennsylvania FM station has opportunity for Sales Manager who can lead by example. This is the kind of opportunity that you always hear about, now it could be yours. EOE. Box W-86, BROADCASTING.

Sales Manager leading to General Manager. Excellent medium market. Soon NBC/NI. Need knowledgeable professional with specialized experience selling retail accounts major market to lead fine staff. Leave metropolitan hassle and enjoy live in desirable western recreational area. EOE. Box W-106, BROADCASTING.

General Manager, Choice Florida market. Country music. Must be sales oriented and community minded. EOE. Send resume and salary requirements to Box W-112, BROADCASTING.

WANT MORE OUT OF LIFE? We can offer to a person who is good at local selling the general management in a N.E. suburban growth city, ownership with no cash investment and excellent money. Must be close for Interview. This is the position you wanted. Box W-158, BROADCASTING.

Hall communications acquiring WGAL AM FM. Lancaster for advanced position needed on takeover. Call Donald Lauter 203-377-0088, Also NRBA Convention Hyatt Regency.

Director/general manager for 100,000-watt FM public radio facility at major Mid-America university. 24-hour slot, plus, station must have degree or equivalent, with minimum four years radio broadcasting management experience, third class FCC license desirable, dependent upon qualifications. Send resume including references and salary requirements to: Personnel, University of Missouri-St. Louis, 8001 Natural Bridge Road, St. Louis, MO 63121. An Equal Opportunity Employer, M/F.

Manager New Business Development. We want a top producer ready for that first sales management assignment. Lead a team concentrating exclusively on new account development. Be the new cog in our radio station last top southwestern market. Send resume and letter detailing your accomplishments in this area to Fred Harns, Curtis Communications Group, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

Group broadcaster forming telephone sales organization. Manager needed to recruit, train and supervise personnel. Phone management experience necessary. Phone 312-853-6563 after 7 p.m. EST.

HELP WANTED SALES

Experienced account executive. Immediate opening with top rated medium market contemporary FM. Must have outdriven broadcast track record and be able to prove it. Resume, salary requirement, references, Box W-57, BROADCASTING.

Southern coastal city needs a salesman or saleswoman who just plain enjoys selling and would like to do it in an oceanside community. The starting pay is competitive with a potential 15% on the first 3 months over $4,000 a month. But that's just a start. Easy living, fringe benefits, a great crew to work with, and an opportunity for advancement. If you've got announcing skills, so much the better. Send your complete resume to Box W-97, BROADCASTING.

Immediate opening for sales manager, experienced, proven, RAB/Conceptus idea selling. Must personally close sales over $1,000,000. Excellent California, great signal, (daylight) great adult cont./top 40 sound. Box W-111, BROADCASTING.

Sales background? Knowledge of programming, production? Are you ready for move to city 50,000 in N.E. as manager? Starting at $15,000. Good incentive for more, Hinges. Reliable company looking for reliable family person interested in working hard. Your reward: growth, financial improvement, good life. Interviews arranged. EOE. Send complete resume to Box W-152, BROADCASTING.

Good sales opportunities for experienced, willing, radio salesperson in fast growing Northern California tourist county. Excellent single market am. Good salary start. Hospitalization. Work towards sales manager. Contact Noel Knight, BLC Radio, Lakeport, CA 95453 or call 707-263-6497.

Sales manager to take over control of growing contemporary FM with solid sales staff and good billing level. Send resume to Henry Roberts, General Manager, KSD-FM, 2800 Tower Life Bldg., San Antonio, TX 78205.

Solid opportunity if you know sales and are willing to work. You can be a part of a very capable staff in one of New Mexico's best radio markets. Contact Ray Steckel, KGAK, Gallup, NM 87501.

Experienced Radio Time salesperson with announcing experience. Radio KNPT, 5,000 watts AM, is going 100,000 watts FM. Located in Oregon's top recreation and salmon area, on the central Oregon Coast. A pay scale and ability that don't apply unless you are a seasoned salesperson with announcing ability, understand hard work, and want a long time job. Send letters and audition tape to Bob Spangler, Manager, P.O. Box 1028, Newport, OR 97365.

Sales manager: strong street sales and promotions. Step up & go! L.A. radio station looking for someone who can really sell radio. Send resume to Thom Sanders, KEZK, 1780 South Brentwood Boulevard, St. Louis, MO 63144.

Exciting FM opportunity for go-getter. Combo salesperson-anouncer. Six a.m. to ten a.m. Monday thru Saturday, Contact Paul Abbott, WTPA-FM, Box 2775, Hantsburg, Pa 17105. An Equal Opportunity Employer.

We want a pro! Someone who can really sell radio. Someone who creaste, thinks, loves radio sales. Someone who really wants to make a lot of money. A lot of money. We sell contemporary, relevant gospel music. It's real! It's happening! It's exciting. For our eleventh year, we need a top talent to do the firsts Developing new ideas (and planning things) that are firsts in the industry. If you're good, very good, if you can make things happen now for us, and you've got one sensational executive opportunity. But, only if you've done it before and can do it again, better! Let's talk. Send me a resume today, I'm Tony Lupo, Vice President, Crawford Broadcasting Company, P.O. Box 34219, Dallas, TX 75234. $15,000+$.

Our rapidly expanding chain needs a top producer capable of being a sales manager within a year. You must love sales and have demonstrated an ability to build volume rapidly in a new situation. Opportunity is in competitive, lucrative Southwestern market. Please send resume and a letter detailing what you've accomplished that's out of the ordinary. All replies answered. John Gobry, Curtis Communications Group, O'Hare Plaza, 5725 E. River Road, Chicago, IL 60631, Equal Opportunity Employer.

Christian radio station needs full-time salespersons for 2 locations—Central Florida and Southern New Jersey. Immediate openings, excellent benefits, plus salary and draw. A great opportunity for aggressive salesperson to join these fast growing Christian Stations. Call 904-828-4200 or write EOE. Box P.O. Box 292, Crystal River, FL 34429.

Number one market: contemporary AM wants aggressive, imaginative salesperson prepared to earn, learn, and move up in this growing company. Call David La France, 1-415-253-1470.

Northeast Ohio daily newspaper needs a salesperson with sales mg. potential to replace $13,500 man. Send resume with references to Box 266, Chardon OH 44024.

Creative sales manager who knows how to set up the packages for major midwest market daytimer. No sales experience but fabulous opportunity to gain sales plus overwrite. Great chance for big money for the right person. Write Bill Graves, 4376 Lindell, St. Louis, MO 63105 or call 314-652-7800, (no collect calls).

HELP WANTED ANNOUNCERS

Two announcers and one newspaperman needed immediately for placement at one of several AM/Stereo FM facilities owned by Northern New England based group. Salary based on experience/ability to $31,000 per week. Send resume, salary requirement to Box V-154, BROADCASTING.

Morning announcer. Need heavy with minimum 5 years experience. Bright and lively, but mature with ability to work with established format. Good production required, 5 kw full timer in medium size upper midwest city. Salary open. Beautiful area. Good spot for long term. Write Box W-11, BROADCASTING.

Suburban New York City easy MOR station looking for combination communicator-air personality able to handle information-music-Live Announcer. Send resume to Box W-67, BROADCASTING.

Major market country PD for midwest group-owned facility. Must have, deep knowledge of country-western music, superior production skills, warm delivery, and demonstrated promotional flair! One of the nation's most-liveable cities offers a tremendous opportunity to a real pro. EOE. Send resume today to Box W-103, BROADCASTING.

KEIZ, St. Louis-Schulke beautiful music will pay top dollars for experienced, competitive morning announcer. Opening immediate. Send tape to Thom Sanders, KEIZ, 1780 South Brentwood Boulevard, St. Louis, MO 63144.


Move to the sales department if you're now doing part time sales. Join our staff as a full time salesperson. The person that works with us will make over thousand dollars first year in salary and fringe benefits. If you live in New Mexico or adjacent state and have broadcast experience send resume to Darrel Burns, KRSN, P.O. Box 749, Los Alamos, NM 87544.

Opening for an announcer with a first class license. Send tape and resume to Station WAMO, Aberdeen, MD 21001.

Modern country-country music conscious station looking for all round 'round announcer. Send tape, resume, and salary requirement. Bob Döll, President, WAOP, Box 980, Otsego, MI 49078.


HELP WANTED ANNOUNCERS CONTINUED

No. 1 adult rocker is looking for a medium market station seeks afternoon drive time person. Combines day time work with top production. Send tape and resume to Bob North, WDFI, Box 524, Marion, OH 43302.


WTM, Trenton, N.J. is accepting non-returnable tapes and resumes for part time adult contemporary announcers and newscaster. Please respond to: John Carrol WIOG Tawas City, MI.

We are seeking a special caliper of person who has some knowledge of the fundamentals of communication. Prior experience is not required, but a first ticket is for, those of you who want to learn our brand of radio, call or write Broadcast Enterprises, Box 968, Powell, WY 82435.

Experienced announcer for all night shift. MOR format on AM and automated Beautiful Music on FM. Resume and tape to Roger Fischer, Box 518, Marion, OH. An Equal Opportunity Employer.

Announcer/engineer needed immediately by C&W daytimer in beautiful central Virginia. Morning drive board is available. Send resume with qualifications. Excellent opportunity for qualified person. Tape, resume, requirements to P.O. Box 5085, Charlottesville, VA 22903.

If you have pitty by play, D.J. and sales ability, we can use you. Salary may be a bit on the commission potential is substantial and play by play includes college and high school schedules. If you're interested write P.O. Box 1056, Lumberton, N.C. 28358.

Kentucky-person with ideas and self starter. Top 40 and oldies. Sales. Call Jim Salterdale, 606-249-5842.

New, Iowa fulltime AM. Need commercial and news oriented talent. Job to be at Des Moines News Talk Radio Broad- casting, 424 McLean St, Iowa City, IA 52240.

Illinois MOR/Adult contemporary seeks experienced creative announcer with production know-how. Steady, versatile performer has excellent opportunity for advancement. Don Hoover 815-933-6633. E.O.E.

HELP WANTED TECHNICAL

Leading southeastern AM/FM looking for chief engineer. Send resume & salary requirements to Box W-B, BROADCASTING.

Chief engineer. Combine technical skills with announcing or sports or sales. Great Plains, Medium Market. Write Box W-100, BROADCASTING.

First phone maintenance engineer for directional system, preferably news-oriented. Excellent living conditions, generous surroundings. Resume & salary requirements to Box W-115, BROADCASTING.

Small and medium market chain with base in Virginia seeking an engineer. Will consider a begin- ner. Travel involved. Send salary requirement. Send your reply to Box W-118, BROADCASTING.

Chief engineer for AM/FM, automation Indiana. Box W-150, BROADCASTING.

Chief engineer for SW-directional AM and also FM. Experience necessary. Excellent career opportunity. Contact Parker Humes-KCRS, Post Office Box 4607, Midland, TX, 915-583-0550. A Wendell Mayes Station. Equal Opportunity Employer.

Chief engineer for small market radio station, mid- Missouri. Send resume with references and salary history to KWR, Boonville, MO.

Chief engineer, North East Directional AM, requires strong background experience in Audio and DA's. Group ownership and excellent benefits. WAMS, P.O. Box 3677, Wilmington, DE 19807. 302-564-8881.

HELP WANTED TECHNICAL CONTINUED

Chief engineer needed immediately for partly automated FM operation in one of the finest living areas in the east. Excellent growth potential; a career opportunity. Contact Ray Brown, Operations Mgr: WCOD-FM, Haymas, MA 02661. 617-775-6800.

Experienced maintenance engineer for CE at 50KW stereo FM and 1KW AM. Strong on audio and automation. Local. Send resume: WKF, Box 1076, Syracuse, NY 13201. Tel. 315-695-2165.

Assistant engineer for major market AM-FM operation. First preferred experience necessary for this opportunity. Nice facilities and friendly people. WNOX, 700, Monticello, Virgina, 540-823-9667.

Midwest family station in Rockford, Ill. seeking for chief engineer. Directional daytime AM & stereo FM. Full remote control. Combo person could pick up bucks pulling air shift but not necessary. Send complete resume including salary requirements to: Chris J. Cain/Eng. Sup., Box 2058, Madison, WI 53701.

HELP WANTED NEWS

Contemporary FM stereo, rated number one in market, seeks a multi-purpose news person. Must be able to dig and deliver. Talk show experience helpful. Box W-70, BROADCASTING.

Prestige all-news station in top ten market looking for a major account executive, creative, creative re- porter and sports anchor/reporter. Anchor must be a journalist with solid experience; a unique personality who communicates with warmth and enthusiasm. Reporter must have good cycle skills; a creative, self-starter capable of handling any assignment. Sports anchor/reporter must be knowledgeable, smart interviewer, thoroughly research oriented, possesses that rare demanding presence, this position requiring strong, bright on-air performance. Equal Op- portunity Employer. Send resume, and writing sample to Box W-104, BROADCASTING.

New Jersey shore station needs resumes from experienced newscaster who can write, edit, and deliver local newscasts. References will be thoroughly checked. Equal Opportunity Employer. Send resume to Box W-125, BROADCASTING.

KGW, Portland seeks experienced radio reporter. Minorities encouraged to apply. Tapes, resumes, and writing samples to Radio News Director, 1501 SW Jeffrey, Portland 97201.

1975 non-metro AP award winning news depart- ment needs a p.m. news person. We're no 1 and we plan to stay there for some time. Send resume and tape to Bob Bender, WDFI Radio, Box 524, Marion, OH 43302.


Newsperson wanted for No. 1 rated contemporary station in Southern California. Must have good writing ability and good on air sound. Rush tape and resume to Al Augustine, News Director, WLVA Radio Box 238, Lynchburg, VA 24505, 904-945-1242.

New, Iowa fulltime AM. Need commercial and news oriented talent. Tape and resume to Braverman Broad- casting, 402 McLean St, Iowa City, IA 52240.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Program director wanted for semi-automated con- temporary FM in top 50's market. SW, Production, training and administrative abilities required. Salary level minimum $25500. Send resume to Box W-99, BROADCASTING.

Program director needed: Seven market group needs a program director for one of its medium mar- ket stations. If you've got a good broadcasting back- ground, this could be the move you've been looking for. Resume for: Box W-149, BROADCASTING.


HELP WANTED PROGRAMMING, PRODUCTION, OTHERS, CONTINUED


Sportscaster/salesperson wanted for WLAG, Lagrange, GA. Must be good on play-by-play and able to sell sports. Send tape and resume to Paul E. Reid, P.O. Box 120, Fitzgerald, GA. 31750 or call 912-423-2077.

Production person with good voice, engineering knowledge desirable. Some experience necessary. Apply WkVO, P.O. Box 247, Havelock, NC 28532, 914-447-5100.

Producer/public radio strong emphasis on minority affairs. Degree and third language necessary. Small stations and minorities urged to apply. Salary $9,000 a year, plus on-air. Excellent fringe benefits. EEO employer. Send resume, audition tape, and references to Dr. Harold S. Baker, Box 3, MTSU, Murfreesboro, TN 37132.

Classical producer/announcer needed for public radio outlet. Must be experienced. Send tape and resume to: Dave Dial, P.O. Box 21, Rochester, NY 14601.

SITUATIONS WANTED MANAGEMENT

Looking for a manager who will handle sales, pro- gramming and administration with the same care you would? Excellent track record. Box W-98, BROADCASTING.

Experienced group G.M., controller looking for new solid opportunities and challenges. Strong, positive minded individual. Present stations being sold. Resume and references upon request. Box W-113, BROADCASTING.

Small market. Double billings current station. 21 years experience, have managed large and small stations for a decade. Will manage yours with same care you would. Totaly veteran sales, engineering, announcing, producing, FCC. Highest references, 37, married, Box W-130, BROADCAST- ING.

Looking for manager for your small to medium mar- ket station? I have over eighteen years experience in broadcasting. Excellent credentials, good profes- sional voice. Top programmer and experienced man- agement. Knowledgeable of FCC rules, dependable hard working family man seeking permanent employment. 501-225-5550 or Box W-134, BROADCASTING.

G.M.-S.M. proven performance, excellent track record in sales, programming and administration. Box W-138, BROADCASTING.

GM with 22 years management experience. Presently operating two stations in New York, State. Southernmost seeking GM position in VA, NC, or SC. Box W-153, BROADCASTING.

Successful radio manager seeks medium market challenge. Hard work, community involvement and careful attention to bottom line can make your opera- tion a success. Box W-160, BROADCASTING.

Radio is my life, not a job. Will manage your station as I would my own. 14 years experience, sales oriented, 35, married. Excellent references including present employer, Northern part of country. Bob Clark, 703-371-3840.

General manager with outstanding credentials and background as chief engineer, sales manager, pro- gram director, announcer. Prefer small or medium east coast market, other offers considered. R. Roy 518-663-1300.

Will manage your station for $92,000 per week plus. Personal experience includes GM and commercial manager. Interested in stock option, place to settle and raise family. Looking for twenty years or more in small to medium market. Call nights or weekends. 505-748-2421.

Top quality ingredients can change your stations future and drain your competition. See Display Ad for details or call "Wexler-The-Baker" 1-716-633-5274.

Broadcasting Sept. 20 1976
SITUATIONS WANTED MANAGEMENT CONTINUED

Money! Want more for your small or medium market FM? Employed G.M. Proven. 6730 Daleview Rd., Cincinnati, OH 45238.

SITUATIONS WANTED SALES

SEX: Honest, dependable salesman seeks entry into radio sales. College degree in broadcasting and management. In top 40, MOR, skilled retail selling experience. Hot good track record selling and satisfying customers for a nationwide stereo store. Inquire now! Box W-124, BROADCASTING.

Available now. Recent grad, married, 28, seeks sales position with station or group that promotes from within. College training in radio sales. Can also help in other areas. Calr Joe 309-833-2472.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

3rd endorsed, seeking format change. Lots of voice, more talent, even more ambition. Box W-95, BROADCASTING.

Attention Florida. MOR jock, production, MD. 3rd endorsed, 15 years experience in medium and large markets. Desires permanency. Will consider any market, any shift. Box W-108, BROADCASTING.

1st phone top 40 DJ. 1 yr. pro experience, 2 yrs college. Located in medium-size market. Also does PBP sports. All replies answered. Box W-131, BROADCASTING.


Seek AOR or MOR position. News oriented background. Some talk/rat/air yrs. No AM drive. 1-5 p.m., 301-863-7865, Box W-141, BROADCASTING.

Sports pro who can cover it all. Have the experience and talent to bring a refreshing and winning sound to your station. Box W-147, BROADCASTING.

Experienced announcer, 22 3rd, production, news, sales, PBP, MOR or contemporary. Presently employed but going nowhere. Prefer Michigan, Indiana, or Ohio. Consider all. Phone 317-966-3953 or write Box W-151, BROADCASTING.


Hello, looking? So am I, for first class rocker In good medium. 4 yrs experience, first call 308-381-1430 or write KQRI, Box G, Grand Island, NE 68801.

Audition tapes available DJ newscaster. Professionally trained, some experience, 3rd endorsed, relocate immediately. Thomas Shaw 32-25 90th St., Jackson Heights, NY.

Eastern states, top-40, contemporary nitenman, 1 year experience, 3rd endorsed, hardworking for you. 303-721-0582.


Enthusiastic, young DJ seeks advancement, unmarried, 1st phone, 2 years experience, relocate anywhere. 414-604-2131.

DJ, tight board, good news, commercials, looking for breakfast. Willing to go anywhere, ready now. Craig Nilsen, 20-89 Street, Brooklyn, NY 11209.

First ticket personality with good head, 2 years experience. Strong music and local news background. Production, Copy, Relocate. John Comforti, 401-598-5729.

Jazz is my specialty. 45 yrs in full-time jazz at top Bay area jazz station. PD experience, interviews, copywriting & production. Gene Miller, P.O. Box 1572, Oakland, CA 94604.

SITUATIONS WANTED ANNOUNCERS CONTINUED


I'll eat your competition. Turkey's my favorite food. Top 40 or AOR, AC jock with good pipes, top prod., brains and determination. Med. up, 517-872-5532.

Florida gold coast! Paul Cavanaugh, Real Entertainer, currently WWBH Buffalo, NY wants you! 75 Randolph Ave. 1421.

DJ, tight board, good news, commercials, looking for break, willing to go anywhere, ready now. Craig Nilsen, 20-89 Street, Brooklyn, NY 11209.

Florida area, First phone, tight board, extensive musical knowledge, good production, news, some experience. Glenn Larrison, 305-765-2295.


Spontaneous D.J. fine production, newl., All B.P.B., Seeking small-medium growth opportunity. Will travel for right organization. Calm Mike Ward after four, 714-833-1806.


Bill Love-Morning Drive WKLO, WHK, WPOP, now available. My strength is production, midday, character voices, and creativity. Superb references. 612-957-2259.

SITUATIONS WANTED TECHNICAL

Engineer experienced chief AM-FM. First phone. tech school. CET. Box W-161, BROADCASTING.

First phone young electronics grad light experience "trainer". Salary OK, relocate anywhere. Thomas Shaw, 32-25 90th St., Jackson Heights, NY.

Chief engineer with outstanding credentials and background as general manager, sales manager, program director, announcer. Prefer small or medium east coast market, other offers considered. R. Roy 518-563-1330.

After 5 years programming, returning to first love, engineering. First phone, automation exp. Ric Hubbard, 509-545-9102.

SITUATIONS WANTED NEWS

News pro seeking advancement. Experienced in newscasts, street reporting, documentaries and strong in sports. Prefer Midwest medium to large markets, but willing to relocate for right offer. Box W-83, BROADCASTING.

Sports director who's tired of hearing "we can't sell it, so we don't do it". PBP all sports. 29, BA, Box W-90, BROADCASTING.

Energetic PBP man with four years major college experience, all sports. Looking for collegiate/high school opportunity. Can also handle news/sales. Top references. Box W-102, BROADCASTING.

Dedicated, personalable young newsmen, 2 yrs exp., BA, 3rd, now employed, seeks middle-market and friends. Prefer S.E., but will answer all requests. Box W-105, BROADCASTING.

Need a weatherman? or more? Meteorologist with extensive experience in broadcasting seeks position to put his master's degree to better use, Box W-137, BROADCASTING.

Florida! Experienced N.D. announcer wants to work in Florida. Box W-158, BROADCASTING.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Complete professional seeks move to P.D. position. i can bring an exciting and winning sound to your station. Box W-92, BROADCASTING.

PD currently handcrafted and tied to RR tracks seeks rescue! Let me use my 11 and 12 years experience to benefit your station. Contemporary PD will trade exceptional skills and hard work for adequate compensation and professional respect. Top 100 market-East. Box W-65, BROADCASTING.

I want to spearhead a winner! Professional, competent, responsible recent graduate of a prestigious Eastern university with over 12 years in major and medium market radio is searching for a programming challenge with a small or medium market fast station. I am looking for general management of a station in ratings trouble who has enough confidence in my ability to delegate a significant amount of autonomy to the program department. I am research oriented, have lots of fresh ideas, and hold a major in psychology with a minor in mathematics and statistics. My experience includes working for a major group station which won a station-of-the-year award in 1975; assistant PD/ music director in a top 10 market which I will sacrifice considerable money in exchange for autonomy and a chance to make a name for myself. Formal agreement a must. Box W-78, BROADCASTING.

120% effort with energetic 23 yr. old wants to work in New York. Prefer PD experience. Experienced. Box W-89, BROADCASTING.

Looking for a 1st class woman? Have 1st ticket, BS in communications. Available as technician or production assistant in radio or television, highly motivated will relocate. Box W-92, BROADCASTING.


Excellent ratings and public service record: 6 years PD/MO, now with top 6 metro station. Looking for a management opportunity as PD with a good organization. Reply Box W-119, BROADCASTING.

Putting together a new game plan for success? Let me help. I'm an experienced engineer and program director. Put me to work as your operations manager and let me sell as well, and we'll both make money. Box W-121, BROADCASTING.

Programming staff not a problem maker, 13 yrs. experience last 7 as PD/Operations mgr. Can inspire people to do their very best and make them love it. No floater, 6 yrs, at last 2 stations, both 150,000+ market, Top 50. Call number 1. Am a producer. If you reward hard work, creativity, and initiative, I'm yours. Box W-129, BROADCASTING.

News and sports. Four years experience of news reporting, interviewing and PBP (College-Pro teams) at major metro educational station. BA, Communications. 3rd phone. Will relocate. Tape resume contact Kevin Reinert, 1043 Atlantic Street, Franklin Square, NY 11101. 615-301-5509.

Attention all those senior-level work and training seekers seeking mid-size market, PBP, news, TV, also, BA, 3rd, 24, married. Currently N.D. 9th AD. 313-694-5377.


Aggressive young man BA speech seeks job in television/radio small to medium size mix, 3 yrs college, radio management experience in speaking, sales. Strong on PBP. Location and salary open. Cali 618-585-8543.

Sports & news. Three years experience of PBP, interviewing, gathering, board-announcing, M.S. degree candidate in communications. Age 28. For interview appointment, please contact Alan D. Shepton, 309-833-5477.

First amendment reporter with journalism B.A., newscaster experience, requires responsible management, no consultant, 3307 Martindale Road N.E., Canton, Ohio 44711-7168.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS
HELP WANTED TECHNICAL CONTINUED

Help Wanted: Technical Engineer

The position of Technical Engineer is available at a major Broadcast Station in the southeastern United States. This is an excellent opportunity for a technically oriented Engineer with experience in News and/or Sports. The Engineer will be responsible for the technical operation of the News and Sports facilities, including satellite feeds, audio production, and videotaping. Experience with various feed systems, including satellite and microwave, is essential. This position requires strong technical skills and the ability to work under pressure in a fast-paced environment.

Requirements:
- Bachelor's degree in Electrical Engineering or a related field.
- 5+ years of experience in technical broadcast engineering.
- Proficiency in technical troubleshooting and repair.
- Experience with satellite feeds and microwave transmission.
- Strong attention to detail and a commitment to quality.

Please submit your resume and cover letter to the above address. Equal Opportunity Employer.
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS CONTINUED

Broadcast electronics faculty position: to teach the final year of a Bachelor of Science program. The subject area to be taught will be TV, film and studio productions. Must be an expert in television and film production. Six to eight years experience preferred. Send resume to M.R. Halsey, Head, Electrical and Electronics Department, Ferris State College, Big Rapids, MI 49307. Phone: 516-595-9911 ext. 208. An Equal Opportunity/Affirmative Action Employer.

TV producer-director with B.A. and two years experience in live studio and remote productions. Must be an expert in studio and remote production. Must have working knowledge of audio and video production equipment. Send resume to Personnel Director, S.C. ETV Network, P.O. Drawer L, Columbus, SC 29250. An Equal Opportunity Employer.

Instructional television production manager to manage the television and audio production section of Media Center and to manage faculty in the use of audio and video production equipment. Bachelor's degree plus four years of management experience or four years of experience in television or related fields. Send resume to Halsey Halsey, Head, Electrical and Electronics Department, Ferris State College, Big Rapids, MI 49307. Phone: 516-595-9911 ext. 208. An Equal Opportunity/Affirmative Action Employer.

Production manager. West Coast CBS affiliate with medium-size market in new facility has an immediate opening for a full-capability television production manager. Minimum 10 years' production experience. Responsibilities include producing and directing TV commercials and programs, managing personnel and facility scheduling. Must be able to work with advertising agencies and clients and conduct training of production personnel. Excellent benefits, relocation expenses available. Submit resume, video samples and professional references to T.J. Jackson, Personnel Manager, Summa Corporation, P.O. Box 14000, Las Vegas, NV 89156. Equal Opportunity Employer M/F.

Producer-director. Bachelor's degree plus two years experience or any equivalent combination. Responsibilities will include producing and directing studio and remote productions for the South Dakota Public Television Network. Good background knowledge in all phases of production including: VTR editing, post production techniques, lighting and audio production is essential. Ability to produce quality productions within a budget. On-air experience preferred. An excellent opportunity to work with a small staff and latest production equipment. Send resume by September 30th to: Personnel Services, University of South Dakota, Vermillion, SD 57069. Equal Employment Opportunity—Affirmative Action Institution.

SITUATIONS WANTED MANAGEMENT

Former network executive with extensive key market general management success seeks opportunity and tough challenge; can provide unique references and background story; will relocate; for immediate interview, reply Box W-51, BROADCASTING.

Young, aggressive station manager, with excellent track record. Experience in sales, programming, news. Ability to grow stations and group that can utilize his skills. Box W-53, BROADCASTING.

SITUATIONS WANTED TECHNICAL

Video and video tape maintenance engineer with 8 years experience and first phone license seeks major market engineering position. Box W-60, BROADCASTING.


SITUATIONS WANTED SALES

Sales professional with television production experience in top 25 market and college degree. Anxious to contact the medium. Box W-145, BROADCASTING.

Situations WANTED TECHNICAL CONTINUED

Midwest based crewmember available for weekend remote. Network experienced. Camera & production experience. For information contact: Box W-127, BROADCASTING.

1st phone, BSEE, age 22, seeks job with opportunity to learn main consideration. Box W-144, BROADCASTING.

SITUATIONS WANTED NEWS

Former NBC newsman seeks ND anchor slot. Opportunity is more important than money. Have been involved in "talk" last few years so it will take me two days to break in. One Anchoring touch is "personalized." Am available now. Box V-276, BROADCASTING.

Immediately available, Good, aggressive woman TV new reporter/anchor. Currently working in top 20 market. Desires to relocate. Reply Box W-10, BROADCASTING.

Creative feature reporter-anchor has outgrown third city. Ready to move up. Box W-58, BROADCASTING.

Believable anchor seeks small or medium market. Experience, committed, B.A., VTR available. Box W-74, BROADCASTING.

Seasoned pro seeks position on major market news team. 14 yrs exp, street reporting, film, editing, directing, producing, on-air & ENG. Bilingual. Foreign exp. Masters. Would like to move to my last & you best. Box W-81, BROADCASTING.

News director/anchorman, good in both areas and dedicated. Know ENG. Box W-91, BROADCASTING.

News director: I can produce ratings, profits and strong journalism. Available in October. Box W-96, BROADCASTING.

Assignment editor position wanted by creative experienced reporter in 30's market. Box W-124, BROADCASTING.

A woman sportscaster? Yes—and more than just a token, one who can do the job. Radio, writing and some TV experience in major-market, major league city. Attractive, intelligent, hard-working, BS degree. Would like TV sports reporting and/or play-by-play. Will relocate. Write Box W-146, BROADCASTING.

Network experience, now covering Washington. Seek state capital or major market political beat. Box W-154, BROADCASTING.

News/sports 24, B.A. & MA. Broadcasting/speech, 5 years experience in radio, television, enthusiasm, willingness to send resume and photos. Call T-W-525-8864 or write, Mike Smith, 55101 19th N.E., Seattle, WA 98105. Will relocate.

I'm Michael T. Burkett. I live in Logansport, Indiana. My address is 1026 Garden Street, phone number 1-219-722-1736. I'm a sportscaster from WWKI Ca- ble TV, looking for a good company on the grow with benefits and opportunity. I am happily married, have two children. I am confident I can do a job well. I also, have experience in radio: Jock work, I've done several tapes for political campaigns in Indiana. I am mainly interested in sports announcing. And commercial work, but would consider some jock work. If you're interested in a professional, call me.

9 year radio pro with first phone seeks the challenge of TV. Strong news. Would like face to face interview within 500 miles of Paducah, KY. Ted Beat Box 341-K, Murray Ky. 42071.


Reporter/photographer; Print man (5 years) wants to break into TV. Aggressive, 25, heavy background in color, lighting, accurate details, have pilot license. Hard worker wants to learn David Vine 203-777-0785.

Heavy network experience video tape including electronic news gathering. Announcing presently employed, five years, network management; single. Seeking position in TV or radio, to utilize my solid background for you. Box V-196, BROADCASTING.

Woman with four years in administrative TV position, on-air production experience in top market, and strong production background seeks PD post or other challenging opportunity in Chicago area. Box W-120, BROADCASTING.

Production. Any Job. Have commercial experience, but need more. Recent graduate. Tom Miller, 2900 N. Nordica, Chicago 60634, 312-622-6925.

Network firm editor 5 years experience in 1969-75 documentaries, primetime. Prefer western states. QDH, Box 3815, Van Nuys, CA 91407.


WANTED TO BUY EQUIPMENT

New or used tower: 700 to 1000 plus (for FM use). Contact KRRB Radio, P.O. Box 746, Tulsa, OK 74101, or call 1-918-585-5535.


Need used automation equipment in good condition and ready to go. WTSC, Lewistown, PA. Phone 717-523-3271.

FOR SALE EQUIPMENT

6900 feet Kodak 7241 film, 7 cents a foot. Bob Jor- dan, WFTV, Orlando, 305-841-9000.

Color television equipment, local and national, studio, backlot, etc. Good, used. Contact WTV, 6636 Birmingham, AL 35210. 205 956-5800.

Various production equipment. Mole Richardson -light, lighting grid, sets, microphones, illuminated sweeps, etc. Also 1 Ampex-7000 1" machine. All in excellent condition. For information call or write Byron Motion Pictures, 65 K St., N.E., Washington, D.C. 20002. 202-783-2100.

Sony D-100 3/4" video cassette printing system up to 40 units rack mounted and 3 control panels. Exper- tly maintained. Excellent condition and condition. Contact Betty Motion Pictures, 65 k St., N.E., Washington, D.C. 20002. Phone: 202-783-2700.

Ampeg 2" digital videotape or audiotape times. In- crease timing accuracy, cut production and editing time. NIXIE READEOUTS, 5050-7550 includes manual. D. Castellano, 415-937-9566.

Instant mobile television unit. Just add your equip- ment. 1972 Ford D705, new engine, 10 speeds, 20'x8'. All electrical, transformers, all, directors console, and much more! A.B.C. Management, 8034 Sunset Blvd, Los Angeles, CA 90069. 213-550-0533.

Color Mobile Van, complete or stripped, cameras, film chains, world's largest selection, Malibu 205-956-5800.

One stop for all your professional audio requirements. Bottom line oriented. FTC. Brewer Company. Box 8057, Pensacola, FL 32505.

COMEDY

Deejays: Now, sure-fire comedy! 11,000 classified liners. $10. Catalog free! Edmund Orin, 2786-B West Roberts, Fresno, CA 93711.

Contemporary comedy! Most usable deejay service available! Hundreds have renewed! Freebie! 5804-B Twining, Dallas, TX 75227.

OBITS, No hype. You be the judge. Free comedy sample! OBITS. 366-C West Bullard, Fresno, CA 53704.
FRUITBOWL is not for comedians: It's for personality porkers who use humor on their shows. Check the difference yourself, with free trial subscription. FRUITBOWL Dept. "C", Box 382, Fair Oaks, CA 95628.

Dave Spectro, move over! We accept your "challenge". Footey and Ferraro is the funniest material on the market today. Order me a buck and I'll prove it! Jim Footey, 710 Rhine Blvd., Rutland, N.J. 08868.

$100.00 for paper jokes! For $14.00 our Pro Jingle Singers will forget your call letters! Your ceiling will collapse! Our Tijuana Pi Band will stagger thru "Irish Eyes!!" Find Cheap Radio thrills under "Programming" category in this issue!

MISCELLANEOUS

Wanted immediately: Small investors purchasing non-participating stock; small market Midwest FM. Replies held confidential. Include telephone number. Box W-101, BROADCASTING.

Prize! Prize! National brands for promotions, contests, programming, no barter or trade... bet! For fantastic deal, write or phone: Television & Radio Features, Inc. 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.


Election year must reference for broadcasters, candidates. State Time Law summary. Complete, concise, only up to date compilation, guaranteed. $5.00 per copy. Barn Services, Box 568, Olney, MD 20832.

CONSUMER SERVICE

From bargain buying to faucet fixing—"Consumer-tips" tell all. Write 'em, you read 'em. Gathered from Washington's consumer groups agencies. For samples of inexpensive devices, Berns Bureau, Box 2944, Washington, D.C. 20013.

PROGRAMING

Cheap radio thrills! The world's best production album! Symph. rolls, synthesizer logos, jingle "add-on", custom themes, giggling girls, sound effects, soap operas (hero, villain, etc.), goofy jingles, Tijuana Pi band renditions of Lone Ranger songs. Less Birthday and Gobs more! Over 500 already sold! Send first class $14.00, or write for free sample! LA, Air Force, 2445 East Long, Beach, CA 90814.

INSTRUCTION

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. Write approved. Call or write for course catalog. 312-321-9400.

REI teaches electronics for the FCC first class license. Over 90% of students pass their exams. Classes begin October 25. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL 33077. 813-955-5922.

REI 2402 Tidewater Trail, Fredricksburg, VA 22401. 703-373-1441.


First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45236 Telephone 513 791-1770.

INSTRUCTION CONTINUED

1st Class FCC, 6 wks, $450.00 or money back guarantee. Va. approved. Nat'L Inst. Communications, 11488 Osborn St., N. Hollywood, CA 91606.


FCC first phone, 4 tests forms, aids, guide. Guaranteed! $10, Engineer, DWR 570, Mars, PA 16046.


Don Martin School of Communications trains for television. Not a "workshop" or "seminar". Fully equipped school environment. 2-camera studio, color equipped. Control with video switching, video tape, tele-cine, etc. Complete classroom facilities for lecture. News film and editing procedures. Tripod and hand holds. Film commercial and script writing. TV. Audio, studio lighting, and set design. Technical and TV. Directing for TV. News, commercial and dramatic. VA approved classes start each month, day or evening. Results guaranteed. Don Martin School of Communications, 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. 213-482-3281.

Help Wanted Technical

BROADCAST DESIGN ENGINEER

AEL ... American Electronic Laboratories, Inc. a leader in broadcast system design and manufacture, has an opening for someone with high-power RF design background to join our Broadcast Division. You'll be involved with advanced work on AM/FM broadcasting transmitters, enjoying professional working conditions, outstanding benefits, and a salary fully commensurate with your background and ability.

Location is at our headquarters in Lansdale, Pa. (suburban Philadelphia).

See us at the Radio Broadcaster's Association meeting in San Francisco ... Hyatt Regency Embarcadero Hotel ... September 19 through 22. Look for the AEL booth and ask for Mr. C. Sprouse, Broadcast Division Manager. Of call or write to Mr. Sprouse at: American Electronic Laboratories, Inc., PO Box 552, Lansdale, Pa. 19446. Phone: (215) CH 7-0115.

AMERICAN ELECTRONIC LABORATORIES INC.

Equal Opportunity Employer

Help Wanted Programming, Production, Others

Research Director, ABC owned WLS Radio is seeking experienced sales research expert to take over Research Department. Must have thorough knowledge of all rating services. Computer background helpful. Send resume and samples of work to: Martin G. Greenberg Vice-President/General Manager WLS Musicradio 360 North Michigan Avenue Chicago, Illinois 60601 An Equal Opportunity Employer

Metropolitan New York radio station seeking part-time help for weekend and vacation relief. Send tapes to PO Box 2727, Grand Central Post Office, New York, New York, 10017. Tapes will not be returned. An equal opportunity employer.

Help Wanted Sales

SAFE RADIO SALES MANAGER

Outstanding opportunity for goal-oriented, take-charge sales pro as Sales Manager at dynamic WSGW, Saginaw, Michigan. Beautiful facilities, top-rated in 76 ARB, best staff in the market. Position includes responsibilities for beautiful music FM, fastest growing station in the metro area. You must be a thoroughly experienced street-fighter with a good RAB Background, and organizational and motivational abilities. Established group operation, excellent benefits. Applicants from all market sizes welcome. If you're the kind of person who's impatient to get the job done, call John Casey at (517) 752-3456 or write WSGW Radio, Box 1945, Saginaw, MI 48635.

An Equal Opportunity Employer M/F

Help Wanted Sales Manager

Sales of our broadcast industry products including Beaucast audio tape cartridge machines, tape heads, splice finders and audio motors are so far in excess of forecast that we find ourselves in desperate need of an experienced broadcast industry sales manager. The successful candidate, to be based in central Connecticut, will work directly with both broadcasters and OEM's to further increase our penetration in the market and to help introduce new products. Our broadcast products sales manager reports directly to the president and some travel will be required. Starting salary will be commensurate with experience and ability and full UMC employee benefits package will apply. If you qualify, please provide resume and salary history in complete confidence to:

Mr. Allen J. Shaftef, Pres.
UMC Electronics Co.
460 Sackett Point Rd.
North Haven, Conn. 06473
Telephone 203/288-7731
An equal opportunity employer.

BROADCAST PRODUCTS SALES MANAGER

Studies of our broadcast industry products including Beaucast audio tape cartridge machines, tape heads, splice finders and audio motors are so far in excess of forecast that we find ourselves in desperate need of an experienced broadcast industry sales manager. The successful candidate, to be based in central Connecticut, will work directly with both broadcasters and OEM's to further increase our penetration in the market and to help introduce new products. Our broadcast products sales manager reports directly to the president and some travel will be required. Starting salary will be commensurate with experience and ability and full UMC employee benefits package will apply. If you qualify, please provide resume and salary history in complete confidence to:

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Telephone 203/288-7731
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Broadcasting Sept. 20 1976

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AM/FM BROADCAST SALES ENGINEERS

McMartin Broadcast, the new leader in AM/FM broadcast products, has territory openings in Middle West, East and West Coast.

Experienced, high caliber salespeople with broadcast background required.

Excellent salary, commissions, expenses and benefits.

Contact in confidence:

Mr. James Lucy
Director of Sales
McMartin Industries, Inc.
4500 South 76th Street
Omaha, Nebr. 68127
(402) 331-2000

Recipe For Radio Bread
Gently combine a symphony of Contemporary Music to suit the taste of your Market. Season with warm, believable personality spices, stirring in a pre-measured amount of well prepared, well balanced Print and Sports. Using a well engineered, creatively to Dynamic Consistency. This will drain your competition so place them at the bottom of a well groomed tin. Now turn dough onto flowered kneading board, as kneaded, 1 cup of Station Promotion, 1 cup of Public Service and 1 cup of Personal Community involvement. The quality and texture of your mixture will be unsurpassed with the blending of the following classic culinary ingredient: seven successful years as Program Director at one of the Nation's top Bakeries. (Note sign in window: "My Son the Professional Baker, can manage or Program your business and... he means it!") Look, if a Baker in the next town can create a Dynamic "Loaf of Bread" with that kind of commercial impact along with incredible sales, maybe you should give him a buzz? Buying or Shopping call "West-Baker", 1-718-333-5274.

NPD. CORPORATE MAJOR MKTS SEEKS CHANGE.
Fully experienced, excellent references good track and bottom line record mid 5 figure salary required. ALL replies strictly confidential, write Box W-87, Broadcasting.

General Manager/Group Executive Radio/TV. "Best broadcast salesman in country" President, major broadcasting group. Bris leading salesman ever met! President, major market TV station, 12 years of general manager and group management experience, produced profits never thought possible. Excellent reputation, impressive references, seek permanent position with respected company in major market. Box W-162, Broadcasting.

GM/SM SMALL OR MEDIUM MARKET WITH EQUITY POSITION and possible option to buy. Experienced, mature, suburban N.Y. AM/FM sales manager with strong references. N.J., N.Y., Pa., N.J., preferred, Barry Farquhar, 113 Skyline Drive, Morristown, N.J. 07960. 201 538-4747.

Situations Wanted Sales

For Fast Action Use BROADCASTING's Classified Advertising

Help Wanted Sales

Continued

Help Wanted Sales

Announcer with first phone seeks staff job, or PD, commercial announcing. Heavy on news, Automation experience. Will relocate. 30 years experience includes TV commercials.

Henry Hoppe
22605 S.W. 66th Ave. Apt. 212
Boca Raton. Florida 33433
Phone 305-391-5132

Talk-Show-Host. Top LA radio personality—bright, intelligent broadcaster with 15 years experience mostly music formats, but some interviews and one year as host of TV talk show (rated No. one). No phone talk experience but confident and very to do it. Im 35, single, sober, advent and a dedicated pro with top references. I'll prepare, polish and present my show with No, one ratings the goal. Market and salary incidental to make this change: Box W-114, Broadcasting.

Major market N.E. drive jock wants to move to the sun belt. Excellent ratings; Pop/adult or rock desired.

Box W-132, Broadcasting.

Talk-Show-Host: Opinionated-Controversial.
One of the best is available due to mg. change. Daily four-hour show highly successful Top 20 mkt. past year.

Write: RO, BOX 20273
St. Petersburg, Fla. 33742

Help Wanted Programing, Production, Others

CURRENT PO of contemporar powerhouses seek big challenges, better market. Over 5 years medium/major market experience, great track & references, college grad, married, stable. I specialize in straight talk, creative hard work, and results. Let's discuss your station's future today... Box W-157, Broadcasting.

BILLS LOVE
Morning drive at WPON/WHK last 6-1/2 years at WKLO. I do great production and character voices and have superb references. My strong area is mid day (always No.1 there) and production. Deep, smooth and pleasing voice. Would consider position some automation experience. Home phone 812-927-2259.

Television

Help Wanted Management

General Manager for expanding group owned, small market TV station in Southeast. Strong sales and programming experience needed. All replies confidential. Include resume with industry references. Reply, Box W-116, Broadcasting.
Help Wanted Sales

REGIONAL SALES MANAGERS
Professional Broadcast Switching, Control and Distribution equipment Territorial Sales Managers are immediately needed in the Northeast and Southwest Regions. Mail resume and salary requirements to: H. Bjorklund, American Data—BNH, 401 Wynn Drive—Box 5226, Huntsville, Alabama 35805.

Help Wanted Technical

TELEVISION SYSTEMS ENGINEER
The Grass Valley Group, Inc. has an immediate opening for a television systems engineer. The individual chosen for this career opportunity will work closely with our Sales Department to provide technical assistance in the generation of sales quotations.

Applicants should have 5 years of broadcasting engineering background.

CIRCUIT DEVELOPMENT ENGINEER
We are seeking a creative, resourceful individual for a challenging career opportunity in circuit development engineering.

Position requires a BSEE degree and 5 years design experience with the latest solid-state circuit techniques and devices.

Desirable qualifications may also include experience in the design of video switching systems, video processing systems and possibly digital video systems. Some experience in television studio operations and techniques is also desirable.

The Grass Valley Group, a leading manufacturer of television line and terminal equipment, is located in the foothills of the Sierra mountains where excellent living and recreational areas are available.

Interested applicants should submit resumes in complete confidence to:

Val R. Marchus
The Grass Valley Group, Inc.
P.O. Box 1114
Grass Valley, California, 95945

An Equal Opportunity Employer M/F

Help Wanted Programming, Production, Others

PRODUCER DIRECTOR
Major TV affiliate in a top 15 market located in Southern Florida has an urgent need for a Producer/Director with 3 years' Commercial TV experience. Must be able to switch and have background in news, sports and remotes. Excellent package offered to the right person. Send resume including background and salary history to:

Box No. 012440
Miami, Florida 33101
Females & Minorities are urged to reply

TV Publicity Manager
We are top 15 market-affiliated station looking for a TV Publicity Manager with a background in communications & journalism. Should have excellent command of the English language. will be involved in writing press releases while having a good liaison with the various newspaper media. Excellent benefit program & promotional opportunity. Send resume including background & salary history to:

Box No. 012440
Miami, Florida 33101
Females & Minorities are urged to reply

Situations Wanted Management

More than 24 years experience in station operations and management. 20 years with one company. Experienced in production—Programming—News—Sales—and FCC procedures. Good credentials and references.

Box W-122, BROADCASTING.

Situations Wanted Sales

YOU'RE LOOKING ... I'M LOOKING
You are a television station; network affiliate or independendent. I am a salesmen, local sales manager or general sales manager. You are experienced in selling out bright pictures to viewers. I am experienced in selling those pictures to agencies as well as local retail and direct accounts. Your success is dependent on quality programming. My success is the ability to convincingly interpret the numerical results of your quality programming (ARB/NSI). Your credentials are unimpeachable. My credentials are listed: EAGLE SCOUT; OFFICER, U.S. Navy; AB, Major University in Business Management; ADVERTISING DIRECTOR, Major Newspaper Chain; RESEARCH/PUBLICITY DIRECTOR, Network Affiliate Top Ten Market; LOCAL SALES MANAGER, Independent Top Ten Market; PRESIDENT, medium-sized full-service ad agency; GENERAL SALES MANAGER, Major Boat Manufacturer. You are seeking to strengthen your sales of management team. I am seeking to strengthen my future. STOP LOOKING. Let's get together for an interview. Box W-135, BROADCASTING.

YOU BELONG IN BROADCASTING!
1735 DeSales Street, N.W.
Washington, D.C. 20036

Situations Wanted Announcers

NEWSMAN/TALK HOST
Skilled Top-10 Radio/TV reporter, top-rated talkshow host. Well-known and respected in the industry. Finest credentials. Seeks major-market position, radio or TV. Box W-148, BROADCASTING.

SITUATIONS WANTED

Radio Consultants
LOST YOUR IDENTITY? Is your medium or large market station struggling because it sounds like all the rest? Experienced broadcaster has an idea which could make it singular and profitable. Middle to upper East Coast inquiries preferred. Strict confidence.

Box W-135, BROADCASTING

OVER THE TOP

This week's issue of Broadcasting breaks all records for classified advertising lineage. Just another reason why your advertising message belongs in Broadcasting. CLASSIFIED .
**Placement Service**

**RADIO-TELEVISION CATV Looking For A Job?**

Mail Us Your Resume Now!

William J. Elliott, Jr. & Company. Inc.

205 Datura Street

Suite 444 M

West Palm Beach, Florida 33401

305-859-4513

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**BUILD A BETTER STUDIO**

Call Aderhold Construction Company. A complete construction management team of architects, builders, engineers and designers. No problem too large or too small. 404/233-5413.

Aderhold Construction Company

3384 Peachtree Rd. NE / Atlanta, Georgia 30326

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**Audience Research**

**INCREASE SALES**

with a customized PRS audience survey...from 1329.

Professional Research Services

6806 S. Terrace Rd. Temple, At. 60528 (601) 839-4003

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**Business Opportunity**

FOR SALE OR TRADE

Interest in San Antonio radio station. For further information call 1-813-262-0595.

---

**Employment Service**

THE BEST JOBS

are often EXCLUSIVELY referred to us! SEND YOUR FREE ISSUE!

Box 1115, Daytona Beach, FL 32191

We're the new guys who do more.

Nationwide openings every week for announcers, news, sales, PD's & engineers. $10 (12 issues-3 mo) $20 (6 mo issues-12 mo).

Compare FREE! Then subscribe!

---

**For Sale Equipment**

**ENG PORTABLE CAMERA**

(Perfect Condition)

ASAACA Model 3000 (complete)

3-23" Tubes

1-Canon Zoom Len 12-120mm. F2.2

2 Cables-Camera to Backpack-8 ft. & 10 ft.

1-Cable-Backpack to AC Power Supply-100 ft.

1-Genlock Board

1-Color Bar Generator Board

13-Spare Modules (100%) for Backpack

1-Battery Belt (1 hr 20 min) and Battery Charger

1-Shoulder Brace

Original Cost: $35,000.00 TAKEN IN TRADE

Selling Price: $19,000.00 or BEST OFFER

Contact: Landy Associates, Inc.

Jim Landy

12 Buxton Road

Cherry Hill, NJ 08003

609-424-4660.

---

**For Sale Equipment Continued**

FOR SALE

1- RCA TR-22 Low Band Color Video Tape Recorder, spare heads, parts modules

5- RCA TP-6 Projectors, magnetic sound

Call or Write: J.J. Kressnick, D.E.

ABC-TV

Chicago, Illinois 60601

190 N. State Street

312-263-0000 X-241

---

**Instruction**

Attention: Oregon and Washington broadcasters. The professional institute of broadcasting offers a 5-7 week course for your 1st phone call. Class starts now. We guarantee your ticket. Other broadcasting courses taught also. The professional institute of broadcasting 15273 S.E. LA Bonita, Milwaukee, Oregon 97222. Tel: 1-503-859-4434. The professional Institute of Broadcasting (P.I.B.) broadcasters teaching broadcasting.

---

**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 1-800-327-8565 (except Florida)

---

**Wanted To Buy Stations**

ONE MILLION CASH AVAILABLE

Investor & Broadcastor (non-active past two years) will pay to approx. one million cash for profitable FM or AM-FM in growth market. Group deal OK. Prefer West Coast, Florida or Sun Belt areas. Principals only.

Box W-93, BROADCASTING.

---

**Station for Sale?**

Successful small market Indiana broadcaster has cash and people for expansion. Interested in expansion for FM or AM-FM small market midwest, Also, C.P.

Information in strict confidence

Phone 317-342-3394 or write

David Keister, 217 E. Washington Street, Martinsville, Indiana 46151

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**For Sale Stations**

Florida fulltimer—Class III facility. Gross revenues over $300,000 and rising. Excellent potential in fast growing market. A salesmen's dream. Asking $950,000 cash (three times gross). For full details on this beauty write.

Box W-54, BROADCASTING.

---

**South Carolina**

For sale: Single market, 1,000 Watt, daytime with pre-sunrise, studio building and land included. Profitable, $250-000 with $500,000 down and balance over 10 to 12 years. Must be financially qualified. Reply to Box W-117, BROADCASTING.

---

**Books for Broadcasters**

403. AM-FM BROADCAST STATION PLANNING GUIDE by Harry A. Elter. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8 1/2" x 11", illustrated. $12.95

404. THE ANATOMY OF LOCAL RADIO-TV COPY by William A. Peck. Leading station executives have cadred this book the one that sets the standard for audio TV copy at the local level. Loaded with hundreds of ways to increase station billing with sales- proven copy 146 pages. $5.95

405. BROADCAST STATION OPERATING GUIDE by Dr. Robertson. This comprehensive reference book encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book sells it like a $256 pages $12.95

406. THE BUSINESS OF RADIO BROADCASTING by Ed Foult. How to operate a station as a profitable business and serve the public interest as well. This is the first test to deal with broadcast station operation from beginning to end. Clearly explained, proven techniques and careful observations to observe 400 pages, illustrated $12.05

411. COMMERCIAL FCC LICENSE HANDBOOK by Harboy F. Swater. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radiotelephone license examiners plus broadcast and radio endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam plus same questions on each exam (with answers in the back of the book) Also its practical reference in your profession. 444 pages, 150 illustrations $9.95

417. GUIDE TO PROFESSIONAL RADIO & TV NEWSCASTING by Robert C. Selim. A practical, self study guide for those who want to get started or get ahead in broadcast journalism 224 pages, illustrated $6.05

418. HANDBOOK OF RADIO PUBLICITY & PROMOTION by Jack MacDonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1500 on-air promo themes adaptable to any format and over 350 contests, stunts, specials and promotion ideas! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8 1/2" x 11" bound in long-life 3-ring binder $20.95

421. HOW TO SELL RADIO ADVERTISING by S. S. Wright. The right formula for sales depends on the individual and the particular advertiser. There is the secret as S. S. Wright illustrates it by theory and by practice. You'll hear all sorts of objections (including a few you haven't heard) and how they've been successfully countered. From the dialog between salesmen and prospect you'll learn the approaches and the clinchers, how to use available sales tools to the best advantage and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "opportunity moment" and how to convert a "no" to a "yes" 320 pages. $12.95

BORADCASTING Book Division

1735 DeSales St., NW

Washington, D.C. 20036

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Please send me book(s) numbered _____ Payment for the full amount is enclosed.

Name ________________

Address ________________

City ___________ State _______ Zip ________________
CAROLINAS

Single Station Market, day AM/FM combination billing $150,000/yr. Price $300,000, 29% down, with debt service on balance structured within present cash flow.

A Confidential Service to Owners and Qualified Buyers

CECIL L. RICHARDS, INC.

Media Brokers

Call 'Lud' Richards (703) 821-2552

NEW ADDRESS Suite 408, 7700 Leesburg Pike, McLean, Va. 22043

BROADCASTING'S CLASSIFIED

offers an extensive variety of opportunities and services.

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 mail orders 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 clarity or any copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Classified copy rates: per word $1.00, per inch $10.00, per column inch $15.00. All ads in inches. Minimum run length 4 word, 4 inch minimum. Minimum length of an ad is one column inch. Minimum number of a word is two words.

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" bailed 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 5 column, 300, PO, DA, 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:

For Sales Stations

Continued

South Georgia Daytime Single Market. FM. Possible. $120,000 for Quick Sale.

Easy Terms
John Strain & Associates
813-933-8784

Gulf Coast AM $600,000
California AM-FM $600,000
John Grandy
Western Business Brokers
773 Foothill Boulevard
San Luis Obispo, California 93401
805-541-1900

For Sales Stations

Continued

- 1000 Watt daytimer. Greater Chattanoog
area. $3,000 cash break even point. $29,000 down.
- e AM/FM in Mississippi. Within 50 miles of Meridian. $25,000 down.
- e 1000 Watt day. 260 night in Western Montana, Modern city. Sales about $200,000.
- e Fulltimer in Central Florida. $300,000 Terms.

BUSINESS BROKER ASSOCIATES
615-884-7511

MEDIA BROKERS

APPLAISERS

RICHARD O. SHAHEEN

435 NORTH MICHIGAN - CHICAGO 60611
312 467 0040

Brokers & Consultants to the Communications Industry

THE KEITH W. HORTON COMPANY, INC.

1705 Lake Street - Elmira, New York 14902
R.D. Box 948 (609) 733-7138

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles - Washington

Contact:
William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

8E Metro Daytime $315K Cash
8W Small FM $210K $182K
8R Metro Fulltime $555K $50K
W Small Fulltime $275K $70
NR Metro AM/FM $1,700K 29%

Atlanta - Boston - Chicago - Dallas
New York - San Francisco

1835 Savoy Dr., Atlanta, Georgia 30341

Broadcasting

The newspaper of the broadcasting and allied arts

Broadcasting Sept. 20 1976

86
### Programming

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<thead>
<tr>
<th>Company</th>
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<td>FILMWAYS</td>
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<td>FOUR STAR</td>
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<td>GULF + WESTERN</td>
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### Service

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<td>WALTER THOMPSON</td>
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### Electronics/Manufacturing

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<td>CECET</td>
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<td>COMU. INC.</td>
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### Standard & Poor's Industrial Average

<table>
<thead>
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<th>Index</th>
<th>Year</th>
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<tbody>
<tr>
<td>116.5</td>
<td>117.5</td>
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*Stock did not trade on Wednesday, closing price shown is last traded price.
**No P/E ratio is computed, company registered net loss.
***Stock split


P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.
Robert Mounty: high as ever on NBC's NIS

"The going has been slower than we thought, but we're still as enthusiastic as we were on day one." That was June 18, 1975, when NBC started the News and Information Service, a 24-hours-a-day all-news radio network, with 55 of the 75 subscribing stations it needed to be in the black. Robert Mounty, vice president and general manager of NIS, was enthusiastic on day one: 80 stations would be on line by September and NBC, having taken what was described as "a $10 million risk" on NIS, was "going to make money on it in 1976."

Mr. Mounty's enthusiasm for NIS remains, indeed, undimmed. There's an "absolute need for it," he says, and the operation is to make it into the black in 1977. The current on-air station count now stands at 64 (69 are signed up), and he still holds to 75 as the point at which NIS will turn the corner. There are NIS "subscribers" (preferred by NBS to "affiliates") in seven of the top-10 ADRs, 29 of the top-50.

"We've attempted to put 64 all-news outlets on the air in just over a year," says Mr. Mounty. "We did not anticipate the amount of support we've had to give subscribers."

Among the handicaps facing the start-up of NIS he can tick off: NIS had to convince many station owners to drop something they had been personally involved in, often their own brainchild; there is "a leaniness—not a dearth—of good news managers in the talent pool!"; the costs of running an all-news operation are higher than for almost any other format, especially automated programming; other programming formats are easier to switch from than all-news if they fail, and, asking a top-40 manager to pick up NIS 50 minutes per hour, 24 hours daily, is asking him to mentally, emotionally and financially change, from "a PT. Barnum to a Joseph Pulitzer."

So why is this man smiling?

"He's a true enthusiast. The Eskimos couldn't resist him if he was an icebox salesman," says Ralph Brent, who's now with the New York public relations firm of John Moynahan & Co. and who hired Bob Mounty back in 1957 in his first broadcast job as a local account executive at WPEN (AM) Philadelphia.

Mr. Mounty's background in sales has been confined to a shoe store, but his combination of confidence and charm made him, in Mr. Brent's words, "one of the best salesmen I've ever seen."

Mr. Mounty has worked his confidence and charm and sold 69 stations on a concept that many thought would never get off the ground. And he's taken NIS to the point where it could raise the standards for those stations it will take on as subscribers. Mr. Mounty feels it is detrimental to the good of the whole service to sign those stations he finds physically inadequate (as far as their coverage is concerned), those lacking in "management depth" or those without the necessary financial resources. It's a decision that he says is "sometimes painful, but wisest in the long run."

Mr. Mounty is also bent on avoiding station operators' "with the misconception that they'll hold out their hats to the machine and we'll make money for them... We're only a matrix for their operation."


There is much NIS does do for its stations.

Among the special programs: a recent three-day documentary over Labor Day weekend focused on various aspects of the labor movement in some 300 feature items. "We're the only people equipped to do this kind of thing," he says. A recent day-long program on cancer incorporated nearly 80 feature segments.

Beginning Oct. 4 for 30 days, a people-oriented news feature will offer pre-taped segments, one per hour, on personalities to include Muhammad Ali, Ladybird Johnson, Larry Csonka and Shirley Temple Black. Two new feature contributors will be added shortly—Harriette Van Horne, syndicated columnist, and Dr. Sandra Brown, on women in management.

These he considers "good programs and highly promotable," allowing stations enough notice so they can "hitchhike" with inserts from local experts, localizing the product.

Mr. Mounty says he has always been sales and marketing oriented. He attended the Wharton School of the University of Pennsylvania at night for two years, majoring in business administration prior to his start at WPEN.

Metromedia bought WPEN in 1960 and Mr. Mounty stayed with the station until 1965 when he was appointed general sales manager for the company's WNEW (AM) New York; in 1966—a boom year for radio in general—he became general manager of that station. In the following three years the station reached record billings and profit figures.

He was "booted upstairs" in April 1971 in what is commonly understood to have been a political move involving the high-turn-over general manager spot. He was made vice president-director of sales, Metromedia Radio, directing over-all marketing for 12 stations in the division.

He returned to Philadelphia the next year, to the William Penn Co. (WPEN-AM-FM) as executive vice president. Back to New York in 1973 as general sales manager for WHN (AM), he helped advance the station's country music format as desirable to advertisers.

In January 1975, aware that the impending expansion of NBC Radio would open up desirable positions and assured that one would be his, Mr. Mounty joined the radio network as vice president, licensee relations, NIS. In May 1975, he was appointed to his present post.

Approaching his 20-year mark in the industry this November, Mr. Mounty says the last 20 months have been among the most demanding and perhaps the most rewarding in his career. "NIS will go down as an important breakthrough," he predicts, and radiating confidence, he states NIS is riding the crest of "a new wave of excitement in the radio industry."
The new FCC

In Washington circles the word "input" takes on significance beyond the dictionary definition of energy, power or even computer techniques. It means power, to be sure, but power that emerges from experience, influence and wisdom.

That is the kind of input the FCC, now up to its complement of seven commissioners, can expect from its two new members. Margita White, 39, who at the 11th hour became the two-year appointee, comes from an extended tour of duty at the White House, where she learned the inside of the executive branch and its relations with all news media. Joseph R. Fogarty, the Rhode Island Democrat who won the seven-year term in the turnabout, learned his legislative skills under two senatorial exponents of doubt—Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, and John O. Pastore, who retires this year as Rhode Island’s Democratic senior senator and chairman of the Communications Subcommittee.

Mrs. White succeeds Republican Charlotte Reid, a former congresswoman who resigned from the FCC to return to domesticity. She will bring to the FCC considerably more than the woman’s viewpoint.

Mr. Fogarty is a Senate staff professional. His credentials are good, and while some in broadcasting may not cotton to all of his expressed views, he is a lawyer who isn’t likely to render judgment until the facts are adduced.

In Richard Wiley the FCC has its strongest chairman in years. He has mastered the technique of attracting votes when he needs them. From what we have observed, we doubt whether he can count on automatic votes on significant issues from either of his new commissioners.

Real renewal relief

The license-renewal legislation that the FCC, except for Commissioner Benjamin Hooks, is preparing to present to Congress (Broadcasting, Sept. 13) would introduce elements of order into a regulatory scheme that is not far short of chaos. The commission will propose an extension of the license term from three years to five and the elimination of challenges to incumbents by rival applicants at renewal time.

These are parts of a program proposed by FCC Chairman Richard E. Wiley in a speech at the annual convention of the National Association of Broadcasters (Broadcasting, March 29). Neither proposal originated with Mr. Wiley, but both take on new signs of life with his endorsement by him and all but Mr. Hooks among his present colleagues.

The longer license term appeals to many broadcasters as a means of reducing legal expense and stretching the time between periods of vulnerability to government surveillance and private filings of petitions to deny. There are some, however, who think the relief to be expected from extended terms is illusory. With five years set by law as the renewal interval, the pressures within and outside the FCC to take interim readings would be irresistible. Television stations now are required to submit annual program reports. The precedent could be easily adapted to radio. There are other legislative goals of higher priority than longer license terms.

The elimination of comparative renewal hearings, however, deserves universal support. Except in one case, which turned on freakish circumstances that are unlikely to be repeated, comparative hearings involving incumbents and rival applicants have been expensive exercises in speculation, profitable only to the lawyers who have specialized in challenges and those retained by challenged licensees. The public would lose nothing by the commission’s proposal.

As the FCC will make clear in its congressional presentation, the petition to deny would still be honored, and the FCC would lose no power to initiate action for violation of its rules. Licenses could still be lost for just cause, and facilities thus be made available for assignment to new occupants.

And that brings up another subject that Mr. Wiley introduced in his NAB speech but that is missing from the legislative recommendations now emerging from the FCC: how to choose among rival applicants for facilities that are vacant. To the NAB Mr. Wiley suggested an end to all comparative hearings and the substitution of another means, perhaps by lot, to declare a winner among qualified applicants. That suggestion was the most imaginative of all, and is worthy of serious consideration. Perhaps, however, the two proposals to be made are as big a legislative portion as is digestible right now.

Conduit or cop?

Midnight Blue, the sexually explicit program that Manhattan Cable of New York banished from an access channel after congressional criticism arose, has been revived under a new name, America’s Midnight Blue. Once again, as could have been expected, it is precipitating trouble. Representative John Murphy (D-N.Y.), who raised the fuss the first time, is at it again, demanding that the FCC take action.

Charlotte Schiff Jones, the Manhattan Cable vice president who oversees access matters, has a point in complaining that the FCC’s access rules put cable operators in a bind. The rules prohibit operators from exercising control over access-channel content, except to prevent the transmission of commercial advertising, lottery information or obscene or indecent material. The last provision assigns the cable operator the difficult job of deciding what no court has yet been asked to decide: what constitutes obscenity or indecency on cable television. The situation is made to order for the producer of some borderline access show to create a test case for publicity, with the cable operator in the middle.

If the cable operator is otherwise to act only as a common carrier in offering access channels, the FCC distorts that role by insisting that the operator act also as a surrogate of the FCC to police obscenity and indecency. Maybe Midnight Blue will turn out to have at least one redeeming social value: forcing the FCC to rethink its access-channel rules.
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