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

Ray's been with us since we started in 1949. So we know him well. And we're well aware of just how good he is.
Under Ray's direction, KPRC TV news has become a tradition.
He's helped us build the largest electronic news department in Houston. We think it's also the best. So do others.
We've won more awards than all the other Houston stations combined.
We've also captured Houston.
For a look at the ratings, just call our rep.

KPRC TV HOUSTON
PETTY TELEVISION, INC. NATIONAL REPRESENTATIVES NBC AFFILIATE
MY CAB DRIVER SAID ABC WAS NO.1 AGAIN THIS WEEK. THAT’S FOUR WEEKS IN A ROW.

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

THE KIDS ARE TALKING ABOUT IT AT SCHOOL.

MY DENTIST TOLD ME.

Sources: 1) "Households"—NTI/SAI Reports, all commercially sponsored programs, average audience estimates, prime time, four weeks ending Oct. 17, 1976.
2) "Demographics"—NTI/FEP Reports, average audience estimates, total program duration, Men 18-49, Women 18-49 (excluding sports), two weeks ending Oct. 3, 1976.
All political broadcasts are excluded. Data subject to qualifications which are available on request.
SURE ABC IS NO. 1, BUT
THE DEMOGRAPHIC STORY IS
EVEN BETTER. WITH YOUNG MEN
THEY'RE 30% AHEAD OF THE NO. 2
NETWORK. WITH YOUNG WOMEN
THEY'RE 41% AHEAD.
FAN-TASTIC!

YOU'RE DOING A
NUMBER ON ME.

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

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

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

Model 1600-7K is also available in PAL and PAL-M versions. For additional information on the system, including a demonstration video tape, contact your nearest Grass Valley Group field office.
BUNCHING UP □ Network prime-time race gets tighter as CBS takes second place in fourth week, ABC lead weakens a bit. PAGE 21.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**KFJZ @ KWXI FM**

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

**PLUS**

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

REPRESENTED NATIONALLY BY H-R STONE, INC.

**SWANCO Stations:**

KFJZ/KWXI Fort Worth

KKNG Oklahoma City • KKYX San Antonio • KQEO Albuquerque • WBYU New Orleans • KLEO Wichita • KRMG/KWEN Tulsa
Hands off
President Ford may use his appearance at National Association of Broadcasters regional meeting in Portland, Ore., today (Oct. 25) to sharpen his difference with Democratic presidential candidate Jimmy Carter over government’s role in television content regulation. Mr. Carter at Ralph Nader forum in Washington in August said he would use Presidency as platform from which to urge broadcasters to reduce violent programming (Broadcasting, Aug. 16). President Ford is said to regard that approach as unhealthy and to feel that President should not attempt to influence program content or government to regulate it. President last week was considering staff recommendation that he make those points in Portland today, and there were indications that he would.

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

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

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

While money rolls in
At forthcoming meetings with their affiliates boards, television networks may expect to hear suggestions that they put more money in program development. With network revenues rising to levels undreamed of until recently, stations are saying, greater risks can be afforded in upgrading program quality and seeking diversity of program forms. This kind of talk has been especially prevalent among CBS and NBC affiliates.

Free spirit
New FCC Commissioner Joseph Fogarty, fresh from Capitol Hill where, as member of Senate Commerce Committee staff, he witnessed many free-wheeling debates, may provide kind of spirited opposition Chairman Richard E. Wiley has not seen much of in his two-and-half years as head of agency. During FCC discussion of Senator James Buckley’s (R-C-N.Y.) complaint about New York noncommercial stations that refused to carry his five-minute “commercial,” there was heated exchange between Commissioner Fogarty, who feels public stations do not have same access requirements as commercial stations, and Chairman Wiley, who believes law says they do. According to officials present, Commissioner Fogarty suggested that commission’s decision in exempting political debates and press conferences from equal-time law was politically motivated, and Chairman Wiley retorted with reference to Democrat Fogarty’s attitude toward Senator Buckley’s complaint. Degree of heat generated was evident when Chairman Wiley picked up his papers and began striding for door. However, same witnesses said, he stopped, returned to his seat, and he and Commissioner Fogarty withdrew charges and exchanged apologies. But, observers noted, chairman knows there is new kid in town.

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

When current ASCAP radio agreement was negotiated in 1972, committee won reduction that knocked estimated $2.4 million off what had been $18.3-million annual bill. Radio stations were then paying BMI about $15.5 million annually. They continued to pay at old 1.7% rate under new BMI contract negotiated in 1973 but gained new incremental-revenue feature, to become effective in 1977, that should reduce effective rate to 1.3% or 1.4%. Radio committee presumably will seek similar incremental feature in new ASCAP contract, in addition to basic rate cut. ASCAP contracts expire March 1, 1977; BMI’s, Dec. 31, 1977.

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

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

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

Quicker pace of RTNDA activity—association is now up to 1,300 members—is expected to be reflected in Miami convention Dec. 13-15. American hotel rooms blocked out for convention are now two-thirds sold. Exhibitor total is 40, equal to last year, may go as high as 60 or 70. There’s at least outside chance next President will be there.
General Motors [ ] Oldsmobile’s radio spots are getting multi-market exposure for two weeks, with campaign to kick off Nov. 1. Markets include New York, Los Angeles, Chicago, Philadelphia and Houston. Agency: Leo Burnett, Southfield, Mich., office, is aiming spots at adults.

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

General Telephone & Electronics [ ] Various GTE products and services will get four-week promotion beginning Nov. 1. TV fringe and daytime spots are geared to women, 18-34, Doyle, Dan, Bernbach, New York, is agency.

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

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

Procter & Gamble [ ] Comet detergent and Crisco Oil, both P&G products, will be promoted beginning in November for unspecified length. Combination of day, fringe and prime-time TV spots will air the same day.

Fringe General time York, created to get four-week promotion various in drive Nov. 8. Source: Broadcast Advertisers Reports

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

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

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

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

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

BAR reports television-network sales as of Oct. 3

ABC 5665,693,800 (32.1%) [ ] CBS 720,753,000 (34.6%) [ ] NBC 5865,816,300 (33.1%)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes ending Oct. 3</th>
<th>Total dollars ending Oct. 3</th>
<th>1976 total minutes year to date</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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<tr>
<td>Monday-Friday</td>
<td>150</td>
<td>$789,500</td>
<td>5,489</td>
<td>$27,647,500</td>
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<td>Sign-on 10 a.m.</td>
<td>1,018</td>
<td>12,275,500</td>
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<td>10 a.m.-6 p.m.</td>
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<td>11,924</td>
<td>229,482,500</td>
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<td>Saturday-Sunday</td>
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<td>$2,072,263,200</td>
<td>$1,713,117,700</td>
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</table>

Source: Broadcast Advertisers Reports

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

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

Swift [ ] Sizzle bacon product is subject of five-week campaign to begin Nov. 1. Daytime TV spots are to appeal to women, 25-54. William Esty, New York, is agency.

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

Eastern [ ] Corporate advertisement for airline will begin on Nov. 8 for four month campaign. Prime-time TV spots of 60’s and 80’s will deliver message to men, 25-54, secondarily to all adults, 18 and over. Young & Rubicam, New York, is agency.

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

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

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

Parker Bros. [ ] Monopoly game, which has not been active in TV promotion for some years, will return to spot via test in two markets, Bakersfield, Calif., and Charleston-Huntington, W. Va., in flight scheduled for five weeks starting in early November. Humphrey Browning
At Rust Craft Television...People Make the Difference.

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

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

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

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

Hardworking, experienced, imaginative...these people typify all Rust Craft television stations. That's why when Rochester thinks of television, it thinks of WROC-TV.
MacDougall, Boston, is taking aim at women, 25-54, and children, 6-11, via buys in daytime, fringe and prime slots.

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

**Estée Lauder** Creative make-up line of cosmetics will get pre-holiday try-out starting Nov. 25, using day fringe and prime-time TV 30's. AC&R, New York, hopes to reach women, 25-54.

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

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

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

<table>
<thead>
<tr>
<th>Rep appointments</th>
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<tr>
<td>WFM-AM-FM Chicago: Concert Music Broadcast Sales, New York.</td>
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</table>

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Hudson** Vitamin company through Rosenfeld Sirowitz & Lawson, is using selected-market radio flight starting today (Oct. 25) for four weeks. Demographic target is women, 35 and over.
Unretouched filmstrips of the Eastman Ektachrome video news film 7240 (tungsten)

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

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

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

Film is good news.
The Hispanic market: a whole other world for the advertiser

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

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

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

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

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

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

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

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

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

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

There has never been a question of A&P value or quality in the mind of the average Hispanic housewife. For years A&P has been the store where most Hispanic women do the bulk of their shopping. We suggested that A&P continue their established and already highly successful Amigo del Pueblo (Friend of the People) ad campaign. Rather than trying to recapture a lost market, our campaign was aimed at simply reinforcing an already secure feeling of loyalty. And it continues to work very well for this important client.

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

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

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

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

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

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

Don L. Passante founded D. L. Passante Associates in 1946. His agency was the first U.S.-based creative shop to specialize in advertising for the Spanish-speaking community. Since opening his doors 30 years ago, Mr. Passante has been responsible for Spanish-language campaigns for Miller beer, Pepsi-Cola, A&P and other national advertisers.
You may not know that Cetec is one of the major producers of radio broadcast equipment.

Maybe you should.

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

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

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

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

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


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

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

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

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

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

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


Nov. 30—Mississippi Broadcasters Association program seminar, Holiday Inn Downtown, Jackson. Contact: Chuck Coppey, MISA first vice president, WKOR (AM) Starkville, Miss. (601) 323-4980.

November

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

Nov. 4—Hollywood Radio and Television Society luncheon. Speakers will be Fred Silverman, president of ABC Entertainment; B. Donald (Bud) Grant, vice president, programs; CBS-TV, and Irwin Segelstein, executive vice president, programs, NBC-TV. Major portion of program will be devoted to question-and-answer session, for which HRTS is soliciting advance written questions. Beverly Wilshire hotel, Hollywood.

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

Nov. 5-7—Seventh annual Loyola National College Radio Conference. Host will be university's two radio stations. Lewis Towers Campus, Loyola University, 820 North Michigan, Chicago.

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

Nov. 8—FCC's new deadline for comments on reopened rulemaking proceeding on program records to be maintained by broadcast licensees, including filling of letters received by licensee from public for three years and retention and disclosure of transcript, tape or disk of all programs except entertainment or sports (Docket 9687). Replies are now due Nov. 19, FCC, Washington.


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


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

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

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

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

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

Nov. 12-14—American Women in Radio and Television board of directors meeting. Radisson hotel, Down Town, Minneapolis.

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

Doubleday Media Offers:

HIGH & WIDE POTENTIAL

A Class C FM with the only full time C&W format in a medium size SW market is available for purchase. This mid-dial, fully automated station is a low overhead operation. A higher power and antenna capability will give wider coverage for an excellent sales potential.

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

Call Bob Magruder for details.

214/233-4334

Doubleday Media
Brokers of Radio, TV, CATV and Newspaper Properties
13601 Preston Rd., Suite 417W, Dallas 75240
Dec. 15 — Conference on ways to make multi-purpose broadband communications economically viable in rural areas under sponsorship of Congress’s Office of Technology Assessment (BROADCASTING, Oct. 19), Washington.

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

Nov. 17 — Meeting of radio code board of National Association of Broadcasters, Atlanta.

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

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

Nov. 19 — Accuracy in Media conference, International Filmrow Center, Nov. 20 or switched entirely to that day, according to final agenda requirements.

Nov. 19-22 — Federal Communications Bar Association annual seminar. Coronar Beach hotel, Florida.

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

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


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

December

Dec. 1-3 — Western Cable Show, sponsored by the Arizona Cable Television Association, California Community Television Association and Hawaii Cable Television Association. Speakers will include FCC Chairman William E. Benjamins Jr., FCC Commissioner Benjamin Hooks, Representative Lionel Van Deerlin (D-Calif) and Representative John Rhodes (R-Ariz.) Disneyland and Riviera, Las Vegas.


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

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


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

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


December

Jan. 1977

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

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

Jan. 9-11 — Association of Independent Television Stations (INTV) fourth annual conference. Fontainebleu hotel, Miami. 1978 conference is scheduled for Los Angeles; site and date to be announced.


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

Feb. 12-18, 1977 — National Association of Television Program Executives 14th annual conference. Fontainebleu hotel, Miami. 1978 conference is scheduled for Los Angeles; site and date to be announced.

January 1977

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

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

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


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

Major meetings


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


February 1977


Feb. 8-9 — Public Broadcasting Service annual membership meeting. Hyatt Regency hotel, Atlanta.


Feb. 16-19 — International Conference on film, theater, video of Center for Twentieth Century Studies, The University of Wisconsin, Milwaukee. Contact: Michel Benenom, director, CTS, Box 413, Milwauke 53201.

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


March 1977

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


HOME
INSURANCE
Movies. The best insurance you can buy.

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

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

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

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

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

FEATURES FOR THE '70S VOLUME 3

COLUMBIA PICTURES TELEVISION
Choice of words

EDITOR: Dawn Sibley's interesting Oct. "Monday Memo" regarding the media strategy for President Ford's campaign targeted on the kind of calculated thinking that makes a great many of us, in and out of the industry, extremely sensitive to the selling of any President. I was particularly appalled by her incredible statement about spot/national results, "... network television has a two-to-one efficiency advantage over spot television. This mean... we were about to purchase two voters [italics supplied] through network television." I sincerely hope not, philosophically, actually or in any other context.—Elizabeth Bain, Katz Television, New York.

Few takers

EDITOR: I and many other broadcasters have often bemoaned the apathy of the American voter. We have all run PSA's designed to stimulate John Q. Public to get registered and go to the polls. We have run editorials attacking "who cares" attitudes. Nothing we have done has had much impact. Voters continue to care less...

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

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

Small wonder that the voters don't give a damn. We, the ones who ought to be leading the way, have become dis-oriented.—Jerry B. Mianer, vice president and general manager, Klingsam (AM) Omaha.

Non-issued stamp a non-issue?

EDITOR: Yes you're all correct, there certainly has been no commemorative stamp recognizing commercial broadcasting. And surely honoring Adolph Ochs, electronics, amateur radio operators, chemistry and Fort Snelling is a snub to all the broadcasting industry. Yes, the Sarnoff and Paley contributions are incredible. But c'mon guys, you all use metered mail anyway. Is it really necessary to spend time considering in Broadcasting, to me a valuable source of information, this lack of a commemorative stamp. So what? Of such non-issues is the current presidential campaign being made. Aren't we all a little more serious than to worry about stamp designs? The 1963 Dodgers were incredible too, but...—John W. Whitehead, Denver.

Already there

EDITOR: Those of us in radio journalism must have read Robert Mounty's "Profile" (Sept. 20) with interest. In discussing multipart documentary series, formatted over weekends, Mr. Mounty said that NIS had produced a couple of them as "...we're the only people equipped to do this kind of thing." I don't know exactly what Mr. Mounty had in mind by "the only people equipped to do this kind of thing," and his article implied that the concept was relatively new to him, but your readers ought to know that CBS News has been offering its affiliates authoritative weekly specials on this nature on CBS Radio seven or eight weekends a year since 1972.—Emerson L. Stone, vice president, CBS News, Radio, New York.

Number 10 in Dayton

EDITOR: I would like to point out an error in your Sept. 27 article, "The 500 of fortune: radio's biggest stations." Under the listing Dayton, Ohio, the 10th-ranked station is listed as WRQX-FM. WRQX-FM is, in reality, WRQX(AM) Garver, N.C. The 10th-ranked station in Dayton should be WRQX-FM which happens to be our station in Cincinnati.—John Soller, station manager, WRQX-FM Cincinnati.

The street goes on

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

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

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The newsweekly of broadcasting and allied arts

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Executive and publication headquarters
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1735 D St., N.W., Washington, D.C. 20036.
Phone: 202-638-1022.
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BUREAUS
New York: 75 Rockefeller Plaza, 10019
Phone: 212-757-3293.
Rufus Creter, chief correspondent.
Rocco Famighetti, senior editor.
John M. Demosey, assistant editor.
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Phone: 213-483-314B.
Bill Merritt, Western sales manager.
Sandra Kleuser, editorial/advertising assistant.

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Advertising was acquired in 1932, Broadcast Reporter in
1933, Telecast in 1953 and Television in 1961.
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Microfilms of Broadcasting are available from University
Microfilms, 300 North Zeib Road, Ann Arbor, Mich. 48103.
Your remote unit wants a two-inch quad on location.

AVR-2 takes the ride.

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

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

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

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

AMPEX

Complete technical and performance specifications are available in a free brochure. Write us at 401 Broadway, Redwood City, California 94063, or call (415) 367-2011.
Thirty-seven years ago nobody even heard of a Country music award.

But that was before BMI became involved.
Now today there are Country music charts... royalties for writers, publishers... and, of course, awards.

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

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

BROADCAST MUSIC INCORPORATED
The world's largest performing rights organization.
Week four: CBS climbs out of basement, ABC leads the league

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

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

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

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

- Two major-league baseball playoff games on ABC (the New York-Kansas City game on Tuesday, Oct. 12, did a middling 19.7 rating and 32 share, whereas the same two teams two nights later scored a 24.1 rating and 39 share).
- One World Series game on NBC (the Sunday, Oct. 17, New York-Cincinnati contest, which rolled to a 29.2 rating and 43 share, the second highest-rated show of the week).
- Two hours of prizefighting on CBS (which managed only a 14.2 rating and 25 share on Friday, Oct. 15).
- All three networks' coverage of the vice-presidential debates (combined, the rating factored out to a mere 35.4, whereas the second Ford-Carter debate had a three-network rating of 52.4—that's 85 million people for Ford-Carter compared to only 60 million for Mondale-Dole).

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

CBS first with the fixes for its TV schedule

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

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

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

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

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

The Bob Newhart Show at 8:30 p.m. on Saturday puts the finishing touches on Doc, which goes off for good as of this Saturday (Oct. 30).

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

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

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

"We've made no hard decisions yet," said Mr. Silverman, although he implied that it's only a matter of time before Cos (Sunday, 7-8 p.m.) gets the hook (probably for The Young Pioneers, a family-
A passing fad? Ratings for the second week of the ABC Evening News with Harry Reasoner and Barbara Walters suggest the "curiosity tune-in" was a passing phase. For the week ended Oct. 17, ABC Evening News got a 9.6 rating, 21 share (down from previous week's 11.3, 23); CBS Evening News got a 14.3 rating, 29 share (up from 13.9, 28 and number one both weeks); NBC Nightly News got a 12.2 rating, 24 share (the same as the previous week). ABC's 21 share is still two points above its quar- terly average. For the third quarter, ABC averaged a 7.8 rating, 19 share; CBS 11.8, 28; NBC 10.4, 25.

oriented Western from Lorimar Productions). ABC's two other weak spots, Holmes and Yoyo (Saturday, 8-8:30 p.m.) and Mr. T and Tina (Saturday, 8:30-9 p.m.), chalking up "encouraging" 26 and 27 shares respectively on Oct. 16, so Mr. Silverman says he'll go with them a while longer. He reaffirmed that ABC has commitments to Bud Yorkin's What's Happening and Columbia Pictures Televisi- on's Feather and Father. Mr. Segelstein, after joking that "my letter-writing campaign to keep Ball Four on the air has apparently failed," said that "the two main reasons (fighting for the evening to try to expand movies and political debates) have caused NBC to hold back on making life-or-death decisions about the fate of some of the shows that have not been getting healthy ratings so far this season.

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

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

Later on in the give-and-take, when Mr. Silverman was singing the praises of the upcoming 13-hour miniseries based on Alex Haley's book, "Roots," Mr. Segel- stein interrupted to say he's putting NBC's made-for-TV movie about the successful Israeli raid on Entebbe airport against the opening episode of "Roots." That bit of one-upsmanship got the big- gest laugh of the afternoon.

And Mr. Taylor's third vice president of CBS came up when Bud Grant said that the incident "will have no effect on our programing plans or on the point of view of our programing department." Arthur Taylor is, of course, the father of the family-viewing-time concept. Will CBS's commitment to the idea begin to waver with Mr. Taylor now out of the picture? Mr. Grant was asked, "We believe in the family-hour concept, and we will maintain it," he said.

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

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

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

'60 Minutes' success spawns another show

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

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

Don Hewitt, executive producer of 60 Minutes since September 1968, will hold the same post on the new program, and Grace Hightower and NBC's Sanford & Son and Chico and the Man. (While Donny and Marie tends to attract younger audiences and Sanford skews to the older, CBS hopes the magazine format does well with the 18-49 audience.)

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

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

NBC tables plan for longer news

Network cites opposition by affiliates in shelving idea

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Those are the themes.

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

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

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

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

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

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

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

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

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

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

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

Scripts were written by Mr. Schwartz's wife, Reenah, with guidance from Gerald Rafshoon, head of the agency that handles.
the Carter account and close adviser to Mr. Carter.

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

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

CBS continues objections to selection of journalists as debates close

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

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

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

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

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

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

The third and final debate between President Ford and his Democratic presi
Eugene McCarthy, independent presidential candidate, failed Friday in last minute bid to have Supreme Court block debate that night between President Ford and his Democratic challenger. Jimmy Carter. Mr. McCarthy petitioned Chief Justice Warren Burger to enjoin debate pending review of his argument he is entitled to participate. Petition was turned down by Chief Justice at 3:15 p.m.

Representative John Moss’s (D-Calif.) Investigations Subcommittee released another section of its extensive study of regulatory agencies last week (Broadcasting, Oct. 11). It scored regulatory agencies in general (FCC included) for poor quality appointments. At FCC, none of four chairmen appointed in last 15 years had “demonstrated consumer sensitivity” report says. Ten of 19 commissioners appointed in last 15 years came directly or indirectly from FCC-regulated industries and so did 13% of current upper level staff. Report concludes that this “revolving door” with industry carries “potential for abuse.” In accompanying press release, Mr. Moss said participation in presidential campaign of Elizabeth Dole, wife of Republican vice presidential candidate Robert Dole, violated non-partisan nature of her post. She is on leave from job as commissioner at Federal Trade Commission.

In speech that was toned down before delivery to New Mexico Press Association, FBI Director Clarence Kelley was to have said he would no longer cooperate with reporters who had “journalistically bludgeoned” bureau “by systematic selection and emphasis of facts with some heavy-handed ‘interpretation’ thrown in.” Speech, which Attorney General Edward Levi suggested be revised, did not specify targets of criticism, referred to “national news media.”

Storer Broadcasting Co.’s CATV division is expanding its operations into two more Southern cities, following award of franchise for Montgomery, Ala., and purchase of franchise for Charleston, S.C., and of systems in Charleston area. Storer won unanimous city council approval—over Telecable Inc. and Multiple Channels of Alabama—to build Montgomery system passing 45,000 homes at estimated cost of $4-4.5 million. Storer purchased Charleston franchise not yet built and systems in North Charleston and Charleston county from group headed by Vernon R. Gill, president of Carolina Cable Video. Systems there currently serve some 3,500 subscribers; Storer anticipates new construction will pass another 103,000 homes.

Copyright bill, extending copyright liability to cable TV and public broadcasting, was signed into law by President Ford Tuesday. On Thursday, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) urged in letter to FCC Chairman Richard Wiley that commission “not delay” its reconsideration of syndicated program exclusivity rules. Commission is scheduled to take up rules Nov. 2.

House Commerce Committee Chairman Harley Staggers (D-W.Va.) will be luncheon speaker at National Association of Broadcasters TV seminar in New York, Nov. 12. Senator James Pearson, ranking Republican on Senate Commerce Committee, will speak at Washington TV seminar Nov. 23.

Radio Television News Directors Association sent wire to President Ford objecting to recent order of American embassy in Israel forbidding Charles Weiss, Voice of America correspondent in Jerusalem, to have any contact with Palestinian Liberation Organization. Embassy’s position is that VOA correspondents are U.S. government officials and must conform to U.S. policy objectives; Mr. Weiss had talked with PLO source in Cyprus by phone. RTNDA disagrees and cites legislation signed by President Ford in July that gave statutory backing to status of VOA as independent news-gathering agency.

G. Richard Shafto, retired president of Cosmost Broadcasting Corp., Columbia, S.C., has advised board of Broadcast Music Inc. he will not seek re-election as board chairman in voting to be held Thursday (Oct. 28). Board’s executive committee will recommend E.R. Vadeboncoeur, president of Newhouse Broadcasting Corp., Syracuse, N.Y., be named to succeed him. Mr. Shafto remains candidate for re-election to board and its executive committee. • Paul Monash, producer of such movies as “Butch Cassidy and the Sundance Kid” and “Slaughterhouse Five,” named to newly created position of VP, programs, motion pictures for television and mini-series, CBS-TV Hollywood. He’ll report to William Selig, VP, programs, Hollywood. • Rand Gottlieb, staff assistant to VP-corporate development, Cox Broadcasting, Atlanta, named director of broadcast acquisitions. • Jack Chapman of KDKA-CNBC, Pittsburgh, rejoins National Association of Broadcasters radio board, appointed by radio board chairman, Don Thurston of WMBN-AM-FM North Adams, Mass., to fill unexpired term of Wayne Cornils, KFOX-AM-FM Nampa, Idaho, who left board to become NAB membership director. Mr. Chapman served previously in 1974-75.

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

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

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

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

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

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

Goodman: the law, not the league

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

The networks’ objections to the format for TV coverage of the Ford-Carter debates were based not on wanting to have their own way, but on the journalistic principle that “news coverage—if it is to meet its obligations to the public—cannot be con-
trolled, directly or indirectly, by the people who are being covered, or by any intermediary,” Julian Goodman, chairman of NBC, said last week.

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

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

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

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

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

The FCC made a large dent in its remaining backlog of petitions to deny last week. It disposed of more than 30 petitions to deny and petitions to reconsider past grants and, in the process, renewed the licenses of most of the 54 stations involved, though only conditionally in some cases.

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

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

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

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

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

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

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

Disposal of the KHQ petition would clear the commission’s books of what had been eight Justice actions seeking to break up what the department considered undue concentrations of control. The department dismissed its petition against WCCO-AM-FM-TV Minneapolis after a complicated transfer of control resulted in a separation of the stations from the ownership of the newspapers involved. Earlier, the commission dismissed a petition against KKCTV Des Moines, Iowa, after the owner, Cowles Communications Inc., sold the affiliated AM and FM stations (a voting trust Cowles said was designed to avoid the concentration of control problem was also cited by the commission). And in the past few months, the commission rejected Justice petitions against Stauter Publications’ WJW-AM-FM-TV Topeka, Kan., and McClatchey Newspapers’ KMJ-AM-FM-TV Fresno, Calif.

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

- Renewed the licenses of WVPI(AM)-WQID(FM) Biloxi, WACR(AM) Columbus, WHL(AM) Bay Springs, WSLI(AM)-WJFR(FM) Jackson WMAQ(AM)-WQST(FM) Forest, WNAT(AM)-WNQZ(FM) Natchez and WINS-FM Yazoo City.

- Renewed, with reporting conditions, the licenses of WHNY(AM) McComb, WQJS(AM) Jackson, WLAI(AM) Laurel and WMFA(AM) Aberdeen.

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

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

- Renewed the licenses of WJW-AM-FM, WISE(AM) and WJW-DT and continued on the deferred list for other matters the applications of WKYF(AM), WXY(AM), WDOK(FM) and WWWE-AM-FM and submitted another inquiry to WHK(AM).

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

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

Storer Stations are concerned
and are doing something
about it.

Today 10 million Americans are
hooked on alcohol.

A devastating breeding ground
for misery, alcoholism breaks up
homes and bankrupts families. It
also causes 80,000 deaths a year,
including half the nation's traffic
fatalities and homicides. A fourth
of its suicides.

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

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

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

And while there's a hard core
of some half-million teenage
alcoholics, it's figured that 1.3 mil-
lion Americans between the ages
of 10 and 17 have a serious drink-
ing problem.

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

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

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

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

And this is typical of all
Storer radio and television stations.
As we see it, the more effective we
are in our communities, the more
effective we are for our advertisers,
and the more effective we are for
ourselves.
Two down and five to go: NAB conducts first regional fall meetings

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

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

The radio session, responsibility for which is shared by the Radio Advertising Bureau, improved over past years, several attendees said. "It seems NAB/RAB is getting more basic and informal," said one, adding that question-and-answer sessions were "more listener." One NAB staff planner said there was some trepidation going into the radio meeting. Last year, the first time NAB teamed with RAB, the two organizations elbowed each other for time and prominence, he said. Not so this year, however, he said.

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

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

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

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

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

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

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

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

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

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

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

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Ford to drop by. President Ford is scheduled to visit the National Association of Broadcasters in Portland, Ore., today (Oct. 30) during the association's seven fall regional meetings. The President, campaigning in Oregon Monday, three days after his third televised debate with Jimmy Carter, is to address a joint session of TV and radio executives and engineers in the afternoon.

Headquarters for the meeting, the radio portion of which is co-sponsored by the Radio Advertising Bureau, is the Sheraton Portland hotel.

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

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

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

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

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

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

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

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

The glimpses of Congress and the FCC, given by Senator 22-year-old Chairman Wiley and Donald Zeifang, NAB senior vice president for government relations, were punctuations in an otherwise issue- less Houston meeting. There was no signing problem--license renewal reform, or cable television, for examples—that dominated conversations.

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

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

Mr. David said.

One of capturing radio executives' attention was NAB engineering Vice President George Bartlett's prediction that the day when a station transmitter can run automatically "is in the very, very near
Our new demod. $1700 and a zero chopper too.

If you’ve been looking for a good, basic demodulator, Scientific-Atlanta can show you one that’s more than just basic for the same money.

With our classy new 6250 you get an envelope detector to closely match the characteristics of the average home television receiver, but with high video fidelity. There’s a handy zero chopper built right in so you can accurately measure the depth of modulation of the transmitted signal.

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The new 6250 also brings you an optional synchronous detector to provide superior transient response free of quadrature distortion.

No wonder after comparative bench tests with a unit costing $5000 more, one engineer wrote, “We are amazed at your demod’s performance.”

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"Everybody doesn't buy a Cadillac auto, but it's there. It's available." He labeled "archaic" the requirement that a first-class operator be on hand all the time to watch electronic equipment operate.

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

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

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

Mr. Scribner, chairman of the NAB free press committee created last June, said next year's NAB convention in Washington will have the theme "The First Amendment: the Public's Right and the Broadcasters' Responsibility."

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

Mr. Conroy's admission that his system could not afford to originate programing, roused Washington attorney Michael Bader to charge the House Communications Subcommittee staff with perpetrating a "preposterous fraud." The subcommittee staff published a report in January.
You may not find it listed in the TV Guide, but Emery's new T.V. program has something dramatic to offer you.

New low rates. Specially designed for the T.V. film and production industry.

If you have a shipment moving to or from any of the country's major film and tape production capitals (New York, Los Angeles, Pittsburgh, Chicago) you can save as much as 30%.

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Like an instant tracking system that can give you an up to the minute picture of your film or tape in just ten seconds. Over 100 offices, worldwide, plus hundreds of agents.

What's more we're on practically every commercial airline that carries freight.

That's over 1000 jets a day. And we use hundreds of charter and commuter airlines, too. Wherever commercial airline service is weak.

So you won't have a wait for your shipment. Nor will you have a weight problem. Because we have no size or weight restrictions.

All this and more. For less.

If you'd like to get with the program, just tear out the coupon. Or call us.

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The shortest distance between two points.
looking toward cable as an alternative to the networks’ mass programming. Mr. Bader is partner of Haley, Bader & Potts.

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

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

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

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

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

Public unloads frustrations on FCC at regional in Houston

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

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

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

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

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

The commission, represented by Chair- 

man Wiley, Commissioners Hooks and Margita White, and eight staff members, said it cannot—nor does it think it a good idea to—involves itself in programing decisions.

Other questioners complained about the depiction of blacks and chicanos in TV dramas, about commercials for vaginal deodorant sprays and about the networks' failure to schedule black college football games.

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

Commission Hooks replied in part for the commission. In matters such as minority hiring and requiring stations to keep public files, "I would not want this audience to think the FCC is powerless," he said. He added that "I don't understand" the "defeatest" tone of the complaints from minority spokesmen, mainly blacks and chicanos, in the Houston audience. Minorities, Mr. Hooks said, "have won significant battles... you've seen the print press remain at 3% minority employment while broadcasters moved to 14%". Chairman Wiley also chafed under the criticism. "I don't think we've indicated we're powerless," he said. "We've taken stronger action against bad broadcasters in the last two years" than ever before.

An implication by one questioner that the FCC had been used by former President Richard Nixon to go after the licenses of the Post-Newsweek stations drew strong denials from Chairman Wiley and Commissioner Hooks. Mr. Hooks added that in his opinion the mere possibility of political pressure on an agency "ought to make people wary of giving the FCC too much power" over broadcast program content.

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

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

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

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It takes a great VTR to accommodate versatile options. That's the TR-600A. We designed in all-modular electronics. Included desirable features that cost up to $20,000 to add to other VTRs. The TR-600A offers a raft of options, such as exclusive integral on-line Time Code Editing, AE-600. All housed in a smart cabinet that fits in 7 sq. ft. of van or studio floor. In short, the complete quad at a surprisingly low price.

For the complete story of the TR-600A and all its options, see your RCA Representative now.
RCA Corp. reported last week that its internal investigation into the circumstances surrounding the resignation of Anthony L. Conrad as president and board chairman has to date produced no evidence that Mr. Conrad's failure to file personal income tax returns was related to RCA business (Broadcasting, Sept. 20 et seq.). RCA said the investigation will continue and a final report will be made to the board within a few weeks. The probe is being conducted by Fowler Hamilton of the New York law firm of Cleary, Gottlieb, Steen & Hamilton and Alan Berk of Arthur Young & Co., certified public accountants.

Top paychecks in the world of public broadcasting

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

Not all the big salaries in the broadcasting world are confined to the commercial side of the business. A canvass of the salaries of top executives at the Corporation for Public Broadcasting, the Public Broadcasting Service and National Public Radio shows CPB President Henry Loomis leading the noncommercial pack at $70,000 per year. Not far behind are PBS's President Lawrence Grossman and Vice Chairman Hartford Gunn Jr., both at $63,335. At National Public Radio, Lee Frischknecht, president, takes in $60,000 annually.

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

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

At the Public Broadcasting Service, members of the executive staff reporting to either Mr. Grossman or Mr. Gunn received raises in the neighborhood of $3,000 as of the first of this year. Their salaries: Dan Wells, VP-distribution, $50,162; Mike Hobbs, VP-corporate secretary, $48,756; Norman Sinell, VP-corporate management and general counsel, $46,652; Chloe Aaron, senior VP-pro-
The new TR-600A is great VTR with a dramatic “first”: AE-600, an integral on-line Time Code Editing option with built-in microprocessor control. The TR-600A with AE-600 is an editing system capable of operating one record and up to 8 playback TR-600A VTRs, plus three other sources.

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

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

Storer surges in the third quarter

Profits before taxes on broadcast operations increase nearly 100%

Storer Broadcasting, now primarily a radio/television operation following its sale earlier this year of Storer Leasing, reported last week that its third-quarter pretax profits from continuing operations were nearly double those of the comparable 1975 period: $5,316,000 against $2,680,000. The company also said its nine-month operating profits were up nearly 74%, $19,323,000 against $11,130,000.

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

After-tax income on continuing operations totaled $2,443,000 ($1.50) a share against $1,680,000 ($1.18 a share) for the nine months. In 1975, after-tax figures from continuing operations were $2,338,000 ($1.68 a share) against $3,097,000 ($5.54) in 1975.

Net income, including discontinued operations, was $9,957,000 ($1.97 a share) for the third quarter and $17,037,000 ($3.11 a share) for the nine months against $1,748,000 ($3.1) and $8,573,000 ($1.50), respectively, a year ago. The current nine-month figures include a gain of $7,475,000 on the sale of Storer Leasing. The 1975 figures include gains of $2,326,000 on the sale of the Boston Garden and Boston Bruins hockey team and $2,769,000 on the sale of several Storer Leasing aircraft.

Houser offers some thoughts on revamping of license renewal

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

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

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

TR-600A: the quad VTR with $20,000 worth of cheering extras included.
committee’s planned hearings on license renewal legislation which were never held.

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

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

He favors the approach to providing industry stability the administration proposed in the bill drafted by OTP under its first director, Clay T. Whitehead, in 1972. That measure would have required a challenger to bear an initial burden of making a prima facie case that the renewal applicant had failed to meet the renewal criteria before the commission would set the competing applications for hearing. Mr. Houser also favors the provision in the Whitehead measure which would have barred the commission from considering diversification of control of mass media as a factor in determining whether to renew a station’s license. Diversification is a legitimate issue in hearings between new applicants, he said. But a renewal applicant, with other media interests should, like other licensees, be judged on his “performance,” Mr. Houser said.

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

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

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

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Government-industry ‘revolving door’ hit by Common Cause

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

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

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

To deal with these matters, Common Cause would, among other things, ban former officials for two years after leaving
government from working for a company that was affected by government proceedings in which they participated or from representing any party before their former agency, and would require them to report their current occupation and place of employment.

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

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

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

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

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

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

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

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

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

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

Changing Hands

Announced

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

KRLS-TV Corpus Christi, Tex.: 47.5% interest sold by Helen Smith to son, T. Frank Smith Jr., for $600,000. Buyer, who already owns 5%, will simultaneously inherit 47.5% from estate of father. Smiths have no other broadcast interests.

KRIS-TV is NBC affiliate on channel 6, with 100 kw visual, 10 kw aural and antenna 650 feet above average terrain.

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

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40
Other sales reported by the FCC last week include: WKOT(AM) Kingston, N.Y.; WBOU(FM) New Bern, N.C.; KVET(AM) Payette, Idaho; KFRN(FM) Amarillo, Texas. (see page 69).

Approved

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

- KDET-AM-FM Denton, Tex.: WSLC(FM) Roanoke, Va.; KFDW-TV Clovis, N.M.: Sold by Bass Broadcasting Stations to Mel Wheeler Inc. for $2,171,000 plus assumption of about $325,000 in liabilities. Seller of radio stations is owned by brothers, Robert M., Sid R., Edward P. and Lee M. Bass (25% each). KFDW-TV is owned 48.42% by brothers and 51.58% by their father, Perry R. Bass. Bass family has been selling broadcasting properties to devote resources to oil and gas exploration and production and has no stations left. Buyer is owned by Melvin L. Wheeler, president and director of seller. Mr. Wheeler also owns 50% of VVIT(FM) San Diego, and is vice president and 25% owner of KROD(AM)-KUOE(FM) El Paso, Tex. KDET operates full time on 1440 khz with 5 kw. KDET-FM is on 106.1 mhz with 100 kw and antenna 265 feet above average terrain. WSLC is on 610 khz with 5 kw day and 1 kw night. WSLQ(FM) is on 99.1 mhz with 200 kw and antenna 1890 feet above average terrain. KFDW-TV is CBS affiliate on channel 12 with 178 kw visual, 35.3 kw aural and antenna 670 feet above average terrain.

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


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

**FCC plans session to study barriers to minority ownership**

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

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

The conference will include participants from the public, government, and broadcast industry, and will focus on such matters as:

- Financing problems facing minorities and whether low-interest government loans or other incentives should be made available to minority applicants.
- Whether the educational and training opportunities available to minorities are adequate.
- Possible impediments in the marketplace which would make it unlikely that station brokers would contact prospective minority applicants, or which might discourage applicants from seeking to enter the ranks of broadcast ownership.
- Whether governmental policies discourage minority ownership.

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

**Road ahead looks clear for sale of WRVR**

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

During the thirty years we have been in business we have sold to and for buyers many times. Now we have a request for an AM and FM or FM alone—$300,000 to $3,000,000, all cash.

Please call Ray V. Hamilton, Washington Office.
Communications Act rewrite cheered by OTP's Houser

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

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

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

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

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

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

But he cited two objectives to be kept in mind as the rewriting project proceeds: Continued efforts to prevent substantial marketplace abuse, and to provide a regulatory environment which anticipates and encourages technological advance.

The latter might be achieved, he said, by providing incentives for experimentation and for expedited authorization of new services and facilities.

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

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

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

FCC has affirmed a review board decision granting a construction permit for a new FM station in Arab, Ala., to an applicant under common ownership with the local telephone company. The applicant, Brindlee Broadcasting Corp. is 80% owned by Sid L. McDonald, 50% owner of Brindlee Telephone Co. The issue was before the commission on appeal by a competing applicant, Marshall County Broadcasting Co., whose proposal was denied largely on grounds of concentration of control of media; it owns AM stations in four Alabama communities, including Arab. Commissioner Benjamin L. Hooks dissented to the denial of a review on the ground that the commission five years ago, in a case involving a telephone company application to operate a radio station, held that commission policy regarding such ownership was so uncertain as to require a hearing.

Groups ask court to review requests for license renewal

Organizations disagree with FCC approval to WJ8K-TV and WAXC; take issue to Washington court

Two citizen groups have asked the U.S. Court of Appeals in Washington for review of FCC grants for renewal of license of Storer Broadcasting Co.'s WJ8K-TV Detroit and Sande Broadcasting Co.'s WAXC(AM) Rochester, N.Y. (both Broadcasting, Sept. 20).

In one case, the Inter-Faith Centers for Racial Justice, an organization supported by Detroit-area religious groups including various churches and individuals, protested that the commission granted WJ8K-TV's license renewal without a hearing. It had petitioned the FCC for denial of WJ8K-TV's license alleging the station did not present sufficient public affairs programming and that it violated the fairness doctrine and other FCC rules.

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

*Change too great to be meaningful.

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

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

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

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

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

we’re awakening the curiosity of children with “Call It Macaroni”

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

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

And the cameras were rolling wherever they went.

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

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

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

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

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

and pre-schoolers with “Playmates/Schoolmates”

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

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

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

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

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

A sampling:


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


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


we produce public service announcements just for children

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

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

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

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

That's not all. Each of our television stations develops its own public service announcements for children on safety, nutrition, health, and other topics.
our newest program for little ones is really for grown-ups

The first 36 months are the most crucial in a child’s development. That’s the thesis of Dr. Burton White, Director of the world-famous Pre-School Project at Harvard, and author of the recent book, “The First Three Years of Life.” Dr. White, who has been called America’s foremost expert on early childhood, will be featured in a series of Group W programs based on his book. He will explain his widely-recognized approach to child rearing. “The First Three Years,” a series of half-hour programs to be aired next year, will provide parents with a guide to the intellectual and social development of the very young child. Dr. White will also be involved in a series of shorter-length mini-programs dealing with the same subject.

These are some of Group W’s recent efforts in children’s programming. All designed to stimulate young minds. To awaken a child’s wonder. To help and guide parents.
At Group W, we’re involved with everyone in the community. From the moment they’re born.

GROUP

WESTINGHOUSE BROADCASTING COMPANY

WBZ-WBZ-TV BOSTON WINS NEW YORK KYW-KYW-TV PHILADELPHIA KDKA KDKA-TV PITTSBURGH WJZ-TV BALTIMORE WOWO FT. WAYNE WIND CHICAGO KPIX SAN FRANCISCO KFWB LOS ANGELES
Film can become thing of past for television, CBS engineers tell SMPTE

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

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

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

The engineers also received a "shopping list" of inventions needed by broadcasters from John A. Schneider, president of the CBS/Broadcasting Group, who addressed them Monday (see below), and in the meantime heard an almost continuous series of technical reports and papers.

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

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

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

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

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

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

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

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

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

Messrs. Flaherty and Stow said more than half of all CBS-TV programming is now produced on video tape. In prime time, they said, except for theatrical movies, the only programs not produced on tape are nine weekly hours of general drama, or about 41% of all prime-time programming.

"And now video-tape technology is ready to serve this last category," they said.

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

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

They said the gap created by lack of suit-

See SMPTE, page 48

Schneider: One of these, some of those

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

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

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

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

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

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

"When a news event is covered abroad, we have to be able to edit and assemble the complete story on the spot. We must be able to transmit it by satellite, ready for broadcast. Thus, for the third item, we
able electronic editing equipment has been narrowed by computer-based on-line editing systems, in that it "can now be closed."

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

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

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

Among other developments at the SMPTE conference:

- An experimental system of multiplexing additional services on French TV broadcast channels was described by Bernard Marti of the Television and Telecommunications Research Center, Rennes, France. Among the services: computer-stored magazine pages, train schedules, weather forecasts, sports results and similar information that can be punched up at the viewer's wish on specially equipped TV receivers.
- Robert Teten of Home Box Office, New York, described the evolution of the pay-cable service's distribution methods through its current use of communications satellites. Next step, he said, is use of lower-cost earth stations employing antennas smaller than the 10-meter units currently used. He said that there are "strong technical arguments" for smaller earth stations and that, if the FCC should permit them, "HBO and other video services could be available to a much larger segment of the population, especially in the small towns served by cable systems which could not afford a more costly installation."
- In a session dealing with TV production, Yoshiho Kuwabara of NHK, (the Japan Broadcasting Corp.), Tokyo, outlined some of the steps his company has taken to improve outdoor production of programs via compact, lightweight equipment. Mr. Kuwabara said that since 1973 NHK has used what it calls the "Fresh Mini" equipment system to provide on-the-spot news coverage of remote events and to produce documentaries in distant locations. More recently NHK has been making use of a helicopter to facilitate coverage of disasters. Mr. Kuwabara's prescription for the future: improve the mobility of video equipment and the power source, and develop new equipment that may be operated in a stable manner.
- Raymond S. Schneider, director, systems development, engineering, CBS-TV, discussed mobility for electronic newsgathering. He pointed out that with the introduction of newer and smaller ENG equipment, past limitations to mobility have been reduced. He said the video-tape ENG unit now competes on an equal-mobility basis with film. He suggested further design simplifications for future ENG microwave vehicles.

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

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

Papers in the NBC Television Central presentation were by Frank L. Flemming, engineering vice president, NBC-TV; Miguel A. Negri, manager, facilities engineering; Robert Mausler, senior engineer, technical development engineering; O. Stephen Paganuzzi, director of broadcast systems engineering, and Henry Krochmal of broadcast systems department, all of NBC, and R.H. Roth, A. Kaim, B.H. Sams and A.H. Simon of RCA's David Sarnoff Research Center, Princeton, N.J.
When you'd give a million to get something somewhere overnight, we'll do it for $12.50.

When you buy a Federal Express COURIER PAK®, you buy yourself some time. Because any documents, contracts, sealed bids, reports, dictation tapes, anything urgent or important you put in a Courier Pak today will be just about any place in the country in the morning.

Here's how it works: Courier Pak is a waterproof, tearproof envelope, 15 1/2" by 12". When you have something to send, just put it in the Courier Pak (up to 2 lbs. per envelope), fill out the label, call us, and we take it from there.

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Door to door for only $12.50.

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Courier Paks are less expensive than over-the-counter airline services and they're more convenient because you don't have to take your packages out to the airport and pick them up. They're faster and more reliable than special postal services, and you can get a signed proof of delivery receipt if needed.

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tions, elections and the like.

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

"Why is all this needed?

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

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

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

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

"That takes care of news and sports. But the largest part of our broadcasting operation is television entertainment. It is competitive, and we want to do it in the most effective and economic way.

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

They're honored, by the SMPTE

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

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

Wheels start turning on UHF assessment study

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

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FCC keeps book open on CB interference

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

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

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

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

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

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

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

One government band Mr. Houser mentioned was 27.54-28 mhz. With some exceptions, OTP said, the band could be used for relocation of other nongovernment users if the relocation could result in
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useable CB spectrum space. The band could not be used directly for CB because of interference problems peculiar to the service.

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

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

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

Technical Briefs

Upgrading. Cosmos Broadcasting Corp., Columbia, S.C., is investing more than $2 million in new 2,000-foot tower and transmitting equipment for its WSFA-TV and WTVX, Montgomery, Ala. New hardware will allow station to expand primary service area from some 11,000 to 17,500 square miles in Alabama and neighboring states.

Kline Iron and Steel, Columbia, S.C., will provide tower; RCA Commercial Communications Systems Division will supply two 25 kw transmitters as well as "traveling wave" transmitting antenna. System will generate 316 kw visual and 63.2 kw aural power.

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

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

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

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

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

There are the presidential contests in the 50 states and District of Columbia to cover as well as the elections of 31 senators, 14 governors and all 435 members of the House. Roy Wetzal, NBC News director, elections, said, “We’ll have to go like hell” to project the presidential, senatorial and gubernatorial elections. NBC will report on “high-interest” House races, but will not project individual winners, as in the other contests; CBS will estimate the outcomes of presidential, senatorial and gubernatorial races, but will estimate only the make-up of the House, how many of each party are elected. ABC will use raw vote figures and analysts in each state to pick “apparent winners” in the House races, but not on a key precinct basis as for the other contests, and will watch “about a dozen” House contests carefully.

Network-by-network highlights:

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

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

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

ABC will make seven-and-a-half minutes on the half-hour available to local affiliates for their coverage; Steve Ball will anchor the network broadcasts during the optional cutaways.

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

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

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

NBC News’s election-night coverage on TV will be co-anchored by John Chancellor and David Brinkley. Tom Brokaw, Today host, will cover House and gubernatorial contests. Catherine Mackin, congressional correspondent, will cover Senate races. Twelve correspondents will
report from remote locations, and Richard Scammon, director of Elections Research Center, Governmental Affairs Institute, Washington, will be chief consultant on polling. NBC News will present an election preview special Nov. 1 at 10-11 p.m., anchored by the Messrs. Chancellor and Brinkley.

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

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

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

Mr. Wetzel explained: “If the key precincts indicate a fairly close race, we’re more likely to rely on the computer.”

Fairly close, he said, means “closer than 53-47 ... and a gut feeling.” Mr. Wetzel added that he “would not be giving away trade secrets” to say that in Edward Kennedy’s race in Massachusetts or that of Henry (Scoop) Jackson in Washington, “we will look at a few keys and go. On the tough ones we ’ll wait.”

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

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

ABC unveils a new tool for analysis this year: Louis Harris will aim to arrive at nationwide assessments of voter preferences according to demographics and issues. Until now, all election preferences have been monitored on a state-by-state basis. By determining the standings of the candidates from a poll of 300 out of 3,000 key precincts (on ABC News’s special report Oct. 29), Mr. Harris will follow those 300 on election night to check against the findings nationwide.

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

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

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

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

John Diegman and Candy Crowley will co-anchor from Washington with Jack Anderson, and reports on senatorial, congressional and gubernatorial races will be given by Dan Hackel. In addition, correspondents will be assigned to 24 states of particular interest and four others will follow the major candidates.

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

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

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

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

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

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

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

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

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

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

Fairness argued

Friendly, Irvine debate at seminar in New York

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

The two men were speaking at a forum last Wednesday (Oct. 20) of the
Public Relations Society of New York on "Broadcast Journalism—Can It Be Free and Fair?" Mr. Irvine said the broadcast networks have a "liberal" bias and noted AIM had invoked the fairness doctrine to bring suit (one it lost) against NBC over a documentary, Pensions: The Broken Promise. He suggested that two ways of making broadcast journalism "fair" were to employ newsmen of different political persuasions and to engage an ombudsman.

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

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**Third world trying to exert control over coverage of developing nations**

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

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

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

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

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

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

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

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

As a result of the growing media concern over the resolution, President Ford named a media representative—Clayton Kirkpatrick, editor of the Chicago Tribune—to the U.S. delegation. Equipped with the draft resolution, the delegation is advised by American Newspaper Publishers Association attorneys, Mr. Kirkpatrick will attempt to persuade the conference to adopt softening amendments—if not to postpone action indefinitely.

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

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

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

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

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

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

Vincent Wasilewski, NAB president, said member stations would be kept informed of developments in Nairobi, but he indicated NAB would do little else. Indeed, he saw the resolution as aimed at assuring balanced news coverage, and said, "Our government will have a hell of a job arguing against balanced news when they..."
have a fairness doctrine requirement for the electronic press in their country." In any event, he thought there was little that could be done about amending or defeating a resolution supported by the third world, whose members have a substantial majority in UNESCO.

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

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

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

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**Programing**

**TV evangelist, Carter stay on collision course**

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

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

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

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

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

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

The purpose of the news conference was to focus public attention on a call to Mr. Carter to give the kind of assurance that might ease the concerns of the stations involved. "We are here today to demand a public apology from Mr. Carter and to demand a clearly written statement to every television station in the *Old Time Gospel Hour* network—all 260 of them—indicating he has no intention of demanding equal time or in any other way restricting the speech of any gospel preacher now or ever who speaks his moral convictions on the station," Mr. Falwell said.

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

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

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

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

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

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**'Baa Baa' bygones**

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

The first inter-network dispute over family-viewing time—CBS's challenge to NBC over the suitability of *Baa Baa Black Sheep*—has ended quietly. "We're leaving it up to the coordinators as to what they see as the political situation in their area," he said.

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

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

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

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

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

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

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

### PBS viewership is on the rise

**Nielsen study shows penetration, hours watched are increasing**

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

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

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

During prime time in March, 35.6% of the households tuned in to public television, averaging 4.1 hours per month. This represents a 5.6% increase in penetration. In October, the hourly average was 3.0. Total viewing hours increased 60.8%.

In other gains: PBS children's programming increased its penetration by 12%; average hours viewed by 1.9%, and total viewing hours by 58.9%. PBS programming, excluding children's shows, was up in penetration by 12.8%, average hours viewed by 44.0%, and total viewing hours by 62.4%.

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

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

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

### Wasielewski: exclusivity should not be deleted

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

### CMA picks the best

Jennings-Nelson combination gets three of 10 top honors

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

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

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

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

Music licensing groups also confer country music honors

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

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

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

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

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

Gene Autry was named ambassador of

### KCMT Goes Harris!

**KCMT-TV, Alexandria, Minnesota goes Harris with their new TF-100 color film camera**

For complete information, write Harris Corporation, Broadcast Products Division, 123 Hampshire Street, Quinney, Illinois 62501.

Broadcasting Oct. 26, 1976

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

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

Program Briefs

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

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

Cablecasting*

NCTA says FCC should stiffen rules for translators

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

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

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

NCTA suggested that the FCC reconsider the utility of allocating translator operations to the VHF band. "UHF would be entirely suitable," NCTA said, urging no further VHF translator authorizations. It also advanced a minimum-spacing policy for VHF translators, with 15-mile separation for adjacent channels and 50-miles for co-channel operation.

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

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

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

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

STRESS IS A KILLER

Life is too fast. Stress, with its attendant symptoms of high blood pressure, increased cholesterol levels and overactive glands, produces the ideal environment for heart disease, the number one killer of American men. But stress can be dealt with.

Westbrook Hospital, in 26 half-hour dramas shows the route to a less stressful, more satisfying lifestyle. For audition cassette or more information call collect (805) 498-6661.

Westbrook Hospital is a production of Faith for Today, Inc.
Optical Systems' plans for satellite system closer to take-off

Company files first in a series of earth station applications

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

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

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

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

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

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

FCC reaffirms cable fairness obligations

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

The FCC does not think the time is ripe for it to delete the fairness doctrine and equal-time requirements as they apply to cable television ("Closed Circuit," Oct. 4). Two students at the Indiana University School of Law, Christina McKee and Gale E. Peterson, had suggested that, since cable systems do not use spectrum space and have a potentially high channel capacity, the commission permit cable operators to satisfy their fairness and equal-time requirements through the provision of appropriate access channels and facilities.

The commission, in announcing its decision last week, said that the abundance of available unused channel capacity that would warrant consideration of the use of access channels as a substitute for fairness and equal-time requirements does not yet exist. Such an abundance might be present in a more mature industry, the commission said, but not yet. Accordingly, it added, it may reexamine such a proposal at a later date.

The commission vote was 5 to 1, with Chairman Richard E. Wiley casting the lone vote against rejecting the proposal. One of the two new commissioners, Joseph Fogarty, voted with the majority; the other, Margila White, did not participate.

NCAA revises standards in collegecasting football

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

Telecasts in this category are not involved in the sale of exclusive rights to a television network. ABC-TV currently holds exclusive rights with a multi-year contract and last year televised about 40 NCAA football games. During the same season, the NCAA granted 46 exceptions.

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

Cable Briefs

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

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

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

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

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

KTXS Goes Harris!

KTXS-TV, Sweetwater/Abilene, Texas goes Harris with two TC-50 live color cameras

For complete Information, write Harris Corporation, Broadcast Products Division, 123 Hampshire Street, Quincy, Illinois 62301.
The commercial television networks are sold out, and have been for some time, on their election night (Nov. 2) coverage.

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

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

Other industry sources estimate that advertisers will be shelling out from $50,000 to $60,000 per minute. With 36 commercial minutes available on each television network, the combined price tag to advertisers will be about $6.3 million. The cost to the TV networks for producing the political extravaganza is reported to be in the $10-million range.

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

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

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

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

Sponsors on NBC will be Metropolitan Life and Union Carbide (Y&R); Textron (Thompson); T&E Inc. (Meldrum &вшись; Cleveland); Savings and Loan Association (M-E); Polaroid (Doyle Dane Bernbach, New York) and Chrysler/Dodge (BBDO, Detroit).

On radio, ABC reports it has not obtained any special advertising for its election coverage which will be limited in scope.

CBS Radio to date has lined up Anheuser-Busch (D’Arcy-MacManus & Masius, St. Louis); Desa Industries (chain saws), (Lavon, Fuller & Perkins Advertising & Marketing, Chicago), and La-Z-Boy Chain Co. (Marvin Hahn, Birmingham, Mich.).

NBC Radio’s coverage will be sponsored by Pacific Finance (Ayer/Jorgensen/Macdonald, Los Angeles); Airborne Freight (Soderberg & Bell, Seattle) and S.S.S. Co. Tucker Wayne & Co., Atlanta.)

Mutual’s sponsorship will be by La-Z-Boy Chain Co. (Marvin Hahn) and other advertisers.

The best jazz sound in New York is put out by an AEL FM-12KD Stereo Transmitter

Just ask WRVR

AEL stereo transmitters always send the very best.

FM: 2,500, 5,000, 10,000, 15,000, 25,000, 40,000, 50,000 watts.

AM: 5,000, 10,000, 50,000 watts.

Call or write:

AMERICAN ELECTRONIC LABORATORIES, INC.
Subsidiary of AEL Industries, Inc.
P.O. Box 552, Lansdale, PA 19446
Tel: 215/822-2929 • TWX: 510/681-4976

Broadcasting Oct 25 1976 62
he concluded, "our research has indicated that for the costs involved, the diary does a good job of measuring local market television audiences. Diary estimates in general are amazingly close to those produced by the expensive, high-quality coincidental standard."

Russell J. Haley, a consultant and associate professor at the University of New Hampshire, said studies show that commercials and other ads perform better if they concentrate on a single claim, rather than many.

"People only turn their minds on for a very small proportion, perhaps 10% to 20%, of the advertising message to which they are physically exposed," he said. "A single-focus ad has a better chance of stimulating a mental reaction than does a multi-focus ad. The latter type may slow you down more physically, because it has more things to look at—more areas to scan. But an effective ad is one that lets people get its central message quickly and easily."

Gerald J. Eskin, associate professor of marketing at the University of Iowa, reported on a group of tests that suggested, he said, that advertising impact often depends on factors aside from the advertising—such as product price, display position in the store and whether samples of the product have been distributed.

For instance, he said, "what our data says is that low prices make advertising work better. High advertising and low prices should not always be looked at as alternative ways of generating sales. They should be considered in combination—in the same marketing plan."

Research also indicates that a consumer's tastes and product preferences, governed by rhythmic clock effects, "may vary with the time of the day, the day of the week, the time of the month and the season," according to a report by Ronald Gatty, professor at Baruch College, New York, and Captain R. Curtis Graeber, now at the Army's Academy of Health Sciences.

What this means, they said, is "that it matters when we take the attitude measurement, and when it is that the consumer might perform the act or actions that we are trying to predict." The worst time for favorable responses, according to one study, was on Monday, and the best time was on Friday—better yet, Friday afternoon after the distribution of paychecks.

Rice tells newspapers to advertise on TV

If you can't beat 'em, join 'em! That was the message delivered last week by Roger Rice, president of the Television Bureau of Advertising, when he urged newspapers to advertise on TV.

Speaking before the Oregon-Washington Associated Press Oct. 22, Mr. Rice voiced the view that television can help to solve major newspaper problems, including declining circulation, loss of readership among young people, the decrease in share of advertising revenues and competition from television.

He detailed some of the weaknesses of newspapers: share of total advertising dollars has slipped from 36% in 1950 to 29.9% in 1975; share of national advertising dollars has fallen from 16% in 1950 to 8% and share of local dollars has dipped from 63.6% in 1950 to 56.1% in 1975. To lure advertisers, Mr. Rice said, newspapers must attract younger, better-educated and higher-income persons, and they can achieve this by reaching out for people who don't read newspapers.

He then declared: "I suggest that you have looked upon television as such a competitor for so long that you have also been overlooking television's possible role..."

For help on insurance stories, call State Farm.

When you need facts or opinions on auto, homeowners, life or boat insurance, try State Farm. Our public relations staff of former newsmen understands news deadlines. If we have the facts at hand, we'll give them to you right away. If we don't, we'll talk to an expert and call you back. When you need opinion or comment, we'll find a corporate executive for you to interview.

If you need detailed written material and you don't have time to wait for the mail, we can send it to you immediately by telephone facsimile transmission.

More and more news people are calling State Farm for facts on insurance-related topics. Call our public relations department at 309-662-2521 or 662-2063.
as an aid in solving your problem."

He suggested that the newspaper industry invest 1% of advertising sales—a $85 million investment—in TV.

**Advertising Briefs**

**ARB's unlisted phone homes.** Arbitron will include non-telephone households in television samples in Chicago, Philadelphia, San Francisco, Boston and Detroit, beginning with November 1976 survey. Ten more markets will be added beginning with February 1977 sweep: Washington, Cleveland, Dallas-Fort Worth, Pittsburgh, Houston, Minneapolis, Miami, St. Louis, Atlanta and Tampa-St. Petersburg. (Not included are New York and Los Angeles, two metered markets, because Arbitron meter sample already contains unlisted telephone and even no-phone households.)

**NAD In September.** National Advertising Division of Council of Better Business Bureaus resolved 13 challenges to national advertising, including five on television and radio, during September. Agreeing to modify or discontinue certain commercials were General Mills Inc. (Betty Crocker devil's food cake mix) on radio and TV and C. F. Kirk Laboratories (Exocaine rub) on TV. Found acceptable were TV commercials for Fruiterest Corp. (orange marmalade); Lever Bros. (Liquid All detergent) and Mars Inc. (Starburst Fruit Chews).

**And now broadcasting.** Windsor Total Video, New York, has moved to new headquarters at 565 Fifth Avenue, New York 10017. With doubling of space to 8,000 square feet, firm now offers video-tape production facilities and services for TV commercials, including taping, editing, duplicating and transfer to tape.


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**PROFESSIONAL IN ALL BUT PRICE**

**MONO** $1800

**STEREO** $1950

ITC's 750 Series
open-reel recorder/reproducer

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

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

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

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**Books**


Dr. Devol, a professor and chairman of the department of journalism at California State University in Northbridge, has updated his work on the Supreme Court's involvement with the media, first published in 1971, with a number of important decisions through mid-1976. In 50 Supreme Court decisions dating back to 1919 (Schenck v. United States) and 17 interpretive articles, tied together with text written by the editor, the book makes Dr. Devol's point that constitutional law is constantly evolving. But it also makes clear that it was not until the 1960's, beginning with Chief Justice Earl Warren and continuing with Chief Justice Warren Burger, that the court spent much of its time on First Amendment cases. And among them were a number involving broadcasting—the Red Lion decision, establishing the constitutionality of the FCC's fairness doctrine, and the 1973 CBS v. Democratic National Committee case, which makes it clear that broadcasters may refuse to sell time to individuals or groups wishing to express their views on issues.


For those who contend that the commercial jingle is better than the program, this collection offers the words and music to the more memorable of the last 50 years. The range is from General Mills' "Have You Tried Wheaties," copyrighted in 1929, to Miller's "If You've Got the Time, We've Got the Beer," on tonight's National Football League telecast. The Messrs. Norbacks say the industry consensus is that the "Wheaties" song was the first jingle.

And yes, Virginia, there is a second verse—though long suppressed—to "See the U.S.A. in Your Chevrolet" (1950). It appears in the book.
Contemporary

The Wreck of the Edmond Fitzgerald (5:57)
Water Murphy—Private Stock
10  5  8  6
Walter Lightfoot—Reprise
9  8  7  10
She's Gone (3:24)
Steve Miller Band—Capitol
12  10  9  10
Hall & Oates—Atlantic
8  11 11 11
Lowdon (3:15)
Bar Staggs—Columbia
12  13 12 14
(Shake... Shake Your Booty (3:06)
K.C. & Sunshine Band—TX Records
13  16 13 17
Don't Break My Heart (4:23)
Elton John & Kim Dun—Rocket/MCA
20 14 12 14
Muskat Love (3:28)
Captain & Tennille—A&M
15  15 15 15
Magic Man (2:45)
Heart—Mushroom
14  18 12 9
I'd Really Love You... (2:36)
Engel Band & John Ford Coley—Big Tree
24  17 19 17
A Little Bit More (2:56)
Dr. Hook—Capitol
37  18 16 17
Rubberband Man (3:30)
Spinders—Atlantic
17  19 20 14
That'll Be the Day (3:22)
Linda Ronstadt—Asylum
19 20 22 20
The Best Disco in Town (2:29)
Ritchie Family—Marvin/TK
26  21 20 19
(Don't Fear) The Reeper (3:45)
Blue Oyster Cult—Columbia
21 22 25 18
Do You Feel Like We Do (7:19)
Peter Frampton—A&M
16  23 11 24
Fernando (4:11)
Abba—Atlantic
25  24 23 25
(Beth (2:45)
Kiss—Casablanca
22  22 23 22
This One's For You (3:25)
Barr Band—Arista
30  23 24 22
More Than A Feeling (3:25)
Boston—Epic
36  27 25 27
Badlands Theme (2:50)
Darrel Von Zipper & Perry Botkin Jr—A&M
28  28 29 30
Love So Right (3:19)
Bee Gees—RSO
27  29 30 28
Wbam Bam Shang-A-Lang (3:32)
Silver—Arista
31  30 29 30
Just To Be Close To You (3:26)
Commodores—Motown
18 31 31 37
Getaway (3:38)
Earth & Fire—Columbia
38  32 36 27
Tonight's the Night (3:55)
Rod Stewart—Warner Bros.
39  33 33 36
I Never Cry (3:43)
Alice Cooper—Warner Bros.
33  34 32 33
A Date of Rock 'n' Roll (3:16)
Ringo Starr—Atlantic
34  35 32 33
With Your Love (3:33)
Jefferson Starship—Grunt
35  36 40 32
Make Me Feel Like Dancing (2:48)
Leo Sayer—Warner Bros.
37  39 31 34
You Should Be Dancing (3:23)
Bee Gees—RSO/Polydor
40  38 38 38
You Are the Woman (2:42)
Freddie—Atlantic
39  40 35 40
Are Forever Without You (2:52)
England Dan & John Ford Coley—Big Tree
23  40 39 38
Say You Love Me (3:58)
Fleetwood Mac—Reprise
25  45 25 25

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 (B) indicates an upward movement of five or more chart positions.

Direct line. A radio station that plays records over the telephone? That's what KOWRMA St Paul does to test records before adding them to its playlist. John Sebastian, program and music director, says station's research staff makes approximately 200 calls each week to people in different demographic groups and plays portions of 30 to 60 records to get response from people called. "Call-out passive" system provides kinks with direct feedback from audience; as Mr. Sebastian explains, "It's important that we as programmers listen to what our audience wants to hear." Picks of the litter. What does Mr. Sebastian predict as next number-one hit for Minneapolis-St. Paul? He believes Captain and Tennille's Muskat Love (A&M), Steve Miller Band's Rock'n Me (Capitol), Funky Kings Slow Dancing (Arista) and Sorry Seems to Be the Hardest Word—reported to be the single from Elton John's new album, Blue Moves (Rocket/MCA) all have potential. Sorry Seems to Be the Hardest Word is getting heavy airplay on other stations San Francisco, kusF Dallas, wnrM Charlotte, N.C., and whQAM Memphis. Trend-setters. What trends are in store for rock music? Mr. Sebastian says, "Rock 'n roll as we used to know it no longer exists. The biggest hits today are the mellow, somewhat easy listening songs; the tunes your grandmother would listen to."
Cliff Thompson, president, WFC(FM) Wausau, Wis., becomes president, WONS(AM)-WIBM(FM) Tallahassee, Fla.

W. Frank Harden, president, State Telecasting Co. (WCBD-TV Charleston, S.C.; KCBD-TV Lubbock, Tex.; KSWS-TV Roswell, N.M.), elected to board of parent, State-Record Co., Columbia, S.C.


Phoebe W. Erdman, member of board of directors, WTOK(AM) Ithaca, N.Y., elected chairman of board, succeeding her husband, E. E. (Woody) Erdman, resigned. James B. Stevenson and John J. Regan, assistant VP's of sales and operations, respectively, promoted to VP's and both elected to board of directors.

Steven Foster, sales executive, WTK(AM) Durham, N.C., joins WRNC(AM) Raleigh, N.C., as general manager. J. David Hoke, general manager, WRX(AM) Chapel Hill, N.C., appointed WRNC promotion manager.

Richard A. Kelly, former manager of conference services, RCA, named director, special projects, NBC.

William J. Brooks, director of public information, WPITV(W) West Palm Beach, Fla., appointed assistant station director.

Marie Y. Shibuys, head investigator/supervisor for Action 4 staff, which handles consumer complaints, KNBC(W) Los Angeles, appointed administrator of community relations.

George Wesley, public affairs producer, KTVY(W) Oklahoma City, appointed community relations director.

Joe Denney, general manager, WKKR(AM) Pickens, S.C., named station manager, co-owned WKKY(AM) Burnsville, N.C., succeeded by Doug Thompson, WKKR sales manager.

Charles Swilling, account executive/research manager, Keystone Broadcasting, joins WWJ(W) Detroit as research director.

Judy Kaufman, news graphic artist, WTTG(W) Washington, named art director.


Anne Hecker, public relations director, Washington State Dental Association, elected president-elect, Women in Communications.

Frank Wood, general manager, WBN(H) Cincinnati, appointed VP, Greater Cincinnati Broadcasters Association, replacing John Bayless of WSAI(AM) who resigned.

John Flournoy, controller, noncommercial WETA-FM(W) Washington, appointed VP, financial affairs. Wayne Coy, director of legal affairs, appointed VP, legal affairs. Helen Dudman, special assistant to president, named public information VP. Gene Swanzey, director of operations and engineering, elected operations/engineering VP Sally Wells, development director, named VP, development director. Michael Cunningham, manager of accounting/electronic data processing services, appointed controller.

Newly elected officers, Rocky Mountain Public Broadcasting Network: Bruce L. Christensen, noncommercial KXBU-FM-TV Provo, Utah, and director of broadcast services, Brigham Young University, president; Duane W. Ryan, noncommercial KENW(AM) Portales, N.M., president-elect, and Art Hook, noncommercial KUID-TV Moscow, Idaho, secretary-treasurer.

James C. King, general manager, noncommercial WWIU(AM) Kalamazoo, Mich., joins noncommercial WVKU-FM Cincinnati in same position.
Broadcast Advertising

Martin H. Snitzer, chairman of plans board of Leo Burnett, U.S.A., Chicago, named president, replacing John J. Kinsella, who was appointed executive VP of parent company, Leo Burnett Co., and chief operating officer for Europe, Latin America and Australia/Asia operations. Howard C. Shackle continues as chairman of Leo Burnett U.S.A. and was named executive VP of parent company and chief operating officer for North America.


Charles Cody, TV producer, DM&M, New York, named exec., TV production.

Ronald A. Post, associate media director, Ross Roy, Detroit, joins Bloomfield Hills office of DM&M as senior broadcast buyer.

Karen Gargiulo, manager of national sales offices, Burnett, Leo & Partners, New York, division of Corinithian Broadcasting Corp., appointed national sales manager, named traffic supervisor.


Ed Howard, former general manager, KYOK(AM) Seattle, appointed sales manager, KEYH(AM) there.

Frank J. Willis, account executive, WELI(AM) New Haven, Conn., appointed director of sales development, national/local advertising.

Barbara Davitt, women's program director WATR(AM) Waterbury, Conn., named sales manager.

Bill Walker, sales manager, KXII(AM) Seattle, appointed general sales manager, KZAM-FM Bellevue, Wash.

Programing

George H. Gallup, president of Gallup Communications Services Inc., New York, developer and sales representative for radio and TV programming, appointed executive VP and chief operating officer of TVS Television Network, New York, division of Corinithian Broadcasting Corp.

Walter J. Kaufman, VP, legal and business affairs, Columbia Pictures Television, Burbank, Calif., named VP administration and business affairs, worldwide distribution division.

Frank (Bud) Fitzsimmons, senior VP/management supervisor of national field staff, J. Walter Thompson, appointed president, Snaezelle Films, film and VTR production facility headquartered in San Francisco.

Bill Thele, manager of technical facilities and international sales service, Viacom Enterprises, New York, named director, international sales service and technical service. Eric Vealle, manager of domestic sales service, named director of domestic sales service.

Martin J. Groothuis, associate resident counsel, Twentieth Century-Fox Television, Beverly Hills, Calif., appointed director of business affairs.

Patrick Pleven, production administrator, ABC-TV's Good Morning America series, named manager of prime-time program development, East Coast, ABC Entertainment. Marcia Carsey, VP, prime-time comedy program development, ABC Entertainment, Los Angeles, named VP comedy programs, with responsibilities for currently scheduled series and program development.

Scott Towle, account executive, Western division, Worldvision Enterprises Inc., Los Angeles, named VP-Eastern division manager, based in New York. Kevin Tannehill, account executive in Worldvision's Eastern and Central division, appointed to replace Mr. Towle.

Richard Ballinger, assistant program manager, WNEW-TV New York, appointed VP/production.

Harvey R. Reinstein, Eastern division sales manager, Metromedia Producers Corp., joins MGM Television, New York, in same capacity.

Barbara Hunter, sportscaster, NBC-owned KNBC(TV) Los Angeles, named to same post for NBC-TV New York.

Paul Zullo, from KNXW(AM) Boulder, Colo., joins DIR Broadcasting Corp., program producer, New York, as stations relations director.


Jeff Davis, production manager, WTAQ-TV Alhonna, Pa., appointed director of creative services, WBBH-TV Fort Myers, Fla.

Craig Martin, account executive with producing/directing/customer relations duties, TeleColor Productions, Alexandria, Va., appointed unit manager.

James Bell, general manager, WZKY(AM) Albemarle, N.C., appointed program director, WRCN(AM) Raleigh, N.C.

Leni-Joy Zimmermann, writer/producer/director, WXYZ(AM)-TV Detroit, joins WWJ-TV there as production coordinator. Joe Pellegrino, sportscaster, WPVI(TV) Philadelphia, named to same post, WWS-TV.

Sheldon Fay Jr., public affairs producer/director, KPIX(TV) San Francisco, named producer of Evening, The MTWTFP Show, prime-time access magazine series.

Cathy Hahn, assistant music director, KLAC(AM) Los Angeles, appointed music director.

Johnny Goyen, air personality, WXYZ(AM)-TV Houston, appointed program director, KEYH(AM) there. Charlie Donovan, air personality, KULP(AM) Houston, joins KEYH as creative director.

Chuck Stevens, from WOTT(AM) Watertown, N.Y., joins WKIX(AM) Holly Hill, S.C., as program director.

Michael Kelle, from WKXJ(AM) Lenoir, N.C., appointed program director, WPKY(AM) Burnsville, N.C.

Broadcast Journalism

Karna Small, co-anchor, KGO-TV San Francisco, named to same post, WTTG(TV) Washington. John Raye, anchor, KING-TV Seattle, named WTTG weekend co-anchor/reporter. Bobi Becker, co-host/co-producer, WTA-TF Norfolk, Va., named WTTG weatherperson/ecology specialist. Larry Covington, weekend sportscaster/reporter, WXEX-TV Petersburg (Richmond), Va., named WTTG reporter. Pat Murphy, air personality, WELI(AM) Fairfax, Va., assumes additional duties as WTTG consumer advocate reporter.
Charles Jackson, news director, WBAI(AM) Baltimore, and Donald Budd, news director, KSFO(AM) San Diego, named Washington correspondents, Mutual Broadcasting System there.

Evelyn Kanter, consumer reporter, WCRS(AM) New York, named to same post, WABC-TV New York.

Arta Boley, executive news producer, KMCH-TV Denver, joins KTBV(AM) there in same capacity.


Stan Clark, news director, WJJS(AM) Owensboro, Ky., joins WEHT-TV Evansville, Ind., as special assignment reporter.


Beth Conrad, associate news director, KNBR(AM-KHAF) San Francisco, named news director, WCAR-FM Detroit.

Andy Shaw, education editor, Chicago Sun Times, named education reporter, WMAQ-TV there.


Sue Davis, news director, KDNT-FM Denton, Tex., named reporter, KEYH(AM) Houston.

J. Keith Smith, freelance photographer, appointed reporter/cinematographer, WBBR-FM Fort Myers, Fla.

Mike Sloss, from WBZ(AM) Baton Rouge, appointed news cameraman/editor, Wcala-TV Mobile, Ala.


Joan Edmundson, news anchor, noncommercial KAEF(AM) Phoenix, appointed to same post, KNTV(AM) San Jose, Calif.

Don Watson, news director/co-anchor, KRRC(AM) Houston, appointed news director, WSR(AM) Fall River, Mass.

James Thompson, general manager, noncommercial KCHF(AM) Dallas, assumes additional duties as reporter, KTVT(AM) Fort Worth.

Carol Luher, newscaster, WRFD(AM) Columbus, Ohio, joins WBSN(AM) there as newscaster/reporter.

Bob Swanson, newscaster, WOKY(AM) Milwaukee, joins WLIW(AM) Lynchburg, Va., in same capacity.

John Hultman, news director/anchor/reporter, WBBM(AM) Chicago, elected president, Illinois News Broadcasters Association. Other officers elected: Gene Lewis, WHBF(AM) Rock Island, VP; Ron Williams, WDSW(AM) Champaign, treasurer; Roy Schroeder, University of Illinois, Champaign, recorder, and Edward Brown, Southern Illinois University, Carbondale, executive secretary.

Timothy E. Doherty, reporter, WERW(AM) Somerville, N.J., joins WOR(AM) Toms River, N.J., as overnight newscaster.

Pamela Young, reporter, KRIX(TV) San Francisco, joins noncommercial KQED(TV) there in same post.

Cable

Kathryn Hilton, director of research, National Cable Television Association, Washington, elected VP.

Roger Seltzer, chief of special relief and enforcement branch in FCC's Cable Television Bureau, joins Liberty Communications Inc., Eugene, Ore., as general counsel.

Equipment & Engineering


Edgar D. Ebenbach, manager/supervisor, converter-engineering department, Jerrold Electronics, Horsham, Pa., promoted to director of engineering, subscriber terminals.


Gerald G. Heitel, marketing VP, International Video Corp., Sunnyvale, Calif., named director of marketing Versatile Video Inc. there.

Ron AREndall, director of engineering, Telecommunications Center, Ohio State University, Columbus, joins WHTV(AM) Indianapolis as manager of engineering. Jim Borgia, WTHR chief engineer, promoted to chief engineer.

Ken Yeresa, from Pamot Intersearch & Interlook division, William J. Purdy Co., joins Switchcraft Inc., Chicago, as Western regional sales manager.

Henry E. Kloss, director of research and development, Advent Corp., Cambridge, Mass., resigns, but remains member of board of directors.

Jeffrey Stoll, from engineering staff, noncommercial WITU(FM) Bloomington, Ind., joins noncommercial KUMR(FM) Rolla, Mo., as chief engineer.

Allied Fields


George Jacobs, director, frequency division, Voice of America, moves to Board for International Broadcasting, which supervises Radio Free Europe and Radio Liberty, as director of research and engineering.


George D. Skinner, associate director of Katz News Service, New York, named director of consultancy firm operated by Katz Agency, succeeding Bob Hoyt, who resigned to form his own consultancy organization.

Chris Hool, maintenance engineer, WHTF(AM)-Washi FM(Pittsburgh, opens his own consulting firm there.

Don Garrett, head of his own public relations firm in Los Angeles, and John Simon, VP in charge of Eastern division operations and TV, Rogers & Cowan, have formed Garrett/Sime Co., public relations/marketing firm specializing in television and motion picture publicity, promotion and product marketing. 8732 Sunset Boulevard, Los Angeles, with affiliate offices in New York, Washington, London and Vancouver, B.C.

Deaths

Former Louisiana Governor James A. Noe, 85, pioneer in broadcasting, died Monday (Oct. 18) in Houston hospital. He was owner of KNOE(AM)-FM Monroe, La., and WNOA-AM New Orleans. Survivors include son, James A. Noe Jr., who is president of broadcast properties, and two daughters, Gaye McLeod (divorced wife of Gordon McLeod, Dallas, prominent broadcaster) and Linda Laine.

Adrian Samish, 66, director of creative affairs, Spelling-Goldberg Productions, died of leukemia Oct. 4 at his home in Beverly Hills, Calif. Before joining S-G in June 1975 he had been with Quin Martin productions for nine years, creating formats and characters for series including Cannon, Streets of San Francisco, Barnaby Jones, Dan August, and Caribe. Before joining Q-M he had been VP of current programming for ABC-TV, West Coast. He is survived by two sons, Peter and Christopher.

David Friedkin, 66, veteran TV and film writer/producer/director, died of cancer Oct. 15 in Hollywood. In partnership with Mort Fine, he produced, directed and wrote for Ziv, Aaron Spelling Productions and Universal TV's Alfred Hitchcock Presents Hour series. He was producer/originator of 1 Spy TV series. Survivors include his wife, Audrey, and two sons.

Herbert J. Stone, 68, senior producer, Voice of America's Far East division, died Oct. 10 at Roosevelt hospital, New York, after surgery for cancer. He had been with VOA 25 years.

Connee Boswell, 68, radio singing personality in 1930's, died of cancer Oct. 11 at Mount Sinai hospital, New York. Confined to wheelchair since contracting polio at age three, she was a member of Boswell Sisters trio until her sisters, Martha and Vet, married in 1936. She became soloist on Paul Whiteman's musical variety show and regular on Good News of 1938 series. Survivors include her sister, Vet.

Dewey Compton, 49, agriculture director, KTH(AM) Houston, and his son, Ronnie Ray Compton, 25, also with KTH, died in crash of private airplane near College Station, Tex., Oct. 16. Their wives, Curtis, 49, and Sara 27, were also victims of crash.

Mrs. Mary Frances Bouware, wife of Robert H. Bouware, executive director of International Radio and Television Society, New York, died at their home in East Norwalk, Conn., Oct. 17 after long illness. She is also survived by one son, Robert R., also of East Norwalk.

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For the Record

As compiled by Broadcasting for the period Oct. 1 through Oct. 15 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Dez.—designated. HAAT—height of antenna above average terrain. kwh—kilowatt hours. kw—kilowatts. MEOV—maximum operable vertical. MHz—megahertz. mod.—modification. N.—night. PSA—preserves service authority. SH—specified hours. trans.—transmitter. TPO—transmit power output. U.—unlimited hours. vis.—visual. w.—watts. w/o.—noncommercial.

New stations

TV application


- **Champaign, Ill.—Parkland College.** Broadcast Bureau granted 88.7 mhz, 3.29 kw, HAAT 291 ft. P.O. address: c/o Edward Kelly, advisor, 2400 Broadway Ave., Champaign, IL, and veteran ofliccine. Estimated construction cost $65,400, first-year operating cost $15,700. Format: Variety. Principal: Applicant is state community college. Action Oct. 5.

- **Portland, Me.—Sunshine Broadcasting.** Broadcast Bureau granted 91.7 mhz, 10 kw, HAAT 270 ft. P.O. address: 4 Pine St., Seabrook, N.H. Estimated construction cost $71,905; first-year operating cost $72,400; revenue $100,000. Format: Popular music. Principal: George Alan Silverman was recently sales manager of WEEM-FM Boston. Action Oct. 5.

- **Collegeville, Minn.—St. John’s University.** Broadcast Bureau granted 91.1 mhz, 7.7 kw, P.O. address: St. John’s University, Collegeville 56321. Estimated construction cost $8,088; first-year operating cost $8,400. Format: Variety: Principal: Applicant is non-profit educational institution (BPED-2180). Action Sept. 24.

- **Millersville, Pa.—Millersville State College.** Broadcast Bureau granted 91.7 mhz, 10 kw, P.O. address: c/o Gary Young, Rapid City, S.D. Estimated construction cost $7,975; first-year operating cost $10,300. Format: Variety: Principal: Applicant is state-owned educational institution. Action Oct. 15.

- **Rapid City, S.D.—James E. Taylor.** Broadcast Bureau granted 100.3 mhz, 100 kw, HAAT 450 ft. P.O. address: Box 1100, Rapid City, S.D. 57701. Estimated construction cost $45,560, first-year operating cost $22,987; revenue $75,000. Format: C & W: Principal: James E Taylor (100%) also owns KIMM (AM) Rapid City. Action Oct. 5.


- **Wausau, Wis.—Board of Trustees of Cran-keen College Broadcast Bureau granted 88.1 mhz, P.O. address: 221 North East Avenue, Wausau 53986. Estimated construction cost $3,274; first-year operating cost $2,500; revenue none. Format: Educational. Principal: Applicant is private educational institution (BPED-2128). Action Sept. 24.

FM starters

- **WXDR-FM Newark, Del.—Authorized program operation on 91.3 mhz. TPO 10. Action Oct. 4.

- **WKVR-FM Poughkeepsie, N.Y.—Authorized program operation on 91.3 mhz. TPO 10. Action Oct. 4.


Ownership changes

Applications

- **WKOT (AM) Kingston, N.Y.** (1550 kHz, 500 w)—Seeks assignment of license from Town & Country Broadcasting Co. to Utter Broadcasting Corp. for $2,000. Applicant is> Terence Zell, who will serve as consultant to buyer for five years for total fee of $28,000. He has no other broadcasting interests. Buyer is owned by Los Angeles, Calif., interests. Mrs. Robert H. Mermell, Messrs. Nickerson and Mermell are engineering director and announcer, respectively, for WAWL-FM Middletown and WPBN (AM) New Bern, N.C. Action Sept. 30.


- **WLOF (AM) Orlando-WLOQ (FM) Winter Park, Fla.** (AM: 950 kHz, 5 kw-U, FM: 103.2 mhz, 3 kw) —Seeks transfer of control to Broadcasting Bureau granted to Roundhouse of Cincinnati for $2,100,000. Seller: Home Security, owned by publicly traded Capitol Holding Corp., Louisville, Ky.-based insurance holding company, will spin off WCIN (AM) Cincinnati which it is getting from Roundhouse for $2,1 million to Jon C. Peterson, owner of WYLD-AM-FM New Orleans. Home Security has no other broadcasting interests. Robert W. Roundhouse, 100% owner of group broadcast of $150,000 for WLOQ. Because he owns WBJW-FM Orlando, Mr. Roundhouse will spin off WLOQ to comply with FCC multiple-ownership rules (Winter Park is suburb of Orlando). Roundhouse will keep WLOQ but sell WNBE (AM) Winter Park, which it now owns. Roun- dhouse owns WNMB (AM)-WAV (FM) Jacksonville, Fla.; WDAE (FM)-WAV (FM) Tampa, Fla.; and WYVL (AM) Berry Hill, Tenn. Action Oct. 6.

- **KYET (AM) Payette, Idaho.** (1450 kHz, 250 w)—Seeks assignment of license from Payette Radio Broadcasting Bureau granted for $150,000. Seller is owned by Richard L. Swan and his wife Ramona D. Swan (18%) jointly and Duane Kerr (82%) who have no other broadcasting interests. Principal in buyer is John H. Runkle Jr. (99.3%). Mr. Runkle also owns broadcast manufacturers rep firm and broadcast management consultant service in Boise. Action Nov. 6.

- **WGIL (AM)-WAAG (FM) Galesburg, Ill.** (AM: 1400 kHz, 1 kw-D, 250 w-N; FM: 94.9 mhz, 5 kw)—Seeks transfer of control to Panhandle Broadcasting Co. of Burrel Barash, Carries M. Morrow, and Lester Pritchard (100%) before and after, transfer of control from Panhandle to Burrel Barash and Morrow, and Lester Pritchard (100%) before and after. Consideration: none. Principal: Buyer is David R. Pinkston who also owns KZIF (AM) Amarillo. Action June 30.

Actions

- **WVEL (FM) Fayette, Ala.** (98.7 mhz, 50 kw)—Broadcast Bureau granted assignment of license from Jesse Willard Shirley to Harlon Kenneth Watts for $140,000. Sellers: Jesse and Dorothy Shirley have been ordered to go through on sale which had been agreed on. Shirleys had changed minds. Buyer, Mr. Watts, is Alabama furniture dealer (BALH-2287). Action Sept. 30.


- **KDXE (AM) North Little Rock, Ark.—Broadcast Bureau granted acquisition of control of public station of Dixie Broadcasting by Harvey Pruitt (50% before and after) through purchase of stock of Dixie from Kenneth W. Powers (50% before, none after). Consideration: none. Principal: Applicant is in accord with voting trusts agreement (BTC-8105). Action Aug. 31.

- **KOZNF-FM San Diego—Broadcast Bureau granted transfer of control of KOZN-FM Inc. to Cecil and Joyce Hefel, voting trustees to Bert Wahlen, Donald W.
Facilities changes

TV actions
- **WXIA-TV Atlanta, Ga.** - Broadcast Bureau granted authority to operate station by remote control from 1611 W. Peachtree St., N.E., Atlanta (BRCCTV-320). Action Oct. 7.

**AM actions**
- **WJKM Hartsville, Tenn.** - Broadcast Bureau dismission of licensees to increase power from 250 watts to 500 watts. Commission said data indicates power increase would result in interference with KMAY (AM) Little Rock, Ark. Action Oct. 13.
- **KNET Palestine, Tex.** - Broadcast Bureau granted CIP to move anc., trans. location to Moody St., 6 mi. NE of Anderson County Courthouse, Palestine, install new tower; conditions (BP-20,639). Action Oct. 4.

**FM actions**
- **WENN-FM Birmingham, Ala.** - Broadcast Bureau granted CIP to change remote control and studio location to 1527 5th Ave., North, Birmingham; install new anc.; change ERP 100 kw (H&V); anc. height 830 ft. (H&V); remote control permitted (BPH-10198). Action Oct. 7.
- **WRSX Decatur, Ala.** - Broadcast Bureau granted CIP to install ERP 103 kw (H&V); anc. height 830 ft. (H&V); change TPO; (BPH-10218). Action Oct. 7.
- **KAGH-FM Crossett, Ark.** - Broadcast Bureau granted CIP to change ERP 3 kw (H&V); anc. height 275 ft.; remote control permitted (BPH-10208). Action Oct. 7.
- **KHFA Hope, Ark.** - Broadcast Bureau granted modification of CP to change trans. location to Oct. 7.

Other
- **WFMU** - Broadcast Bureau granted CIP to change trans. location to Oct. 7.

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Position

Company

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- 1 year $25

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Foreign Add $6 Per Year

1977 Cable

Sourcebook $10.00

(1) payment with order: $8.50

1976 Yearbook $20.00

(1) payment with order: $20.00

Bill me

Payment enclosed

Wecl Elkhorn City, Ky. - Broadcast Bureau granted modification of CP. ABC. Oct. 7.

WCSF Hazard, Ky. - Broadcast Bureau granted CIP to change ERP, 100 kw (H&V); anc. height 1140 ft. (H&V); remote control permitted (BPH-14910). Action Sept. 30.

WSMW-AM Plata, Md. - Broadcast Bureau granted CIP to change location. Password site to Oct. 7.

WALD, Md. - operate by remote control.
In context

Procedural rulings


Initial decision

- Huntington, Tenn., FM proceedings: Magic Valley Broadcasting Co., seeking 100.9 mhz. (Doc. 20529) - ALJ Charles E. Harrison, granted applications of Magic Valley Broadcasting Co., for new FM station on 100.9 mhz. Judge found that Magic Valley had satisfied issues (1), (2) and (3) in Commission order released in July 1975 designating case for hearing. At that time, Magic Valley’s application was mutually exclusive with that of Boudlirn Corporation. On September 28, Judge dismissed Boudlirn’s application pursuant to joint agreement and retained Magic Valley application in hearing status.) Judge concluded that since Magic Valley had satisfied all issues (1), (2) and (3) in Commission order released in July 1975 designating case for hearing, Magic Valley’s application would be granted. Action Oct. 15.

Fines

- KTOB(AM) Petaluma, Calif. - Broadcast Bureau ordered licensee to forfeit $400 for operating with excessive power during post-sunset hours as well as during daytime hours. Action Sept. 24.

- KAZA(AM) San Jose, Calif. - Broadcast Bureau ordered licensee to forfeit $1,000 for failing to timely report transfer of corporation stock and changes in officers. Action Oct. 12.

- WCCC-FM Hartford, Conn. - Broadcast Bureau notified licensee of apparent liability for forfeiture of $100 for failing to enter in operating log reports of daily observations of tower lights on various dates. Action Sept. 24.

- WZST(AM) Tampa, Fla. - Broadcast Bureau ordered licensee to forfeit $400 for operating with excessive power during post-sunset hours as well as during daytime hours. Action Sept. 24.

- WBNF(AM) North Canton, Ohio - Broadcast Bureau notified licensee of apparent liability for forfeiture of $500 for operating at more than 5% above authorized nighttime operating power of 250 watts on various dates. Action Oct. 1.

- KJVI(AM) Kansas City, Mo. - Broadcast Bureau rescinded notice of apparent liability for forfeiture of $1,000 for operating with power in excess of that authorized during post-sunset hours. Action Oct. 4.

- KKNC(AM) Forsyth, Mont. - Broadcast Bureau notified licensee of apparent liability for forfeiture of $500 for failing to have licensed operator of required grade in actual charge of transmitting system. Action Oct. 1.


- WLAV(AM) Wellesley, N.Y. - Broadcast Bureau ordered licensee to forfeit $1,000 for failing to indicate on program logs duration of some commercial announcements on March 12, 1975. Other program logs did not accurately reflect duration of some commercial announcements broadcast on March 12, 13, 14, and September 24, 1975. Action Oct. 4.

- WJBC(AM) Madison, Tex. - Broadcast Bureau notified licensee of apparent liability for forfeiture of $1,000 for operating with antenna input power greater than 105% of authorized power during pre-sunset operations. Action Oct. 1.

- KZEE(AM) Weatherford, Tex. - Broadcast Bureau notified licensee it had incurred apparent liability in

Call letters

- New FM's
  - XQOK
  - *KGNU
  - WMUZ
  - WGRK-FM
  - WRSV
  - WHEC
  - WAFN
  - WRSB
  - WTV
  - WSW
  - WFRM
  - WDDO-FM
  - WKY
  - WKBQ
  - WOFM
  - WJUR
  - WKCO

- Existing AM's
  - KEKQ
  - KNUD
  - WYX
  - WHEY
  - WJFP
  - WBG
  - WRK
  - WGB
  - WLSA
  - WOKO
  - WSS
  - WCR
  - WKE
  - WBOC
  - WSW
  - WBN
  - WVER
  - WFTM-FM
  - WPA
  - WTW
  - WFW
  - WRR
  - WXX
  - WTCL

- Grants

- Call Assigned to
  - WII
  - WKO
  - WKS
  - WCR
  - WKB
  - KLG
  - WSA
  - WKP
  - WPR
  - WKE
  - WBN

Continental's 317C is the best measure for any 50 kw AM transmitter purchase. Performance, 125% positive modulation and reserve power capabilities are unbeatable. Today's best sound in 50 kw AM is Continental. 

Write for brochure: Continental Electronics Mfg. Co. Box 270879 Dallas, Texas 75227 (214) 381-7161
amount of $500 for operating with antennas input power greater than 105% of authorized power. Action Oct. 4.

WXXI (AM) - Authorized a proposal for a new call sign WMVR for the station located in Rochester, N.Y. The action was effective on Oct. 11.

Other actions

WQXI (AM) - Authorized a proposal for a new station covering the area of Blythewood, S.C., to be known as WQXI (AM) with a frequency of 1370 kHz. The action was effective on Oct. 12.

WRLU (AM) - Authorized a proposal for a new station covering the area of Blythewood, S.C., to be known as WRLU (AM) with a frequency of 1450 kHz. The action was effective on Oct. 12.

WXXI-TV - Authorized a proposal for a new station covering the area of Blythewood, S.C., to be known as WXXI-TV with a frequency of 1460 kHz. The action was effective on Oct. 12.

Cable

Applications

Following operators of cable TV systems requested carriage:

- Southeast Cablevision, Box 837, Belle Glade, Fla., for (Unincorporated areas surrounding Belle Glade, So. Bay & Pahokee) Palm Beach county, Fla. (CAC-07283): WPEC, WPTV.
- Emery T. & Co., 201 Highland Ave., Hamilton, Ohio, for (Unincorporated areas surrounding New Miami & Seven Mile) Butler county, (village of New Miami). Ohio (CAC-07284-5): WLTW, WCPG, KOAX, TCXV, WCXV, Cincinnati; WIXV, WVIP, WDN, WVKE, WDFX, WDTN, WEDT, WDTN.
- Cable TV, Construction Box 779, Chanteau, Kan. 66770, for (Unincorporated areas surrounding West High Point) Kansas county, (village of West High Point). Kan. (CAC-07289): KERA, KDKA, WABC, WBEZ, WBBH, WBBF.
- Emery T. & Co., 201 Highland Ave., Hamilton, Ohio, for (Unincorporated areas surrounding New Miami & Seven Mile) Butler county, (village of New Miami). Ohio (CAC-07284-5): WLTW, WCPG, KOAX, TCXV, WCXV, Cincinnati; WIXV, WVIP, WDN, WVKE, WDFX, WDTN, WEDT, WDTN.
- Cable TV, Construction Box 779, Chanteau, Kan. 66770, for (Unincorporated areas surrounding West High Point) Kansas county, (village of West High Point). Kan. (CAC-07289): KERA, KDKA, WABC, WBEZ, WBBH, WBBF.
- Cable TV, Construction Box 779, Chanteau, Kan. 66770, for (Unincorporated areas surrounding West High Point) Kansas county, (village of West High Point). Kan. (CAC-07289): KERA, KDKA, WABC, WBEZ, WBBH, WBBF.

Allocations

Crotzer, Va. - Authorized a proposal for a new station covering the area of Blythewood, S.C., to be known as WXXI (AM) with a frequency of 1370 kHz. The action was effective on Oct. 12.

Cody, Wyo. - Authorized a proposal for a new station covering the area of Blythewood, S.C., to be known as WXXI (AM) with a frequency of 1370 kHz. The action was effective on Oct. 12.

K041P Searchlight, Nev. - Authorized a proposal for a new station covering the area of Blythewood, S.C., to be known as WXXI (AM) with a frequency of 1370 kHz. The action was effective on Oct. 12.

K070F Searchlight, Nev. - Authorized a proposal for a new station covering the area of Blythewood, S.C., to be known as WXXI (AM) with a frequency of 1370 kHz. The action was effective on Oct. 12.

Translators

Village of Perryville, Perryville, Alaska - Seeks ch. 9 rebroadcasting, via earth station, programs from KTV, KEN, KIKO and KAKM Anchorage (BPTV-5700)."
**RADIO**

**HELP WANTED MANAGEMENT**

**General Manager**, Great opportunity to join one of America's growing broadcast groups. This position requires a good sales background and is located in the upper Rockies. Box X-124, BROADCASTING.

**Station Manager position available.** Located in Mid-Western State. Single station market. Class IV AM-Class C FM. Send complete resume, starting wage to Box X-175, BROADCASTING.

**Manager-trainee** needed for Texas station. Must be strong in sales with a broadcast background and be able to motivate people. Send full information in first letter. Box X-175, BROADCASTING.

**General manager wanted** for Alaska's first station above the Arctic Circle, KOTZ, Radio, Kotzebue. Must have at least 5 years progressive experience in broadcast, communications, or telecommunications management and have a working knowledge of FCC rules and regulations. Must be able to relate to people and the arctic. FCC First Class preferred. Salary $24,000 per year. Send resume of professional experience to: Michael F. Porcaro, Executive Director, Alaska Public Broadcasting Commission, 308 G Street, Anchorage, AK 99501. Closing date: November 3, 1976. KOTZ Radio is an Equal Opportunity Employer.

**General Sales Manager**, major Ohio market Top 40 AM-Schake FM. Outstanding income plus incentives. Experience preferred but will consider top salesperson if ready for management. Call 419-255-1470. David La France.

**HELP WANTED SALES**

Immediate opening for salesman, experienced, proven, RAB/concept/idea selling. Must personally sell, train, motivate sales staff. Great market (California, great signal, Idaytime) great adult contact/40 sound. Box W-111, BROADCASTING.

**Wanted:** Sales person for midwest AM-FM, Box W-187, BROADCASTING.

**Experienced radio salesperson** for beautiful New England region. 5000 watt AM with strong FM facility. Competitive, but we are the best. If you are aggressive, and on the way up, there will be a good future with our group. Expect to earn $10,000-18,000 depending how aggressive and how far up you expect to go. Box X-59, BROADCASTING.

**Major Iowa station** has immediate opening for a salesperson with proven track record. EOE. Established account list. All inquiries answered in confidence. Send resume, references and salary requirements to Box X-172, BROADCASTING.

**First opening** in our sales department in six years. Looking for a good small market salesperson by November first. Contact manager, KLVT, Leaveland, TX.

**Experienced salesperson.** 2 years minimum with proven record to sell contemporary adult FM. Send resume to Box 340, WKYZ-Radio, Grand Junction, CO 81501. EOE.

**Jacksonville, Florida**, splitting our AM/FM stations. Need experienced sales manager for WKYZ-AM (Beautiful Music). 10% gross $1,000 a month draw. $30,000 a year potential plus car allowance. Prefer Floridian. Mr. Oberte, 904-743-2400.

**HELP WANTED SALES CONTINUED**


**Somewhere there must be an aggressive, experienced radio salesperson—age/sex no consideration**, to join a sales team permanently, and grow to be part of management team in Florida resort community. If you know radio sales, can build a block and close and service and want to settle permanently, we want to talk to you. Call 305-278-2894. Mr. Harris.

**Are you “on the grow” in radio sales? Would you like to join a challenging opportunity with a growing personality-oriented AM/FM stereo combination in Suburban Chicago? Send resume and cover letter to Lake Valley Broadcasters, 145 Virginia Street, Crystal Lake, IL 60014 or call 815-459-7000.**

**New station, opening soon, needs sales personnel and announcers. Must have 3rd endorsed and some commercial radio experience. Send resume, tape, and salary requirements, first letter to Mike Triplett, Box 194, Warfield, KY 41267.**

**HELP WANTED ANNOUNCERS**

**Morning drive adult contemporary beautiful New Hampshire town, ideal for someone with a year of experience wanting to move up. Could lead to P.D. or sales. EOE. Data to Box X-152, BROADCASTING.**

**Immediate opening for bright, intelligent, up to date announcer for easy listening station in beautiful S.W. Arizona. Three to four years experience required. Must have third endorsed. Salary negotiable. Send tape and resume to KALJ, P.O. Box 4457, Yuma, AZ 85364.**

**Experienced announcer with 1st who follows strict disco format. Airmail tape to KDKO, Box 418, Littleton, CO 80169.**

**KMLP, Sikeston, Mo. — 5kw, MOR, CBS, adding a fourth fulltime announcer. Send resume, tape, and references to PO Box 907, Sikeston. Experience and 3rd endorsed required.**

**MOR personality who is also a two-way radio communicator needed in N.E. Penna. Medium market. Better than average salary based on better than average ability. Send tape and resume to Ron Gillenrode, WAZL, Hazleton, PA 18201. An EOE.**

**Morning personality, one-to-one communicator with lively, warm approach for successful MOR format. We demand excellence and provide stability and chance for growth. Beautiful area on Lake Michigan. Tape, resume to Kent Siocum, WHF/Box 608, Benton Harbor, MI 49022. Equal Opportunity Employer.**

**Seeking announcer for board/news/production quality M/MOR. Prefer 1st, 3rd OK, Equal Opportunity Employer. Send tape/resume to WHZR, Providence, KY 42450.**

**Wanted: Good drive time afternoon announcer for Adult Contemporary format. Market size 500,000. Must be excellent in production. Send tape to WIOU Radio, Kokomo, IN 46901. We are an Equal Opportunity Employer.**

**HELP WANTED TECHNICAL**

**Ohio major market needs a qualified first ticket engineer for AM-FM stereo operation. Excellent working conditions with the most modern equipment plus use of company vehicle, Salary open. Send complete resume in confidence. Fine opportunity. Box X-153, BROADCASTING.**

**Chief engineer** for upper Midwest directional daytimer. Complete responsibility for engineering; great opportunity in beautiful area. EOE. Box X-185, BROADCASTING.

**Experienced engineer, 1st class license. Extensive background in AM/FM RF, directional antennas and audio. Solid state and automation desirable. Salary 20k plus. Excellent fringe. Contact Franz Cherry, C.E., KPOL Los Angeles, 213-222-0117 Capital Cities Communications, Inc., EOE, M/F.**

**Beautiful west beacons.** Chief engineer for AM, stereo FM, SMC automation, Immediate opening. Dan Libeg, KSNN AM FM, Pocatello, ID.

**Chief engineer for 5 KWAM/Class B FM in NYC area. Strong experience desirable in DAS, automation, studio audio, RCA-Collins-Gates transmitters. Salary open with excellent benefits. Call Roy Schwartz 201-994-9119.**

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See last page of Classified Section for rates, closing dates, box numbers and other details.
HELP WANTED TECHNICAL CONTINUED

Chief engineer, North East Directional AM requires strong background experience in Audio and DA's. Group ownership and excellent benefits. WAMS, P.O. Box 3877, Wilmington, DE 19807. 302-654-9891.

Need chief engineer immediately for AM direction, and as a second experienced trouble shooter and person dedicated to good maintenance need aply. Station needs individual who wants a career, not a job. Excellent package, great area for person interested in outdoor sports, good family community. Call Jack Gennaro, General Manager, WFRU/WWWR, 715-424-1300, Wisconsin Rapids, WI.

Immediate opening for experienced chief engineer. Must have good engineering and be maintenance oriented, also capable of very limited air work. Salary open. Jerry Clegg, WCDW-WSGM, St. Paulon, VA 24401.

Chief engineer—WKTG-AM and WSHH-FM, Pitts- burg, we are looking for an experienced, take charge engineer for these well-rated stations. Will pay top dollar for right person. Send resume showing job history and salary requirements to: William J. Clark, 1780 S. Brentwood, St. Louis, MO 63144.

Super chief wanted for WOLO.ledo. Directional experience a must. Mail resume, references and salary requirement immediately to Grahame Richards, Broadcast Operations, Box 934-16 EOE.

WSTU, Stuart, Florida, looking for chief engineer: Work with professionals on Florida's gold coast. Between Fort Pierce & West Palm Beach. Five figure salary with extra benefits. Minor amount of air work. Resume to Ron Beckey, General Manager, WSTU, Stuart, FL 33494, EOE.

Chief engineer, can't give you big city dirt, crime or pressure. Just good fishing, boating and living in southern Maryland. Need FM-AM directional knowledge. Call Brenneel 301-485-2400.

HELP WANTED NEWS

News director, major west coast radio station. Strong background in format news, management experience and creative news philosophy essential. Resume and references confidential. Box X-93, BROADCASTING.

Reportor/anchorperson, major west coast radio station. Only those experienced in field reporting, studio air work, creative writing need apply. Resume confidential. Box X-97, BROADCASTING.

National minority news media service serving areas of the country including Atlanta is expanding its operation. Seeks male and female applicants. Send resume to Box X-203, BROADCASTING.

A-live newscaster for a lively news operation. Experience nice but we want talent, on the air and on the beat. Send air check, resume and writing samples to Rick Sampson, N.D., KLWW Radio, PO. Box 876, Cedar Rapids, IA 52406.

WICC Bridgeport, seeking 5th full time newscaster. Must be able to write and gather news, strong voice. Starting salary of $180. Send tape and resume to Bob Pantano, WICC, 177 State Street, Bridgeport, CT 06604.

Wanted: Newscaster for Sunday and host of daily talk show. Work for one hour. Send tapes and resume to WIOU Radio Kokomo, IN 46901. We are an Equal Opportunity Employer.

Newscaster: Central Illinois radio station, a 24 hour separately program AM/FM operation, is expanding its operation. Looking for a professional, experienced newscaster with ability to gather, write, deliver and produce news program. Good salary and benefits. Send tape and resume to News Director, Illini Media, 1000 Neil Street, Champaign, IL 61820.

State news network: Newscaster. Experience required in reading and gathering news. Send resume and tape to George Hable, Virginia Network, Box 1230, Charlottesville, VA 22902, EOE Employer 894-97-1070.

Only Black programmed radio station in Connecticut seeking experienced newscaster for growing operation. Ability to relate to local community a necessity. Salary negotiable. Liberal benefits. Send tape and resume to Lou Brown, PO. Box 1490, Windsor, CT 06095.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Production manager experienced in commercial radio to write, edit and produce our commercials. Afternoon board shift also. North Central Illinois location. Please call for an equal opportunity employer. M/F Box X-137, BROADCASTING.

Creative? Cont. director/production manager needed for Midwest major market for woman. Adult contemporary. Must be able to write, produce and voice local production. 3rd required. Box X-158, BROADCASTING.

National Washington, D.C. based media organization seeks an events producer. Selects, recommends, plans coverage of special events in consultation with Director and program producers. Supervises presentation or production coverage. Administrative staff and budget. Requirements: at least 2 years college, 6 years program production experience including 3 years on-air experience. Salary: $20,500. Please send personal vitae to Box X-192, BROADCASTING.

Wanted: a creative, mature production pro who works well both solo and in a team. Experience with quality. Position requires a minimum of 3 to 5 years experience. Send a tape production tape with complete resume. Send to WKTO, 1001 Spring Street, Little Rock, AR 72202.

Heavy production some news, person needed. Fantastic resort area. Station no. 1 in 8 station market. Salary commensurate with ability but well worth a small market. Send resume, tape, and salary requirements to Steve French, KMON, Box 2427, Great Falls, MT 59403.

Position title: WCBU FM Development Director. Responsible for all sales and programming coordination of station's total development program, including: a) on-air membership activities, b) corporate grants and program underwriting, c) public relations, d) publicity support and community contacts in support of above. Minimum requirements: a) demonstrated abilities in the stated areas of radio development activity, b) experience in public radio or television development, c) B.S. degree, d) ability to successfully meet and deal with community development contacts, station staff and volunteers. Available: October, 1976. Salary: Open. Send applications, with resume, references and salary history to: WCBU FM, 1501 W. Bradley Avenue, Great Falls, MT 59401. Knowledge of FCC rules. Honest, reliable, "can do" attitude. 501-225-5550 or Box X-154, BROADCASTING.

Director of FM development. Non-commercial radio station seeks creative, person oriented fundraiser. On-air and broadcast sales experience helpful. Salary to 12,5, excellent benefits. Resume to: William Kelly, WWVA TVFM, Pittston, PA 18640. EOE.


SITUATIONS WANTED MANAGEMENT CONTINUED

Assistant GM/office manager. Heavy working knowledge of operations from traffic through P&Ls and sales promotion. In top 16, will relocate to smaller market. Box X-136, BROADCASTING.

Major market radio general manager with outstanding sales and reputation seeks management position in a top 25 market. Family man. Early fifties. Box X-169, BROADCASTING.

Professional major market broadcaster will manage your mediumsized market station. Excellent back- ground in program development. Knows FCC rules. Honest, reliable, "can do" attitude. 501-225-5550 or Box X-174, BROADCASTING.

General manager available permanent, interim or consultation basis. Turn-arounds for my specialty. 505-876-2392 or Box X-194, BROADCASTING.

Your station deserves the best management. Experienced broadcaster. A-lake charge, light-skip, both-line, totally-involved professional considering relocating outside New York State. Call 518-439-5642 or 519-438. Your station should have the best manager. Your opportunity to discuss it is as close as your phone, or Box X-204, BROADCASTING.

Florida broadcaster seeks GM position, medium market. Top programmer, RAI/Concepteadeas selling. Box X-207, BROADCASTING.

Mature 35 year old seeks management position or program directorship. Strong background in all phases of radio from personnel to sports to management. Box X-214, BROADCASTING.

SITUATIONS WANTED SALES

Creative, dynamic young salesman wants position in sales, management or promotion in New York City area. Currently with major radio station in same mar- ket. Considerable retailagency experience. Excellent track record. Box X-191, BROADCASTING.

Having put down on the air in my first 3 months at this day time, I'll ready for bigger challenges, preferably on morning. Boston and vicinity. Box X-196, BROADCASTING.

Experienced broadcaster! 5 years in sales, 3 in programming, plus news, production and copy! Desire sales or sales/announcing combo! Dick Hoff, 442 Main St. Ripon, WI 54971. Call 1-414-748-7261.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, light board, good news and commer- cials, ready now! Anywhere. Box H-5, BROADCAST- ING.

Contemporary/MOR personality seeks medium market position in Midwest. Married. Experienced, 1st phone. Proven capabilities. Resume, check avail. Box X-133, BROADCASTING.

2 yrs first. Newspaper-man currently available. Seeking a position in small community. No AM drive. 1-5 pm. 301-863-7865 or Box X-149, BROADCASTING.

One good 3rd endorsed ticket would love to work with a winning operation. Prefer top 40, AOR or soul for- mats. Ready and available. Robert Wolf, 4507 W. 3rd, Amariillo, Texas 79106. 806-353-0298 or Box X-159, BROADCASTING.

Personality nits-man, up tempo, experienced and dependable. Good medium or major only Box X-162, BROADCASTING.

No more tapes. 24, past experience. Strong host for small, tolerant station. Box X-173, BROADCASTING.

Good air work, production and copy All formats. Good references. First phone. Box X-168, BROADCASTING.

Desire announcer/operator position with a stable syndicated format. Have 3rd. experience. Box X-199, BROADCASTING.

Broadcasting Oct 25 1976 75
Young ambitious jock with 3 years experience and 1st phone looking for medium to large market.

Mature personality with strong radio background would like to join your organization. 8 years experience in all phases of radio. Box X-213, BROADCASTING.


Exp. DJ, news director, production mgr., top 40/R&B, 1st phone, anywhere, shift 502-937-8038. J. Diamond.

Four years experience announcing, PD, MD, NO, sports, production. B.S. Speech. Dick Stout 1-404-536-1688.

Man-woman team seek contemporary format drive slot. Experienced all areas broadcasting. Dick and Ellen Stout, 1-404-536-1688.

3 years experience. 3rd phone, happy personality creative production. Any location considered, Rob Hunt 211 A. East Moore St. Berlin, WI 54923. 414-361-3384.

Experienced ambitious young announcer desperately looking for first break. 3rd ended, 2 years college radio; DJ; copy; some sales, Broadcasting School Grad. Very talented, headworking. Mark DAngelo, 1911 Al St. Atlanta, GA 30312. 416-437-4586 after 6 p.m.

Top-rated DJ-PD seeks contempo, MOR, or oldies. Nightshift. Medium or major BA B.Dir. 6 yrs exp. 3rd. Seconded. 26, married, stable. 412-833-0316.

6 years pro, all forms. 1st phone family man will relocate for better support I know I'm worth. 904-751-6920 anytime, or 374 Blue Sky Drive, Port Orange, FL 32109.

Kid looking for break, progressive rock in the east, tight band, good news, commercials, Barry Hoeska. 196 Paterson Ave, Middle Park, NJ 07432.

First class license, four (4) years experience, twenty-eight years old. Prefer Florida, phone 304-756-7373 after 6:00 p.m. Tom Spencer. Box 54, Sutton, WV 26510.

Sports PB-PBCD is speciality, experienced interviewer, production & board experience. 3rd ticket, college, or medium market, willing to relocate. Write 2515 Vista Lagunera Ter, Pasadena, CA or call Steve Jackson at 213-681-4165.

Available now! First class announcer with first class ticket. Prefer lower Florida Gulf Coast station with MOR or beautiful music format. No Snowbird! Contact: 313-673-2475.

Program director, bright, sophisticated. Eleven years. Excellence in contemporary music! First Phone. 404-452-5732.

Smooth friendly airwork! Excellent pronunciation, authoritative news delivery. Broadcasting background includes 5 years sales, 3 in programming. Dick Hoff, 442 Melanie Lane, Ripon, WI 54971. Call 1-414.748-7261.

Female, disc jockey, third endorsed, production. sports program, knows all music, rock trivia specialty, 1 yr. commercial. 4 yr. educational. DeeDee. 3728 Ledgewood, Cinn, OH 45207.

SITUATIONS WANTED TECHNICAL


Radio technician with good announcing ability. Experienced, dependable and versatile. Seek small market in mild climate. 216-859-2835.

Eleven years in sports, seven at present job. Want that till-reirement position, security. No flippity, just solid professionalism and sound including PB-PB X-160, BROADCASTING.

Capable, creative medium market sports director seeks move upward. PB-PB sports; B.A. Box X-166, BROADCASTING.

Current morning man seeking return to full-time news and sports' responsibility. Consider PB-PB interview/PB-PB experience. Prefer Northwest Ohio/Southeast Michigan, but will consider others. Box X-170, BROADCASTING.

Sports and newssday 11½ yrs experience both TV and radio, PB-PB interviewing, 24, B.A. Communications, also DJ experience. Employed. 815-374-3582 or Box X-178, BROADCASTING.

Successful news director-producer in small western market is looking. Considered personal terror into respected news operation. Extended commitment wanted. Box X-179, BROADCASTING.

Ready for major market. Prefer all news. Will consider medium size. M.N. Box X-187, BROADCASTING.

Florida Experienced N/D/announcer wants to work in Florida. Box X-212, BROADCASTING.

Looking for position as sports director, currently doing morning, noon and sports for CW. Also airing weekly football prediction program. Very knowledgeable, good voice, mature, married. 5 yrs experience. Prefer San Antonio, Texas area. 505-823-8985 every night.

Female reporter/editor award winning suburban station, looking to move up. 4 yrs. exp. college, 914-354-7013.

SITUATIONS WANTED PRODUCING, PRODUCTION, OTHERS

Station manager/program director for contemporay station in union/strong community commitments. First phone, BS Broadcasting, solid professional background. Let's communicate at Box X-164, BROADCASTING.

On-air PD with solid background, college degree, creative use. Radio or TV. Excellent organization and available for contemporary medium market stations. Box X-164, BROADCASTING.

Assistant to mature manager in advertising related field, or general office duties. Extremely capable and dependable person with 3 years experience in all phases clerical office responsibilities. Top compensation for excellent performance. Best references furnished. Presently employed in radio, desire location change in small to medium southern market. Reply to Box X-188, BROADCASTING.

Experienced country programmer looking for medium market. Former operations director at AM-FM automated combo. Currently PD at small market country station. I can handle production, promotion, programming, my specialty. My knowledge can help your station. Box X-195, BROADCASTING.


HELP WANTED TECHNICAL

Assistant chief engineer for southeast VHF group owned station. Strong technical and maintenance background required. Experience in directing and participating in work of other engineers involved in operation, repair and maintenance of transmission equipment; possession of certificate authorizing completion of electronics curriculum; current 1st Class FCC license. Apply to Personnel Department, 2801 Bell Ave, Des Moines, IA 50315. An Equal Opportunity Employer.

HELP WANTED SALES

Account executive. The Nation's no. 1 independent Television Station has an opening for an account executive. We are looking for a self-starter, aggressive, and creative. The applicant must have an extensive television sales background and the ability to handle a heavy list. Excellent fringe benefits and working conditions. If interested, contact: Kevin O'Brien, WTCN-TV, 612-546-1111, An Equal Opportunity Employer.

HELP WANTED

Assistant chief engineer for southeast VHF group owned station. Strong technical and maintenance background required. Experience in directing and participating in work of other engineers involved in operation, repair and maintenance of transmission equipment; possession of certificate authorizing completion of electronics curriculum; current 1st Class FCC license. Apply to Personnel Department, 2801 Bell Ave, Des Moines, IA 50315. An Equal Opportunity Employer.

Video technician, $15,000. Three plus years experience, CCTV EOT. Bench work top future. Resume and details now. Box X-138, BROADCASTING.

Studio maintenance engineer. Strong background in VTR and camera. First-Class license required. Full West station. Small market. Box X-181, BROADCASTING.

Maintenance engineer for West Coast remote operation. Requirements: 5 years experience, 1st phone, quad and camera experience. Send complete details to Box X-201, BROADCASTING.

Transmitter maintenance engineer to take care of two VHF TV transmitters for a western Montana small market station. Must be strong on transmitters. Some studio experience desired. Contact W. Douglas Drader, Chief Engineer, KGVO-TV, Drawer M, Missoula, MT 59801.


Chief engineer for ABC affiliated UHF TV. Must be able to handle change of maintenance. KXKO-Contact Dewey Acker, 512-578-3519. Post Office Box 1878, Victoria, TX.
HELP WANTED TECHNICAL CONTINUED


FCC First Class license, strong on electronics theory including logic. Send resume to Chief Engineer, Westinghouse Broadcasting, Station WJZ-TV, 3725 Malden Ave., Baltimore, MD 21211. Equal Opportunity Employer.


Video and video tape engineers with three years experience. PC70, TC54, VR1200, VR2000 and CMX. Maintenance experience helpful. Send resumes and references to Chief Engineer, WPHL-TV, 5001 Wynnefield Ave., Philadelphia, PA 19131.

Camera Maintenance and tape maintenance engineers with a minimum of 5 years broadcast experience and FCC First Class. Salary 18-25K. Send resume to Chief Engineer, WPBL-TV, 5001 Wynnefield Ave., Philadelphia, PA 19131.


Studio maintenance engineer first class license required. Strong background in solid state and digital electronics. Some transmitter maintenance involved. Contact Chief Engineer, WVRV-TV, P.O. Box 751, Charlottesville, VA 22901.

ISU Broadcasting Services need a broadcast television-radio technician I. Under general supervision, operate and maintain radio transmission equipment to broadcast radio programs in compliance with federal regulations and performs other technical operations & maintenance. Minimum qualifications: 2 years of related technical or college training in electronics, or two years or related broadcast experience. Send resume to Personnel Office, Room 16 Beardshall Hall, Iowa State University, Ames, IA 50011. An Equal Opportunity Affirmative Action Employer.


Experienced Video Operator for staff position. Send resume to Mr. Don Faso, V.P. Engineering, Video City, Inc., 12100 NE 16th Avenue, North Miami, FL 33161.

HELP WANTED NEWS

Aggressive, hard nosed reporter for number 1 medium market station. Some weekend anchor work possible. Equal Opportunity Employer. Reply to Box X-155, BROADCASTING.

Reporter wanted for radio/television news department in medium market in Southeast. Applicants should have experience as TV reporters, thorough knowledge of film techniques, good on-air delivery for both radio and television equal opportunity employer. Reply to Box X-211, BROADCASTING.

HELP WANTED NEWS CONTINUED

News anchor position in medium Southwest market. Top-rated NBC Affiliate has opening for solid air personality who can perform field reporting duties as well. You will be supported by large staff and "state of the art" equipment. Excellent salary and fringe benefits. Contact Darnell Barber 703-820-4500. An Equal Opportunity Employer.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Commercial producer/director for full-service production station in Southeast. We are expanding and want the best. Send resume, references and salary history. Box X-150, BROADCASTING.

Program/production director, for small midwest group operation. VHFN network affiliate. In depth knowledge of FCC rules, assignement, purchasing etc. must. Minority and female applicants invited. All replies strictly confidential. Equal Opportunity Employer. Box X-183, BROADCASTING.

Associate cinematographer/producer at public television station KUID-TV to shoot as primary cinematographer, second camera, assist in public affairs research and editing. Send detailed resume, references, and 5-10 minute demonstration of your ability to shoot film under news or sports conditions to Arthur R. Hock, Chairperson, Search Committee, Associate Director, KUID-TV, University of Idaho, Moscow, ID 83843. Closing date is November 30, 1976. An EEOAA Employer.

Staff announcer: excellent voice and pleasing appearance for commercial audio production and on-air sports and weather announcing. Send photo resume and salary requirements to M.D. Smith, General Manager, WAAY-TV, 1000 Monte Sano Blvd, Huntsville, AL 35801.

Producer writer: weekly prime time public affairs doc unit in top 15 market needs a hard working, energetic producer with extensive film production skills. Complete creative freedom. Extensive doc experience necessary. Send tape and resume to Public Affairs, WCCO-TV, 50 S. 9th Street, Minneapolis, MN 55402.

Experienced television graphics artist for Corporate Audio/Visual Department, full color TV facility. Other slide/print experience desirable, supervisory experience essential. Send resume and salary requirements to Gene Hoe, Assistant Director, Representative, State Farm Insurance Companies, One State Farm Plaza, Bloomington, IL 61701. An Equal Opportunity Employer.

SITUATIONS WANTED NEWS CONTINUED

News anchor position in medium Southwest market. Top-rated NBC Affiliate has opening for solid air personality who can perform field reporting duties as well. You will be supported by large staff and "state of the art" equipment. Excellent salary and fringe benefits. Contact Darnell Barber 703-820-4500. An Equal Opportunity Employer.

HELP WANTED TECHNICAL CONTINUED

Experienced reporter/anchor. Progressive woman seeks new challenge in a top 10 market. Now working in 13th. Four years experience, street and investigative reporting, production skills. Box X-127, BROADCASTING.

Give me a break. Hard working, ambitious recent grad seeks writer, assistant producer or reporter's position. Box X-190, BROADCASTING.

Handsome, talented Black Spanish summaed reporter seeking opportunity. Radio/TV anchoring experience. Tapes available Box X-202, BROADCASTING.


SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Recent college graduate with BA in television seeks entry level position in television station. Has classroom and cable station experience. Equal Op- portunity Employer preferred. Box X-142, BROAD- CASTING.

Director with BA in communications, 4 years experi- ence at network affiliate, seeks challenging position. Background includes daily newsgroups, commercials, live broadcasts, portable videocamera. Box X-144, BROADCASTING.

Producer director ten years experience talk shows, commercials, sports, remote's, film editing. Looking for solid opportunity Box X-163, BROADCASTING.

3 television production school graduates, with FCC first license, available together or separately 1115 N.W. 125 St., Miami, FL 33168. 305-865-3982.


Creative young professional, with 2 yrs. experi- ence, B.A. degree in TV film production-direction. Looking for job as assistant director or assistant pro- ducer; will relocate. Robert Hickey 7902 Hillridge Dr., Kensington, MD 20795. 301-949-0808.


WANTED TO BUY EQUIPMENT

Will pay top dollar for RCA RTA 5H or Q Transmitter Collins 21 E., Gates BC 5P or equivalent. 305-778-4762.

We need used 250, 500 1 kw 10 kw AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Flirtade St., Laredo, TX 78040.

Struggling non-commercial student station des- perately needs equipment. Will accept anything working. Write or call WBCG, Benau College, Gainesville, GA 404-532-4341.

FOR SALE EQUIPMENT

Two used Scully model 270 reel-to-reel playbacks, excellent condition, KMTN, Box 927, Jackson, WY. 307-733-4500.

RCA DAP-5000 automation system, digital clock, 3 carousels, 3 racks, 3 Revexes (A-77), log, excellent condition, light use, best offer Call WASA, 301-939-0800.

For sale, CDL Series 800 AudioVideo routing switcher. 15 inputs by 8 outputs. Vertical interval switching. Complete with 7 output switching stations and power supply. Ross Kaufmann. WTV 5, TV Place, Needham, MA 02192, 617-449-0400.

IBM 500 automation. 4 carousels, 2 single card decks, and one recordet. Jim Svesesti WGHY, Gray- lond MI 49738. 517-348-6171.

SITUATIONS WANTED NEWS CONTINUED
Casino

Prizes Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better for fantastic deals, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Ill. 60611, call collect 312-944-3700.

For sale: 1-BTASF RCA Transmitter in good condition; presently in operation on 910 KC WJCR Radio, RO. Box W, Johnson City, TN 37601.

For sale: 3-Winchanger towers. 250' WJCR Radio, Johnson City, TN 37601.

Autogram Automation System, 3 decks, 2 carousels, 2 cartridge players, all stereo, Metrotech loggers plus SMC Cartridge Record Centrs. System three years old, excellent condition with all manuals. Call or write WLNE, 286 Highland Village, Jackson, MS 39261, 601-982-7336.

Field Intensity Meter, Polobam Instruments, FM-21, 1 yr old, used 1 month, $950.00. WMVA, Box 3631, Martinsville, VA 24112.

Color Film Processor, Jamieson "Compact", immaculate, 2 years old. Flanders. WRTV 1303 Meridian, Indianapolis 46206, 317-635-9788.

For sale west of Missippi, tower used total footage 1008' all towers. Galvanized solid steel (no pipe) suitable for FM or AM, also lite kits, dog houses, 1800' 5 ohm 1 5/8" Ridged coax, also some 500' of 3 1/4" coax, ridged coax with bulletts and bolts, support post and lcc gards. Also copper ground screen and 2" strap, strap and ground screen are new and unused. Also we have Basi and guy line insulators. Call Midwest Tower Kennewick or Vancouver WA. Kennewick 509-783-2569 or Vancouver 206-892-6701.

Norelic PC7OS Color Camera chain, Complete, Excellent condition, $33,000.00. MATEC, Inc. 205-956-3034.

Two automation systems complete: One-Schaller. One-Autogram. Best offer over $10,000.00. McClarin Broadcasting, RO. Box 758, Gatesville, TX 76528.

Remote Truck GMC 21' Custom air conditioned van. 4 Norelic PC7Os with 3 Angenieux 10x lenses, and 1 Angenieux 18x lens. 1000 feet cable on reels. 18 input bus switcher with effects and chroma key. CBS image enhancer, G.V. Proc Amp, 5 Tek 529's, 1 Tek 526, 3 Conrac RHB Color Monitors, 10 Conrac B&W Monitors, 1 Conrac off-air receiver, 12 input audio console. Much more. Jack Taylor, Box 117, Boyertown, PA 19512; 215-367-6057.


Helix-styloflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

COMEDY


OBITS, No hype. You be the judge. Free comedy sample! OBITS, 366-C West Bullard, Fresno, CA 93704.

HUMORETTES, Comedy shorts and other under-network Networks. Send $5 deductible from subscription for first issue and free offer Payable: Casino Loot Productions 232 8th Street Brooklyn, NY 11215.

Help Wanted Management

RADIO

GENERAL SALES MANAGER

MAJOR MID-WEST MARKET

Top 40 AM Schulke FM

We're looking for an aggressive, hard-hitting sales manager who would like experienced management but if you feel you're ready for your first management job, show us why and we'll consider you. Outstanding income plus incentives. Reply: Box X-180, BROADCASTING.

Help Wanted Management Continued

Management Representative

Major market ethnic radio station wants Eastern management representative: will call on upper level client executives in major corporations, service existing clients who co-sponsor community oriented promotional activities, and seek new clients to participate in similar future activities. Should have station or group management experience, but will consider National Representative or similar experience. Person selected must reside in New York City or surrounding area. Selected respondents will be interviewed in New York late November or early December. Send qualifications and base salary requirements to: Box X-198, BROADCASTING.

Help Wanted Sales

SALES REPRESENTATIVE

Rapidly expanding West Coast Broadcast creative services company needs top sales people for syndicated radio format and station image packages. Must have proven, successful broadcast management and sales experience. This is an unusual opportunity with tremendous growth potential. Excellent compensation and benefits. Send resume to Box X-209, BROADCASTING.

Help Wanted Announcers

CAN YOU THINK & TALK? Talk show host wanted. Knowledgeable, well read, glib, opinionated. Third class ticket a must; news background helpful. Resume and salary to Box X-154, BROADCASTING, An Equal Opportunity Employer.

Help Wanted Technical

CHIEF ENGINEER

Ball State University has an immediate opening for a Chief Engineer in the Center for Radio and Television. Responsibilities include the supervision of broadcast engineers, operating and maintaining GE-PE 250 color television cameras, Quad VTR and related electronic equipment. Six years experience with first phone FCC license required. $13,000-$15,000. Excellent fringe benefits. 24 days paid vacation, educational opportunities. Application deadline Nov. 12, 1976. Send resumes to BALL STATE UNIVERSITY Personnel Services Office, Muncie, IN 47306 An Equal Opportunity Affirmative Action Employer.
Help Wanted Technical
Continued

Major Market SW AM (Directional Nights) Stereo FM has an immediate opening for a qualified technician. Requires a minimum two years experience in studio maintenance, RF, STL and Remote Control. First Phone a must. An Equal Opportunity Employer. Send complete resume to Box X-193, BROADCASTING.

Help Wanted News
Continued

TELEVISION NEWS PROFESSIONALS

If you have talent, drive and reliability, we can help you find that "better" position in TV news. Openings in small, medium and large markets for

NEWS DIRECTORS
ANCHORPERSONS
SPORTSCASTERS
WEATHERCASTERS
PRODUCERS
ASSIGNMENT EDITORS
REPORTERS
PHOTOGRAPHERS

There is no charge to you. Send your resume to Box X-161, BROADCASTING. On-air talent enclose a photograph. Producers and reporters send a sample of writing. Include minimum salary.

Help Wanted Sales

SALES MANAGER. One of our clients, a leader in broadcast equipment and accessories field, has an immediate opening for Sales Manager. Candidate should have sales experience as well as knowledge of distributor relations. Technical background would be helpful. Located in Mid-Atlantic area. Some travel. Send resume in strictest confidence or phone: JR Her- man, Blumenthal/Herman Advertising, Ave Wood West, Suite 307, Annibale, PA 19002. 215-628-3051. Equal Opportunity M/F Employer.

Help Wanted Technical

Ted Johnson Productions, Inc. is expanding its video tape production facilities with addition of a mobile production unit as well as in-house.

IMMEDIATE OPENINGS for producer-director and operators for mobile unit and inside work. Producer-director would preferably have film and video tape experience. Operators should have experience with color cameras and quad video tap machine editing experience helpful. State-of-the-art RCA equipped plant with TR-600 TVR’s, TK-45A and TPK-45 color cameras. Datatron time code editing equipment and associated studio gear.

Send resume to Ted Johnson Productions, Inc., 150 Riverside Avenue, Jacksonville, Florida 32202; or contact Joe Atkins, 904-354-7000.

TELEVISION
Help Wanted News

NEWS DIRECTOR

Top 25 Western market is looking for top quality News Director for AM-FM-TV network affiliate. Group station. ENG experience required. Strong track record and leadership desired. Send resume and references. Equal Opportunity Employer.

Box X-171; BROADCASTING

Situations Wanted Announcers

POWERHOUSE AM PACKAGE
Currently kicking "50%" on major 50kw East Coast facility. Voices, interviews, community involvement add up to cash in the bank for you. Proven money maker and audience grabber. This unique approach to AM Drive is available immediately. Call Capt. Crunch 617-267-2377.

Situations Wanted News

Top Sports Play-by-play-Big Voice. 3 years at pro hockey, sounds like 30. College Basketball & Football PBP 10 years in business, excellent production & board work. Write Box X-168, BROADCASTING

MAJOR MARKET SPORTS DIRECTOR
Two-time award winner seeking good opportunity with sports-minded station. I am an aggressive, reliable performer, with play-by-play experience in football, basketball, and baseball. I ran the sports department of WISN, Milwaukee, until it was recently phased out in a format change. Excellent references. Bill Hazen, 8250 S. Lake Dr. No. 800, Cudahy, Wisconsin (53110) 414-764-1318.

Situations Wanted Programming, Production, Others

Tired of being less than number one? Don’t leave anything to chance. I’m an expert in demographics, psychographics, music research, and promotions. Proven programming results in Major/Medium market. Reply to this ad and I’ll lay it on the line what my game plan is. Mark O., Box X-200, BROADCASTING.

A MUST BOOK TO MAXIMIZE LOCAL SALES AND PROFITS

BROADCAST CO-OP, THE UNTAPPED GOLDMINE provides an in-depth look at co-op with plenty of proven sales approaches. It details the how, when, and why of:

• Gathering co-op leads
• Building co-op sales presentations
• Producing co-op spots
• FTC Guides/legal precautions
• Newspaper competitive co-op information
• Retailer in-store co-op system
• Retailer-to-resources presentations
• Organizing dealer associations
• Proof-of-performance & merchandising
• Suggested broadcast co-op plan ingredients, topped off with a Step-By-Step Action Plan To Help You Get Started Now!

If you have anything to do with co-op, you need this book!

NOW AVAILABLE!

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

Please send me ______ copies of BROADCAST CO-OP, THE UNTAPPED GOLDMINE.
□ @ $14.45 ea. (1-4 copies)
□ @ $12.45 ea. (5-9 copies)
□ @ $10.45 ea. (10 or more copies)

My payment for $ ______ is enclosed.

Name ____________________________

Company _________________________

Address __________________________

City ______________________________

State _______ Zip __________

Broadcasting Oct 25 1976

79
Help Wanted Technical  Continued

TV ENGINEERING SUPERVISOR

Position available December 1 for individual to supervise technicians assigned to tv production and maintenance. Applicants should present solid technical background, an FCC First Class License, and a minimum of 5 years of tv broadcast experience. Previous supervisory experience is desirable. This position is the result of a staff expansion and involves rotation to day and evening shifts.

We offer a liberal compensation package and are conveniently located in downtown Boston.

For further information please contact Personnel Department.

WNAC-TV
Rko General Building
Government Center Boston, Mass. 02114
Telephone: 617-725-2990
An Affirmative Action/Equal Opportunity Employer

Help Wanted Programing, Production, Others

Major group telecaster looking for the best, most imaginative producers around for extremely important local programing efforts. If you have been waiting for someone to remember how vital a good producer is, now is your chance. We want the most exciting people, not necessarily the most experienced. Minorities and women encouraged to apply. Sell yourself with a letter, include resume and salary range (no tapes) to Box X-143, BROADCASTING.

TV PROMOTION MANAGER

This is a substantial opportunity with a group-owned network affiliate. The successful candidate for this respected station will have proven creative and conceptual abilities. A thorough knowledge of graphics. A firm grasp of production procedures in all areas of on-air and print. And strong administrative skills. Please send your resume and salary history now. We'll request samples of your work later.

BOX X-215, BROADCASTING
An Equal Opportunity Employer

Help Wanted Management

DIRECTOR OF ADMINISTRATION

abc News

This diversified position is responsible for directing, coordinating and establishing policies for the business and administrative areas of ABC News, including methods to control and monitor our world-wide news gathering operation; profit planning, budgeting and related procedures. Requirements include degree plus 5-10 years business and administrative experience; working knowledge of production desirable; ability to communicate effectively orally and in writing.

Send resume indicating salary requirements and cover letter indicating exactly how your background relates to our needs, to: Ms. Roberta Travis, Personnel Manager, American Broadcasting Companies Inc., 1926 Broadway, New York, NY 10023. An equal opportunity employer m/f.

American Broadcasting Companies, Inc.

Chief Engineer New York market UHF station. Top qualifications and experience required. Salary commensurate.

Box X-145, BROADCASTING.

Situations Wanted News

WANT TO RELOCATE DAD

Five growing girls seek hospitable Southern environment. (Dad & Mom agree) Seasoned news exec ready for SE market as TV Anchor/News Director. Experienced in all facets of news and highest level management. A three minute phone call after 8PM EST is a worthwhile investment. Ask for Dad. The girls always answer (301) 852-1633.

"An ad we placed in BROADCASTING really paid off. We were swamped with applicants and...chose a BROADCASTING applicant."
Radio Programming

SNOOKY LANSON

Intimate views of the Big Band era from the guy who helped immortalize it. A show pulling top ratings, building new audiences. Demo tape, rates, details, write:
All Time Greats-Box 3335
Nashville, Tn. 37219

Television Programming

TV SLIDES: $6

* MERRY CHRISTMAS
* HAPPy NEW YEAR
* SECONd GREETINGs

BOB LE BAR FILM DESIGN
240 EAST 55 STREET NYC 10022

Buy-Sell-Trade

No CASH

CHARGE-A-TRADE
Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs.
FREE BOOKLET AVAILABLE CALL TOLL FREE 1-800-522-9983 (except Florida)
3061 E. Commonwealth Ave., Santa Ana, CA 92704 (714) 708-3700

Instruction

FCC EXAM STUDY GUIDE
Pass FCC Exams! With two-week memory course. Memorize study...lasts-answers for FCC First Class License or Second Class. Newly revised multiple choice questions and diagrams. Exact words and format used on FCC exam. $13.95 ea. or both for $25.00.
SLJ PUBLICATIONS BOX 12069, CHICAGO, IL 60612.

Wanted to Buy Stations

NORTHEAST STATION
$100,000 to $400,000 Needed
Have $400,000 down payment available—need $400,000 working capital-send back reference and bit about yourself!
Box X-210, BROADCASTING

For Sale Stations

For Sale RADIO STATION GROUP
Seven fulltime AM and FM (Class B or C) stations in medium sized growth markets; FM's are undeveloped, $6,000,000 cash, including real estate. Please provide financial credentials in response.
Box X-126, BROADCASTING.

Books for Broadcasters

304. AUDIO CONTROL HANDBOOK—for radio and telecast broadcasting, 4th edition. Revised and Expanded by Robert S. Ortongel. Closely following the format of the three earlier editions, the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques, while digging deeper into all technical and electronic aspects of audio operation. 192 pages, illustrated index. $10.00

305. BROADCAST JOURNALISM, An Introduction to News Writing by Mark W. Hall. Covers all basics of radio-telecast news writing style, techniques—for student and practicing professional. 160 pages. 6 1/8" x 9 1/4". $6.95.

312. THE TECHNIQUE OF TELEVISION PRODUCTION, 3rd Revised Edition by Gerald Millerson. Now revised and updated throughout to reflect the latest techniques and with a new chapter on color TV. This book consolidates its' leadership as the standard in the field. 440 pages, 1,160 illustrations, bibliography. $14.50.

313. THE FOCAL ENCYCLOPEDIA OF FILM AND TELEVISION; Techniques edited by Raymond Spott, smoothie. MA40 reference work on 10,000 entries—will eventually comprise three or four volumes. 1,124 pages. 6 3/4" x 9 1/2". 1,000 diagrams, index. $37.50.

318. TV CAMERA OPERATION by Gerald Millerson. Examiners step by step the various principles that underlie the use of the television camera. "Clear, concise and an absolute must for anyone aspiring to camera work, it surpasses anything I have seen on the subject"—Richard D. Hulst. Director of Broadcasting, Lawrence University. 160 pages, 5 1/2" x 9 1/2". 71 two-color diagrammatic illustrations, glossary. $10.95.

324. TELEVISION NEWS, 2nd Edition, Revised and Enlarged by Living E. Fang. Revised throughout and reset, including many new illustrations, expanded treatment of radio news, updated discussions on First Amendment problems related to electronic journalism. 384 pages. 6 1/8" x 9 1/4" about 100 illustrations. $12.50.


328. WRITING FOR TELEVISION AND RADIO, Revised and Enlarged 3rd Edition by Robert L. Heidell. Shows how today's successful writers prepare and produce top TV and radio programs of every type, includes new chapters and fresh script samples and excerpts. 461 pages, index. $15.50.

BROADCASTING Book Division
1735 DeSales St., NW
Washington, D.C. 20036
H

Please send me book(s) numbered
. Payment for the full amount is enclosed.

Name
Address
City State Zip
For Sale Stations

AUTOMATED FM

All new FM facility will be spun-off from AM Affiliate in Keystone metro market. Excellent equipment and good programing acceptance. An outstanding value at $160,000 with $66M cash down required. Contact Keith Horton.

Brokers & Consultants to the Communications Industry
THE KEITH W. HORTON COMPANY, INC.
1705 Lask Stree# 9 Emila, New York 14002
PO Box 946  & (907) 732-7138

ANNOUNCING

The opening of the Firm
THE TED HEPBURN COMPANY
Business Brokers specializing in negotiations, sales and appraisals of radio and television properties.

Phone: 513/791-8730
Address: PO Box 42401
Cincinnati, Ohio 45242

LODGE MOUNTAIN AREA
AM, Daytime, P.S.A., 1976 Billings over
$200,000. Priced to sell at $350,000.
Terms negotiable. Will amortize easily
after normal
$200,000. Priced to sell
for
only write:

Box X-182, BROADCASTING

FOR SALE

Fulltime Florida Regional Radio Station in
attractive metro area. Growth potential
enormous. Currently profitable. Valu-
able real estate included. Principals
only write:

Box X-182, BROADCASTING

BROADCASTING'S CLASSIFIED

If you need help, the right job . . . or
for any needs related to Broadcasting:

YOU BELONG IN
BROADCASTING!

1735 DeSales Street, N.W.
Washington, D.C. 20036

BROADCASTING'S CLASSIFIED

Rates, classified listings ads:

- $1000 daily rate covering 200,000 popu-
  lation in B.E. Tennessee. NO DOWN
  PAYMENT.
- $2,000 per month. Prepayment privileges.
- $5000 watt day, 1000 watt night AM plus
  Class A FM in large central Florida City. New
  Low Price. Make an offer.
- AM/FM in Southern Indiana. Small Town. Well
  established station with good real estate
  $225,000. Terms.
- 1000 watt day, 250 night in Western Mon-
  tana.
- AM/FM in Illinois. Within 50 miles of Meridian.
  $25,000 down.
- Class "C" stereo station in Mississippi.
  $45,000. Terms.
- 1000 watt daytimer in South Central Florida.
  Small town. Selling area population about
  45,000. $150,000. Terms.
- Good buy on Cable TV operation in Southern
  Idaho.

BUSINESS BROKER ASSOCIATES

615-894-7511

MEDIA BROKERS

APPRAISERS

RICHARD A.
SHANEEN
435 NORTH MICHIGAN - CHICAGO 60611
312-467-0040

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles
Washington

Contact:
William L. Walker
Suite 508, 1735 DeSales St., N.W.
Washington, D.C. 20036
202-223-1893

NE Metro Daytime $700K nego
North Metro TV $650K nego
South Metro Daytime $138K $40K
South Major Daytime $500K nego
South Small CATV $60K nego

Atlanta - Boston - Chicago - Dallas
New York - San Francisco

1835 Savoy Drive, Atlanta, Georgia 30341

CHAPMAN ASSOCIATES

nationwide service

BROADCASTING OCTOBER 25, 1976

82
### Broadcasting

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<th>Closing Oct 13</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
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<th>P/E ratio</th>
<th>Total market capitalization</th>
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**Broadcasting with other major interests**

### Stock Index

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**Cablecasters**

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### Broadcasting

**Broadcasting with other major interests**

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### Standard & Poor's Industrial Average

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**A. American Stock Exchange**
**M. Midwest Stock Exchange**
**N. New York Stock Exchange**
**O. Over-the-counter (bid price shown)**
**P. Pacific Stock Exchange**

*Stock did not trade on Wednesday, closing price shown is last traded price.*

**No P/E ratio is computed, company registered net loss.**

***Stock split.***

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**Service**

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**Electronics/Manufacturing**

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**Programing**

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**Less active stocks. Trading in the following issues is too infrequent for weekly reporting. This listing reports the amount and date of the last known sale:**

**C.C. Electronics**
**Concent Network**
**Eunis Institute**
**Heritage Communications**
**Lamb Communications**
**Woods Communications**
Bit of the broadcaster
In the new head of AP

Keith Fuller, the new boss of the AP, broke into radio in Dallas in 1946, doing a 15-minute broadcast, Monday through Friday, that in these days might be called a consumerism report, sponsored by the Better Business Bureau.

He was in law school at the time, and it was the BBB's habit to choose a law student to write and deliver the broadcasts, which were carried on WRR(AM). He did it for two and a half years, and it was one of the things that steered him from law into journalism.

He was, at the time, also editor of the school newspaper, working full time on the Dallas News, active in fraternity affairs and carrying a full load of studies at the law school. Later, during World War II, he was a prisoner of the Germans for 14 months, but as he recalls those Dallas days, "I was more emancipated then than I was in prison camp. I got less and less interested in practicing law, and more and more interested in journalism."

The AP board last May designated Mr. Fuller to succeed Wes Gallagher as president and general manager when Mr. Gallagher officially retires at the end of this month. Actually Mr. Fuller has been in charge of day-to-day operations since May, while Mr. Gallagher concentrated on special projects until he moved to his West Coast retirement home earlier this month.

So Keith Fuller has the authority and the responsibility, and when the AP board meets this week he may get the title to go with them.

He has worked closely with Mr. Gallagher for more than 16 years and has been deputy general manager since January 1974. But associates say there is a world of difference between their approaches to the job. Where Mr. Gallagher is known as gruff and blustery, Mr. Fuller is quiet and soft-spoken.

"Keith Fuller," says a friend, "is the sort of man who could come in and talk to you about your work for half an hour, and you'd think you were doing a good job and then realize after he left that you'd been fired and he'd borrowed $10 from you."

That presumably is more exaggeration than the AP normally allows, but associates repeatedly emphasize that he has demonstrated a fine ability to get along with people, to listen to them and to hear them out. "He'll make up his own mind," one said, "but he'll listen to you first, and he'll give you a fair hearing." He is also described as patient and normally calm, qualities inherent in his having negotiated AP's labor contracts since about 1960.

He is also recognized as an excellent writer and is credited as a primary force in moving AP into audio news with the formation of AP Radio. Expansion of AP Radio, he says, is one of his goals in his new post. Another is to get for AP the same penetration in broadcasting that it now has in newspapers—about 80%. In TV it's currently about 72%, in radio about 63%.

Mr. Fuller was born in Arlington, Kan., "a metropolis of 600 souls." At age 15, following the death of his father, he moved to Beaumont, Tex., to live with a brother. There he went to high school and for a couple of years to Lamar College before joining the Air Force. As a bombardier he flew on nine B-17 combat missions before his plane was shot down over France in 1944. Some of the crew escaped but he and three others were captured a few days later after hiding out briefly with French families and interned in a POW camp.

The prison camp was freed by General George Patton's forces on April 29, 1945, and Captain Fuller was in a group of liberated prisoners who walked and hitchhiked back to Belgium, then got to Le Havre and on a ship back to the U.S. By August 1945 he was enrolled at Southern Methodist University, then spent two years in law school there before switching to full-time journalism. He had been working nights on the Dallas News while attending classes in the daytime, and he stayed with the News for two more years before deciding news-service work would be more challenging. He found a job with the AP, first in New Orleans, then in Jackson, Miss.

In 1954 he transferred to Dallas as a regional executive, "a glorified name for a broadcast salesman," and spent the next 18 months calling on broadcasters in Texas and New Mexico. That led to a full-time, though brief, job in broadcast journalism—as news director of KBBD-AM-TV Lubbock, Tex. He liked the work, and succeeded in raising the stations' newscast ratings, but he also got homesick for the AP. "It was a little confining to work one city when I'd been used to working an entire state," he explained. He figured he was not going to become a Walter Cronkite anyway. So he left after four months to rejoin the AP, which shortly thereafter—in July 1956—made him bureau chief at Little Rock, Ark.

Mr. Fuller recalls that an uncle wrote him at that time to inquire, in effect, "what have you done to deserve Little Rock, which hasn't had a news story since the Civil War battle of Pea Ridge?"

Then came the integration crisis at Central High School, and for more than a year Little Rock—and Mr. Fuller—had one of the biggest news stories in the U.S.

Mr. Fuller's work on the Little Rock story got his career a big boost. His next assignment, starting in 1959, was as bureau chief in Denver. More big stories followed him—an earthquake in Yellowstone, a spectacular kidnapping and murder and a bloody prison riot. "I was getting a reputation as a sort of troublemaker," he recalls, "because everywhere I went, something happened."

The next thing that happened to him was a transfer to New York in 1960 as deputy to Wes Gallagher, then an AP assistant general manager. Mr. Fuller was put in charge of labor relations, personnel and AP Newsfeatures, and in 1962, when Mr. Gallagher was named general manager, he was given other former Gallagher responsibilities as well.

When he isn't working, Keith Fuller likes participatory sports, best of all sailing. He lives at Larchmont, N.Y., five minutes from the water, and gets to his boat there as often as he can. He has lately begun to add golf to his repertoire, which already includes tennis.
Only the messenger

In no presidential election campaign of memory have the principal candidates generated as little enthusiasm among voters as Gerald Ford and Jimmy Carter, and, as could have been foretold, television is being held responsible. The political writers and television critics who yearn for more charismatic leadership are faulting the televised debates for reducing the campaign to superficiality. By this reasoning, if television would only go away, the burning issues would flame again and statesmen would suddenly tower where the Messrs. Ford and Carter have faltered.

It is interesting to note that criticism of the 90-minute debates is coming from the same sources that have protested the use of shorter FCC-provided spots and on the same grounds. In either 90-minute or one-minute length, television is being unjustly blamed for political emptiness as it is blamed for so many other disappointments suffered by romanticists.

The truth is, of course, that television has merely presented the President and his opponent to the American public. If the public has not cottoned to what it has seen, there is no reason to shut off the visual delivery system. No hangover can be cured by breaking the mirror that reflects morning-after circles under the eyes.

The notion here is that the television appearances of 1976 may lead to an improvement in the quality of candidates and confrontations in future campaigns. Surely the selection of nominees will be made with care if it is understood that they must go before a camera's unblinking eye that is as adept in transmitting substance as in unmasking superficiality.

Congress could demonstrate a genuine interest in enhancing the political process by repealing Section 315 and the excises it provides for candidates to avoid joint appearances on television in the future.

First things first

The FCC is under increasing pressure to finance the participation of citizen groups in FCC proceedings. FCC Chairman Richard E. Wiley has temporarily deflected the pressure by pointing out that the commission's budget lacks the necessary funds and suggesting that the groups go to Congress for appropriations (BROADCASTING, Oct. 18). That will not permanently quiet the groups' demands, especially if a less budget-minded chairman succeeds Mr. Wiley when the latter departs by political fortune or personal choice.

Pending before the FCC is a formal proposal by the Federal Communications Bar Association that indigents who get mixed up in FCC proceedings be provided legal aid (BROADCASTING, March 15). There is something to be said for that proposal, as there is for the provision of legal counsel to indigents who get mixed up with the courts. Citizen groups, however, have wildly escalated the requests for assistance. The lawyers and activists who make their living from the recruitment and representation of citizen groups are seeking the security of government subsidies to replace the uncertainties of foundation funding that supports them now.

If citizens were in truth unrepresented in proceedings before the FCC, there would be good reason to explore government underwriting to repair that deficiency. Citizens are represented there, however, and by the millions. Indeed the FCC's primary role is to regulate in the public interest. The so-called citizen groups are special-interest groups of limited constituency. Given status as wards of government, they would proliferate as fast as professional recruiters and representatives could think up causes and manufacture grievances.

American taxpayers could take more comfort in Mr. Wiley's comments of two weeks ago if he had not said the FCC was in philosophical agreement with the principle of reimbursing citizen groups for participation in FCC affairs. That statement needs to be considerably narrowed if Mr. Wiley is to retain the reputation he has earned as a realistic administrator.

Closing borders

The average American broadcaster probably is unaware that a general conference of the United Nations Educational, Scientific and Cultural Organization is to begin in Nairobi, Kenya, on Oct. 26. What's that got to do with the price of 30-second spots in Milwaukee or the ratings of a drive-time DJ in Dallas?

Not much, perhaps, but it may have more to do with the way U.S. journalism, including radio and television, is allowed to cover the news in countries containing a majority of the world's population. The conference will vote on an endorsement of propaganda principles espoused by Communist states—government supervision of both the domestic organs of information and the movement and reporting of foreign journalists. The endorsement is explicitly stated in a declaration adopted by UNESCO delegates at a meeting in Paris last December. The declaration carried on the votes of the Communist bloc, the new nations of Africa and Asia and Latin American dictatorships.

The same coalition of states is presumably ready to ratify the declaration in Nairobi, and perhaps there isn't much the open societies can do except to vote against adoption. Still there is at stake here the basic principle that the flow of information should be free of government restraint, and the principle deserves more than a perfunctory vote on its behalf by the official American delegation to UNESCO. It deserves the vigorous championing of American news media, which have paid it less attention than becomes them. Broadcasters have paid it no attention at all.

It's a little late to change events that are to begin this week, but not too late for broadcasters to let the State Department know that they support it in resisting the UNESCO declaration. Absent such affirmation from the media leadership, how is State to know that the principle of journalistic freedom is worth defending?

"Next game, you interview the losing team."
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*Arbitron Radio Audience Estimates: July/Aug., 1976, Los Angeles Metro Survey Area. Monday-Sunday, 6:00 a.m.-Midnight. Avg. 14 hour. Adults. Audience data are estimates, not necessarily accurate to any precise mathematical degree and are subject to qualifications available on request.

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