

Paley rips up the script at CBS,
fires Taylor, picks Backe as president

Broadcasting Oct 18

The newswweekly of broadcasting and allied arts

Our 46th Year 1976

NEWSPAPER

On the First Day of Christmas: "Christmas Is!"

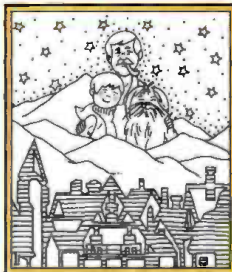
The All-Time
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Hans Conreid.
6 big years
now a Christmas Classic!



"Christmas Is!"
reaches new highs in
—viewer appeal
—sponsorship interest
—public service value

On the Second Day of Christmas: "The City That Forgot About Christmas"

Headed for its third
record-breaking year.
With the talents of
—Sebastian Cabot
—Charles Nelson Reilly
—Louis Nye



—Over 200 markets last
December.
—Consistently high ratings.
—Excellent sponsor
interest or public
service value.

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starring Benji and Waldo.

A large and loyal audience looks forward
to the return of these two holiday classics.
Act now to schedule one or both half-hours.

Each show has 3 saleable or PSA minutes.
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MONTGOMRY AL 36112

The Carolinas Made History in the American Revolution.

The Greenville-- Spartanburg-- Asheville Market Is Still Making It.

Ninety Six, a trading post for South Carolina backcountry in the mid 1700's (so named because it was 96 miles from Keowee, a Cherokee settlement), was the scene of the first land battle of the Revolutionary War in the South in 1775—and of one of its final battles in 1781. In the first, 562 Patriots successfully defended hastily erected rustic fortifications against 1,890 Tories—and thereby helped rally upcountry Carolinians.

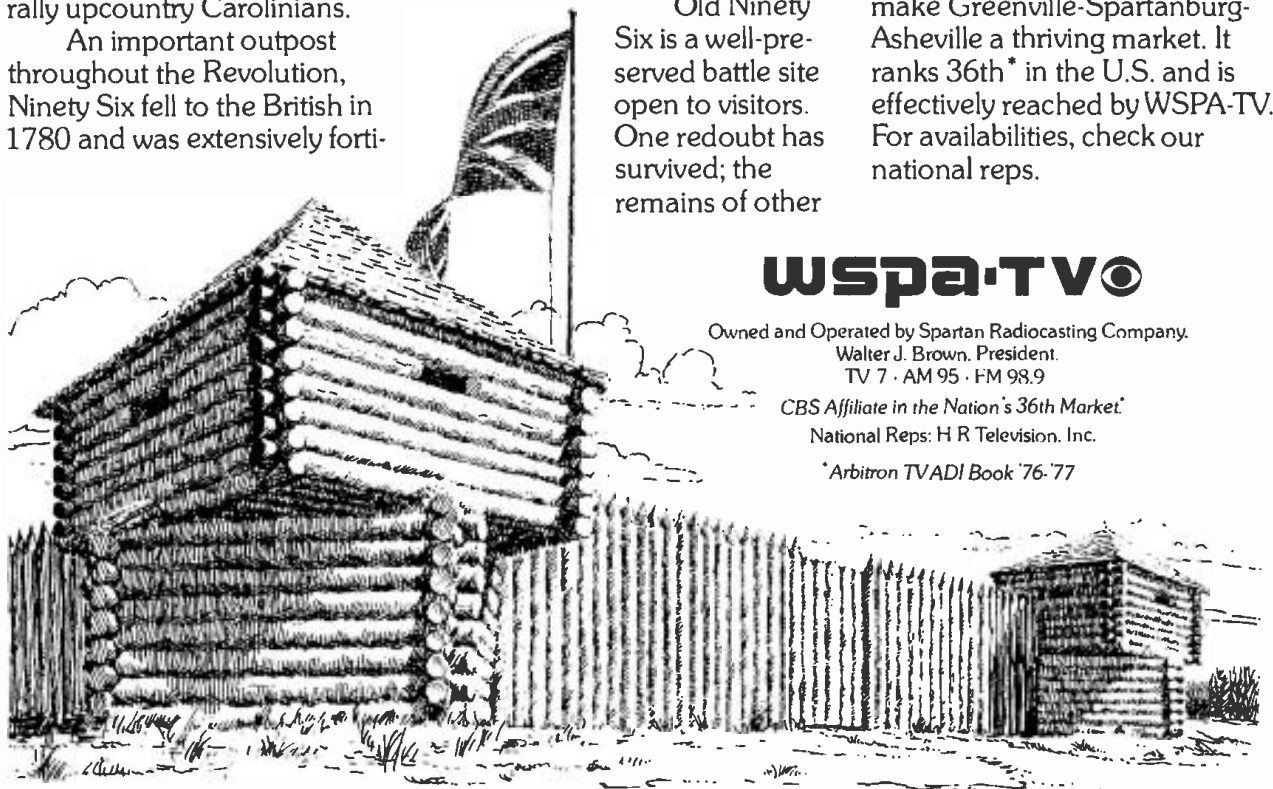
An important outpost throughout the Revolution, Ninety Six fell to the British in 1780 and was extensively forti-

fied. Patriot General Nathanael Greene attacked the garrison in 1781, but after almost a month of siege he had to withdraw because of the arrival of 2,000 British reinforcements. The fort, however, proved to be untenable due to loss of other outposts; the British destroyed the fort and withdrew to Charleston, where they were confined until the war ended at Yorktown on October 19, 1781.

Old Ninety Six is a well-preserved battle site open to visitors. One redoubt has survived; the remains of other

fortifications have been uncovered. Preservation is directed by the Star Fort Historical Commission.

Modern Ninety Six, in Greenwood County, is part of WSPA-TV's Area of Dominant Influence, 486,200 TV households* in 32 counties of the Carolinas and Georgia. Textile mills, rubber, chemical, electrical and ready-to-wear factories vie with farming and tourism to make Greenville-Spartanburg-Asheville a thriving market. It ranks 36th* in the U.S. and is effectively reached by WSPA-TV. For availabilities, check our national reps.



WSPA-TV

Owned and Operated by Spartan Radiocasting Company.
Walter J. Brown, President.
TV 7 · AM 95 · FM 98.9

CBS Affiliate in the Nation's 36th Market*
National Reps: H R Television, Inc.

* Arbitron TVADI Book '76-'77

The Week in Brief

TAYLOR OUT, BACKE IN AT CBS □ Presidency of company changes again, while chairmanship remains the same. **PAGE 21.** Bill Paley will stay on to run his firm the way he always has. **PAGE 22.** Jim Backe, out of the publishing division, and some obscurity to the broadcasting world, to the president's post. **PAGE 23.** Arthur Taylor, a high flyer who's temporarily grounded. **PAGE 23.**

THE NEXT 10 YEARS □ NBC President Schlosser tells ANA convention in Colorado Springs of the bright business, technical and programing outlook for TV. **PAGE 24.**

LONGER NEWS □ It's still the main concern of NBC-TV affiliates at Atlanta and Cherry Hill, N.J., regional meetings. **PAGE 25.**

DEBATES THREE AND FOUR □ Things are running smoothly and no format changes are being made for the final confrontations. **PAGE 26.** Ford and Carter ad men discuss strategies at a New York seminar. **PAGE 26.**

EMPTY POCKETS □ FCC Chairman Wiley tells public-interest groups that commission doesn't have funds to reimburse their costs of participating in hearings. **PAGE 28.**

MINORITY TALK □ Pluria Marshall, chairman of the National Black Media Coalition, appears at FCC en banc meeting to discuss minority problems in broadcasting **PAGE 28.**

GOSPEL STRAIN □ A television evangelist criticizes Jimmy Carter for his *Playboy* interview. The televised programs raise question of personal attack under the fairness doctrine. **PAGE 32.**

GOING UP □ Wall Street firm estimates television revenues for 1976 will be 27% above 1975 levels. **PAGE 33.**

ADVERTISING ALTERNATIVES □ Advertising managers tell ANA that television's rising costs force them to start exploring new means of using television, including a fourth network and alternate structures. **PAGE 40.**

VIOLENT REACTION □ J. Walter Thompson has a new survey on how many TV viewers avoid violent programs, how many consider not buying products advertised and how many stopped buying the products. **PAGE 44.**

PERSONAL MATTERS □ NAB's TV code board orders

more detailed guidelines for personal-product advertising, rules against two requests involving bra commercials, passes judgment on two douche requests. **PAGE 45.**

THE THIRD WEEK □ ABC-TV stayed on top in the Oct. 4-10 week, despite lag in baseball playoff ratings. CBS-TV remained in third place, but had its best week of the season. **PAGE 46.**

WIRTH'S BLAST □ The Colorado member of House Communications Subcommittee berates the TV networks for sex and violence in programing, asks FCC to investigate. **PAGE 47.**

MAGAZINE SHOWS □ Stations in several markets are finding this type of local TV programing is a viable alternative to game and animal shows in and around prime-time access periods. **PAGE 48.**

LIFE AFTER SESAME STREET? □ CTW hasn't been resting on its laurels. It's been growing and plans even more ambitious projects. **PAGE 50.**

HARRIS BEFORE FCC □ The NCTA chairman lists the ailments besetting cable and suggests some cures during commission's open meeting. **PAGE 52.**

NO DEBATE REVIEW □ The Supreme Court rejects two requests that the FCC be ordered to take another look at ruling that permits the Ford-Carter debates. **PAGE 54.**

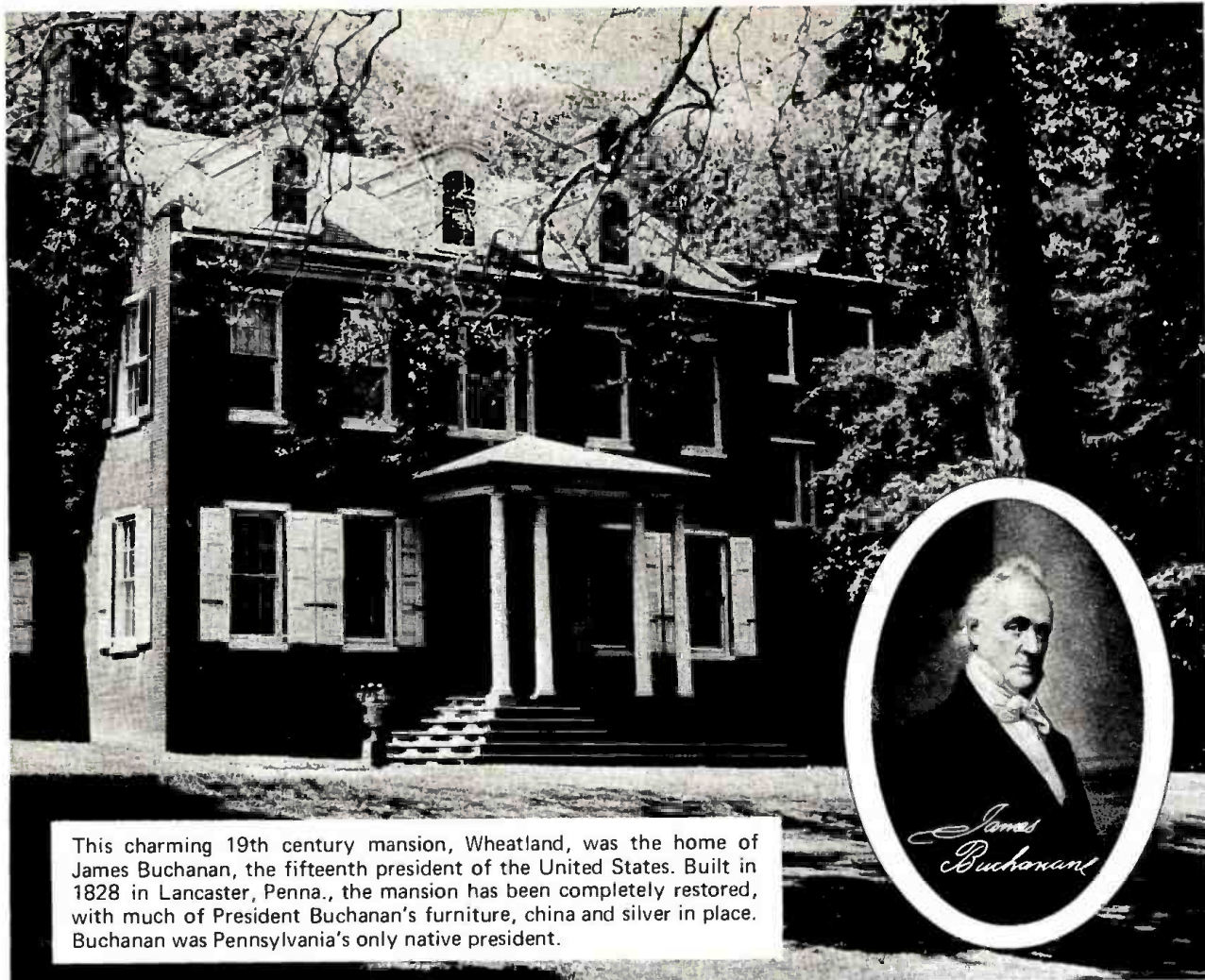
SCRATCH THE RULES □ A White House commission on gambling claims the FCC's policy on such broadcasts is outdated and should be revised. **PAGE 56.**



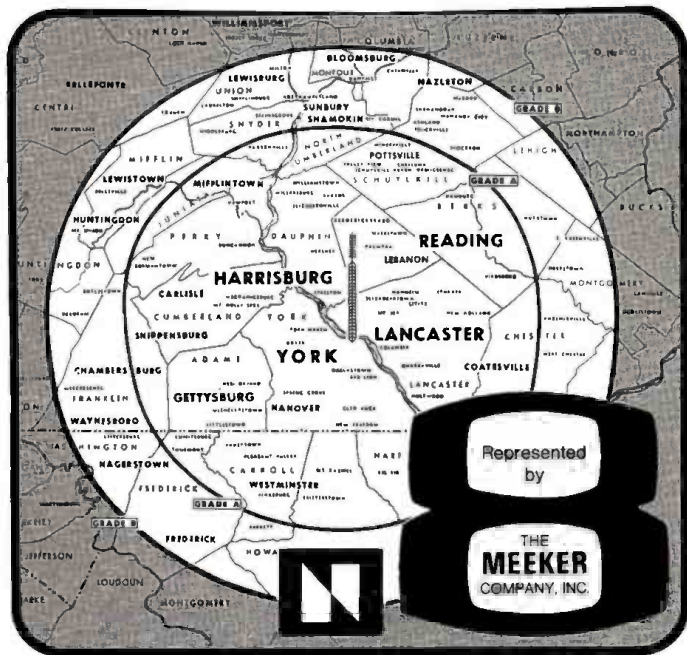
BOOSTER □ Barbara Walters helps bring up the ratings for the *ABC Evening News*, but it's not enough to lift it out of third place. She continues to score with prominent interviews, including the one at left with Secretary of State Kissinger and one with President Ford, although CBS pulled out the "exclusive" rug from under the latter. **PAGE 54.**

THE TWO WORLDS OF BANKSON □ The president of the Federal Communications Bar Association is well aware that man does not live by bread alone. And he puts that conviction into concrete action. **PAGE 73.**

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This charming 19th century mansion, Wheatland, was the home of James Buchanan, the fifteenth president of the United States. Built in 1828 in Lancaster, Penna., the mansion has been completely restored, with much of President Buchanan's furniture, china and silver in place. Buchanan was Pennsylvania's only native president.



PENNSYLVANIA

Pioneer and still the Leader

WGAL-TV was the first television station in this historic area. Today, after more than twenty-five years, it is still the dominant station. For example, Channel 8 has more viewers of its newscasts at 6 PM and 11 PM than other programs telecast at the same time by all other stations in the area combined.* The result of this impact is increased sales results for advertisers.

WGAL-TV

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

* Arbitron Television Audience Estimates, May, 1976, Sign-on to Sign-off. Audience estimates subject to limitations published by ARB.

STEINMAN TELEVISION STATIONS

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

The Washington connection

Departure of Arthur Taylor from CBS presidency (see page 21) could mean revival of prospects that Thomas J. Swafford, former CBS-TV vice president in charge of program practices, will join executive ranks of National Association of Broadcasters ("Closed Circuit," Sept. 13). Mr. Taylor, it's learned, expressed vigorous opposition to NAB's hiring Mr. Swafford, who left CBS after differing with Mr. Taylor over family-viewing concept.

It's also recalled that Richard W. Jencks, CBS Washington vice president and former president of CBS/Broadcast Group, took early retirement year ago because of policy disagreements with Mr. Taylor, who, aspiring to industry statesman's role, had talked about spending half his time in Washington. (New CBS Washington offices contain elaborate presidential suite with private dining facilities.) "Arthur tried to run too fast in his zeal to take over," one insider said last week after Mr. Taylor was fired.

Letting CB go

FCC is expected to stick fairly close to rules it adopted in expanding number of channels available for citizens-band radio from 23 to 40. Broadcasters, led by Association of Maximum Service Telecasters and ABC, said new rules will result in increased interference to television service and asked for tougher standards on harmonic-radiation suppression for class D transmitters. Electronic Industries Association members, on other hand, said some requirements were too strict—point number of EIA representatives made in lobbying commission members and staff. Commission on Thursday reportedly made tentative decision to deny broadcasters' petition and, in main, EIA petitions as well. Commission will make final decision this week.

In meantime, AMST representatives were still angry last week over commission's decision to schedule reconsideration item on Wednesday, one day after reply comments in proceeding were due. After AMST executive director, Lester Lindow, complained, commission moved action date back one day. One commission source said original date was result of some "confusion," but made it clear commission is interested in disposing of matter as soon as possible.

Reps enter dispute

Station Representatives Association is expected to release within few days special analysis of impact on spot volume if TV

networks lengthen evening newscasts. Report, which is expected to be in hands of network affiliates boards by end of this week, finds continual erosion of station time over recent years, cites severe loss to stations if extended news becomes reality and urges stations to resist "additional encroachment."

Sheriff's after him

Timothy Wirth (D-Colo.), liberal congressman from Denver who has berated broadcasters from his seat on House Communications Subcommittee for overattention to ratings, programming too much sex and violence, taking unfair advantage of children through advertising, faces strong re-election challenge from local broadcaster. Campaign watchers give Mr. Wirth edge over Edward Scott, former owner of KLAQ-AM-FM Lakewood, Colo., and KAYQ(AM) Kansas City, Mo., but they do not consider Wirth victory assured.

Mr. Scott, known to Denverites as "Sheriff Scotty," host of local TV kids' show in 50's and as former mayor of Englewood, Colo., and state senator, is extremely conservative, in line with predominant attitude of district Mr. Wirth represents. But Mr. Wirth has appeal even among conservatives. Joseph Coors, executive vice president of Coors brewing firm, is vocal opponent of Mr. Wirth, but brother William, president and chairman of Coors, gave Wirth campaign \$1,000. Mr. Wirth rode into office in 1974 on post-Watergate tide; this is considered his first real test.

Second career

Clyde G. Haehnle, vice president and chief engineer of Avco Broadcasting, Cincinnati, will soon leave company after 34 years of service to join Cincinnati headquarters of R.C. Crisler & Co., station broker and underwriter.

Cluster criteria

FCC chewed over question of regional concentration of control of broadcast stations last Thursday without deciding whether to adopt rule or simply guidelines for staff to follow in deciding whether to grant application for station or refer matter to commission. Under consideration was staff proposal for guidelines: application for third station that is within 100 miles of two others owned by applicant but does not produce primary service overlap with them would be acceptable for action by staff.

If commission opts for rule, content would have to be developed. Last summer, commission abandoned proposed rule that would limit to four number of stations

within one state that broadcaster could own.

Keeping at it

National Cable Television Association Chairman Burt Harris and President Robert Schmidt have arranged private meeting with FCC Chairman Richard Wiley for Friday (Oct. 22), as follow-up to Mr. Harris's presentation before FCC en banc meeting last week (see page 52). Messrs. Harris and Schmidt will further argue for cable deregulation, are especially interested in learning Chairman Wiley's views on matters expected to come up before commission this fall involving redefinition of cable system, 1977 retransmission deadline and subscriber rate regulation. FCC had been scheduled to take up redefinition issue today (Oct. 18), but matter was dropped from agenda due to staff disagreements.

Measuring EEO

What does FCC regard as zone of reasonableness for broadcast employment of minorities and women? Commission staff is suggesting 50% of parity on stationwide basis and 25% of parity in terms of top four job categories. (If blacks account for 40% of population in area, they would be expected to account for 20% of station personnel, 10% of top four categories.) Staff is suggesting that commission substitute zone of reasonableness for present criteria used to determine which license-renewal applicants are quizzed on equal employment opportunity practices. Criteria in use now: no minorities or women reported or drop in employment in those categories.

Second seats

In this season of political speculation one rumored possibility is that Republican leadership on House Communications Subcommittee might change next year. Representative Lou Frey (R-Fla.), ranking Republican on subcommittee now, could get bumped by Representative Clarence Brown (R-Ohio), who left Communications ranking-minority post at beginning of last Congress to go to Energy and Power Subcommittee. Mr. Brown's interest in communications is unflagged, and he has said in private that he would consider going back. If he did, Mr. Frey would move to another subcommittee where he could be ranking Republican. Mr. Frey had key voice in subcommittee's decision to attempt rewriting Communications Act next year.

Business Briefly

Anheuser-Busch □ Busch beer gets five-week push this month with early and late fringe, sports and prime-time TV 30's. Men, 18-34, are targets. Gardner Advertising, St. Louis, is agency.

General Mills □ Gold Medal flour will be highlighted in spot TV campaign to begin late this month for approximately 10 weeks. Dancer-Fitzgerald-Sample, New York, is concentrating its buys toward women, 18-49.

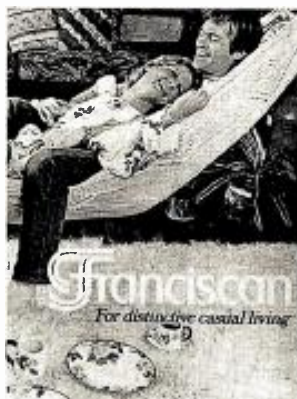
Sony □ Betamax Trinitron videotape recorder will get six-week promotion beginning Nov. 1, using fringe, prime-time and news TV 30's. Target audience is upscale men, 25-54. Doyle, Dane, Bernbach, New York, is agency.

Pan Am □ Airline company's flights linking cities like Boston, Detroit, Los Angeles and San Francisco will be spotlighted in special spot-radio campaign in those cities in three-week buys beginning Oct. 25. Agency is Carl Ally, New York, which is aiming spots at adults, 25-49.

U.S. Navy □ Four-week spot radio effort is set to begin in early November in combination of major and secondary markets, including Washington; Harrisburg, Pa.; Springfield, Mass.; Philadelphia and Albany, N.Y. Ted Bates, New York, is aiming advertising toward men, 18-24.

Levi Strauss □ Boys' wear will be advertised in campaign to run Nov. 15 through Dec. 5 using day and fringe TV 30's. Women, 18-49, are targets. Foote,

Cone & Belding, San Francisco, is agency, through subsidiary Honig-Cooper & Harrington, Los Angeles.



Interspace Corp. □ In its first use of television, Franciscan dinnerware will invest about \$1 million in spot TV for nine-week campaign in 15 top markets including New York, Chicago, Los Angeles, St. Louis and Washington, D.C. Majority of commercials will be scheduled for prime-time periods to push theme, "For distinctive casual living." Commercials will be directed toward both men and women, 18-34, in recognition of growing number of "singles" households. Advertising to Women Inc., New York, has created and is placing advertising.

Bristol-Myers □ Company, through house agency Borclaro Inc., has signed on for two weekly 30-second spots on syndicated-TV barter series, *Don*

Kirshner's Rock Concert, which is distributed by Syndicast Services, New York. Other national sponsors are S.C. Johnson (Ogilvy & Mather), Noxell (SSC&B), Playtex (Grey Advertising), Toyota (Dancer-Fitzgerald-Sample) and Warner-Lambert (J. Walter Thompson). These various buys add up to seven network minutes; stations are accorded 11 commercial minutes, plus two 72-second station breaks, to sell to local advertisers. Series has 70% clearance rate. Among stations taking it are WNBC-TV New York, KNBC-TV Los Angeles, WBBM-TV Chicago and KYW-TV Philadelphia.

Dow Chemical □ Bathroom cleaner will get five-week run beginning Nov. 8 in TV markets using daytime and fringe 30's. Target audience is women, 18-49. Vitt Media, New York, is buying service.

Hallmark □ Card-maker will display company's games in prime-time TV 30's. Four-week campaign is scheduled to start Nov. 26. Target audience is adults, 18-49, for pre-holiday buying. Foote, Cone & Belding, Chicago, is agency.

Qantas □ Australian airline company, whose U.S. offices are based in San Francisco, has six-week spot-radio campaign ready to kick off on Nov. 1. Markets include New York, Los Angeles and Chicago. Men, 35-64, are demographic target of agency, which is San Francisco office of Cunningham and Walsh.

Speidel □ Company's line of watchbands will be accentuated in spot TV drive for one month starting in mid-November. Creamer/FSR, New York, is slanting its commercials toward men and women, 25-54.

Nabisco □ Milk Bone dog biscuits will get three-week campaign in number of markets beginning Nov. 1, using TV fringe 30's. Men, 25-54, are targets for William Esty, New York, agency.

Kimberly Clark □ Feminine hygiene products (Kotex, etc.) are subjects of five-week TV campaign to begin Nov. 22. Fringe and prime-time 30's aiming for women, 18-49, are slated by Kelly, Nason, New York, agency.

Swift □ Company's Brown and Serve rolls, through William Esty, New York, will receive two-week multi-market radio promotion to kick off early in November. Markets include New York and Los Angeles. Radio stations appealing to women, 25-49 will get Esty's orders.

Baldwin □ Company's "Fun Machine"

BAR reports television-network sales as of Sept. 26

ABC \$643,524,400 (32.1%) □ CBS \$697,508,100 (34.8%) □ NBC \$662,107,800 (33.1%)

Day parts	Total minutes week ended Sept. 26	Total dollars week ended Sept. 26	1976 total minutes	1976 total dollars year to date	1975 total dollars year to date	% change from 1975
Monday-Friday Sign-on 10 a.m.	150	\$ 787,300	5,338	\$ 26,859,600	\$ 24,776,000	+ 8.4
Monday-Friday 10 a.m.-6 p.m.	1,014	11,099,800	38,671	442,917,300	371,049,100	+19.4
Saturday-Sunday Sign-on-6 p.m.	321	8,296,600	11,612	220,554,300	162,748,100	+35.5
Monday-Saturday 6 p.m.-7:30 p.m.	103	3,186,200	3,933	108,254,300	88,199,600	+22.7
Sunday 6 p.m.-7:30 p.m.	19	1,064,900	821	32,398,600	13,772,500	+135.2
Monday-Sunday 7:30 p.m.-11 p.m.	411	36,159,900	16,128	1,023,068,900	876,877,000	+16.6
Monday-Sunday 11 p.m.-Sign-off	255	6,025,300	7,800	149,087,300	121,328,700	+22.9
Total	2,243	\$66,620,000	84,303	\$2,003,140,300	\$1,658,751,000	+20.7

Source: Broadcast Advertisers Reports

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

A television station is only as good as the people who manage it. Take WRCB-TV, Chattanooga, Tennessee... for instance.



George Stevens, General Manager at WRCB-TV since 1974, is a veteran of more than three decades in all phases of broadcasting... beginning with Edward Petry & Co. and Avery-Knodel. George brought to Chattanooga the same enthusiasm and community interest he demonstrated at Corinthian's KOTV in Tulsa for fifteen years.



Lem Schofield, WRCB-TV Program Manager, came from Tulsa with George Stevens. Lem's background is primarily legal...having served as counsel to Corinthian Broadcasting, as a New York county assistant District Attorney, and as attorney at NBC. The entire Schofield family takes an active part in Chattanooga affairs.



Bill Service joined WRCB-TV as General Sales Manager in 1975 after three years as Local Sales Manager at WNEM-TV, Flint/Saginaw. After hours, Bill can be found coaching Little League baseball or serving, with his wife Ruth, on the board of directors of the Know Chattanooga Committee.

At all Rust Craft stations, it's the people who make the difference; and with individuals like these, it's no wonder, when Chattanooga thinks of television, it thinks of WRCB-TV.

WRCB-TV
CHATTANOOGA

Rust Craft Broadcasting Company

(home organ) will be spotlighted in spot TV-radio campaign in 55 markets for three weeks starting in early November. Item retails for about \$1,000 and target audience is men and women, 25 and over. Creative and media planning are handled by Baldwin's agency, Northlich, Stolley, Cincinnati, and buying by DMI, Westbury, N.Y.

Banquet Foods □ Frozen fried chicken will be featured in spot TV drive to begin on Nov. 1 for six weeks in four markets. Gardner Advertising, St. Louis, is directing its commercials towards women, 25-29, via purchases in late fringe and prime periods.

Gallo Winery □ Modesto, Calif., winery will exhibit premium wines in six-week TV campaign beginning Nov. 15. Fringe and prime-time 30's will be targeted to adults, 18-34. Young & Rubicam, West, Los Angeles, is agency.

Rep appointment

- WJAN(TV) Canton, Ohio; WAVS(AM) Fort Lauderdale, Fla.; KKUL(FM) Tulsa, Okla., and KKFM(FM) Colorado Springs, Colo.: Gert Bunchez & Associates, St. Louis.

Norbest □ Salt Lake City-based distributor of fresh and frozen turkeys, through David W. Evans/Pacific Inc., Portland, Ore., is readying two separate spot-radio campaigns, first to begin Nov. 10, second to start Dec. 19, each to run for three weeks. New York, Chicago and Los Angeles are among markets. Demographic target is women, 25-49.

Oregon/Washington/California Pear Bureau □ Company's radio spots for winter pears, through Evans/Pacific, Portland, Ore., will get multi-market radio drive with three-week run beginning Nov. 4. Markets include New York and Los Angeles, and target audience is adult women.

Universal Foods □ Company's chili products, through Campbell-Mithun of Minneapolis, is getting multi-market radio-spot campaign focusing on Midwest. Markets include Chicago and Detroit. Spots are aimed at women, 18-49.

Banana Bunch □ Association of banana growers, through SFM Media, New York-based buying service, has five-week pre-Christmas radio-spot campaign ready to kick off Nov. 1. Markets include Boston, Chicago, Los Angeles and Atlanta. Women, 25-49, are demographic target of SFM's buying plans.

Bache □ Investment brokers' latest radio spots will begin late this month in a 12-week stint. Markets include New York, Chicago, Detroit and San Francisco. Buying service, Vitt Media, New York, is buying time on programs that reach men, 35-64.

Swingline □ Company's line of office supplies to be displayed in spot TV for two weeks starting next January. Al Paul Lefton, New York, is directing its commercials toward men and women, 25-49.

Teledyne Aqua Tec □ Colorado-based firm will advertise its water pick in two-week run to start end of this month. Fringe and prime-time TV 30's and 60's are geared for adults, 25-54. J. Walter Thompson, San Francisco, is agency.

International Multifoods □ Kaukauna club cheese will be showcased in spot TV effort to run for one month starting in November. Della Femina, Travisano & Partners, New York, is seeking to reach women, 18-49.

Hills Bros. □ Ground coffee will be subject of lengthy campaign beginning Nov. 1 and bridging first months of 1977. TV daytime, fringe and prime-time 30's will aim for women, 25-64. Doyle Dane Bernbach, Los Angeles, is agency.

A&W Distributing □ Root beer will get month-long TV campaign beginning Nov. 1 with daytime fringe and prime-time 30's. Targets are women, 18-49, and teens. Humphrey Browning MacDougall, Boston, is agency.

American Home Products □ Gulden's mustard is set for two-week flight at end of the month. Daytime and fringe TV 30's targeted to women, 18-49, are handled by Cunningham & Walsh, New York.

Church & Dwight □ Arm & Hammer baking soda will get five-week advertising beginning Nov. 15 using daytime, fringe, prime-time and news TV 30's. Women, 18-49, are long-standing target audience. Kelly, Nason, New York, is agency.

Seagram □ Company's Peel Street Wine Merchants division, which is based in San Francisco, through local agency, Ted Thompson & Partners, will be getting multi-market radio promotion to run for six weeks beginning Nov. 18. Radio stations in markets including Los Angeles and Houston will be bought that appeal to men and women, 18-34.

T.G.Y. □ Oklahoma City-based firm will advertise spray paint in TV fringe 30's to start Nov. 24. Women, 18-49, are targets in number of midwestern markets. Grey-North Advertising, Chicago, is agency.

Warner-Lambert □ Freshen Up gum, in supplement to spot TV effort, will be emphasized in spot radio barrage starting in early November for eight weeks. Ted Bates, New York, is aiming to reach teenagers.

A.E. Staley □ Sta-Puff fabric softener will be promoted in spot TV drive in 38 markets for three weeks, starting in early November. Earle Ludgin, New York, is zeroing in on women, 18-49.

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Edwin H. James, *vice president*.
Joanna T. Cowan, *secretary*.
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The newsweekly of broadcasting and allied arts

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

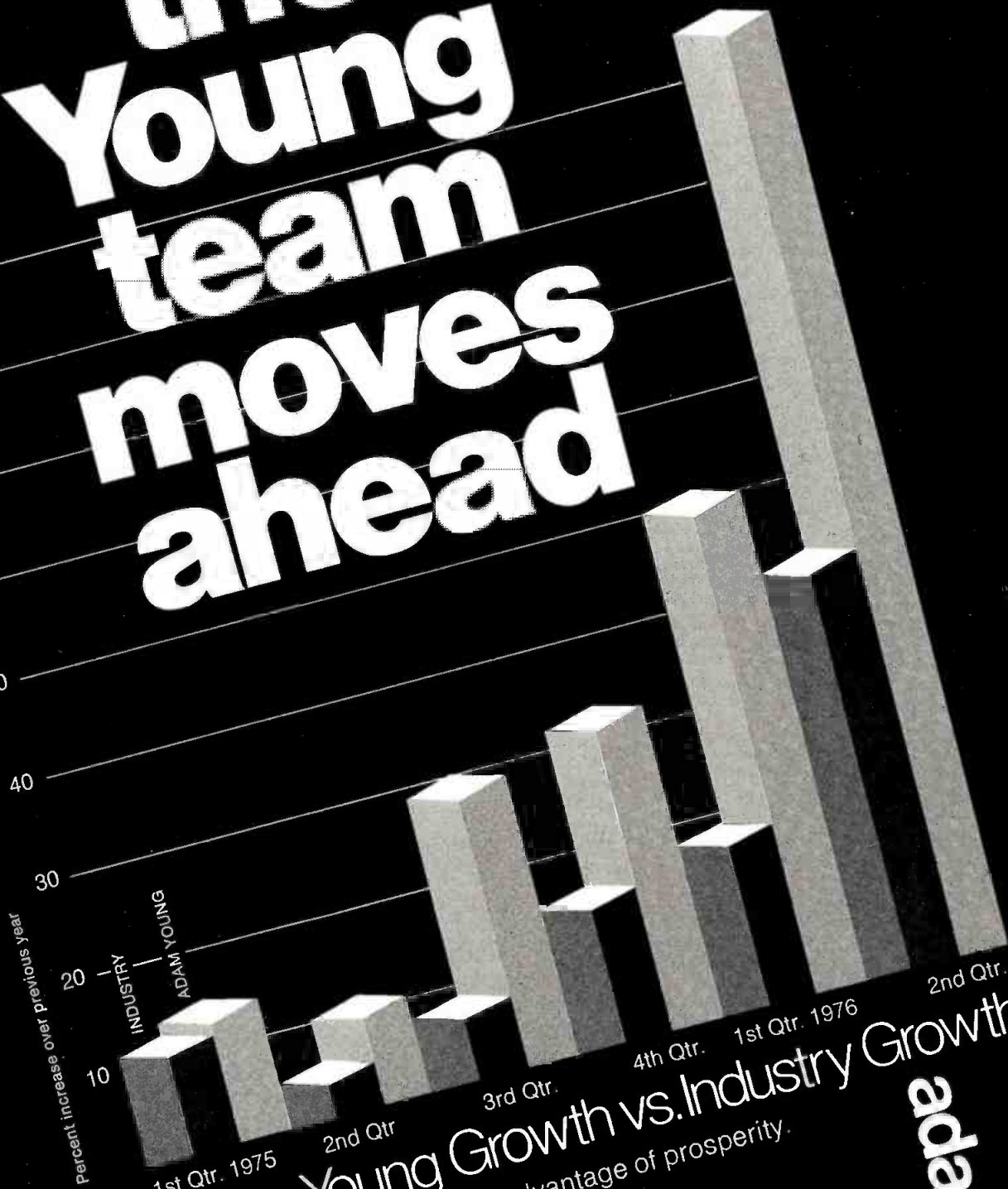
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Monday Memo[®]

A broadcast advertising commentary from Howard Eaton, senior vice president and director of broadcasting, Ogilvy & Mather, New York

Either-or and the future of the television medium

Two fundamental questions (and I have my own answers):

- 1) Which is better, over-the-air television or the wired nation?
- 2) Which is better, advertiser-supported or viewer-supported television?

I've heard that the over-the-air spectrum is too crowded and that point-to-point wiring will be needed to handle demand. Maybe. What new electronic device will come along to unblock this jam-up?

Regardless, two-way communication between the home and the outside seems to me to be more desirable than one-way. We have heard the menu of services described by the cable people, but two-way would be justified to me if it merely provided random or near-random access to the programming the networks currently provide. Viewer convenience rather than network schedule. That says wire it up.

One problem everyone mentions is capital cost. However, we now have glass fiber and perhaps lasers to be used in combination with it. This is less expensive than stringing cable.

There will still be a capital problem. For that reason, we may see the Teleprompters and the Viacom's merged into the General Electrics or ITT's, or the utilities encouraged to get into the act.

Should we not, by the way, rescind the law that prohibits the network companies from being in cable? This law intends to restrict the dominance of the networks. But it was enacted in a time of spectrum scarcity, not at the dawn of multichannel service.

I do not like the artificial situation that pits broadcasters against the interests that might bring us better long-term service. We could use the networks' vigor and experience.

Furthermore, broadcasters have a right not to be forced to assist the technologies that could put them out of business. When the medium of television was developing, radio broadcasters were granted television construction permits. Why not? Why not let the television networks be part of a free process that brings about the wired nation?

Closer to my home base—which is better, advertiser-or viewer-supported television?

I don't want to see restraints on advertising any more than I want to see them on broadcasting. However, other systems exist. What are their advantages?

Do you remember our fears 10 years ago when CBS wanted \$70,000 a minute for pro football? We wondered if advertiser-supported television could continue to compete for big-time sports. Yet we now



Howard Eaton joined Ogilvy & Mather in January 1969 as director of broadcasting. He began his career in communications as sports director of WELI(AM) New Haven, Conn. He was with Young & Rubicam from 1952 to 1957, when he joined Lever Brothers, where he was media director until 1962. He went to Ogilvy & Mather from Grey Advertising where he was a vice president for television programs, in 1948 Mr. Eaton started radio broadcasting of Ivy League football games and has continued to do play-by-play for over 28 years.

hear that the Russians want more than \$50 million for the 1980 Olympics. Perhaps there is no limit for big sports events.

With escalating C-P-M's in other day parts, perhaps there is also no limit for general entertainment. It is now not out of the question for an ordinary movie made for television to be budgeted at \$3 million. A weekly variety show can be budgeted for what we now pay for specials.

Don't count advertiser-supported television out.

On the other hand, we have the model of the BBC, viewer supported by a tax on every set, and the Public Broadcasting Service, supported by Congress and other public sources.

The advertiser system produces programming uniformity because of its quest for mass audiences. The larger the audience, the greater a network's profit. Any random access technique, be it two-way, disk or home recorded cassette, would permit diversity of viewer choice. The viewer

could have prime-time convenience for commercial television's hard-to-find quality events. You could watch *Meet The Press* instead of *Maude*.

So far the profit system does not produce limited-appeal programming. Thus the current need for PBS as an alternative source. However, I am intrigued with random access, which can provide significantly greater cumulative audiences for limited-appeal programs. Were it to happen, their profitability would rise. There might be no further need for PBS. The private sector could meet the demand.

What about subscription television and pay cable? Ultimately, viewer-supported systems should provide a program service superior to advertiser television, as the public will pay more for it. I think we should let it happen.

There is merit to the legislation that restricts conversion of what is now free to a pay system. Broadcasters successfully use this argument to protect their interests. But does it impede two-way service? It does. Is the public losing out? It is.

Does a viewer-supported system mean the end of television advertising? It need not. Need it conflict with viewer-supported television?

It seems to me that the best of all worlds would be one in which both advertising and the viewer supported all forms of programming to the free-market limit of their combined capabilities. With an unlimited channel spectrum, entrepreneurs can make money with diverse, limited-appeal programming.

Today we have a channel scarcity and a money scarcity for a truly diverse broadcast service. We should study and plan for a system without these scarcities, and bring it about.

FCC law does not prohibit this. We should test the law's validity. We should propose tests in which the viewer chooses to pay for programs, or to have commercials, or a combination. Advertising will win.

In summary, the capability of two-way communications on an unlimited spectrum appears to be better than one-way communication on a limited spectrum. Therefore, public policy should support the growth of the wired nation. Its growth should be orderly, take place in the private sector and permit participation by those who now have a vested interest in broadcasting.

Television should derive some of its revenue directly from the viewer. Advertising should be permitted even when the viewer pays for the program. Dual sources have ample precedent and are compatible. The public will be the beneficiary of that system which maximizes the market for television's programming.

Heavyweights draw bigger crowds.



Viacom Features IV

Thirty great motion pictures. All first run for syndication. All in color.

Starring Steve McQueen, Woody Allen, Michael Caine, Tony Curtis, Walter Matthau, Sidney Poitier, Cliff Robertson, Robert Shaw. And so many more of today's biggest box office stars, you'll have to see the list to believe it.

Viacom. Television's new major source for movies.



Not just four new products. One new ENG system fully integrated to broadcast needs.

Sony introduces the first fully integrated ENG system designed to meet broadcast requirements. The components of this system represent a new high in heterodyne picture quality as well as a practical approach to editing and airing ENG tapes. Each unit is designed to work independently or as part of a system to insure quality, reliability and true economy.

1. BVU-100 Portable Broadcast U-Matic® Recorder

The new BVU-100 is the latest addition to the famous U-Matic format and is fully interchangeable with any of the previous portable U-Matic models. An additional longitudinal track, provided for recording SMPTE code on a battery-operated CG-100 SMPTE generator, is offered as an option. The new BVU-100 gives you extra dollar savings in addition to extra quality. Because it can be directly coupled to a TBC, you can go directly to air or microwave link, avoiding the cost of an additional playback machine in the remote van.

2. BVU-200 Broadcast Editing U-Matic

This recorder allows for high speed accurate editing utilizing either control track or SMPTE address systems. It incorporates BIDIREX™, a specially engineered system to move tape in faster or slower speeds in either direction.

When used with the Sony BVE-500 editing console, BIDIREX assures fast accurate editing that is fully frame servoed.

3. BVE-500 Broadcaster Editing Console

The BVE-500 provides a fully automatic editing control for tape-to-tape editing between a pair of BVU-200's. The BVE-500 is a three register editor with digital readouts for both source and record material. Changes in the edit-in and edit-out point can be programmed at a touch of a button. This highly accurate editing system provides both preview and frame trimming at a fraction of the cost of a computer editor. And of course all edits are frame servoed to insure clean picture quality without loss of timing information.

4. BVT-1000 Digital Time Base Corrector (not shown)

Sony's reputation for engineering reliability is combined with transparent picture quality and a wide 4H window to bring broadcasters a new standard of performance in time base correction. Line by line correction, velocity compensation, drop-out compensation, and full processing with standard advance sync, are all standard features of the BVT-1000.

For more information on this new ENG system, write to Sony Broadcast.

Sony Broadcast

Sony Corporation of America, 9 West 57 Street, New York, New York 10019

■ indicates new or revised listing

This week

Oct. 17-22—*Society of Motion Picture and Television Engineers* 118th technical conference and equipment exhibit. Americana hotel, New York.

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

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

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

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

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

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

Oct. 19-20—*Alabama Cable Television Association* fall workshop meeting. Speakers will be Thomas J. Houser, director, Office of Telecommunications Policy, and Gerald M. Levin, president of Home Box Office. Workshop subjects will include copyright, pole lines

and FCC franchise rewrite '77. Contact: Otto Miller, P.O. Box 555, Tuscaloosa 35401; (205) 758-2157. Holiday Inn Airport, Birmingham.

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

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

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

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

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

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

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

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

Moillebeau, 1211 Geneva 28.

Also in October

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

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

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

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

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

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

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

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

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

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

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

November

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

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

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

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

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

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If you have a wish for a daytime-AM station and could decide where to place it—it would be here in the gentle rolling hills of Iowa. The people in this single station community are proud of their town, neighborhood and friends. You as an owner/operator would be an important member of this progressive community, working with the local decision-makers and having a say in things.

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

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

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

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

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

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

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

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

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

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

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

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

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

■ **Nov. 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 Inn, Washington. Sessions may be expanded to Nov. 20 or switched entirely to that day, according to final agenda requirements.

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

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

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

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

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

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

December

Dec. 1-3—Western Cable Show, sponsored by the *Arizona Cable Television Association, California Community Television Association* and *Hawaii Cable Television Association*. Speakers will include FCC Chairman Richard E. Wiley, Representative Lionel Van

Major meetings

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

■ **Sept. 18-21, 1977**—*Institute of Broadcasting Financial Management* 17th annual conference, Hyatt Regency, Chicago. 1978 conference will be held Sept. 17-20 in Las Vegas.

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

Deerlin (D-Calif.) and Representative John Rhodes (R-Ariz.), Disneyland hotel, Anaheim, Calif.

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

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

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

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

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

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

January 1977

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

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

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

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

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

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

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

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

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

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

February 1977

Feb. 2-3—*Association of National Advertisers* joint workshops on television (Wednesday) and media (Thursday), Plaza hotel, New York. Contact: William Kistler, ANA, 115 East 44th Street, New York, (212) 697-5950.

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

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

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

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

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

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

HOME INSURANCE

Movies. The best insurance you can buy.

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

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

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

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 '70'S VOLUME 3



COLUMBIA PICTURES TELEVISION



Karayn on debates editorial

EDITOR: A recent editorial in BROADCASTING (Sept. 27) criticized certain aspects of the presidential debates, contending that if the broadcasters had produced the event they would have negotiated more independently with the candidates than did the sponsoring League of Women Voters Education Fund. A second editorial (Oct. 4) concluded that ABC's audio loss in the first debate is proof positive that next time the debates ought to be held in studios under broadcasters' auspices.

As to the first point, the networks showed no interest in the idea of the debates until the debates were about to happen. Last April, league officials and I asked the networks if they believed that the candidates might agree to debate and, if so, if the networks would seek a waiver of Section 315 in order to cover them. The networks unanimously predicted that the candidates would not agree to debate, adding that they saw no chance of obtaining a Section 315 waiver. We left those meetings with the feeling that nobody was going to seize the initiative. There was a void as far as promoting these debates was concerned, and the league decided to fill it.

I don't know whether the networks would have driven a harder bargain with the candidates than we have in the presidential debates. That's a purely hypothetical proposition. But I do know that history does not support BROADCASTING's position. In the 1960 Kennedy-Nixon debates the networks virtually handed the programs over to the candidates. The networks offered the candidates the right to design their own format, a right that the candidates exercised to the full. Academic analysts found that the networks "did not choose the time, place, date, or script (format). They provided the very best facilities and personnel for the programs, and while they accommodated both sides, they were scrupulously fair. The networks came out second best on the formats for the programs, but this, to them, was not as important as having the programs on the air... The evidence is overwhelming that they relinquished control of the programs... In only a few instances, did the networks assert their independence of action." (Kraus, "The Great Debates," p. 122).

The League of Women Voters Education Fund, on the other hand, proposed times, places, dates and formats. More of its proposals were accepted than were modified or rejected in negotiation. (And it is pure naivete to assume that the candidates would not negotiate vigorously in their own self-interest.) The league emerged with a format that is interesting

and durable, if not perfect. (What is the perfect format?)

League initiative prevailed, in the end, as to number and time of debates, broad ground rules, and participants. For BROADCASTING to imply that the league relinquished control or failed to behave responsibly in its public trust is unfair and unjustified. The league has succeeded in sponsoring the first presidential debates in 16 years, and it has not sold its soul in the process.

On the other point, the loss of audio, I think that it is a slur on a great network to suggest that studio capability exceeds that of ABC on remote coverage. ABC is a pioneer in this field and has handled some of the most remarkable remote coverage, especially in the Olympics, that has ever been viewed in this country. ABC is justly proud of its excellence in remote coverage. One ABC vice president assured me before, during and after the first presidential debate that ABC could produce a remote out of any of 50 American cities—including Philadelphia—with the same quality control available in a New York studio.

Fate played a ghastly trick on the ABC unit in Philadelphia. Rather than chastise the hapless, all of us in the business might better remember that there but for the grace of God go we. —Jim Karayn, project director, '76 Presidential Debates, Washington.

The other side of the stamp

EDITOR: Thanks for a perfect example of the pot calling the kettle black with your "Non-event" editorial in BROADCASTING Oct. 4. As a philatelic journalist, may I raise a point that may give you and your readers a clue as to why the U.S. Postal Service hasn't honored broadcasting in general, or radio in particular. Broadcasting—in general and in particular—hasn't honored stamp collecting with even marginal coverage.

Which one of the networks has a radio or TV feature devoted to stamp collecting? Or even a program that surveys a variety of collecting fields, like BBC's *Collector's World*? Answer: No network, public or private, has such a program. The only way that stamps are seen on TV as collector's items is on ads the U.S. Postal Service pays for. The last two times I've seen stamp collecting even marginally discussed was on the *Today Show* in 1971 and *A.M. America* in 1975.

Stamp collectors, of which there are 16,000,000 in this country, haven't a single network radio or TV program they can call their own. Newspapers such as *The Boston Globe*, *The Chicago Sun-*

Times, *The New York Times*, *The Los Angeles Times*, and *The Washington Post* have featured stamp columns for years. Do Adolph Ochs's successors realize something the broadcasters do not—that stamps are newsworthy? —Mark Allen Kellner, Boston (columnist, Western Stamp Collector, *Canadian Stamp News*).



EDITOR: Show this to the postal service and maybe U.S. broadcasters can get a stamp. —Don Kearney, New York (via postcard from Dublin).

Textbook case

EDITOR: Congratulations on a great special section on radio in your Sept. 27 issue. It is simply terrific and the most complete picture of where radio is and where it's going we've seen.

We like it from an industry standpoint, of course. In addition, our association, Southern California Broadcasters Association, in cooperation with UCLA Extension, is currently offering a first-time-ever course on "The Business of Radio Broadcasting" and would like to reprint the section for use by our students. —Harry Spitzer, sales director, Southern California Broadcasters Association, Hollywood.

At that age

EDITOR: Here we go round the numbers game. I'm talking about the report in your Sept. 27 issue about the top-25 formats in radio in the first-50 markets. You cite as your source the April/May 1976 Arbitron for average persons 12-plus, average quarter hour, 6 a.m.-midnight, Monday-Sunday. If I were an unsophisticated media buyer I might be misled. The listenership in news radio in the 12-24 demographic is practically nil.

I say you should have broken down your report into two areas of popular formats: youth-influenced formats and adult-influenced formats. You have already shown how youth-influenced formats fared with the 12-plus demographics. Being with an all-news station, I would be curious to see how adult-influenced stations do in the 25-plus demographics in the top 50 markets. —Larry St. John, KSDO(AM) San Diego.



**Brooks Robinson is one of the best at what he does.
So is Katz.**

Brooks Robinson saves ball games with his golden glove or wins them with clutch hits.

Accurate audience facts help Katz salesmen score with sophisticated agency and retail buyers.

Katz backs up its sales team with a line-up of 36 professionals in sales research, promotion and audience development. Their reputation for accurately estimating audiences is so good that one major agency asked Katz to train its buyers.



Data is batted out on a big computer. It can help radio advertisers plan a spot network buy. It can sketch a TV station's audience flow, quarter-hour-by-quarter hour. It can help retailers develop a media mix which pinpoints a target audience. And lots more.

That's the ball game. The big one. Being big helps Katz sell better.

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Top of the Week

Paley springs trap under Arthur Taylor

CBS chairman, continuing to prepare firm for management succession, cuts short a meteoric career; John Backe, head of publishing group, succeeds to presidency and, it's assumed, to heir apparenacy; initial stock market reaction is unfavorable

Arthur R. Taylor was dismissed as president of CBS last week in an astonishing reordering of the company's topmost lines of succession.

Chairman William S. Paley, who at age 75 has headed CBS for 48 years and built it into a \$2 billion empire, announced that he would give up the post of chief executive officer after the annual stockholders meeting next April, but would continue as chairman.

John D. Backe, 44, president of the CBS/Publishing Group, was elected to succeed the 41-year-old Mr. Taylor as president. He succeeds him as heir apparent to Mr. Paley as well. Although the announcement referred to succession only obliquely, the presumption was that—if all goes well—Mr. Paley intends Mr. Backe to become the new chief executive.

The removal of Mr. Taylor stunned CBS executives, Wall Street and competitors alike.

Ironically, on the same morning that Mr. Taylor was dismissed—Wednesday—CBS issued another in what has become a series of record sales and earnings reports (page 22). Wall Street, which has shown more respect for Mr. Taylor's financial skills, responded by dropping CBS stock prices \$1.75 a share, to \$52.625, in one of the strongest stock markets in recent weeks. The next day the price tumbled a further \$2.125, to \$50.50, in a down market.

If others were stunned by the ouster, Mr. Taylor was apparently even more so. He got the word from Mr. Paley in what CBS sources would describe only as "a brief" session about two hours before the start of a regularly scheduled CBS board meeting, at which his resignation was accepted and Mr. Backe elected. (Mr. Backe, it's believed, had been advised several days earlier.)

Mr. Taylor had worked late the night before, preparing for that board meeting,



Changing horses. The top management of CBS Inc. went through another convulsion last week. President Arthur R. Taylor (l) was given his walking papers by Chairman William S. Paley (both were appearing before a CBS stockholders meeting when this picture was taken). Next to try for the brass ring: John D. Backe (r), head of the CBS Publishing Group.

but, as it turned out, did not attend it.

His removal was generally attributed to growing differences between him and Mr. Paley, with the chairman's decision to give up the chief executive post as the trigger for the move.

There had been occasional reports of differences between the two men in the past, but management always minimized or denied them. Sources said last week, however, that conditions had worsened—some said so badly that Mr. Taylor should not have been totally surprised by what happened.

"It was just a case of bad chemistry," one source said. "The two just didn't get along."

But informed sources agreed that Mr. Paley's decision to step aside as chief executive had been the decisive factor in the timing.

Mr. Paley, according to those sources, had concluded that when he became 75—as he did on Sept. 28—he should make a positive decision about his plans and let it be known. But he was also said to feel that in announcing his own plans he would have to say something about his successor.

"I don't think he really focused on the question till then," one well-placed source said. "When he did, he just didn't want to leave the company to Arthur."

"I think," said another, "that he told himself that 'Arthur is just not my kind of guy,' and then asked himself: 'Who is a good successor to Bill Paley?'"

In picking John Backe, he picked a man who has made a strong record in his almost four years at CBS, all of that time as head of the publishing group (also see page 23). Some CBS sources said last week that they

had thought Mr. Backe would probably become president of CBS—but not so soon. They had thought he would be a strong contender to succeed Mr. Taylor on Mr. Taylor's presumed succession to Mr. Paley.

Mr. Paley's own decision to ease up was generally ascribed to his age and to the illness of his wife.

CBS sources uniformly discounted speculation that Mr. Taylor's removal was related to CBS-TV's current and unaccustomed third-place position in the prime time ratings. At that management level, programing has historically been more Mr. Paley's concern than the president's.

They denied published reports of differences over the "family hour" program concept, which Mr. Taylor initially proposed, and also denied speculation that Mr. Taylor may have created problems for the news division, another long-time Paley interest. News department sources said Mr. Taylor had been "very supportive—very, very good for the news division."

Wall Street—and other—sources considered it unthinkable that CBS's financial performance figured in the moves. "They've been going like gangbusters all the time Taylor's been there," one shocked specialist declared.

Mr. Taylor was not available for comment on the changes and Mr. Paley would not discuss them. But all signs indicated that Mr. Taylor had no inkling that his removal was at hand.

Associates said he worked late at his office Tuesday night, preparing for the next day's board meeting, then went with Kathryn C. Pelgrift, CBS vice president, corporate planning (and a long-time

Taylor associate who came over with him from International Paper), to the San Marco restaurant half a block up the street for a late dinner. There they encountered—briefly—John A. Schneider, president of the CBS/Broadcast Group, and Robert Wussler, president of CBS-TV, who had already dined.

Mr. Taylor and Mr. Wussler had returned the preceding Friday (Oct. 8) from Moscow, where they participated in negotiations for TV rights to the 1980 Olympics, and they were scheduled to leave last Wednesday night for Barcelona to meet with the International Olympic Committee.

Some accounts said Mr. Taylor arrived at his office Wednesday morning with his bags packed for the Barcelona trip that evening, instead he was called into a session with Mr. Paley, reportedly starting before 10 a.m.

Who else was present, if anyone, is not clear. Nor is it known what was said. Some sources speculated that Mr. Taylor might have been offered some other CBS position, but this was discounted by others. CBS authorities would say only that the session was brief, and ended with Mr. Taylor's resignation.

The board meeting started a little after 11 a.m., and Mr. Taylor did not attend. Some of those present described the acceptance of his resignation and election of Mr. Backe—himself a board member—as relatively routine. The session was reported to have lasted about 90 minutes,

and ended, as is customary, with lunch.

Although Mr. Taylor was not available to newsmen afterward, associates who said they had talked with him described him as stunned. "He seemed to be in a state of shock," one said. "I don't think he had yet fully realized what had happened," another reported. According to some reports, his office had been cleared out by 3 o'clock the same afternoon.

Best estimates available last week were that he would receive a settlement—final details of which presumably remained to be negotiated—in excess of \$1 million.

He received almost half that much last year in salary (\$207,692) and bonus (\$200,000). He also owned, according to the company's proxy statement last March, 8,300 shares of CBS stock. In the price range at which CBS shares were trading prior to his departure, these would be worth about \$440,000. Had he remained to retirement some 24 years from now, he would have been eligible for \$73,133 in annual retirement benefits.

Like virtually all CBS executives, he had no written contract.

CBS sales this year \$1.5 billion so far

CBS Inc.'s sales and earnings for the third quarter and first nine months of 1976 set company records for those periods, William S. Paley, chairman, announced

last week.

The announcement came on Wednesday, the same day Arthur R. Taylor's startling resignation as president was disclosed (see preceding story).

Mr. Paley said estimated third-quarter net income reached \$40.8 million, 40% higher than last year's third quarter, on net sales of \$524.9 million, up 14%. Earnings per share were put at \$1.43 as compared with \$1.02 in the 1975 period. This year's third-quarter earnings included a nonrecurring gain of \$1.3 million or 5 cents a share resulting from the settlement of a patent-infringement lawsuit.

"Sales rose for all four of the company's operating groups during the third quarter," Mr. Paley said, "with the improved earnings for the quarter reflecting principally the outstanding results of the CBS/Broadcast Group and particularly the CBS Television Network."

Sales for the CBS/Broadcast Group were up 20% over the 1975 period, "with especially strong growth in both television network and television station revenues," Mr. Paley said. Third-quarter sales of the CBS/Records Group were up 14%, the CBS/Columbia Group up 10% and the CBS/Publishing Group up 5%.

For the first nine months of 1976, estimated net income was \$116.1 million, up 33% from the 1975 period's \$87.2 million. Net sales were \$1.57 billion, a gain of 15% from \$1.36 billion a year ago, and earnings per share were \$4.07 as compared with \$3.05 in the 1975 period.

Paley: This is my company



William S. Paley finally announced his plans for the future last week: he said he was signing on for the duration. Life being what it is, he couldn't add "and six months."

As is so often the case with Bill Paley, he gave the signal obliquely—by announcing that he would relinquish his duties as "chief executive officer" at the stockholders meeting next April (he didn't say to whom). That announcement got the headlines, as though Mr. Paley were actually stepping down.

The real news was in his decision to remain as chairman. The way it works at CBS, the chairman can fire the chief executive officer. The chief executive officer can't fire the chairman.

The chairman can fire a chief operating officer, too, and Bill Paley exercised that prerogative last week, at the expense of Arthur R. Taylor, the bright business executive the headhunters had turned up as the best possible candidate for the CBS presidency and—as Mr. Taylor surely believed when he took it—the succession to the chairmanship. But, as have all others who came in for an inspection that close to the throne, Arthur Taylor failed, too. As had his predecessors—in recent times, Frank Stanton and the late Charles Ireland—Mr. Taylor proved mortal.

Whatever the long term for Mr. Paley and CBS, the near term will surely see more of him, rather than less, in day-to-day broadcast affairs. The CBS Television Network, after 20 years of dominance in prime time, found itself insulted by third place this fall. Bill Paley hasn't been out of first place since the late 1940's, when he finally did in NBC dominance through the famous talent raids that brought Jack Benny, Bing Crosby, Red Skelton, Edgar Bergen and Charlie McCarthy and other stars into the CBS orbit. The word last week was that failed ratings had nothing to do with the Taylor ouster, and that probably was true: Jim Aubrey had

suffered a similar fate 11 years earlier, when CBS was riding high.

The man who over half a century had brought CBS from red ink to \$2 billion a year status is now 75 years old (his birthday was Sept. 28). By normal business standards he would have retired at least 10 years ago—an option he forewent at the expense of Frank Stanton, Mr. Paley's principal partner in the years of CBS's maturing. It may have been then that Mr. Paley really made his decision to stay on as long as his natural faculties permitted. The odds are that could be a long time: His father, Sam Paley, lived to be 88, and his mother, Goldie Paley, is a hearty 94.

Mr. Paley's activities, too, belie conventional expectations for his age. He and his second wife, Barbara (Babe) Cushing Mortimer Paley, travel extensively in international social circles and maintain homes in New Hampshire and Nassau as well as Long Island. (Mrs. Paley, however, has been seriously ill in recent months, a factor that's cited in part for the decision to relinquish the chief executive's role.)

More than likely, however, the real reason is that titles aren't important to Bill Paley, although they may be to others. If giving up the title will reassure Wall Street that there really are plans for an eventual succession, Bill Paley will give them the title. The reality of the situation is enough for him.

That reality includes, first of all, a 5.8% holding in CBS stock—some 1,683,312 shares that constitute the largest single block of the company's 28.3 million shares outstanding. Those holdings deliver to him not only control but a sizable fortune each year: At the current quarterly dividend rate, 41.5 cents a share, Mr. Paley collects some \$2.8 million a year in dividend income alone. And he was paid \$233,654 as salary in 1975, plus a \$225,000 bonus.

The larger reality, however, is Bill Paley himself. He is his own fact of life as far as CBS is concerned. Only Frank Stanton rivaled him in impressing a personality on the corporation. Arthur Taylor had begun to, and Mr. Paley didn't like what he saw.

Anyone searching for a certain end to the Paley influence at CBS may find a clue in his contract. Effectively, it says he will occupy the corner office of the 35th floor of 51 West 52d Street until Dec. 31, 1987, when Bill Paley will be 86.

Backe: quick study with a lot to learn



John David Backe, CBS's 44-year-old new president, was elevated to his sudden eminence from a sound footing in publishing, largely isolated from the television and radio operations that are the base and still the biggest factor of his new domain.

He makes no bones about his need to learn about broadcasting—and about the other nonpublishing components of CBS—and he says he is determined to do so, as quickly as possible. Associates who have worked with him over the almost

four years he has been at CBS say they have no doubt that he will.

Mr. Backe (pronounced bocky), they say, is "a quick study," a fast learner. "It's going to work," one long-time associate with experience in broadcasting as well as publishing said of his election. "It may take a little time, but if everyone will just give him a little time it's going to work well. This guy is very quick to learn."

This guy is also, according to associates and acquaintances, quiet, easy-going, unflappable, a driver, a delegator of responsibilities, people-oriented, bottom-line-oriented and blessed with a good sense of humor.

If some of these characteristics seem contradictory, an explanation may be found in the observation of a publishing division executive. "He's a very decent, very humane person, but if something unpleasant must be done, he does it forthwith." Or as another said, "He can do whatever the circumstances require."

One thing the circumstances required last week, in his opinion, was for him to stay out of the spotlight. In all the hullabaloo that followed the ouster of Arthur R. Taylor and the election of Mr. Backe to succeed him, the new president was resisting interview requests as stoutly as he could, and he largely succeeded. One reason he was resisting, according to associates, was that he felt

too unfamiliar with the full scope of CBS operations to answer questions about them.

But others speculated that his avoidance of the limelight, if not inherent, would at least carry over into much of his future activities as president. "I think he will probably keep a very low profile," one well-placed official said, adding that he meant much lower than Mr. Taylor's presidential profile was.

Mr. Backe's ability to get things done was demonstrated at the CBS/Publishing Group, which he has headed since he joined CBS in early 1973 (and will continue to head pending selection of a successor). The group has been thoroughly reorganized and expanded under his direction. In the process, its annual sales have increased from \$150 million to \$207 million and its profits have risen, CBS said, at an annual rate of more than 40%.

The group includes the educational and general book publishing firm of Holt, Rinehart and Winston, Popular Library paperback books, the W.B. Saunders health sciences publishing company and 25 magazines including *Field & Stream*, *Road and Track* and *World Tennis*.

Mr. Backe, who stands six feet tall and weighs about 175 pounds, was born July 5, 1932, in Akron, Ohio. His father's background was German; his mother's, Austrian. He graduated from Miami (Ohio) University with a major in marketing, then served three years as a U.S. Air Force pilot. He joined General Electric Co. in 1957, serving in various engineering, financial and marketing positions and also attending night classes at Xavier University in Cincinnati, receiving an MBA in 1961.

He left GE in 1966 to join the Silver Burdett Co., the textbook publishing unit of General Learning Corp., a joint venture of GE and Time Inc. From vice president and director of marketing he rose to president of Silver Burdett in 1968, then moved to the parent General Learning Corp. as executive vice president in 1969 and, later that year, became president and chief executive. He left that post to join CBS in 1973.

Mr. Backe is married and has two children. He and his family reside in Basking Ridge, N.J.

Taylor: He came so far so fast



The past 15 years were busy ones for Arthur Robert Taylor.

After receiving an MA in American economic history at Brown University in 1961, he was hired by First Boston Corp. as a trainee. By 1964 he was an assistant vice president there, and five years later was made a member of the board, at 34 years of age. He was hired away by International Paper Co., New York, in 1970 and named vice president of finance. The next year he was appointed executive vice president and

chief financial officer by International Paper, and between July 1972 and the middle of last week began and ended a four-year career as president and director of CBS Inc.

Generally known as an aggressive and ambitious businessman with a gift for corporate financial policy, Mr. Taylor was hired by CBS as the company continued to diversify its business interests. CBS was near regulatory limits in its broadcast holdings and needed an executive skilled in acquisitions and finance. Although several CBS executives were lined up in 1972 to replace Charles T. Ireland Jr., who died of a heart attack after eight months in office, CBS looked well beyond its own backyard for the expert it needed. Arthur Taylor was not a broadcaster, but he seemed to have the experience and skill CBS wanted at the time. As Chairman William S. Paley and Dr. Frank Stanton prepared to phase themselves out of day-to-day operations as their retirements grew more imminent, the search ended, temporarily at least, for a corporate helmsman. Dr. Stanton, president of CBS since 1946, became vice chairman to make room for the newcomer.

Arthur Taylor is considered by many as an innovator, able to quickly analyze a problem, determine its solution and then finish the job as quickly as possible. He has never taken a formal business course, even one in accounting, and is often described as

"unorthodox" in his approach to management and problem solving. Close associates call him an "intelligent, nice" man, who supported the departments he supervised, but allowed considerable freedom of judgment to the CBS division heads.

Others talk of him as "a good manager of things, but not of people." He is extremely business-oriented, one division head said, and a compulsive worker. As a good manager should, he "quizzed a lot" at management meetings, and while possessing a strong will and sharply defined personality, "didn't insist on his own way" in areas where he was less experienced than those he questioned. But he rarely "let loose" enough, another associate said, and alienated people on a personal level.

As a financial executive, there are no audible complaints as to Mr. Taylor's ability. He is known as a profit maker for CBS, which last week reported record third-quarter earnings and increased revenues. He began consolidating or selling unprofitable operations in 1972 and picking up profitable ones. (Mr. Taylor was also able to realize a substantial profit for himself in his four years at CBS. Last year he was paid \$207,692 in salary and another \$200,000 in bonuses.)

As a broadcaster, Mr. Taylor has made his greatest reputation as the creator of the family viewing concept.

Mr. Taylor has energetically defended the concept as a sign of maturity and responsibility on the part of broadcasters to reserve a portion of prime time free from unnecessary sex and violence, and suitable for family viewing. In spite of the court suit filed by Hollywood producers and guilds, charging the concept is the result of illegal pressure on broadcasters by the FCC, Mr. Taylor maintained that it is "our mission and our responsibility . . . to find [programming] themes that are entertaining and contemporary . . . [while retaining] respect for the moral values of millions of American families" (BROADCASTING, Dec. 15, 1975).

Where Arthur R. Taylor will use his skills next is uncertain. Besides an entrepreneurial flair, he has shown an intellectual bent; his BA (magna cum laude) from Brown University is in Renaissance history. He has frequently expressed an interest in public affairs and government.

Ten years hence: Schlosser gazes down the road at ANA convention

NBC chief sees annual 10% growth for TV, with little interference from pay cable; total ENG for the networks; debates as fixture in presidential campaigns; tighter prime-time competition

Herbert S. Schlosser, president of NBC, looked at "Television: The Next 10 Years" in a speech last week and saw the following trends:

- Television advertising revenues will grow more than 10% a year to reach \$13 billion by 1985.

- Pay cable will grow so slowly that it will be reaching only 6% of the viewing public 10 years from now and thus won't be able to compete with the networks for the rights to events like the World Series and the Super Bowl.

- The increasing portability and sophistication of cameras and tape equipment will permit networks to convert completely to electronic news gathering within five years.

- New micro-processors will allow the networks "to code, store and instantly retrieve large amounts of video recording"—a "living library of material" to be "called up for quick integration into news and information programs."

These projections were contained in Mr. Schlosser's remarks at the annual meeting of the Association of National Advertisers in Colorado Springs last Thursday (also see page 40) and are based on data developed by NBC corporate planners.

Later in the same speech, Mr. Schlosser, enumerating "some projections of my own," suggested—as NBC officials suggested earlier this year—that NBC News might not automatically provide gavel-to-gavel coverage of future Democratic and Republican national conventions. Since "the importance of the primaries" has been "enhance[d]" by the 1974 Campaign Finance Law, he said, the candidate may already have enough delegates to be a shoo-in before the convention even begins (as in the case of Jimmy Carter this year). "Consequently," he continued, "the decision on whether we provide gavel-to-gavel coverage of a political convention will be a news judgment, rather than a ceremonial one."

Mr. Schlosser also predicted that "televised debates between the presidential candidates are likely to become a campaign fixture," although the format should be changed to allow the debaters "to explore issues and positions with greater clarity and meaning."

The conviction that news-magazine formats like *60 Minutes*, "programs combining elements of news, information and en-

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In Brief

- **President Ford**, in nationally televised press conference last Thursday (Oct. 14), said **debates between presidential candidates** "ought to be an institution in future presidential campaigns." He characterized debates between Jimmy Carter and himself as "very wholesome" and "constructive."
- President's **partisan attacks** on Democratic opponent Jimmy Carter in same televised press conference prompted House Communications Subcommittee Chairman **Lionel Van Deerlin** (D-Calif.) to charge President with making "mockery" of equal time law. FCC's exempting of candidate news conferences from equal time requirement gives "decidedly unfair advantage" to Mr. Ford, congressman said. "The noble concept of equal time becomes a fiction and a fraud when an incumbent President commanding the constant attention of the media is able to use the equal time rule as a shield for gratuitous blasts at his political opponent." Congressman said this does not reverse his previous stance: "I'm for repealing the [equal time] law, but **goddammit, that's for Congress to do and not the FCC.**"
- Representative **Clarence Brown** (R-Ohio), former communications subcommittee member, commenting last week on dismissal of CBS President **Arthur Taylor**: "[He] was a leader in the effort to reduce sex and violence on TV, and to establish the concept of the family viewing hour . . . I hope Mr. Taylor's departure does not mean that the forces of bad taste have won another victory, and that it does not indicate the Nielsen ratings and financial considerations are the only standards that govern programing decisions."
- **American Federation of Television and Radio Artists** and networks began negotiations last week on new contract to replace one that expires Nov. 15. AFTRA demands, for first time, include provisions related to use of **electronic newsgathering equipment**. Union is said to be seeking guarantees that assignments using minicams will include both reporters (AFTRA members) as well as technicians. In all, more than 28 contracts will be negotiated, including television and radio news, entertainment and drama programs and those for network and local announcers.
- Financial reports, nine months ended Sept. 30: **RCA**—net income increased 58.4% to \$121,400,000 (\$1.57 per share). Earnings for same period last year were \$76,600,000 (\$0.97 per share). Revenues increased 12.8% from \$3,464,900,000 in 1975 to \$3,910,000,000. ■ **Multimedia**—net income was \$6,824,463 (\$1.55 per share) compared to last year's \$4,723,581 (\$1.08 per share), up 44.5%. Revenues increased 36.7% from \$40,983,367 to \$56,016,956. ■ **Time Inc.**—income increased to \$43,258,000 (\$2.15 per share), up 42.5% over year-ago total of \$30,356,000 (\$1.52 per share). Revenues increased 15% from \$651,428,000 to \$749,010,000.
- On request of ABC, FCC has extended date to file comments on Westinghouse Broadcasting Co. **petition for FCC investigation into television network practices** (BROADCASTING, Sept. 6) until next Wednesday, Oct. 27. One comment came in last week, from Claster Television Productions, producer and syndicator of *Romper Room* and *Bowling for Dollars*, supporting Westinghouse.
- Charge of **checkbook journalism** was raised last week after four appearances of former White House counsel John Dean on NBC News-produced series—three on *The Today Show*, one on evening news. NBC has paid Mr. Dean \$7,500 advance for TV rights to his new book concerning Watergate days, denies there was companion agreement that he appear on other programs for interviews about book.



- NBC's new *Today* team got together for season premiere last Monday. Newest member, **Jane Pauley**, is flanked here by **Gene Shalit** (l) and host **Tom Brokaw**.

- Association of Maximum Service Telecasters filed comments against National Cable Television Association's **attack on syndicated exclusivity and signal carriage rules** made before FCC's monthly en banc meeting last week (see page 52). AMST said new copyright legislation, rather than justifying elimination of exclusivity and signal carriage rules as suggested by NCTA, constitutes further reason for not changing definition of CATV system in any way that would result in change in areas in which stations are regarded as local signals. AMST said no head-end definition of CATV systems should be adopted, because distinction between local and distant signals adopted in copyright legislation from FCC standards would become complicated with potentially conflicting distinction head-end definition would make.
- **Robert Wold Co.**, Los Angeles, coordinator of transmission time for independent networking, is forming separate common carrier firm in plan to bring Western Union satellite reception services to major metropolitan markets not presently served by earth stations. Firm would act as catalyst to have earth stations placed in some 30 metropolitan areas, with Scientific-Atlanta Inc., Atlanta, designing and installing hardware. Equity in firm would be shared with various interests; earth stations could be owned by Wold Co., or be joint ventures between Wold, TV stations, program suppliers or other communications interests.

Headliners



Claggett

Green

Ringquist

Reel

Cox

- **William M. Claggett**, vice president and director of marketing services and new enterprises for consumer products group of Ralston Purina Co., was elected **chairman of Association of National Advertisers** last Thursday at ANA's annual meeting at Colorado Springs (also see stories pages 24, 40 and 42). He succeeds Ross Garrett of 3M Co. **Chester R. Green**, senior vice president for corporate development, marketing and research, Kraft Inc., was elected vice chairman. **Peter W. Allport** was reelected president. Six new directors were named: **Robert G. Booth**, Metropolitan Life Insurance Co.; **William Carpenter**, PPG Industries; **R.S. Creedon**, Nabisco Inc.; **Arthur H. Hammerstrom**, Union 76 division, Union Oil Co. of California; **C.S. Hatch**, Clorox Co., and **Gail Smith**, General Motors Corp.
- **C. Wrede Petersmeyer**, chairman and chief executive of Corinthian Broadcasting Corp., announced plans to retire in January (see page 28).
- **Paul Bergquist**, RCA Corp. specialist in radio-TV equipment for past 23 years, named president of **Philips Broadcast Equipment Corp.**, Mahwah, N.J., wholly owned subsidiary of North American Philips Corp. Broadcast equipment line had been part of Philips Audio Video Systems Corp., which will continue to market certain radio-TV equipment under direction of **Andrew Brakhan**, VP-general manager.
- **Lennart Ringquist**, VP and program director, Metromedia-owned WNEW-TV New York, named president and chief executive officer, **Metromedia Producers Corp.**, New York. He replaces **A. Frank Reel**, who has retired. Mr. Ringquist will also, for time being, assume duties of executive VP in charge of worldwide syndication from **Kenneth Joseph**, who has resigned. MPC's key syndication properties are *The Merv Griffin Show*, *Cross-Wits* game-show strip and off-network reruns of *The Undersea World of Jacques Cousteau*.
- **Kenneth A. Cox**, counsel to Washington law firm of Haley, Bader and Potts and former FCC commissioner, named **chairman of National Advertising Review Board**. He succeeds James Parton, assistant Librarian of Congress, to part-time, \$20,000 per year position. Mr. Cox was one of original members of NARB when it was founded in 1971. NARB, sponsored by council composed of presidents and chairmen of American Advertising Federation, American Association of Advertising Agencies, Association of National Advertisers and Council of Better Business Bureaus, adjudicates matters of unfair and deceptive advertising referred to it by investigative arm, National Advertising Division of Council of Better Business Bureaus.

tainment," as Mr. Schlosser put it, will continue to loom large in the networks' plans led him into a discussion of some programming trends. He said that the second season in prime time is giving way to "the development of all forms of programs—from half-hour comedies to three-hour features—on a year-round basis."

With "the tighter competition among the three networks," he continued, it's "unlikely that any one network will ever again establish dominance in the prime-time ratings on a long-term basis."

He also had an answer to complaints about television prices, saying that "network cost-per-thousand, in constant dollars, is lower in 1976 than in the base year of 1965. That can't be said about the prices for many other services or goods."

Longer news still main concern of NBC-TV affiliates

At Atlanta and Cherry Hill regional meetings, they again hear that network won't go to 60 minutes without warning—unless someone else goes first

Rousing rundowns on NBC-TV programming, ratings and sales marked the four regional meetings that NBC officials held with affiliates over the past two weeks, but in most cases it was the prospect of longer network evening newscasts that the affiliates had the most questions about.

That was the word from a number of participating affiliates last week as the series of meetings wound up after sessions in Atlanta on Tuesday and Cherry Hill, N.J., on Thursday. There had been similar meetings in Chicago and Phoenix the preceding week.

Most participants questioned said that by and large they learned little new about NBC-TV's plans, if any, for expanding the evening newscast. NBC-TV President Robert T. Howard was said to have reassured them—as he and others had done before—that NBC has not reached a decision to lengthen the news report beyond its present half hour and if it does, the plan will be developed in consultation with affiliates and they will have at least a year's lead time before it is put into effect, which would make 1978 the earliest likely starting date.

But these sources also said that Mr. Howard added—as he and others had indicated previously—that if another network moved first to expand its news, NBC would then have to start discussions again with its affiliates board and perhaps step up its timetable.

At least one affiliate was said to have asked why, if ABC-TV and CBS-TV went to longer news, it wouldn't be smart for NBC-TV to keep its news at 30 minutes and counterprogram the others. Mr. Howard reportedly replied that the same thought had been expressed at high levels

at NBC and that, again, no decision had been reached to expand the news.

Expansion, if it comes, is expected to be to 60 minutes.

Reports varied somewhat as to the type of compensation NBC officials indicated they might offer if the news were expanded. Most tended to jibe, at least roughly, with earlier suggestions that the affiliates might get a total of about two minutes and 10 seconds of time to sell within the news hour (BROADCASTING, Oct. 11). By one account, affiliates would get one 72-second break and two 30-second positions.

Mr. Howard and others were said to have appeared satisfied with NBC's strong second-place position in the prime-time ratings thus far and to have expressed confidence the network would remain a strong second if it didn't actually edge ABC out of first.

The report on sales, too, was described as upbeat—not only for 1976 but also for 1977, with the first three quarters reported to be 85%-90% sold already.

Third and fourth debates look to be almost routine for the networks

Houston vice-presidential meet and Williamsburg Ford-Carter confrontation are anticipated as technically smooth-running; no format changes are planned

This is the week of the third and final debate between Jimmy Carter and Gerald Ford, scheduled for Friday in Williamsburg, Va. It follows by a week the vice presidential confrontation in Houston between candidates Robert Dole (R-Kan.) and Walter Mondale (D-Minn.), and it might be considered a rubber match, Mr. Ford having won the first meeting in most

opinion polls and Mr. Carter the second.

The outcome Friday might be crucial to the election. Television viewer opinions of the candidates have tended to seesaw with their perceptions of the debates (BROADCASTING, Oct. 11 and Oct. 4). But just how much impact the debates will have on voters cannot now be assessed. Certainly the political pundits have not been unanimous in their reactions to the TV confrontations.

But regardless of how great their impact, the debates have served a useful purpose, in the opinion of James Karayn, director of the debates project for the sponsoring League of Women Voters Education Fund. "The public won on this one as far as I'm concerned," he said from his hotel room in Houston prior to the vice presidential debate last week.

The debates were subject to "overexpectations" beforehand, Mr. Karayn said; they have not instructed voters on whom to pick in November. That is all right, in his opinion: "I don't think they should be the final solution to people's search for whom to vote." What they have done is broadened people's thinking and increased their interest in the election, he said.

It is his hope that the debates will become an institution in presidential campaigns. "There has to be serious exposure to candidates in situations not of their own choosing and making," he said. Furthermore, TV should be part of the institution. "I think in a country this size ... it's idiotic to think TV will not be used to influence political thought."

According to Mr. Karayn, the league has not thought yet if it wants to sponsor debates four years from now. President Ford said at his press conference last Thursday that he thinks the debates should become an institution in presidential campaigns. However, he would not be able to participate again, because he is barred by the 22d amendment from running twice after serving more than half of another President's term. Mr. Carter, on the other hand, could run again if he were elected this time. He has not said he would debate again, although some feel he would have a

tougher time saying no than if he had never agreed this year.

Under the network pool rotation scheme, pool responsibility goes to NBC Friday, and although it will be the first time for the network, setting up has become pretty much of a routine. The set, provided by the league, is the same. As before there will be eight cameras, and one spare. NBC is taking precautionary steps to prevent mishaps such as the audio breakdown in the first debate, but, reports one NBC producer, there may not be as much redundancy as in the CBS pool setup in San Francisco, where three complete audio systems were in place. Pool producer for the event is Christie Basham, NBC director of news operations, Washington.

After the second presidential debate in San Francisco (BROADCASTING, Oct. 14), there were complaints, particularly from the Ford camp, that Mr. Carter wandered away from the questions and delivered what amounted to an opening statement in defiance of the debate rules. Ford advisors did not press the complaint, however, and Mr. Karayn said Thursday that he has not met with representatives of either candidate, and plans no major changes in the debate format. One change considered was to have the moderator step in whenever a candidate goes off the track.

The site of this Friday's debate will be the Phi Beta Kappa building at William and Mary College. Phi Beta Kappa, not incidentally, is celebrating the Bicentennial of its founding this year. It began at William and Mary as a debating society.

Moderator and questioners had not been picked as of last Friday for the Williamsburg debate. Those that did the work at the vice presidential debate were Jim Hoge, editor of the *Chicago Sun-Times* (moderator); Hal Bruno, political correspondent for *Newsweek*; Marilyn Berger, White House correspondent for NBC News, and Walter Mears, AP special correspondent. Last week's Dole-Mondale debate, at 75 minutes, was 15 minutes shorter than the three presidential debates. This Friday's presidential debate, as the others have, starts at 9:30 p.m. EST.

Ford, Carter ad men explain strategies

Similarities seen in plans for media choice and use

The two executives who have been masterminding the advertising campaigns of President Ford and former Governor Jimmy Carter agreed last week that their television and other media efforts are aimed at displaying the character, personality and leadership qualities of the candidates, rather than their stands on vital issues.

Both John Deardourff, co-chairman of Campaign '76, Washington, house agency for Mr. Ford, and Gerald Rafshoon, president of Gerald Rafshoon Advertising Inc., Atlanta, suggested at a seminar in New York last Thursday (Oct. 14) that issues are discussed in commercials mainly as devices to reinforce the positive traits at-

tributed to their candidates.

Appearing at a session arranged by the New York Council of the American Association of Advertising Agencies, the speakers described similar advertising strategies. Both mentioned the use of five-minute "biographies" of Mr. Ford and Mr. Carter on network TV; the depiction of them as hard-working, climbing-to-the-top persons; an accent on informal meetings by the candidates with people from different walks of life, and a similar media mix, covering about \$7 million in television and the remainder in radio, newspapers and other print outlets.

One basic difference cited by Mr. Deardourff is that the Ford advertising volley has been stepped up for the last three weeks so that more ammunition could be directed at the fence-sitters and ticket-

splitters just before the election.

Mr. Rafshoon said the basic formula for creating commercials for Mr. Carter had evolved over the past three years as the former Georgia governor criss-crossed the country and had film footage shot during the trips. Mr. Rafshoon said the agency, in essence, had three years of pre-planning before creating the first TV commercial. He said in today's political advertising, gimmicks are out, simplicity in.

Mr. Deardourff said about \$1.5 million would be spent on radio for Mr. Ford, and Mr. Rafshoon said the comparable figure for Mr. Carter would be about \$1 million.

One questioner in the audience asked whether they were concerned that a well organized campaign could "sell" a president. Both Mr. Rafshoon and Mr. Deardourff expressed doubt that a weak candidate could be "turned around" through advertising.



Last year this was a coal mine

America's top female country vocalist, Loretta Lynn, recently visited AMAX Coal's Ayrshire Mine near Chandler, Indiana, to see our mining operation. In addition to seeing our equipment move thousands of tons of coal, Loretta also saw hundreds of acres of wheat growing on land that has been mined and reclaimed. As a matter of fact, the wheat in this picture is growing where a surface mine pit was located in 1975.

AMAX Coal believes that surface mining is only a temporary use of land, and the Company moves quickly to restore the land to productive use as soon as possible after mining.

Land reclamation is one of the many aspects of coal mining that we take seriously at AMAX Coal.

We have a booklet, THE POWER OF COAL, which explains what we are doing to meet the needs of the Environment, the People and the Economy. For your free copy, write AMAX Coal at the address below.

Energy for Today . . . And Tomorrow

AMAX COAL COMPANY

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Indianapolis, Indiana 46225

Wiley says FCC's pockets are empty; reimbursement fans should go to Congress

Commission is in 'budget crunch' and couldn't pick up tab for needy groups if it wanted to, he says; GAO in disagreement

Citizen groups that have been urging the FCC to set up procedures under which public interest groups would be reimbursed the direct and indirect costs of participating in commission proceedings were advised last week that they should be pursuing their quest on Capitol Hill.

FCC Chairman Richard E. Wiley made some news in declaring that "no one is opposed to the request 'philosophically.'" The problem, he said, is in Congress's failure to provide the necessary funds. The commission, he said, is strapped for money; it has been unable to fill about 200 vacancies because of a lack of money. "We're in a budget crunch," he said. Congress, he added, should tell the agencies how much money to spend and how to prioritize items."

Chairman Wiley made the comments during the commission's monthly en banc meeting, in a colloquy with Pluria Marshall, chairman of the National Black Media Coalition. Mr. Marshall had noted that the General Accounting Office, the investigating arm of Congress, had held that the commission has the authority to appropriate funds to reimburse public interest groups for costs incurred in participating in commission proceedings.

It was the second reminder the commission had received about the GAO ruling. The earlier one came from the attorney for NBMC, the National Organization for Women, National Citizens Committee for Broadcasting and Action for Children's Television that have filed comments on a Federal Communications Bar Association rulemaking petition aimed at easing the financial burden on citizen groups that participate in commission proceedings. The groups, while supporting the FCBA petition, are seeking more than it does; among other things, they suggest that the legal expenses of public interest groups be reimbursed.

Collot Guerard of Media Access Project, a public interest law firm, informed the commission of the views of Congress's investigative arm in which she said that since it has the necessary information, the commission should now "promptly issue" a notice of rulemaking concerning that issue.

The four groups had filed their comments with the commission on May 8. Two days later, GAO, in a letter to the House Commerce Committee, expressed the view that regulatory agencies, including the FCC, could defray the expenses of a party whose participation was necessary to the resolution of a proceeding if the par-

ty was unable to finance its own participation. And in August, members of the Congressional Black Caucus put a number of questions to GAO specifically regarding the FCC's authority to reimburse the direct and indirect costs of public interests representatives participating in commission proceedings.

In its response which Ms. Guerard referred to the commission, the GAO made these points:

- Commission appropriations are available to reimburse persons and organizations where the agency considers such payments to be necessary to achieve a "full and fair resolution of matters before the commission"—where the payment as well as the participation are necessary. The GAO said reimbursement could cover costs and expenses, including attorneys fees.

- The commission could make payments to nonparties if it determines that their participation in a proceeding is necessary. The reimbursement would be at the rates the commission determines to be "reasonable."

The commission is also authorized to make payments before the close of a proceeding, but only after participation has occurred.

Chairman Wiley, in his exchange with Marshall, noted that the FCBA proposal would be considered soon. "But the biggest problem," he repeated, "is money."

Petersmeyer plans to resign from Corinthian

After 20 years with corporation, chairman will pursue other interests; no successor is named

C. Wrede Petersmeyer, chairman and chief executive of Corinthian Broadcasting Corp., announced last week that he plans to resign on Jan. 31, 1977, because, to quote a friend, "people, like plants, occasionally need repotting."

He said at age 57, after more than 20 years in the same role in the same field, he felt it was time to channel his energies in a new direction, still unchosen. He said he had no definite plans except to read, relax and take some time to decide which of several interests he will pursue—perhaps in broadcasting, perhaps in some other business, in government or in education.

The announcement made no mention of a possible successor. Philip J. Lombardo is president of Corinthian.

Mr. Petersmeyer was a partner in J.H. Whitney & Co. when that private-venture capital firm became interested in cable TV and then in broadcasting. He organized six CATV companies in Pennsylvania, West Virginia and Washington for the Whitney firm in 1952. When Whitney acquired KOTV(TV) Tulsa, Okla., in 1954, he went to that station to spend the summer and make sure it was operating well. He stayed



Petersmeyer

for three and a half years as president and general manager while remaining a partner of the Whitney company, and in the meantime began to build what became Corinthian.

The Whitney firm acquired KHOU-TV Houston, WISH-AM-TV Indianapolis and WANE-AM-TV Fort Wayne, Ind., in 1956, and three years later the station group—by then established as Corinthian—acquired KXTV(TV) Sacramento, Calif. In 1962 it sold its radio stations to concentrate on television. In 1971 it acquired the Funk & Wagnalls publishing firm, and in the same year merged with Dun & Bradstreet, of which it has since been a wholly owned subsidiary (and on whose board Mr. Petersmeyer serves). In 1973, Corinthian acquired the TVS Television Network, independent TV program producer.

Mr. Petersmeyer was one of the organizers of the Association of Maximum Service Telecasters in 1956 and has been on its board since 1958. In 1959 he headed a study that led to creation of the Television Information Office, on whose board he served until 1968. He was a member of the television board of the National Association of Broadcasters from 1957 to 1961.

Marshall prods FCC's conscience

Black Media Coalition chairman appears at en banc meeting to talk of minority problems in broadcasting and cable

As he has at previous en banc meetings the FCC has held for members of the public, Pluria Marshall, chairman of the National Black Media Coalition, appeared before the commission last week in Washington to make sure the commissioners are aware of matters troubling blacks.

He talked of what he considered an underrepresentation of blacks on FCC industry advisory committees, poor equal employment opportunity performance on the part of the cable industry (although he commended Chairman Richard E. Wiley and Commissioner Benjamin L. Hooks for

The reality of 5 footcandles.

Unretouched filmstrips of the Eastman Ektachrome video news film 7240 (tungsten)



ASA 125
Normal studio lighting
160 footcandles, *f*/4
Standard process



ASA 500
6 footcandles, *f*/1.4
Forced 2 stops



ASA 1000
100-watt bulb 6 ft.
over model's head.
5 footcandles, *f*/1.4
Forced 3 stops

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).

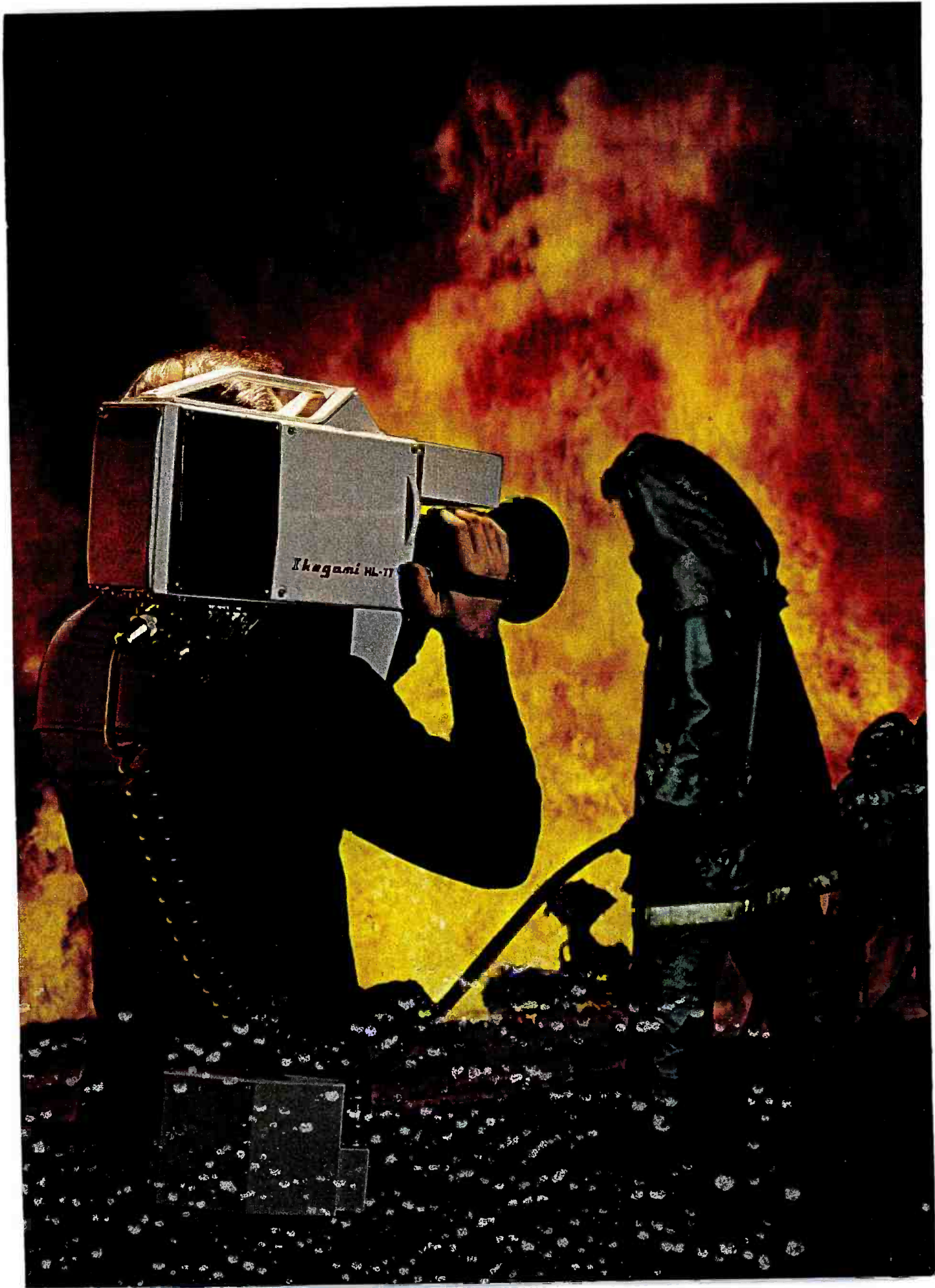
ASA 1000
2 candles
(not footcandles)
f/1.4
Forced 3 stops



Film is good news.



Ikegami HL-11



"The real disaster is when your ENG camera doesn't work."



Talk with a broadcast TV news cameraman and that's what he'll tell you. And that's why more TV news teams use Ikegami ENG cameras than all others combined. When you get only one chance to cover a news event, a dependable Ikegami is the one ENG camera to use.

The reason: The prime features built into Ikegami ENG cameras are dependability and colorimetry. Everything else is icing on the cake. And the Ikegami combination of dependability with ruggedness, light weight, image stability, and simplified controls, is why all three networks used the Ikegami HL-33 and HL-35 ENG cameras at the 1976 Democratic and Republican Conventions. And why they were used at the 1976 Summer Olympics.

Now we have two cameras that are even better: the Ikegami HL-77 and HL-37. In the HL-77 we've done away with the 26½-lb backpack and tucked its functions inside the camera body—and still reduced the HL-77's weight (less lens, but with viewfinder) to a pound less than the HL-35 head alone. The HL-77 weighs in at 13½ lb. In the HL-37 we've split the package so the head weight (without lens) is even less, and the shoulder-slinging process pack comes to 6½ lb.

Both cameras use three ¾-inch Plumbicon* pickup tubes, and f/1.4 prism optics. The viewfinder is 1½ inches. And everything else that made the HL-33 and HL-35 the real winners at the conventions is still there—just smaller and lighter.

Both the new HL-77 (the *Ike*)



and the HL-37 (the *Mini-mate*) produce broadcast-quality coverage with good color, brightness, stability, high sensitivity even in low light, and reduced lag due to bias light. Both can feed video and audio to a local or remote video tape recorder, or via microwave transmitter receiver for remote pickup.

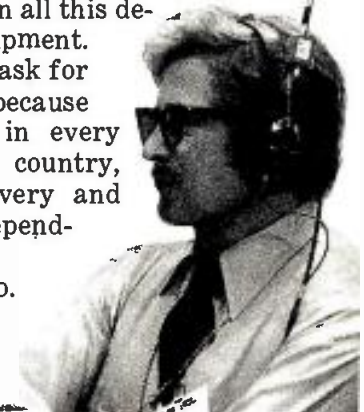
For microwave transmission from our HL-33 and HL-35 ENG cameras to a remote pickup point, we offer the Ikegami PFM-091 portable microwave relay system. This backpack unit transmits the video signal on the 13-GHz microwave band; audio and command signals on the 950-MHz uhf band. Maximum range is about 1800 feet with omni antenna, 3700 feet with 60-degree horn, two miles with a 20-degree horn.

For the sound portion of the program, the Ikegami PFM-091 wireless microphone system is used to transmit program audio and receive intercom audio. It includes a compact transmitter and receiver worn on the belt, a miniature condenser microphone, and a small headset/whip antenna.

We've got the specs on all this dependable portable equipment. Just write for them, or ask for a demonstration. And because we have distributors in every major area across the country, you can get fast delivery and service. If you want dependability, you get it from Ikegami. More people do.

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their efforts to improve the industry's performance), and about the General Accounting Office's opinion that the commission has the authority to reimburse the costs of public-interest participants in commission proceedings.

He talked, too, about a new matter, a problem he says faces black broadcasters rather than black viewers and listeners—alleged discrimination against black licensees on the part of some in advertising. "The simple problem remains that black broadcast licensees are hurting when it comes to traditional sources," Mr. Marshall said. He urged the commission to look into the matter.

Chairman Wiley noted that the commission on Thursday was scheduled to begin planning a minority-ownership conference. The conference, which is to include licensees, financial experts and brokers, will explore the problems confronting minorities in seeking to enter the ranks of broadcast ownership.

As for the other matters raised, Chairman Wiley and Commissioner Robert E. Lee noted that advisory committees are open to whoever is interested in participating. Chairman Wiley urged Mr. Marshall to seek the cable industry's voluntary compliance with equal employment opportunity requirements. (The commission is considering a rulemaking on the subject, and one of Mr. Marshall's concerns is that the commission will exempt small systems from a requirement to file affirmative action programs.) As for the matter of reimbursement of costs for public-interest participation in commission proceedings, Mr. Wiley said the problem is a financial one that Congress must solve (see page 00).

cuss what MBMC considers the broadcast industry's "nonbalanced approach" to coverage of blacks in this country, Africa and elsewhere (BROADCASTING, Oct. 11). However, he said that NBMC has established a task force on the subject and that it is "in the midst of negotiations with one network." And a frank discussion at this point, he said, might stall the talks. For that reason, and the fact that he is "not sure the commission is the most appropriate forum for lodging such a complaint," he decided not to discuss the subject.

Mr. Marshall's statement did not identify the network. But it is understood to be ABC.

FCC turns down complaint on EEO editorial

Scores if not hundreds of individuals who have complained to the FCC about broadcast news or editorials have received letters containing boilerplate language to the effect the commission is not the "arbiter of the truth of a news event or the judge of the wisdom, accuracy or adequacy with which it may have been handled on the air."

Last week, the commission staff used that language in responding to a complaint

about a broadcast editorial that had attacked the commission—specifically, its equal employment opportunity rules.

The president of the Portland, Ore., branch of the National Association for the Advancement of Colored People, Ellis H. Casson, had complained about an editorial broadcast by KXL(AM) Portland asserting that the commission's requirements had forced broadcasters to hire "incompetents" and had turned broadcasting stations into "unofficial training schools for these incompetents." Mr. Casson said the editorial distorted the truth, and he said the commission should consider the station's comments at its next license renewal. But William B. Ray, chief of the commission's Complaints and Compliance Division, said in reply that the commission cannot properly attempt to determine whether a news analysis is "biased" or "truth"—unless there is extrinsic evidence of deliberate distortion. However, if there is such evidence, Mr. Ray said, or detailed information supporting a claim of a fairness doctrine violation, the commission would consider it.

Religious program and Jimmy Carter may be colliding

Producers of show refuse to delete criticism of interview in 'Playboy,' stand back and wait for candidate to act on personal-attack grounds

After blinking once, the Rev. Jerry Falwell of Lynchburg, Va., a television evangelist, decided to go eyeball-to-eyeball with Jimmy Carter over an alleged attack on the Democratic presidential nominee in the evangelist's *Old Time Gospel Hour* television program on 260 stations. Mr. Falwell feels his First Amendment rights are involved. As a result, the Carter camp has the responsibility for determining in advance whether the stations will be confronted with a request for time under the FCC's personal-attack rule.

At issue are two editions of the *Gospel Hour*, one taped for broadcast Sunday, Oct. 17; the other, for broadcast Sunday, Oct. 24. Each contained about four minutes of Mr. Falwell discoursing on Mr. Carter in connection with his interview in *Playboy* magazine; his choice of medium, of subject matter and of words are said to be the areas of criticism.

The question the programs raise—and one that worried the licensees of a number of the stations taking the program—is whether the discussion constitutes a personal attack under the commission's fairness doctrine, one that would obligate the stations to submit transcripts of the program to Mr. Carter and offer him time for reply. The Carter camp suggested the programs would do just that. And as a result, some 35 stations expressed concern to Mr. Falwell. "The publicity [about the

matter] scared them to death" according to a Falwell spokesman.

That was where the preacher blinked. He decided to delete the section on Mr. Carter from the Oct. 17 program—as a courtesy to the Carter people—and to offer the Democratic candidate four minutes of time on the Oct. 24 program to respond to the portion dealing with him.

However, while waiting for Mr. Carter's representatives to reply to the offer, Mr. Falwell and his associates had second thoughts. The program had already been edited—the four minutes deleted and replaced with an explanation of the altering of the program. "Since it's a moral issue," said Don Norman, Mr. Falwell's administrative assistant, "we feel our freedom of speech is in jeopardy." Then he said: "We feel we made a mistake in taking the [material] out of the first program."

That left the decision of whether a personal attack issue will be raised to the Carter camp. Mr. Norman said the edited section of the first tape and the unedited discussion of the *Playboy* interview in the second were played over the telephone to Carter aides on Wednesday. "We told the Carter people that we did it out of moral conscience," said Mr. Norman. "We said, 'if you claim a personal attack, we need to know, so we can tell our stations, so they can delete the section if they want to.'"

Left unanswered was precisely how the Carter aides heard of the programs containing the section on the *Playboy* interview. A Carter aide in Richmond, Va., Ted Rohrlich, said he understood that someone "friendly to or a member of the Carter campaign came upon a transcript or an idea" of the program scheduled for Oct. 17. Other Carter aides who appeared to have more detailed information declined to divulge it.

In any event, Carter campaign lawyers, after determining that a personal attack under the commission's fairness doctrine might be involved, decided to act through state coordinators rather than through the Atlanta headquarters. Coordinators in about six states were advised that they would be on firm ground in notifying stations in their areas carrying the *Gospel Hour* that carriage of the Oct. 17 or Oct. 24 program might obligate them to notify Mr. Carter of the material and to offer him time for reply. They did, and the calls started coming in to Mr. Falwell in Lynchburg.

RCA to hear report on investigation into Conrad resignation

RCA Corp. has called a board of directors meeting for today (Oct. 18) to hear a report on an investigation into the circumstances surrounding the resignation of its chairman, Anthony L. Conrad, on Sept. 16 (BROADCASTING, Sept. 20 et seq). Mr. Conrad said at the time of his resignation he had failed to file personal income taxes for the five years through 1975 but insisted he knew of "no impropriety by the

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

Company	Period/Ended	Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
AEL Industries	6 mo. 8/27	16,200,000	+10.9%	136,000	-	(.08)	14,600,000	(58,000)	(.04)
General Electric	9 mo. 9/30	10,452,600,000	+ 8.5%	501,000,000	+39.1%	2.71	9,631,700,000	360,100,000	1.97
Four Star	Year 6/26	2,895,313	+17.0%	94,931	+48.8%	.14	2,474,279	63,779	.10
Wometco	9 mo. 9/11	140,177,000	+15.2%	10,093,000	+31.7%	1.09	121,594,000	7,658,000	.83

*Change too great to be meaningful

corporation arising from anything I did or failed to do." The board has directed Fowler Hamilton, a partner in the law firm of Cleary, Gottlieb, Steen & Hamilton, and Arthur Young, independent auditors, to determine the accuracy of Mr. Conrad's statement at the time he resigned from RCA.

Not everyone is happy about WMAL-AM-FM sale

NBMC's Marshall voices opposition, sees media concentration unaltered; Firestone asks what steps were taken to find buyer for stations among minorities and women

Joseph Allbritton's proposed sale of WMAL-AM-FM Washington to ABC for \$16 million (BROADCASTING, Oct. 4) has stirred some interest among citizen groups—not all of it positive. Counsel for three Washington groups that had originally opposed Mr. Allbritton's acquisition of the *Washington Star* properties but later developed a close working relationship with the new *Star* publisher has written to inquire about the proposed sale. And Pluria Marshall, chairman of the National Black Media Coalition, in an appearance before the FCC last week, expressed his flat objection to the proposal.

Sale of the stations is required under the terms of the FCC's approval of the transfer under which Mr. Allbritton in December acquired control of the Washington Star Inc., its newspaper, and its broadcast properties in Washington, Lynchburg, Va., and Charleston, S.C. The commission is requiring Mr. Allbritton to comply with its media crossownership rules within three years.

Charles Firestone, counsel for the D.C. Media Task Force, the Adams Morgan Organization and the Washington chapter of the National Organization for Women, and Mr. Marshall expressed concern about the proposed sale as a result of a provision in the agreement the groups reached with Mr. Allbritton that led to their withdrawal of a petition to deny his acquisition of the *Star* properties. The provision dealt with Mr. Allbritton's promise to make "a good faith effort" to contact minorities and women with a view to selling WMAL-AM-FM.

Mr. Firestone, in his letter, asked what

steps were taken to search out possible buyers among minorities and women.

Another matter of concern is the question of concentration of control of media. Mr. Firestone last week noted that the group originally opposed Mr. Allbritton's acquisition of the properties on the ground it would not result in an increase in diversity of media ownership. The sale to ABC, whose four radio networks have affiliates in the Washington area, "may not be a net increase in diversity," Mr. Firestone told a reporter. Mr. Marshall said the proposed sale would not "alter the concentration of ownership and control of the media in the hands of a few."

Although raising questions about the proposed sale, Mr. Firestone sought to make clear in his letter that the groups regard Mr. Allbritton as having been a positive force in Washington. The letter expressed gratitude for the manner in which the *Star* and WMAL-TV have been operated under Mr. Allbritton. It mentioned with approval specifically the sta-

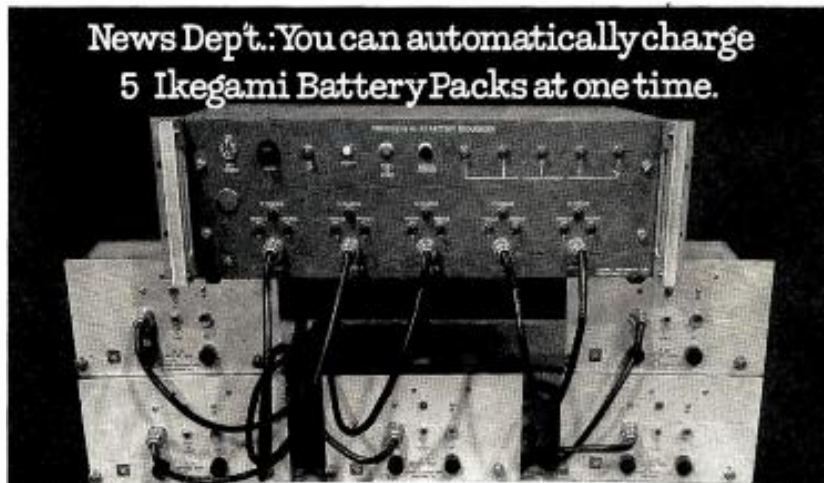
tion's affirmative action employment program, its free-speech messages, and even a new, locally produced program running in access time—7:30 *Live*.

"We've been on good terms with Mr. Allbritton," Mr. Firestone said last week. "We've cooperated very well." And, he said, the groups want to await Mr. Allbritton's response to their letter before making a statement on the proposed sale.

Blyth, Eastman notes broadcasting gains

Investment house recommends radio-TV issues for medium and long-term opportunity

Television not only is enjoying "the greatest growth year" since its infancy but also still looks to be a seller's market for at least the next five years, according to a new analysis by the Wall Street firm of



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The analysis said Blyth, Eastman has jacked up its estimates of 1976 revenue gains to 34% for spot, 28% for local and 21% for network, making a total increase of 27% above 1975 levels. These are even higher than those projected by the Television Bureau of Advertising, whose latest revision—also upward—envisioned gains of 32% for spot, 25% for local and 19% for network, for a total of 25% (BROADCASTING, Aug. 16).

The firm agreed with TVB and other estimates that TV revenues will advance 11%-13% annually from 1977 to 1981. "Owing to limited availability of time and rising demand," the analysis reasoned, "rates and industry revenues will show greater growth in the future than that exhibited during either the last five-year or 10-year period... Moreover, while operating expenses will increase, we expect margins and earnings to improve and this, in turn, would justify increased dividend disbursements."

Network sales strength "will continue through 1976 and 1977," the analysis said, "as advertisers have booked well into next year at substantially higher prices and it now appears that the networks are 75%-80% sold for the first three quarters of 1977."

Spot-TV rates are playing "catch-up football" after a five-year period in which spot costs-per-thousand actually declined, the report said, adding that "it may be

some time before spot-TV rates, and for that matter network and local rates, catch up to newspapers."

"We regard the broadcasting industry as an attractive investment vehicle for intermediate and long-term capital appreciation," the report asserted. "In 1975, the industry demonstrated its relative immunity to the worst post-war recession with total revenue growth of 8.3%. With renewed economic growth, the industry is achieving the greatest revenue advance in a quarter-century. We believe the investment community will become increasingly aware of the improved stability and growth which we envision over the next five years."

The analysis regarded cable and pay-TV prospects as favorable and anticipated continued progress for major operators but did not expect broadcasting to suffer material ill effects until pay-TV has enough subscribers—probably more than 30 million, according to the report—to compete effectively for programming.

Task force named to plan future of WNYC stations

An 11-member task force has been named by New York Mayor Abraham Beame to recommend future course for

the city-owned Municipal Broadcasting System (WNYC-AM-FM-TV). The stations' budget has been cut by one-third as a result of the city's fiscal crisis (BROADCASTING, April 26). Task force is headed by Arthur Taylor who was CBS president until his resignation last week. Other members include Lloyd N. Morrisett, president of the John and Mary R. Marde Foundation and chairman of trustees of Children's Television Workshop; John Jay Iselin, president of WNEW-TV New York; Arnold Labaton, director of communications services, Municipal Broadcasting System; Seymour N. Siegel, dean for educational technology, City University and former director of Municipal Broadcasting System and Joan Konner, documentary producer-director-writer, NBC News.

Changing Hands

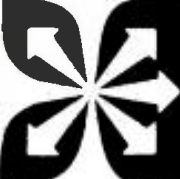
Announced

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

■ WONN(AM) Lakeland-WPCV(FM) Winter Haven, both Florida: Sold by Joe Garagiola and his wife, Audrie, to WONN Inc. for \$1.1 million. Mr. Garagiola is NBC sports personality; neither he nor his wife has other broadcast ownership. Buyer is owned by Herbert Stewart (51%), and Leonard H. Marks (49%). Mr. Stewart is president of MCA Canada Ltd., TV film producer and distributor, subsidiary of Calif.-based MCA Inc. Mr. Marks is Washington communications attorney. WONN is on 1230 khz with 1 kw day and 250 w night. WPCV is on 97.5 mhz with 100 kw and antenna 499 feet above average terrain. Broker: Blackburn & Co.

■ KTAN-AM-FM Sierra Vista, Ariz.: Sold by Huachuca Broadcasting Co. to Dennis

Commission is on the air. FCC members and staff will appear on two-hour call-in radio programs in advance of the commission's regional meetings in Houston on Tuesday and in Kansas City on Oct. 28. Tonight, (Monday), the station is KRLO(AM) Dallas, and Chairman Richard E. Wiley and Commissioner Benjamin L. Hooks along with Wallace E. Johnson, Broadcast Bureau chief; Ricahrd Shiben, chief of the Renewal and Transfer Division, and William B. Ray, chief of the Complaints and Compliance Division, will participate in the program scheduled to run from 7 to 9 p.m. On Oct. 27, the station will be KMOX(AM) St. Louis. The commission lineup will be the same, and the program will be aired from 9 to 11 p.m. Meanwhile, there has been an addition to the roster of commission officials scheduled to make the regional meeting in Houston: Commissioner Margita White will also be present.



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10-18

Behan and Marvin Strait for \$450,000. Seller is owned by Kenneth Ferguson and his wife, Betty, who also own cable television company in Sierra Vista. Buyers also have interests in KLMR(AM) Lamar, Colo., and KATO(AM) Safford, Ariz. KTAN is on 1420 khz with 1 kw day and 500 w night. KTAN-FM is on 100.9 mhz with 3 kw and antenna 46 feet below average terrain.

■ WCWC-AM-FM Ripon, Wis.: Sold by Greycote Inc. to Denovocom Inc. for \$325,000 plus \$100,000 covenant not to compete. Seller is owned by Ralph D. Bice, who has no other broadcast interests. Buyer is owned by Walter Richey and his wife, Paula, attorneys in Minneapolis who have no other broadcast interests. WCWC is on 1600 khz full time with 5 kw. WCWC-FM is on 95.9 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Richard A. Shaheen Inc.

■ Other sales reported at the FCC last week include: KINO(AM) Winslow, Ariz.; KYET(AM) Payette, Idaho; KLLA(AM) Leesville, La.; WVOI(FM) Tisbury, Mass.; KWRO(AM) Coquille, Ore. (see page 62).

Approved

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

■ WIKI(AM)-WDYL(FM) Chester, Va.: Sold by WIKI Radio Inc. to Hoffman Communications Inc. for \$760,000. Seller, owned by John Laurino, who is also president and owner of WYAL(AM) Scotland Neck, N.C., is applicant for new FM in Suffolk, Va., and is 49% option holder in WARR(AM) Warrenton, N.C. Principals in buyer are Hubert N. Hoffman (51%) and his son, Hubert N. Hoffman III (39%), who are builders and developers based in Alexandria, Va., and have no other broadcast interests. Buyers are reserving 10% of stock of stations for management personnel not yet selected. WIKI is 5 kw daytimer on 1410 khz. WDYL is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

■ Other sales approved by the FCC last week include: KHBM-AM-FM Monticello, Ark.; WKEM(AM)-WLEQ(FM) Immokalee and Bonita Springs, Fla.; WSLT-AM-FM Ocean City, N.J. (see page 62).

NAB meeting tops revenue record

Association nets \$331,509 after paying expenses; exhibitors' poll prefers Las Vegas for convention site

Revenues from the National Association of Broadcasters national convention in Chicago this year topped all previous marks. Total receipts were \$990,602 compared to \$673,626 from the 1975 convention in Las Vegas. The net for this year was \$331,509, less than the \$379,205 in 1975 but the 1976 figure includes \$228,000 for staff salaries and convention

overhead that was never subtracted in previous years. NAB subtracted it this year against the possible passage of tax legislation in Congress that would tax industry association trade shows. That provision did not pass, but NAB secretary-treasurer John Kinzer said the association will probably continue the practice of subtracting salaries and overhead.

Exhibit space sales brought in \$662,055 at the Chicago convention. Paid registrations—4,402 of them—and miscellaneous income brought in \$328,547.

Shortly after the Chicago convention, NAB polled more than 100 exhibitors to find out which cities they prefer for annual conventions. Their responses put Las Vegas head and shoulders above eleven other choices. The others, in order, were New Orleans, Dallas, Atlanta, San Francisco, Kansas City, Houston, Los Angeles, Miami, Anaheim, Chicago and Washington.

The NAB staff reports that next year's convention in Washington is beginning to take shape. The exhibits will be spread over three hotels, one of which, the Washington Hilton, has been sold out already. Exhibit space at the other two, the Sheraton Park and the Shoreham Americana, are nearly sold out, according to Harold Niven, NAB vice president for planning and development and convention supervisor. In all about 80,000 square feet are available for the 1977 exhibits, compared to the 95,000 square feet taken

up at Chicago's McCormick Place this year. The price for a space, \$7 a square foot, is the same next year as this year.

■ The NAB executive committee reviewed these and other figures at its last meeting in Washington two weeks ago. On another financial matter, the committee waived a ban on NAB staff ownership of unlisted broadcast property to permit Wayne Cornils, newly appointed membership director, to keep his 20% interest in KFXD-AM-FM Nampa, Idaho. The committee will recommend changing NAB policy at the next full board meeting in January to permit staff members to have minority ownerships in unlisted broadcast companies. Currently, NAB staff members can own stock in listed property.

OTA plans session on ways to better serve rural areas

Talmadge-inspired program to focus on broadband use and will draw from federal agencies, private groups

A conference to discuss ways to make multiple-purpose broadband communications economically workable in rural areas will convene in Washington Nov. 15.

Sponsored by Congress's Office of Technology Assessment, the three-day pro-

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Weekly newspaper, only English language paper in Acapulco, Mexico. Could go bi-weekly immediately. Daily soon. Money maker. In business 24 years as of February 5, 1977.

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gram was suggested by Senator Herman Talmadge (D-Ga.), whose interest in rural telecommunications spawned a major report by OTA in April on the subject. That report noted that cable systems and other broadband services have been reluctant to extend into sparsely populated areas because of high costs and low returns, but suggested that they could be made feasible if they included other services besides entertainment, including commercial uses such as fire and burglary protection, transmission of stock information, data transmission and meter reading, and public service uses such as patient consultation and health instruction, classroom instruction and law enforcement.

OTA proposed in its April 1 report a series of demonstration projects testing sophisticated broadband telecommunications systems in different rural settings with different means of support, ranging from private industry funding to rural cooperative support to some combination of backing by local government and private industry. The federal government would help start the experiments.

Comments filed on the April report include one from William Walker III, assistant secretary for rural development, Agriculture Department, who said FCC Chairman Richard Wiley agreed with him that FCC regulations have unduly restricted cable system development by telephone companies in rural areas. According to Mr. Walker, the chairman indicated at a meeting of Rural Electrification Administration officials that the FCC would consider rule changes to make it easier for rural phone companies to offer broadband services to subscribers.

Panel leaders at the conference include former FCC Commissioner Glen O. Robinson, chairman of the Aspen Institute Project on National Communications Policy Making; Dr. Leland Johnson, director of the Rand Corp.'s Communications Policy Program, and Dr. John Gronouski, professor of public affairs, Lyndon Baines Johnson School of Public Affairs.

Participating agencies include the Office of Telecommunications Policy, the FCC, the Department of Agriculture, the Institute for Telecommunications Sciences and Policy Research Division, Department of Commerce.

Overseas units now under joint structure

It's now RFE/RL Inc. in move mostly to simplify financing

Radio Free Europe Inc. and Radio Liberty Committee Inc., have merged into the new RFE/RL Inc., completing a consolidation effort that began in July 1975.

Under the new structure, Radio Free Europe and Radio Liberty will continue with separate broadcast divisions, Radio Free Europe broadcasting to East Europe, Radio Liberty to Russia.

Sig Mickelson, president of RFE/RL



Opportunity. WHAG-TV Hagerstown, Md., made the most of a visit to the station by some 30 FCC officials and interviewed the chairman and two newest members of the commission for its evening news broadcast. Commission staffers visited that station and WHSV-TV Harrisonburg, Va., as part of an Oct. 8 small-market TV tour sponsored by the National Association of Broadcasters' 100 Plus Market TV Committee. WHAG-TV News Director Steve Kremer (at right) questions (l-r) Commissioner Margita White, Chairman Richard E. Wiley and Commissioner Joseph Fogarty.

Inc., said the merger simplifies financial accounting for the company, which until now has had to maintain two separate accounting systems. Personnel strength and working conditions will not be affected, he said.

The 21 board members of the new company are the same who served the old two companies. Board chairman is John S. Hayes, former U.S. ambassador to Switzerland, and former president of Post-Newsweek Stations. Chairman of the executive committee is Jacob Beam, former ambassador to the Soviet Union, Poland and Czechoslovakia.

RFE/RL Inc. is funded by Congress through the presidentially appointed Board for International Broadcasting.

Media Briefs

Erased entirely. FCC canceled license and deleted call letters of WRLU-TV Roanoke, Va., dark since February 1975. WRLU-TV had experienced financial problems and had received FCC permission several times to remain silent for extended periods. Since WRLU-TV's technical equipment has been sold by banking interest, commission said, broadcast frequency has been effectively abandoned and there is no cause for continuing license. Commission said licensee, Roanoke Telecasting Corp., had said it was "entirely possible" it could resume broadcasting before competing application could be processed and new facilities built but that Roanoke's response showed no change of facts.

Persistent. Southeast Arkansas Broadcasting Inc., licensee of KVSA(AM) McGehee, Ark., has appealed FCC grant of construction permit for Southeast Arkansas Radio Inc.'s KAKA(AM) Dermott, Ark. KVSA, in appeal filed with U.S. Court of Appeals in Washington, said KAKA's programing proposal and ascertainment of community needs and interests was deficient, and that licensee's principals control newspaper widely circulated in Dermott. FCC, in earlier denial of KVSA's petition for reconsideration, held that KAKA's programing

survey was sufficient, and that KVSA's petition did not meet procedural requirements.

Capcities to expand. Capital Cities Communications has reached agreement in principle to acquire for undisclosed cash amount group of medical publications owned by corporations in which Jack O. Sher is principal shareholder. Publications include *Family Practice News*, *Internal Medicine News*, *OB/GYN News*, *Pediatric News*, *Skin & Allergy News* and *Clinical Psychiatric News* and will become part of Fairchild Publications Division.

Sailor service. Department of Navy has established Navy Broadcasting Service to operate and maintain its radio and television outlets worldwide. Currently operating 15 land-based stations overseas and 450 radio and 150 television installations in ships at sea. NBS is directed by Jordan E. (Buzz) Rizer, chief of Navy Broadcasting. All outlets are affiliates of American Forces Radio and Television Service and are under supervision of Navy's chief of information.

Course finder. University of Wisconsin-Green Bay has published third edition of *Index to College Television Courseware*, soft-cover, 335-page reference book listing descriptions and sources of 307 college TV courses and instruction modules, cross-indexed by subject and title. Price is \$15 postpaid. *TV Courseware Clearinghouse*, University of Wisconsin-Green Bay 54302.

Milwaukee connection. ABC-TV has signed WISN-TV Milwaukee as a primary affiliate to replace WITI-TV, which is moving to CBS-TV (BROADCASTING, Sept. 27). WISN-TV, on channel 12, is owned by the Hearst Corp., while WITI-TV, on channel 6, is a Storer Broadcasting Co. station. Effective date of the switch will be announced in the near future, according to ABC. Sources said it would be no later than the end of the year, when current affiliation contracts expire, and could occur earlier if the respective networks and stations agree.

The safety of 3,840,600 square miles of America's coastal waters, all major ports and our inland waterways is the responsibility of a group of people that wouldn't even fill Yankee Stadium.

The Coast Guard's job is big. And growing every day. The men and women in the Coast Guard are equal to the task. But all too often the job they do goes unnoticed.

Saving lives is a tradition with the Coast Guard. It's the one thing we do that everybody knows about. Probably because the 3000 or so people we rescue every year tell that story for us. But there are other missions the Coast Guard is equally dedicated to. And performs equally well.

The Coast Guard is the watchdog of our maritime resources. We have sophisticated monitoring equipment

that helps us locate oil spills and track down the offending vessels that cause them. We even get in on the clean-up from time to time. And if waterfowl and finned inhabitants of the sea could talk, our conservation efforts would be well-known worldwide.

As vessel traffic in major ports increases, so does our job in safely guiding ships out to sea and in from it. We're designing, installing and operating innovative vessel traffic systems. And with them, we're significantly improving the capability of our ports to safely accommodate growing maritime commerce—commerce necessary to fuel our nation's economy. Increased inspections of foreign and domestic vessels in our coastal waters has added yet another dimension as our responsibility for intercepting narcotics smugglers expands.

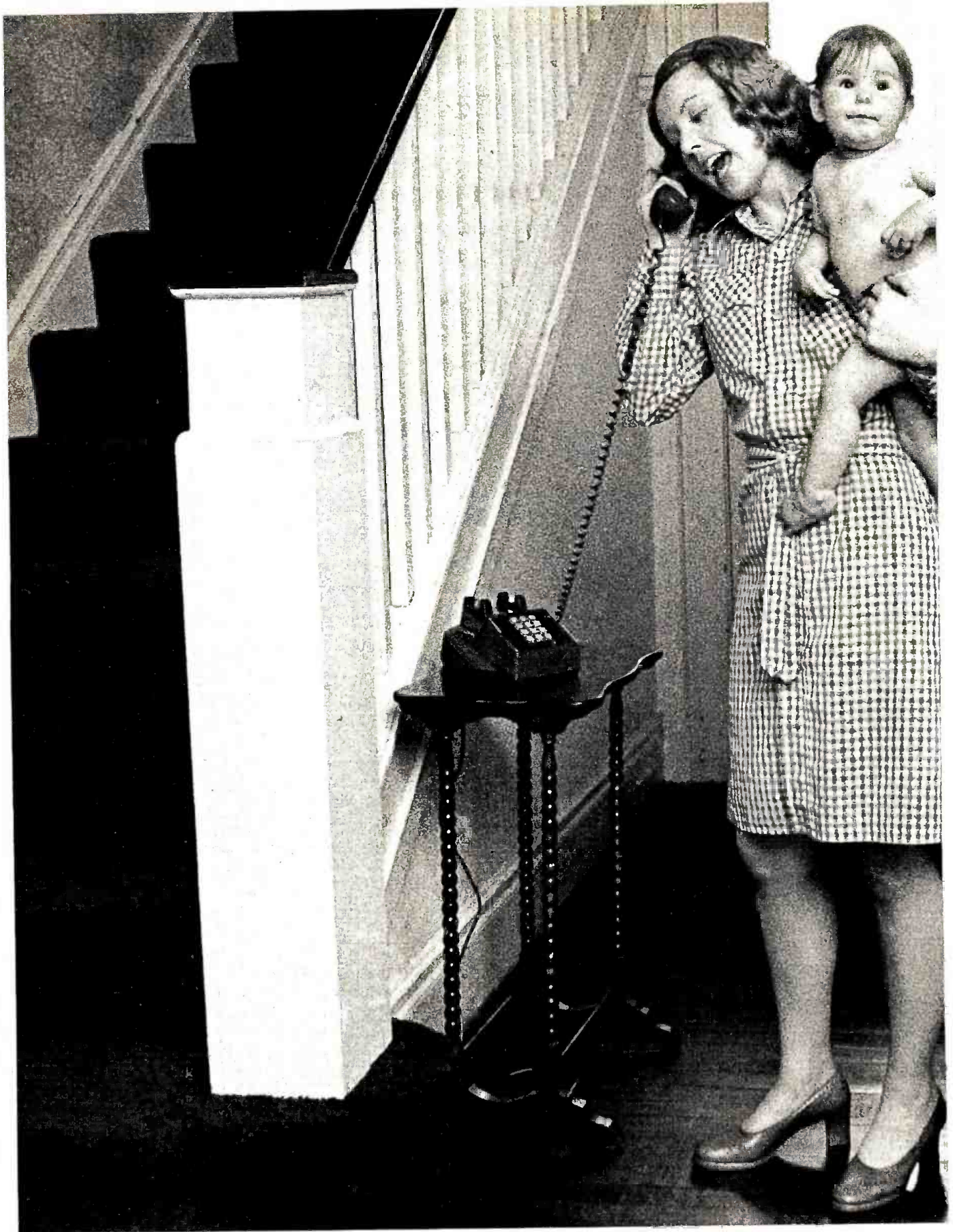
Finally, the Coast Guard will be overseeing and enforcing adherence to the new 200 mile fishery conservation zone. One more part of the good job we do.

Quietly.

We're a small service with a big service to perform, but we're not complaining.

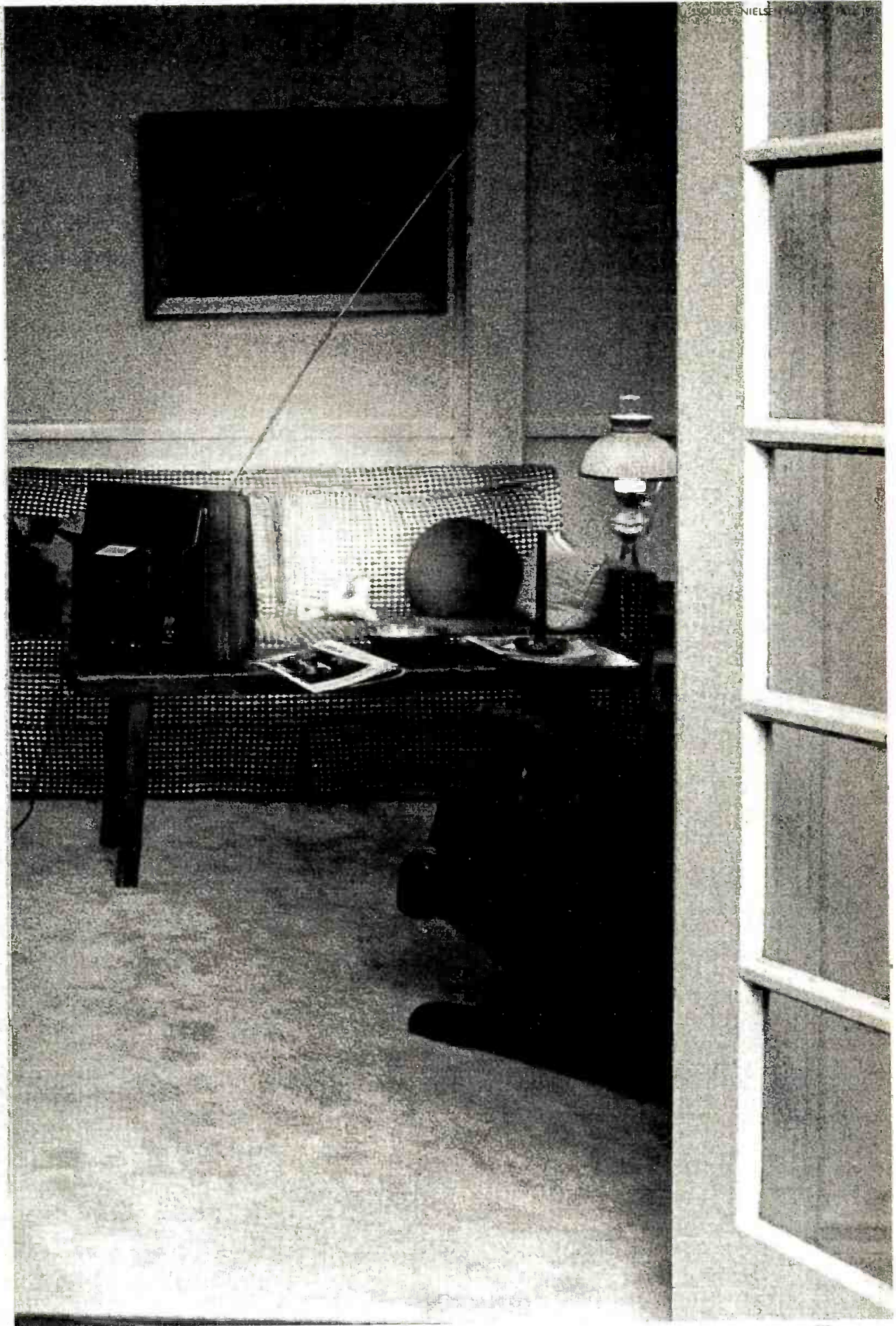
What we really want to do is put out the good word about the Coast Guard to young people who can help us do our good work. Because we need more of them to help us do it. So the next time you hear about something new that we're doing, you may even want to pass it on yourself.

The Coast Guard.



Mother, I'll call you back. "Medical Center's" on.

Medical Center fans are fanatically loyal. Last year 14 million women (8 million of whom are 18-49) made Medical Center Number



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One in its time period.* Now that same audience can watch it in syndication. Call us. We've got what they want. **MGM TELEVISION**



Advertisers look for ways around rising TV prices

No defections from medium are seen, but talk at ANA annual meeting is of alternatives, including fourth network, to stretch values

Television's rising costs make it virtually mandatory for advertisers and agencies to explore new means of using the medium, including the possibilities of some form of fourth network and some alternative "commercial and entertainment structure" that might better serve broadcasters, advertisers and viewers.

The country's top television users heard that message last week at the Association of National Advertisers' annual meeting, held Wednesday through Saturday at Colorado Springs.

The session also heard a call for a "new golden age of media research" to learn more about the values and better uses of media generally, but the speakers' concern was directed primarily at television costs.

"Perhaps the most visible example of media inflation and the one which has caused national advertisers the greatest concern are the dramatic price increases and efficiency deterioration which occurred in television in 1976," George Simko, Benton & Bowles senior vice president and group executive, said in a joint presentation with A.B. (Gus) Priemer, director of advertising services for S.C. Johnson & Son.

"It is in television that the supply-and-demand balance was kicked right off center, and there were countless horror stories of advertisers who had to pay substantial cost premiums in the medium, or who couldn't fulfill all their requirements or who found themselves required to make 1977 commitments when they hadn't yet gotten over the shock of what 1976 was costing them," Mr. Simko continued.

He said advertisers "are not going to walk away from this medium, which in so many cases has proved its value as a selling tool, simply because the price went up dramatically—nor do we recommend such an action. But what opportunities do we have to minimize the impact of television price escalation on our advertising plans?"

Together, Mr. Priemer and Mr. Simko suggested some areas where advertisers might look for answers:

Would shorter commercials, such as 10 seconds, do the work of longer ones for some products sometimes? Might multiproduct advertisers not sometimes integrate two brands into a single message? Might it not be a good idea to review existing requirements as to minimum rating levels, time periods before or after which a commercial may not run, limits on the use of independent or UHF

stations and the like? How about greater use of specials or syndication?

"We need to evaluate any idea that can potentially extend the usefulness of a television commercial," Mr. Priemer said. "That's why we have provided game-show prizes in exchange for on-air mentions. We're exploring the potential of underwriting a video-tape system for the distribution of relevant programming to college campuses which would carry our television commercials. In one of our recent product tests we have even included theater-screen advertising to determine if it has real value as a commercial carrier."

Mr. Simko saw "a real need for exploration into the fourth-network concept if only to insure access to the medium." Is it a viable proposition? "From our point of view," he said, "the answer is a resounding yes and no.

"Over the last several months," the B&B executive continued, "we have had substantial discussions with program producers, station management and advertisers as to the potential of setting up an interconnected network of independent and network-affiliated stations to execute a program concept which could appeal to all parties.

"We're convinced that there is potential for the development of a limited type of network, both in terms of station line-up and programing duration which could serve the needs of all parties into the future. As a matter of fact, we came very close to bringing off a similar deal based on convention coverage this past summer but it proved economically unsound. . .

"In the current environment one can envision the gap between advertiser demand and commercial supply widening to the point where it could be extremely difficult for major advertisers to fulfill their network requirements at some point in the future. Here again, advertisers have the opportunity to work before the problem and frankly, we would welcome as many explorations into this area as there are good ideas available. It will take time, effort and brain power, but it is the advertiser who will benefit in the long run if some type of fourth network becomes a reality."

Mr. Priemer reminded his audience that the question of expanding commercial time often arises, and that there are strong viewpoints on both sides.

"The key problem," he continued, "is that current broadcast practices and the National Association of Broadcasters TV code itself do not appear to be based in any way on knowledge of the joint needs and desires of broadcasters, advertisers and viewers.

"Thus the opportunity, or truly a basic need, to obtain an objective, nonpartisan examination of television's commercial and entertainment structure is not a question of determining if we can squeeze in more commercial time, but rather if we can determine if there is an alternative structure which will meet the needs of all parties involved, namely:

"The broadcaster's need for a reasonable revenue base; the advertiser's need



Hurry up—and vote. Three weeks from the time Needham, Harper & Steers, New York, was recruited to serve as the volunteer agency on The Advertising Council's voter registration and vote campaign, the material, including TV and radio spots, was ready to go. The reason for the delay was that the campaign had no sponsor until a few days before Labor Day when the American Revolution Bicentennial Administration agreed to fund the project. The campaign theme, "It's the Bicentennial thing to do," was used in the first stage for registration and is now in the second stage, urging citizens to vote.

for efficient and effective use of the medium [and] the viewer's need for a minimum amount of extraneous, interruptive, nonprogram material."

Mr. Priemer said a group of representatives of the ANA, the American Association of Advertising Agencies and the Marketing Science Institute of Cambridge, Mass., is "currently trying to develop a research structure which will determine how best to answer these joint needs. When the research program takes shape, we hope it will be supported well enough to be launched and to succeed."

He did not elaborate, but it was assumed this project was related to, or a spinoff from, research into TV clutter questions that the Marketing Science Institute has been conducting under a grant from the AAAA (BROADCASTING, Aug. 2).

Mr. Simko suggested that cable TV is not apt to become "a national alternative for advertisers in the foreseeable future" but ought to be investigated for its local advertising potential—"and we do mean local."

He listed Sears, Exxon and MacDonald's among advertisers currently using cable. "We don't really know how far or how fast cable will develop into the future," he said, "but we do know that there exists a real opportunity for valuable advertiser experimentation today."

What it all adds up to, Mr. Priemer said, "is a fundamental need for advertisers to make media-oriented research a key part of the total advertising process."

William M. Weilbacher, vice chairman of Dancer-Fitzgerald-Sample, went further, calling for creation of "conditions that will encourage a new golden age of media research."

"This course of action," Mr. Weilbacher said, "would assume that there are cheaper and less time-consuming ways to learn how to use alternative media effec-

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"WHAT A CLEAR WAY YOU HAVE OF PUTTING THINGS!"⁵

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FOOTNOTES: 1. March Hare. 2. Alice. 3. Mad Hatter. 4. Humpty Dumpty. 5. Duchess. 6. King of Hearts.

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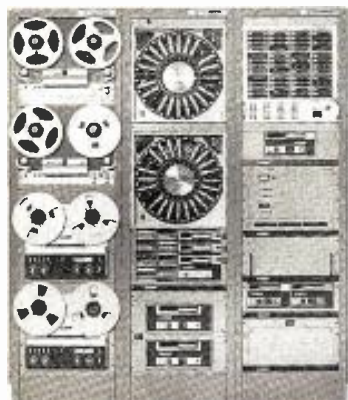
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tively than simply through in-market testing. It would assume that media research, properly stimulated, can develop new general insights about the strengths of media and opportunities for media use that could be fed directly into the advertising development process and into new media value assessments for cost-per-thousand computations."

Cost-per-thousand computations as they are now known and used cannot provide relief from TV cost escalation and may, if used "blindly," lead to "media purchases that are simply misguided."

"If we are to resolve the dilemma posed by escalating television costs," Mr. Weilbacher said, "we must ultimately find out a great deal more than we now know about how individual media work. The rise in television prices makes it imperative for us to go beyond the rather old-fashioned judgments and measurements which have been, historically, adequate to sustain our media decisions. And if the media are to keep competitive pace, they will have to participate in this search for new knowledge."

The industry will have to foot the bill for this new golden age, he said, and DFS will help prime the pump by offering \$2,500 "for the most original paper on 'A New Way To Make Comparisons Among Audiences to Advertising in Various Media' that we receive by Jan. 1, 1977." To encourage younger researchers to participate, he added, the purse will be \$5,000 if the winning paper is submitted by someone no more than 30 years of age.

Robert Coen, vice president and director of media analysis, McCann-Erickson, New York, reported that media costs on the whole went up 13% in 1976 but were "much greater for the brands with heavy concentration of funds in television." He predicted that in 1977 prices will not rise as sharply as in 1976 but said that advertising "is in for another round of much higher prices."

Arbitron says blacks and women watch the most TV

Arbitron Television reported last week that black women tend to watch 51% more television than black men, and that blacks as a whole watch 10% more TV than the general population.

These viewing patterns emerged from a special analysis of 15 Arbitron Television Black Viewing Reports from the May 1976 sweeps. Other significant findings: women as a whole watched 33% more TV than men in an average week (23 hours and six minutes versus 17 hours and 24 minutes); black women watched 14% more TV than general population women (26 hours and 18 minutes versus 23 hours and six minutes); black and general population males view the same amount of television (17 hours and 24 minutes).

Arbitron noted that the average time spent by black households with TV varied from a high of 50 hours and 54 minutes per week in Baton Rouge, La., to 34 hours and 36 minutes in Philadelphia.

Look again: media buying keeps going up

McCann-Erickson forecaster says earlier predictions for spending on advertising were too low; radio-TV expenditures, he now says, should be up 23% in 1976

For the second time this year, McCann-Erickson's expert on advertising expenditure trends has revised upwards his original estimates for 1976 made last February.

Robert Coen, vice president and director of media analysis, McCann-Erickson, New York, predicted broadcast advertising would lead all media once all returns are in. He forecast \$33 billion total advertising expenditures in 1976.

He told a briefing attended by newsmen and financial analysts in New York that at the start of the year, he estimated that national broadcast advertising would rise by 11% over 1975; he lifted that figure in June and now places it at 23%.

Mr. Coen reported he has had to make a similar upward adjustments for other media: national print, projected for a 6% increase originally, was raised to 14% in June and now is pegged to 18%, and other national (outdoor and industrial) was estimated at 8%, moved up to 11% in June and now is placed at 14%. For total advertising, he had projected the increase at 11% in January, 14.6% in June and now sees a 16.7% jump for 1976 over 1975.

(Expenditures for print include cigarette and liquor advertising, which is not carried on television and radio. Figures compiled by the Television Bureau of Advertising show that in 1975 cigarette advertising in newspapers and magazines amounted to more than \$285 million, while the comparable figure for liquor advertising is almost \$153 million.)

Breaking down some of the figures, he said expenditures for network and spot TV this year will increase by 20%-30% and network and spot radio by 10%-20%. Mr. Coen estimated that local TV advertising will rise by 16% over 1975 and local radio will increase slightly below that figure.

For 1977, Mr. Coen predicted there would be an 8%-13% increase in advertising outlays to more than \$35.5 billion. He felt national broadcast would show an increase between 8% and 16% over 1976.

He attributed the advertising spurt this year to improvements in the economy, national election activity, Bicentennial programs and an apparent resurgence in new product introductions.

He noted that all these pressures pushed up media rates, contributing toward the "greatest inflation in media" since World War II. Mr. Coen estimated that network TV rates have increased by 15% and spot TV rates by 20% in 1976.

He said, however, that one puzzle in 1977 will be spot TV. He felt spot TV would have "a good first quarter" but was uncertain if this condition would continue.

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Spot Radio Small Markets Edition

For the radio buyers and planners who have told us, "we need full data on smaller market radio stations," STANDARD RATE & DATA SERVICE announces the new SPOT RADIO SMALL MARKETS EDITION . . . first issue scheduled for November 1976.

SMALL MARKETS will list about 3,000 radio stations licensed to communities of less than 25,000 population . . . not including suburban towns within metro markets. The new publication will be a semiannual companion to the monthly SPOT RADIO RATES AND DATA and will be issued each November and May.

SMALL MARKETS will be a boon to buyers of spot radio time. It has the information that buyers and planners have told us they need, as a minimum, to schedule and buy small market radio time. Each station profile will have:

- Call Letters by City of License
- Address
- Phone Number
- Personnel (1 name)
- Sales Representative
- Programming Format (1 line)
- Facilities
- Network or Group Affiliation
- Time classification and spot rate schedule



SMALL MARKETS will reduce your phone calls to radio stations and lessen time spent on the phone searching for contacts. It'll save time and money. Rural buys will be easier. Program format and network affiliation information makes buying by those criteria more efficient.

Syndicators and production companies will find SMALL MARKETS an essential tool. Indeed, anyone who needs accurate data

on U. S. radio stations in small markets will find this new publication a must.

SMALL MARKETS is the only publication where you will find data for all stations in communities of less than 25,000.

Why a special SPOT RADIO SMALL MARKETS EDITION?

Because you asked for it. In publishing SMALL MARKETS, SRDS hopes to fill your needs. We do not anticipate a profit from its sale . . . rather we hope to cover our cost for compiling, editing, printing and mailing,

Please note: All stations eligible for SMALL MARKETS who have elected to meet SRDS criteria will continue to be listed in the monthly SPOT RADIO RATES AND DATA in full. Those stations who elected not to meet these criteria will have their listings modified in the monthly edition to include just their city of license, call letters and a cross reference to their listing in SMALL MARKETS. All stations in communities of less than 25,000 will be shown in SMALL MARKETS.



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NAB RAB NBSA

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General Sales Manager: Alfred Newman.

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PM-EST 24,000 w.; 94.8 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 263 ft. above average terrain.

GENERAL ADVERTISING
Affiliated with NBS.

TIME RATES
Eff 11/1/75 - Exp'd 10/28/76.

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A - Mon thru Sat 9 am-4:50 pm & 7-11:50 pm
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CBS analysis says men make up large daytime radio audience

RADAR study shows 15 million listen during 'housewife hours'

The large number of adult men, 18 and over, listening to radio between 10 a.m. and 3 p.m. on the average weekday is underlined in a CBS Radio analysis of recent Radio All Dimension Audience Research data.

Their study shows almost 15 million men, or almost one of every four adult men, listen to radio during the average weekday quarter-hour during that time period. It points out that this male radio audience during so-called "housewife hours" is 88% as large as during the 6-10 a.m. morning-drive period and actually exceeds the RADAR-indicated average of about 13 million men listening during the 3-7 p.m. afternoon-drive segment.

Based on the September 1975-March 1976 RADAR study, the analysis indicates, CBS Radio said, that an advertiser seeking to reach adult men would be advised to include the 10 a.m. to 3 p.m. slot instead of only the conventional morning and afternoon drive periods. Under this approach, the network said, the advertiser is likely to achieve "a significant increase in weekly cumulative male reach, with little if any loss in frequency and with a probable reduction in over-all cost-per-thousand."

CBS Radio explained that the 10 a.m. to 3 p.m. listening occurs in places outside the home, such as offices, public locations and service establishments.

Time's running out for sales on TV

O'Leary tells Brazilian group that advertisers will pay more, buy in advance to get spots; fourth network may evolve

American television may be running out of time—time for sale, that is—Richard A. O'Leary, president of ABC Owned Television Stations and ABC International, told the second International Conference of the Brazilian Media at Sao Paulo, Brazil, on Oct. 9.

Sketching the growth of U.S. television, Mr. O'Leary said that "we may be approaching a time when there simply will not be enough time for everyone who wants some. In the short run, the answers to the problem are obvious—prices will rise again, and advertisers will buy still further in advance. In the long run, the solutions are less obvious. Perhaps we will see more stations built in the UHF band. Perhaps we will see a fourth commercial network.

"But perhaps another answer may lie in what I call the phenomenon of fragmentation and personalization of the television

medium." Contributors to this phenomenon, he said, include multi-set homes, cable TV, video-tape recorders and video disks.

Fragmentation will make life harder for the advertiser, he continued, but better for the viewer, who will have "an amount of choice he has never had before."

"Instead of asking 'what is on television?' Mr. O'Leary said, "he will be able to ask, 'what would I like to be on television?' And when he can choose his own television schedule, to suit his own desires and his own plans, he will be a more interested viewer, a more involved viewer and a more active viewer. And—as all of you know—that is the best possible audience for your commercial message."

TV ads in violent shows subject of second study

JWT President Johnston tells ANA that many viewers avoid such programs with some consumers boycotting sponsors' products

J. Walter Thompson Co., New York, has taken the lead in railing against violence on television, and last week Donald Johnston, the agency's president, filled in the nation's leading advertisers on the results of a new study on the subject.

He told a meeting of the Association of National Advertisers held last week in Colorado Springs that a new JWT study showed that 35% of the nation's TV viewers avoid violent programs; 4.5% said they considered not buying a product advertised on such TV shows and 1.5% said they had stopped buying products advertised on such telecasts.

Mr. Johnston stressed that among people with annual family incomes of \$20,000 or more, 10.1% said they thought about not buying a product advertised on violent programs, and said that among college graduates, 2.7% said they had stopped buying products advertised in a violent atmosphere.

He said this new JWT study validated a pilot survey by the agency conducted last March among 200 viewers. The latest study, he said, involved 1,000 respondents from a national probability sample.

The pilot survey suggested that 10% had considered not buying a product and 8% said they had taken such action. Mr. Johnston noted that the national survey figures on buyer resistance to violence were lower than in the original pilot survey. But he added there were some "alarming statistics." He pointed out that "25% of the respondents (in the latest study) said they would approve of the government taking an active role in controlling TV violence."

He reported that the data indicated that people think television networks are more concerned about violence than are advertisers and are more likely to "to do something about it."

He conceded that direct action lags behind disapproval but said that "marketing today is a business of small edges, and

even the relatively small percentages that report direct action are something to worry about."

Three of JWT's clients, Kraft, Eastman Kodak and Samsonite, already have gone on record as saying they would not advertise in violent programs. The agency also has put together a slide, film and audio presentation titled "The Desensitization of America," which has been shown to advertising groups.

TV code board scrutinizing personal-product ads more intently

More detailed guidelines ordered after Phoenix meeting; 210 national groups to be polled on contraceptive messages

The television code review board of the National Association of Broadcasters is working on a comprehensive set of guidelines for the advertising of personal products on television. At a meeting of the board devoted extensively to appeals from makers and advertisers of personal products, the board instructed its personal products committee to categorize all the personal products on the market and develop guidelines of the advertising of each.

The TV code board already has guides covering products such as sanitary napkins and douches, but the new guides would cover a broader field, extending to products purporting to alleviate such conditions as foot odor and denture odor, for instance.

In specific actions relating to personal products at the advertising meeting, held in Phoenix two weeks ago, the board:

- Denied an appeal from the advertiser of Playtex bras to permit the modeling of bras on live nude models on TV. The board voted to retain its present policy of requiring male and female models to wear clothes under or over the undergarments being advertised.

- Denied a request from the maker of Bali bras to conduct on-air tests on bra ads with live unclad models.

- Gave its approval to the makers of Massengill douche products to include in TV ads descriptions of the ingredients of a douche product soon to be introduced.

- Denied a request by the maker of Feminique disposable douche to include a reference in ads of the scent of the douche.

The TV code board also decided to continue its poll of some 210 national organizations to find a consensus on the question of advertising contraceptives on television. More than half so far favor contraceptive ads, although only 15-20% have responded. Among the 210 are religious, medical, social and psychological organizations. The NAB TV code currently prohibits advertising contraceptives.

In other actions, the TV code board reaffirmed its prohibition on fireworks advertising on television; directed its

alcoholic beverage and tobacco advertising committee to draft restrictions on the use of "well-known athletic authority figures" to advertise beer and wine on TV, and clarified its guideline on religious advertising to make clear that broadcasters may sell commercial time to religious institutions. The last stemmed from a complaint by Dr. Paul Stevens, president of the Southern Baptist Radio and Television Commission, that some stations have been turning down paid religious commercials because of the code's urging that religious ads should be free. Dr. Stevens said the Southern Baptist Commission wants to buy time to promote upcoming religious programs.

The TV code review board's next meeting will be sometime in the spring of 1977. The radio code board meets Nov. 17 in Atlanta.

TVB up to 360 members

Station membership in the Television Bureau of Advertising reached an all-time high in September.

Roger Rice, president of TVB, said 39 new stations or organizations joined during 1976 and membership now stands at 360. New members: KOAA-TV Colorado Springs; WJAC-TV Johnstown, Pa.; KMPH Visalia, Calif.; KVVU-TV Henderson, Nev.; Television One, New Zealand; Western Nigerian Government Broadcasting Corp., Ibadan, Nigeria; KTVB Boise, Idaho; WKJG-TV Fort Wayne, Ind.; WVEC-TV Hampton, Va.

WSEE Erie, Pa.; WCSC-TV Charleston, S.C.; WNDU-TV South Bend, Ind; WOR-TV New York; KMTC Springfield, Mo.; WHBQ-TV Memphis; WEEK-TV Peoria, Ill.; WTOK-TV Meridian, Miss.; KOAT-TV Albuquerque, N.M.; KBHK-TV San Francisco; WBIR-TV Knoxville, Tenn.

WVIR-TV Charlottesville, Va.; WDCA-TV Washington; KSLA-TV Shreveport, La.; WLUK-TV Green Bay, Wis.; WJTV Jackson, Miss.; WNAC-TV Boston; WHSV-TV Harrisonburg, Va.; KSTW Tacoma, Wash.; WTCG Atlanta; WJXT Jacksonville, Fla.

WPGH-TV Pittsburgh; WTVR Richmond, Va.; WSLS-TV Roanoke, Va.; WNCI-TV Greenville, N.C.; WDEF-TV Chattanooga, WBMG Birmingham, Ala.; WJHL-TV Johnson City, Tenn.; WUTR Utica, N.Y., and WGHP-TV High Point, N.C.

Advertising Briefs

Testing. Los Angeles-based National Legal Services claims to be first group of attorneys to advertise on TV. NLS began running 30- and 60-second spots on KTLA(TV), KABC-TV and KHJ-TV there offering its \$60-a-year letter-writing and advice-by-phone service. California bar prohibits lawyer advertising unless, like NLS, it's by nonprofit group and with at least 1,000 participating attorneys. Bar has no complaints about ads, NLS said, and said it would like to add radio and newspaper to program.

Nielsen acquisition. A.C. Nielsen Co. Northbrook, Ill., has acquired Com-

The
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KDEA, New Iberia (20 miles from Lafayette), began using our Beautiful Music program service on February 1, 1976, barely two months before the April/May 1976 Arbitron began. No, the station is not Number One in all age groups, in all day parts. But it's on its way. In the Lafayette metro KDEA's Monday through Friday, 6 a.m.-7 p.m. audience increased 450%...and in the TSA Kdea's audience doubled! In fact KDEA already is first or tied for first among various demographic groups in over 20 day parts. Hats off to Donald Bonin and everyone at KDEA.

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*Audience estimates for KDEA (FM) average quarter hour adults 18+ April/May 1976, Arbitron. Monday-Sunday, 6 a.m.-Midnight. Lafayette metro: April/May 1975; Average Quarter Hour share Adults 18+ TSA April/May 1976, 1975, Adults 35-49 Lafayette TSA. And subject to qualifications issued by rating service.

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*Source: Nielsen Overnights for 5/16/76 airdate.



pumark Inc., sales communications firm specializing in computerized sales call reporting. It will operate as subsidiary based in Broomall, Pa., under Nielsen's retail index division.

Spot check. Inter-Island Equity, Honolulu, has initiated Spot Check, new division offering daily electronic monitored printout of broadcast prime-time period, providing total coverage of programming, commercial content and competitive marketing data to advertising agencies and clients who buy time in that market. Service hours are 5 p.m. to midnight Monday through Sunday. 677 Ala Moana Boulevard, Honolulu.

Arbitroning. Arbitron Television will expand number of markets it covers in sweep-month surveys from 115 to 140, beginning with November 1976 sweep report. These 140 markets will represent 94% of total U.S. population. Long-range contracts for Arbitron's new meter rating



But no cigar. Consolidated Cigar Corp.'s year-long search for a new Miss Muriel ended last week when Susan Anton of Oak Glen, Calif. was chosen over two other finalists (and an original field of 400) in a national poll. Miss Anton has been signed to a four-year contract (estimated at \$70,000 per annum) to appear in TV commercials and as a spokeswoman for Muriel cigars. She succeeds Edie Adams, who continues as marketing consultant to Consolidated.

service in Los Angeles (BROADCASTING, Sept. 13) have been signed by four of that city's independent TV stations—KHJ-TV, KTLA, KTTV and KCOP—none of which had been Arbitron clients since 1972. Three network-owned stations there have not yet taken contracts.

New in Boston. Carl Casselman, executive creative director at Marvin Leonard Advertising, Boston, formerly of Casselman Productions, and Bill Taylor, executive vice president of Videocom, videotape production center there, have formed Casselman Taylor Inc., film subsidiary of Videocom. Among first clients is President Ford. Company will provide creative support to Humphrey Browning MacDougall, ad agency handling Campaign '76 national advertising campaign.

Programing

Baseball throws ABC off stride, but it's still out in front after three weeks

Playoffs coverage receives low rating, 'Happy Days' takes first again; CBS wins its first Saturday night

ABC-TV won the third prime-time week of the season (Oct. 4-10) although its momentum of the first two weeks was slowed a bit at the end of that week by its coverage of the major-league baseball playoffs.

CBS finished in third place (for the third week in a row), but it had its best week of the season, with solid performances on Thursday, Oct. 7 (when it finished a close second to ABC) and on Saturday, Oct. 9 (which it won for the first time this year).

The season-to-date national Niensens (Sept. 20-Oct. 10) show ABC with a 21.5 rating (up 19% over the similar period last year), NBC with a 19.4 rating (up 11%) and CBS with a 17.7 rating (down 4%).

One of the symbols of ABC's new-found prosperity is the fact that its *Happy Days* series (Tuesday, 8-8:30 p.m., NYT) appears to have displaced CBS's *All in The Family* (Wednesday, 9-9:30 p.m.) as the most popular sitcom on the air. *Happy Days* has finished first each of the first three weeks of the season, with a 50-share average, and the show that follows it, *Laverne and Shirley*, has finished second the two weeks it's been on, averaging a 47 share. (*All in The Family* is averaging about a 38 share.)

CBS however, was cheered by *Rhoda's* best performance of the season so far, a 21.5 rating and 33 share time-period win (Monday, 8-8:30 p.m.) on Oct. 11. That same night *Maude* (9-9:30 p.m.) also got its best numbers of the season, a 24.6 rating and 36 share.

An NBC doubleheader mystery movie on Sunday, Oct. 10, went through the Nielsen ceiling, with *Columbo* (8-9:30 p.m.) getting a 27.7 rating and 43 share and *Quincy* (9:30-11 p.m.) logging a 26.1 rating and 42 share, but ABC was out of the running for those three hours with Yankees-A's baseball, which managed only a 16.2 rating and 26 share.

'Black Sheep' response

NBC-TV, in a letter dated Oct. 12, formally rejected CBS-TV's charge that *Baa Baa Black Sheep* is an "inappropriate" family-viewing-time series (BROADCASTING, Oct. 11), but admitted that modifications of the show are being made.

The letter, written by NBC's vice president for corporate affairs, Robert Kasmire, and addressed directly to Van

Gordon Sauter, the vice president for program practices at CBS said that there's "room for improvement in the series, both from a creative and standards point of view" and that NBC's editors "decided that in future episodes we wanted a reduction in the physical action and use of alcohol" to make *Baa Baa Black Sheep* "consistent with the expectations of a general family audience."

"As the series progresses," the letter said, "we will continue to pay particular attention to the special requirements of the time period . . ."

If this letter proves satisfactory to Mr. Sauter, the *Black Sheep* controversy will be considered concluded. If not, Mr. Sauter's next step will be to request that Stockton Helffrich, the director of the National Association of Broadcasters Code Authority, study the first batch of *Black Sheep* episodes in order to decide for himself whether NBC is being responsive to the complaint.

Wirth asks Wiley for investigation of network programming

House Communications member says there's too much sex and violence, too little control by local stations

Lashing out at the networks for permitting excessive crime, sex and violence on TV, Representative Timothy Wirth (D-Colo.) has urged the FCC to undertake a "broad inquiry" into the networks' programming practices.

Mr. Wirth, a member of the House Communications Subcommittee, said in an Oct. 8 letter to FCC Chairman Richard E. Wiley that the FCC's scheme of local TV stations serving local needs and interests is "in doubt" because of the dominance of the networks.

"Today, the national networks are responsible for the content of virtually all entertainment programming which is broadcast in this country," Mr. Wirth said. "I for one, do not believe that this stewardship has been carefully exercised, particularly insofar as the problem of excessive crime and violence on television is concerned."

Mr. Wirth cited Nielsen statistics showing that large numbers of young children and teen-agers watch television in the hours after family viewing time. He said, "The fact that this large and important youthful audience is being subjected night after night, to network programs loaded with violence, crime and sex is a national disgrace. It is even more disturbing to know that this material is included not for artistic or literary reasons, but as a deliberate measure to obtain better ratings for the programs."

Mr. Wirth said in his letter that he is "appalled" that local stations have so little control over programming decisions and that the FCC has no rules requiring the networks to permit local stations to preview

network offerings to see if they are suitable for local viewing.

Copies of the Wirth letter, which were made available to the press with a news release, went to the other six FCC commissioners. A puzzling sidelight, however: two of the commissioners listed as receiving copies have retired, Charlotte Reid and Glen O. Robinson. The two newest commission members, Joseph Fogarty and Margita White, were not included.

PBS keeps up heat under petition for TV captioning

It demonstrates line-21 technique at FCC, issues statement objecting to commercial networks' opposition

The Public Broadcasting Service last week sought to advance its proposal that the FCC adopt rules making it possible to caption television for what PBS says are the nation's 13.5 million "hearing-impaired" citizens, and later issued a statement serving to promote the system's value.

With television monitors set up in the commission's meeting room, PBS showed excerpts from programs with captions along the bottom of the screen transmitting the substance if not the actual words of the dialogue on the soundtrack. The

caption is superimposed on line 21 of the TV vertical blanking interval, a portion of the screen not ordinarily visible to the viewer. Viewers at home would have to use a decoder—estimated to cost \$100—to bring the caption to view.

The system was explained by Lawrence Grossman, president of PBS, which is developing the captioning system; Dr. Edwin W. Martin, deputy commissioner of the Bureau of Education for the Handicapped, which is helping fund PBS's captioning program, and Dr. Malcolm J. Norwood, chief of the bureau's captioned films and telecommunications branch. Frederick C. Schreiber, executive director of the National Association of the Deaf, told the commissioners that deaf people cannot understand "what is going on on television without captioning." As for the cost of a decoder, Mr. Schreiber, who is deaf, said hearing-impaired persons spend up to \$700 for movie projectors to see captioned films.

PBS, which has asked the FCC to make line 21 available for captioning, demonstrated the system at the commission's monthly en banc meeting. The ground rules for the presentation barred discussion of the merits of the proposal, which is being opposed by the commercial networks and consumer electronics industry trade associations. But PBS, in a news release on the demonstration, noted that 60 members of Congress are supporting PBS's petition and quoted Mr. Grossman as stating it is "unfortunate that the imple-



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mentation" of the captioning plan "has been held up by the objections of our colleagues in commercial broadcasting." He expressed the view that the demonstration at the commission helped the commission understand that the system can provide "a great and needed service to nearly 14 million hearing-impaired Americans," and added: "I would hope that the commercial networks and the other opponents would reconsider their positions and work with us" on the project.

Networks contend that the 14 million figure is misleading—that only 335,000 Americans are "profoundly deaf" and that that most of the others can be aided by means—such as plug-in earphones connected to the set—that do not involve captioning. Captioning is said to be expensive—NBC has estimated it would cost \$7,600 per hour of prime-time programming, including amortization, space and maintenance—and the networks fear that, if commission rules permitted it, pressures to provide captioning might prove irresistible.

'Jesus Christ Superstar' draws some protests in Atlanta and Washington

NBC-TV's showing of the movie version of "Jesus Christ Superstar" was hit with a flurry of organized protest that seemed restricted to Atlanta and Washington.

A spokesman for WSB-TV Atlanta, which

aired the movie in its regular time period (Monday, Oct. 11, 9-11 p.m., NYT, preceded by a disclaimer from Don Heald, the station's vice president and general manager), said Georgia churches like the Stone Mountain Baptist Temple, the Forest Hills Baptist Church and the Mount Vernon Baptist Church urged their parishioners to call the station protesting the showing, with the result that in the week preceding the telecast WSB-TV received 2,878 calls and wires.

Tom Paro, the vice president and general manager of WRC-TV Washington, said a similar church-organized telephone campaign "directed from ministers in northern Virginia" led to "about 800 calls" to the station between Friday (Oct. 8) and the Monday of the telecast. "These callers hadn't even seen the play or the movie," said Mr. Paro. "They were just objecting to the use of the name Jesus Christ." Mr. Paro added that he did not precede WRC-TV's telecast with a disclaimer.

Two hundred and three NBC affiliates ended up carrying the simultaneous network feed, about par for the prime-time course, NBC sources said. The sources added that phone-call protest was "minimal" beyond Atlanta and Washington.

The movie itself did rather poorly in the national Nielsens, ending up with a 16.4 rating and 25 share, the lowest-rated NBC Monday movie so far this season.

More than just a cover story: magazine shows are proving to be solid competitors

Stations in several markets find viable alternative to game and animal programs in prime-time-access periods; syndicators are concerned about potential squeeze-out, start producing similar formats

The major commitment of stations in San Francisco and Washington to nightly magazine-type shows at 7:30 has emerged as potentially one of the most important developments since the FCC issued its prime-time-access rule six years ago.

KPIX(TV), the Group W-owned station in San Francisco, began its 7:30 p.m. series, *Evening: The MTWTF Show*, on Aug. 9, and, according to the executive producer of the series, Bill Hillier, the first four weeks of ARB coincidentals give the program an average 10 rating and 25 share, good enough to make it solidly competitive with the top access game shows, like *Hollywood Squares* and *The \$25,000 Pyramid*. And in the fourth week, Mr. Hillier says, the magazine series beat out all the game shows and lost the time period only to an Oakland Raiders game, an Oakland A's game and a UCLA football game.

Although the coincidentals are not quite as impressive for WMAL-TV Washington, which started its 7:30 *Live* magazine series on Sept. 6, Adam Villone, the program's executive producer, is buoyed by the fact that it got a 6 rating during its first week on the air and an 8 rating in special coincidentals ordered by WTTG(TV) Washington during the third week (Sept. 20-24). And a more detailed breakdown of the first week's coincidentals shows that although WMAL-TV's 6 rating puts it behind WTTG (a 10 rating for the off-network reruns of *The Brady Bunch*), WRC-TV (an 8 rating for various game and animal shows) and WTOP-TV (a 7 rating, also for various game and animal shows), the WMAL-TV percentage of adult men and women was higher than that of its competitors.

WCVB-TV Boston is "in the process of formulating our plans" to bump prime-access series like *Break the Bank*, *The Muppets* and *The Bobby Vinton Show* in favor of a magazine show to begin in the fall of 1977, according to Robert Bennett, WCVB-TV's vice president and general manager. Mr. Bennett adds that from 1972 to 1974, WCVB-TV did local programming right across the board at 7:30 p.m., with a different show each night (one on sports, one on minorities, one on medicine and health, etc.). The concept had to be scrapped

Program Briefs

Support for Frank. Representative John M. Murphy (D-N.Y.) wrote a letter to FCC Chairman Richard E. Wiley supporting petition of Sandy Frank Program Sales Inc. that would have commission institute rule barring multiple exposure of programs during prime-time access period (BROADCASTING, Aug. 16). Mr. Murphy asked FCC to favorably review petitions submitted by Mr. Frank and other groups so that parties can have "day in court" they deserve." FCC denied original petition for rulemaking saying it was not government's business to prohibit broadcast of more than one show per week of ongoing series in access period.

Branching out. Colbert Television Sales, Los Angeles, has been named to handle national syndication of half-hour game series, *The Joker's Wild*, produced by Jack Barry Productions. Decision to place series into syndication was made after *Joker's* became "highest-rated" program on KHJ-TV Los Angeles, which began telecasting show on July 1, according to production company.

Jumps to ABC-TV. ABC-TV has signed Olympics decathlon champion Bruce Jenner to multiyear contract as sports commentator and actor.

Personal choices. Conference of Personal Managers West in Los Angeles named Fred Silverman, president of ABC Entertainment, as industry man of the year and Dinah Shore as entertainer of the year.

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because by 1974 "game shows and animal shows were at an all-time high in viewer acceptance."

The longest-running continuous local magazine series is one produced by KCRA-TV Sacramento, Calif., which began the title *Weeknight* when it shifted the show from 7:30 p.m. to 7 p.m. last month. (KCRA-TV moved its entire early-evening schedule up a half-hour, starting with the local news, which now begins at 5 instead of 5:30. At 7:30 p.m., the station has reverted to standard game-show/animal-show access programming.)

Dean Cull, the program manager of KCRA-TV, says *Weeknight* has chalked up consistently high ratings (it regularly won its time period at 7:30 p.m.). The six commercial minutes within each half-hour, he adds, are completely sold out. *Weeknight* is produced by the news department but "we play down talking heads," according to Mr. Cull. "We make heavy use of film and video tape and we do live remotes with our minicam unit."

The second longest-running magazine series, according to various industry sources, is *News Beat*, which Pulitzer-owned KSD-TV St. Louis kicked off in May 1975. "We feel we have a public obligation to give our audiences something other than game shows in access," says Ray Karpowicz, the vice president and general manager of KSD-TV, which runs *News Beat* every weeknight at 6:30 (access time in St. Louis). Like Mr. Cull, Mr. Karpowicz regards talking heads as "death" and says the series runs five or six film or tape pieces each half-hour (with a five-minute news-of-the-day recap at 6:55).

Mr. Karpowicz adds that the station's rep firm, Blair Television, "has given us a lot of flak for not programming game shows in

access"—mainly because *News Beat* "has not had fantastic ratings success. I haven't costed it out, but we're probably losing money on the series—it's been an uphill battle."

Because the competition is less severe, KGW-TV Portland, Ore., regularly wins its time period with *Evening*, according to Ed Godfrey, the show's executive producer. The series, which started a year ago last month, runs from Monday through Friday at 7 p.m. (with KGW-TV's access game shows taking over at 7:30 p.m.). Mr. Godfrey says the last Nielsen rating book gave *Evening* an average 17 rating and 34 share, allowing it to easily outdistance *To Tell the Truth* on KATU(TV) and a potpourri on KOIN-TV that includes *The Lawrence Welk Show* and *Hee Haw*.

"We try to get as many as seven different pieces in each half-hour," says Mr. Godfrey, "and we deliberately avoid in-studio interviews." Like all the other nightly magazine shows, KGW-TV refuses to put syndicated inserts into the program, preferring instead, as Mr. Godfrey puts it, "to keep the series entirely oriented to what the people of Portland are interested in."

The show, according to Mr. Godfrey, operates on a budget of about \$240,000 a year and lately has been so profitable that there are now seven minutes and 10 seconds of commercial time within each half-hour.

To get back, though, to the most recent and most publicized of the prime-access magazine shows, KPIX San Francisco's Bill Hillier says Group W is putting "in the neighborhood of \$500,000, not counting station overhead," into the first year's production of *Evening: The MTWTF Show*. And WMAL-TV Washington's Adam

Villone gives a \$400,000 figure for first-year budget on *7:30 Live*. (He adds that five-days-a-week worth of syndicated shows in that time period would cost the station about \$270,000 a year.)

If KPIX's coincidental numbers are borne out by the October Nielsen book, Win Baker, the president of Group W's owned stations, says it's conceivable that the access-magazine format could spread to the other four Group W markets (Philadelphia, Boston, Pittsburgh and Baltimore) within the next year or two.

"The KPIX magazine could become a major hit," says WCVB-TV Boston's Bob Bennett, "and if that happens, everybody will copy it. And that kind of development could be disastrous for syndicators, particularly if they're squeezed at the other end by the networks' expansion of their evening-news shows to an hour."

Hank Gillespie, the president of Viacom Enterprises (which has two successful long-running access game shows in *The Price Is Right* and *The \$25,000 Pyramid*), says he's so concerned about this potential squeeze that "I'm looking seriously at producing product for the fourth market place." By which he means the flurry of activity now under way by distributors like MCA TV (which is planning to produce first-run miniseries in prime-time for a consortium of stations, both independent and network-affiliated), Syndicast Services (which has put together a line-up of big-market stations, most of them network affiliates, for four 90-minute prime-time interviews of Richard Nixon by David Frost) and SFM Media (which is now negotiating with stations for a weekly, hour, 10-part series of high-budgeted, documentary dramas called *The Age of Exploration*, produced by Time-Life and

Magazine people. Hosts and hostesses on some of the locally produced feature-news shows that are gaining ground in and adjacent to prime access time (clockwise from photo at left): Terry Richard (l) and Harry Martin of KCRA-TV Sacramento, Calif.'s *Weeknight*; Chris Curle and Frank Getlein of WMAL-TV Washington's *7:30 Live*; Dominic Bonavolonta, director, and Steve Fox and Jan Yanehiro of KPIX San Francisco's *Evening: The MTWTF Show*; Dick Klinger and Robin Chapman of KGW-TV Portland, Ore.'s *Evening*, and Dick Ford (l) and John Auble of KSD-TV St. Louis's *News Beat*.





Here's Evans and Novak. The monthly one-hour *Evans & Novak* has started on four RKO General TV stations and subsequently will be syndicated to other outlets. In it, political columnists Rowland Evans Jr. and Robert Novak interview guests on special-interest topics and then channel questions from a studio audience to the interviewees. The series is being taped at WNAC-TV Boston. First show was Oct. 8 on KHJ-TV Los Angeles and Oct. 15 on WNAC-TV, WOR-TV New York and WHBO-TV Memphis. Telecasts are in prime time. Celebrating the premiere of the series (l-r): Executive Producer Al Korn, Mr. Novak, Republican Missouri Governor Christopher Bond and Mr. Evans. Gordon Hyatt is program producer.

the BBC, bankrolled in the U.S. by Mobil Oil and targeted to begin in January in prime time).

AFRTS: Morale booster provides little bit of U.S. for servicemen

One of the largest networks transmits telecasts live via satellite, shortwave and cable

Formed in the early days of World War II as a morale booster for servicemen overseas and as counter-propaganda to Axis Sally and Tokyo Rose, American Forces Radio and Television Service has established its radio service as one of the largest networks in the world, with 900 outlets—about 100 of which are FM—in 24 countries and on 150 ships.

The first actual transmitting facility was placed on the air unofficially by an Army captain in December 1941 at what was then Fort Greely in Kodiak, Alaska. By

the spring of 1942 all existing program material on the base had been exhausted and the servicemen dispatched letters to Hollywood stars requesting programs of any nature. When the celebrities were unable to send transcriptions to the Army station because of security regulations, they wrote to the War Department for permission. That was the first the War Department had heard of an army-owned radio station in Alaska. That same spring the Armed Forces Radio Service was officially established by the War Department's Morale Branch (later known as Special Services). It has since become the largest noncommercial radio network in existence and, with the inclusion of television in 1953 and the employment of civilian personnel, was renamed American Forces Radio and Television Service. It is now a unified Army, Navy and Air Force activity of the Department of Defense.

Charged with providing programs of information, education and entertainment to the U.S. military personnel overseas, the radio service—which broadcasts 24 hours a day—has two major sources of programming, one in Los Angeles (AFRTS-LA), which provides music, drama, variety, religious and talk shows, and the other in Washington (AFRTS-W), which furnishes news, sports and special events.

AFRTS local outlets receive 80 hours of programming per week on transcription disks or reel-to-reel tapes from the Los Angeles facility which picks up syndicated programs and originates its own. All programming is transcribed into unit packages for each radio outlet. Packages are shipped weekly, and in addition, a basic music library of classical, popular, country and other types of music for local productions is furnished the stations weekly.

AFRTS-W uses shortwave, cable and satellite to send its news and sports programs. Major shortwave coverage areas are the Pacific, the Far East, Southeast Asia, the Middle East, Europe, the North Atlantic and the Caribbean.

Most newscasts and sportscasts are transmitted live from Washington at the same time they are originated by the source networks—ABC, CBS, Mutual Broadcasting Service, National Public Radio, NBC and UPI Audio—with a seven-second delay, in which time com-

mercials are deleted and public service announcements are inserted. Regular program scheduling is pre-empted as required for live broadcasts of major sporting events. These play-by-play broadcasts, also originating from the radio networks and some from individual stations in the U.S., are in addition to regularly scheduled AFRTS-W produced programs including its *Daily Military News Digest* and occasional interviews with Department of Defense personnel.

Is there life after 'Sesame St.?'

Children's Television Workshop branches out into money-makers, including a radio station and programming for the networks, to support its education efforts

Children's Television Workshop, producer of *Sesame Street* and *The Electric Company*, has not been resting on the laurels of those two accomplishments. *Electric Company* is nearing the end of its first-run production, *Sesame Street* may be headed down the same road, and CTW is looking toward new ventures.

John Ganz Cooney, president of CTW, sees the future of her nonprofit organization as a "high quality production house, essentially devoted to education and information programming, with some exceptions."

Those exceptions are partly the concerns of two profit-making subsidiaries and include production projects for commercial television networks, radio investments, a cable franchise, a growing range of products (*Sesame Street* books, games, clothes, toys, etc) and—a project still in the planning stage and for which CTW's management ranks have expanded—the development of "theme parks."

Three prime-time television projects are certain: NBC-TV will air "Beauty and the Beast" on Dec. 3 on the *Hallmark Hall of Fame*. It's a 90-minute special produced by CTW's wholly owned Palm Productions, which has an annual operating budget of about \$225,000.

CBS-TV has the pilot of a half-hour comedy variety series, *Fruits and Vegetables* ("Closed Circuit," Aug. 16), for possible airing during the 1976-77 season. Executive producer of the pilot is Ethel Winant, former talent and casting vice president for CBS-TV, who was named vice president for program development, CTW, last week.

The Public Broadcasting Service plans to air CTW's *The Best of Families* next fall—nine one-hour historical dramas. The program, two years in development, is underwritten by the National Endowment for the Humanities, the Corporation for Public Broadcasting and Mobil Oil Corp.

An idea "not definite for next season but still alive," according to Mrs. Cooney, is a three-to-five-hour special for NBC-TV, tentatively titled *The First Contact*, a science-fiction idea based on an encounter

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Running the show. Key executives at Children's Television Workshop and its subsidiaries are (l-r): Joan Ganz Cooney, president, who built the company from the idea of *Sesame Street* in 1966 to a broad-range "quality production house" with a staff of 235 today; Paul B. Firstenberg, executive vice president of CTW (as of Sept. 1), with day-to-day

business and administrative duties; David D. Connell, vice president of CTW, in charge of production; Franz Allina, president of CTW Communications (a tax-paying subsidiary), in charge of radio and cable investments; and Ethel Wald Winant, newly appointed vice president for program development and talent, CTW, formerly with CBS-TV.

with extraterrestrial life. Francis Ford Coppola will direct and Carl Sagan, author/professor, will contribute to the project.

NBC-TV reportedly is interested in a CTW-produced series of 48-second spots on health, possibly to be sponsored. The idea is based on CTW's research in the health field, which traces to its failure of two seasons past, *Feeling Good*, on PBS.

One of the networks is discussing an animated hour or 90-minute series to be produced by CTW, *The Narnia Chronicles* after the book by C.S. Lewis, described by Mrs. Cooney as "fairy tales for all ages."

Mrs. Cooney hopes to start a new children's project in the next several months for noncommercial television. She's aiming for a half-hour daily but it depends on "the exigencies of money." "If we hit the jackpot ... for instance if Palm Productions had a successful movie ... we would probably underwrite a new children's series," she said. Eventually, CTW would like to do a regular children's program for commercial television, she said.

CTW's other tax-paying subsidiary, CTW Communications, is moving in profit-making modes. The purchase of KACY(AM) Port Hueneme, Calif., last June (pending FCC approval) was apparently the first of two or three radio investments anticipated in the next year. The subsidiary also has minority ownership of the cable franchise in Honolulu, but no further cable investments are contemplated.

The subsidiary's earnings go to an endowment to supply the workshop with funds for future programs: *Electric Company* goes into reruns after its sixth and final production season this year; *Sesame Street*'s future beyond reruns is also uncertain.

With the announcement that CTW had moved into a new phase of expansion, Paul Firstenberg, financial vice president of Princeton University, was named to the newly created post of executive vice president of CTW in May, to oversee day-to-day business operations (while Mrs. Cooney concentrates on creative development of new projects). The proposed "theme parks" project will fall under Mr. Firstenberg's purview—personalities of *Sesame Street* and *Electric Company*

characters provide the theme, Mrs. Cooney said.

CTW's 1976-77 budget of \$10.6 million comprises \$5 million from the Office of Education, \$3.6 million from PBS's Station Program Cooperative and another \$2 million to be earned by CTW through its products and international products royalties. The \$10.6 million will go mainly toward production of 130 half-hour programs of both *Sesame Street* and *Electric Company*. But, Mrs. Cooney's idealism prevails—"We are not moving toward doing television for money ... We have the freedom not to succeed."

Swan song for 'Music'

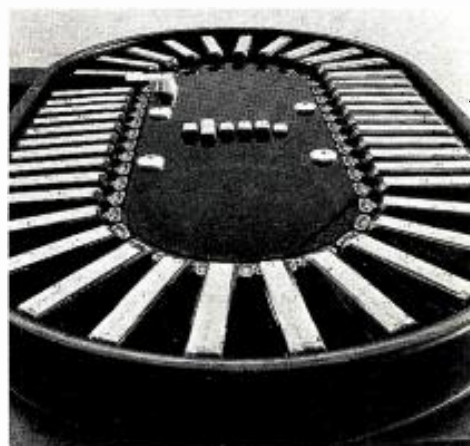
Poor ratings, low revenue kill MTM's daily variety show

Grant Tinker, the head of MTM Productions, has snuffed out the life of *The Lorenzo and Henrietta Music Show* after seven weeks of taping.

The 60-minute nightly comedy-variety series "simply wasn't very good," said Mr. Tinker. "We didn't have the money to do it as well as we should have."

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series—which meant, according to Mr. Tinker, that not enough revenue was coming in to allow MTM to mount what was, in effect, a carefully structured variety hour five days a week. As a result, he said, the ratings in almost all the markets were “very bad, very low” in just about every time period in which the series ran, from late-morning to late-night.

The major lesson Mr. Tinker said he’s learned from the company’s first venture

into syndication is that “the money may be there for a syndicated game show or a serial” (in the latter case, he mentions “Norman’s show,” i.e., Norman Lear’s *Mary Hartman, Mary Hartman*) “but the money’s not there for five variety hours a week.”

He refused to put a figure on exactly how much MTM will lose on the fiasco but “it’ll be extensive, and so hugely painful that I’m licking my wounds.



Bigger and better. ABC’s new production facility, at ABC Television Center in Los Angeles, is totally dedicated to video-tape production. It encompasses two sound stages, Number 57, which is already in operation, and Number 59, still under construction. Each stage has a floor area of 150 feet by 100 feet with a ceiling height of 50 feet, and they’re joined by a five-floor support whose facilities include control rooms for both stages, service entrances and electrical controls, six star dressing rooms, 30 standard dressing rooms, central wardrobe, makeup and storage. Stage 57 has five Ikegami electronic color cameras with linkup to computer facilities for color balance and registration. It is currently being used for production of not one but two ABC series, *Mr. T and Tina* and *Welcome Back, Kotter*, with audience bleachers built in nine sections to accommodate 350 people and equipped with hydraulic casters for easy mobility and storage. Stage 59 is said to feature the largest U.S. TV cyclorama-pit: 80 feet deep, 80 feet wide and capable of housing 240 running feet of cyclorama 40 feet high to make possible “a perfect infinity horizon.”

The studios were formally opened Sept. 8 at a reception given for some 500 members of the Hollywood production community by ABC Chairman Leonard H. Goldenson and President Elton H. Rule. Mr. Goldenson said ABC’s “intention in designing the facility was simply to assemble under one roof the most modern, advanced and sophisticated environment yet for video-tape production.”

“Video tape is no longer merely a pale imitation of film,” Mr. Goldenson said. “It is a mature technology [that] can yield superior results, particularly in the areas of comedy and variety programs for television. And at a time when all of us are very concerned about the impact of rising costs, video tape is desirable for that reason as well. Film is in no immediate danger of disappearing from the Hollywood scene, of course, but tape is definitely here to stay, and at ABC we felt it was imperative that we provide a production facility worthy of the potential we saw in video tape. This is that facility.”

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Harris diagnoses cable ailments, offers cure-all

NCTA chairman uses appearance before FCC en banc meeting to ask help on ‘restrictive’ regulations on programming, pole-attachment difficulties, problems of ‘77 refranchising

Burt I. Harris, chairman of the National Cable Television Association, helped draw a sizable crowd to the FCC’s monthly en banc meeting last week. He had been reported preparing to lay out a program of NCTA’s regulatory—or de-regulatory—hopes, and representatives of the cable and broadcasting industries, as well as commission staff members were interested.

Mr. Harris followed the script (BROADCASTING, Oct. 11):

He said that, with congressional passage of a new copyright bill now a fact, the time had come to eliminate “restrictive” regulations impeding cable’s growth. He expressed the cable industry’s well-known concern over the commission’s requirement that some 5,000 cable systems file “amended franchises” by March 31, 1977, in order to meet certification requirements. And he sought relief for cable systems in connection with a commission proposal to redefine cable systems and in the matter of subscriber rate regulation.

He also expressed NCTA’s continuing interest in such matters as a “speedy action” on the regulation of pole attachment policies with utility companies, “contractual exclusivity” demanded by broadcasters in dealing for films desired by pay cable operators and commission action authorizing the use of small receive-only earth stations.

The mention of pole attachments caused Chairman Richard E. Wiley to ask some of the few questions put to Mr. Harris. Will NCTA continue to seek legislation on the subject? Yes, Mr. Harris said. Will NCTA also continue to support legislation authorizing the commission to impose fines on cable systems? “Correct,” Mr. Harris said. (A combined pole-attachment-forfeiture bill died in the last Congress, the victim of small-cable systems’ concern over the forfeiture section.)

In presenting his agenda for relief, Mr. Harris made these points:

- Syndicated exclusivity and signal carriage restrictions based on cable’s failure to pay for programming it receives off the air can no longer be justified, now that the copyright bill has been approved by Congress. “We are hopeful that [the measure] once and for all will eliminate the image of cable television as a ‘pirate’ or an unwanted stepchild of the broadcasting industry.”

- NCTA, concerned over the opening



Before the banc. National Cable Television Association Chairman Burt Harris (at microphone), of Harris Cable and Harriscope Broadcasting, asks the FCC to take another look—now that copyright has passed Congress—at restrictions on signal carriage. Accompanying Mr. Harris last week to the commission were (at front table) NCTA General Counsel Stuart Feldstein (l) and NCTA President Bob Schmidt.

that franchising by March 31, 1977, gives local governments, feels that, regardless of the action the commission takes on the issue, it should keep three points in mind—cable operators' ability to serve the public should not be jeopardized by the commission's desire to secure franchise uniformity; duplicative and costly paperwork filings must not replace the present requirements, and the present pre-emption "of excess local subscriber fees must be retained and enforced." An important first step toward insuring "responsible franchise stability" would be removal of the 1977 franchising deadline; an important second step, an FCC guarantee of due process in situations where a franchise is revoked, canceled or expires without a renewal.

■ Cable systems should be redefined in a manner that includes master antenna television systems. Whether a system serves thousands of homes or hundreds of residents of an apartment house, "the rationale of the commission's rules apply equally to both." The commission should adopt "a size and function exemption sufficient to exclude the bulk" of CATV systems from regulation "except when they place themselves in competition with an otherwise regulated CATV system." What's more, cable systems should be defined on a headend rather than community-by-community basis.

■ The commission should "pre-empt the area of local rate regulation and permit the charges assessed for basic cable service" to be determined in the marketplace. With many local jurisdictions unable or unwilling to make prompt decisions on requests for rate increases, cable systems must resort to the courts for relief—a costly and time-consuming process.

But if the commission will not pre-empt

rate regulation—and Chairman Wiley interrupted Mr. Harris to note that the commission had never said it would—it should implement procedures allowing cable operators to adjust rates, subject to review at the local level.

NCTA plans annual meeting

The National Cable Television Association has taken the theme, "CATV 77: The Choice of 11,000,000 Families" for its annual convention April 17-20 at the Conrad Hilton hotel in Chicago. NCTA is aiming for an attendance of more than 5,000.

Plans so far call for the convention program to be divided into five major areas: system operation, finance, regulation, pay cable and technical. And for the first time the program will include a major session on "the international cable scene." That session is being arranged with the International Broadcast Institute, London. Major speakers have yet to be confirmed.

Heading the NCTA effort is Marc Nathanson, convention committee chairman, of Falcon Communications, Los Angeles.

Cable Briefs

Idea dropped. FCC has decided not to adopt rule that would have required cable operators to identify cable channels by call signs or similar system to distinguish them from broadcasting channels. Commission said there is no evidence indicating widespread viewer confusion between cable and broadcast programming, but advised cable operators to adopt whatever measures are necessary to avoid confusion. FCC warned against use of call-letter

identifiers similar to those used by local broadcasters, and recommended clear distinction between similar cable and broadcast programming presented together on one channel.

Resolved. At fall meeting of Pennsylvania Cable Television Association in White Haven, members voted to "take aggressive steps" to curb broadcasters' fears "that cable television deletes commercials and otherwise interferes with television and radio broadcast stations." PCTA said that "completely false reports" were being circulated that deletion was occurring. Some 200 persons attended meeting.

Crossover to cable. Beginning next month, American Television & Communications Corp., Denver, will premiere the *Mike Douglas Show* on its cable systems serving Birmingham, Ala.; Shreveport, La., and Jackson, Miss.

Albany would take over. New York State Commission on Cable Television in Albany has proposed rulemaking that would guarantee cable operator full access to poles and have attachment agreements submitted to commission for approval. Comments are due Nov. 5. Study completed by FCC Cable Television Bureau's policy review and development division shows agencies in Connecticut and Hawaii claiming ratemaking authority. Other states with agencies claiming jurisdiction over pole-attachment agreements: Alaska, Idaho, Illinois, Minnesota, Nevada, New Jersey and Vermont. Agen-

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*Source: Nielsen DMA for 2/8/76 airdate.

cies which have made no specific determination, but say they could possibly have jurisdiction, are in North Carolina, Rhode Island, Tennessee, Texas and Wyoming.

Deal. Communications Properties, Inc., Austin, Tex.-based multiple system operator, has sold assets of three of its CATV subsidiaries—Southern Television Corp., Frontier TV Cable Co. and Coleman TV Cable Co.—to Landmark Cablevision Associates, a Texas Limited Partnership, for \$2,080,000. Systems serve Texas communities of Eastland, Ranger, Cisco, Colorado City, Lorraine and Coleman.

Campaigning on cable. President Ford Committee has announced availability to cable systems of 15-minute color biographical video tape of President and his administration's record over past two years. Produced on three-quarter-inch tape cassette, program is available by calling *Committee Press Office* in Washington at (202) 457-1957 or by writing *Mark Rosenker, President Ford Committee Press Office, 1828 L Street NW 20036.*

WCI buys Atari

Hauser says game maker's capabilities could complement Warner's cable activity

Warner Communications Inc., New York, has entered the video game business with the purchase of Sunnyvale, Calif.-based Atari Inc. for \$28 million. Atari, a privately owned firm established in 1972, is a major manufacturer of both coin-operated and consumer video games. It will operate as a separate subsidiary within Warner; Atari's management team has been retained.

According to Gustave Hauser, chairman of Warner Cable Corp., Atari's capabilities should prove "complementary" to cable operations. Warner Cable has been exploring the possibility of video game applications in its cable systems. However, he stressed that Atari has "a business that stands on its own."

For its last fiscal year ended May 29, 1976 Atari had revenues of about \$39 million with net income about \$3.5 million.

Broadcast Journalism*

Supreme Court refuses to review FCC debate ruling

Two requests are denied by court; justices also turn down petition claiming first Ford-Carter meeting was not exempt program

The FCC ruling that paved the way for the televised debates between President Ford and the Democratic presidential candidate, Jimmy Carter, has passed another and its most critical test. The Supreme Court last week rejected two requests that it review the ruling. It also turned down a petition for review of an FCC order applying the ruling to the first Ford-Carter debate.

The commission in September 1975 reversed rulings it had issued in 1962 and held that political debates not conducted under the control of broadcasters are bona fide news events and thus exempt from the equal-time law. It said the same of candidates' news conferences, thus reversing a ruling issued in 1964.

The U.S. Court of Appeals in April affirmed the ruling on a 2-to-1 vote. And in August, the major party candidates agreed to the series of debates now being sponsored by the League of Women Voters. But the opponents of the ruling had not given up.

Representative Shirley Chisholm (D-N.Y.), the National Organization for Women and the United Church of Christ, contending that the ruling favored the major parties and discriminated against minor party candidates with little funds, sought Supreme Court review. The Democratic National Committee sought review, also, but its concern was only with the ruling as it affects news conferences; the DNC said it favored an incumbent President.

Justice Byron White voted to hear both appeals. However, the votes of four justices are required to grant review.

The appeal of the commission's application of the ruling to the first Ford-Carter

debate was filed by the Socialist Workers Party in behalf of its presidential candidate, Peter Camejo. Its claim that the debate was not an exempt program was turned down by the commission and the appeals court, and last week none of the Supreme Court justices voted to hear the party's appeal.

The high court's action does not end the challenges to the ruling, however. Independent candidate Eugene McCarthy, who has been seeking a court order blocking the debates or ordering his participation in them, now has an appeal pending in the appeals court in Washington.

The two-page pleading is not specific as to the issues, but Mr. McCarthy has contended that, as a "major" candidate, he is legally entitled to participate in the debates. And in the complaint that the commission rejected, he raised equal-time and fairness-doctrine issue (BROADCASTING, Oct. 11).

Thus far, Mr. McCarthy has been rebuffed by the U.S. District Court and the Supreme Court as well as the commission. With the final Ford-Carter debate scheduled for Oct. 22, the appeals court has ordered an expedited schedule for filing of briefs.

Barbara Walters in first week: 3.1 rating gain for ABC-TV news

It's still not enough to overtake CBS-TV and NBC-TV which also draw bigger audiences for their news

National Nielsen ratings for the first week when the new *ABC Evening News with Harry Reasoner and Barbara Walters* was on the air confirmed earlier signs that the total audience for all three television networks' evening news programs had been significantly increased by Miss Walters's arrival ("Closed Circuit," Oct. 11). Despite making larger individual gains than CBS-TV or NBC-TV, however, ABC-TV was still in third place.

Here's how the evening news programs fared in national Niensens Oct. 4-8, the first week of the new Reasoner-Walters broadcasts, as compared with their average performances during the previous four weeks:

CBS: a 13.9 rating (up from 13.0) and 28 share (down from 29); NBC: a 12.2 rating (up from 11.8) and 24 share (down from 25); ABC: 11.3 rating (up from 8.2) and 23 share (up from 18). The total network rating average rose from 33 in the previous four weeks to 37.4 Oct. 4-8.

Nobody was reading the first Reasoner-Walters Niensens as definitive. Even ABC officials said that a four-to-five-week pattern must be established before evaluation would be meaningful.

A CBS News spokesman predicted the ABC gain in ratings will not hold. Richard

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Look again. ABC had trumpeted an "exclusive" Barbara Walters interview with President Ford for the Oct. 13 edition of *Evening News*, but an intrepid—some will say devious—CBS News crew and correspondent Walter Cronkite spoiled the beat. Mr. Cronkite and crew were covering Mr. Ford as he campaigned last Wednesday in suburban New York, and the *CBS Evening News* anchorman requested an interview with the President. No, he was told, an exclusive had been granted to ABC. Mr. Cronkite then asked if he could be filmed, without sound, talking with Mr. Ford. That he was allowed to do. Several moments into Mr. Cronkite's chat with the President, Ford aides realized the sound was on and CBS had an interview of its own.

Fischer, NBC News vice president for television news, said: "We're not overly concerned."

However, the competition for "exclusives" was receiving more notice than usual: last Wednesday night, for instance, ABC News touted Miss Walters's "exclusive" interview with President Ford; CBS News undercut that claim to exclusivity by airing a Walter Cronkite-President Ford interview (about swine flu); and NBC News made use of a *Today* show interview by Tom Brokaw with John Dean 3d, former counsel to President Nixon, on the *NBC Nightly News*.

The *ABC Evening News* is attempting a fresh approach and a new mixture of features, according to Robert Siegenthaler, executive producer. In Mr. Reasoner and Miss Walters, there are "two heavy anchorpeople on top of the news—to keep me awake," he said. The increased emphasis on feature material includes the "close-up" on consumer topics, with Sonya Friedman, psychologist, reporting on family and mental health stories; Roger Caras on animals and wildlife, and Jules Bergman on science. Howard K. Smith continues his commentary on "the issues behind the news."

The prominent features of the program's first weeks were newsmaker interviews with national and international figures, from Anwar Sadat and Golda Meir to Gerald Ford and Henry Kissinger. Future newsmaker exchanges will depend on which personalities are "timely" and "obtainable from a technical standpoint," Mr. Siegenthaler said. Costs and the availability of earth stations are determining factors in interviews from abroad by satellite. The first interview, with Egyptian President Sadat for instance, was taped early Monday (Oct. 4) at his palace adjacent to the ground station and fed via satellite with the help of the U.A.R. Broadcasting Corp., Cairo, which provided the necessary electronic connection and return audio. ABC's Cairo correspondent, Bill Branegan, conducted initial arrangements, about four weeks in the works, and Bill Knowles of ABC News's Washington bureau went as field producer. The satellite

feed of about 80 minutes cost \$6,700, regular Comsat rates minus a gap of 15 minutes credited to ABC. Taped portions were used on the Monday and Tuesday programs the first week.

Mr. Siegenthaler defended his program against the charge of too much "chat," saying that every newscast has a tag on each story, "an extra piece of editorial information, a punctuation mark to the piece." Because ABC has two anchorpeople, he said, "we have a double tag."

Asked if there weren't indeed fewer-but-longer stories treated each night, Mr. Siegenthaler maintained, "The gross number is not any indication of how well the news is covered." The story count was the same on all three network newscasts. On the first night ABC had 14 stories, five on film or tape and nine read (including Mr. Smith's commentary); CBS aired 14, six on film or tape, eight read; NBC aired 14, nine on film or tape, five read.

ABC, said the length of reading time on camera was evenly divided between Miss Walters and Mr. Reasoner. But that did not include the newsmaker interviews, which were almost entirely hers, and by week's end, Mr. Reasoner's opening-night tabulation—"You owe me four minutes"—was a low estimate.

Journalism Briefs

Hats in ring. Nominating committee of Radio Television News Directors Association has nominated Ernie Schultz, director of information, KTVY(TV) Oklahoma City, and Pat Stevens, news director at KGUN-TV Tucson, Ariz., for office of vice president for 1977. Four candidates have been nominated for two director-at-large posts: Frank Barnako, WRC(AM) Washington, will run against Dick Graf, WJBK-TV Detroit, and Mark Gautier of KMTV(TV) Omaha, Neb., will run against Bob White, KIRO-TV Seattle.

Full-text radio. WPUT(AM) Brewster, N.Y., devoted two-and-a-half hours Oct. 10 to reading 74-page 11,000 word report of state investigation into controversy involv-

ing \$600,000 report on Putnam county solid-waste disposal problem. Richard Novik, president-general manager, led four-person team that alternated in reading document.

WTSA reporter claims attack by agents of Secret Service

Would-be interviewer of Mike Ford becomes central figure in story, wants a formal apology for event

Larry Smith, the 26-year-old assistant manager and news director of WTSA(AM) Brattleboro, Vt., was set to do a taped interview with Michael Ford, the President's 26-year-old son who was on a campaign swing through the state on Monday. He never got the interview, but he got material for a story in which he was the central figure and two Secret Service men were the alleged villains.

As Mr. Smith tells it, the interview had been arranged in advance with the President Ford Committee, and officials of the committee on Monday told him to wait for the President's son in the cafeteria of a building in Brattleboro. Mr. Ford was distributing leaflets outside.

While waiting, Mr. Smith says, he saw a state senator and prepared to interview him. Then things started to happen. "I was grabbed from behind by two agents,

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dragged out of the room and thrown against a wall. They took apart and searched my tape recorder and walkie talkie." In the process of yanking him out, Mr. Smith says the agents pulled the cord from his recorder and broke the microphone. As a result, he was unable to record the interview he did get with young Ford.

Mr. Smith said one of the agents berated him for entering the building after being told to wait outside. The agent had indeed told him to wait, Mr. Smith acknowledged, "but I told him the committee members had told me to wait inside."

All in all, it was an embarrassing incident, according to Mr. Smith, who says it was witnessed "by 300 people."

Mr. Smith filed a complaint with the President Ford Committee in Burlington, and, he says, he received apologies from the national and state committees.

But what he wants now, he says, is an apology from the Secret Service. He said he called the Secret Service office in Boston but did not even receive a call back.

A Secret Service spokesman in Washington said on Tuesday that the information he had indicated the incident did not occur as reported by Mr. Smith. However, the spokesman, Jack Warner, said if Mr. Smith wants an apology, "have him write a complaint and send it to me. I'll make certain a full investigation is made. He'll get an apology if what he says turns out to be true."

Informed of that the following day, Mr.

Smith said, "I've already taken care of that, through my lawyer." He said he is not interested in publicity or in damages. "All I want is a formal apology." He already got his story; it was aired Monday.

Gambling commission says FCC rules on horserace results are outdated

Betting on sports events is far more prevalent, says study, yet there are no rules against giving scores or point spreads

The FCC has been called upon to revise its policy regarding the broadcast of information that can be used in illegal gambling. That recommendation was made last week in a 411-page report submitted to the President by the Commission on the Review of the National Policy Toward Gambling.

The report only touches on FCC regulations. Its major concerns are such areas as consideration of a statute to insure state regulation powers over gambling, repeal of federal wagering exercise and occupational stamp taxes and gambling casinos.

However, the report does claim "that the FCC proscription of horseracing broadcasts should be modified . . . The FCC should re-evaluate whether its proscription should be broadened to in-

clude sporting events, or narrowed to cover only the immediate broadcast of the prices paid on a winning horserace."

Under present FCC rules, licensees must normally wait until 30 minutes after a race before broadcasting information on its outcome. The regulation is aimed at stopping illegal bettors from using their winnings on one race to bet on a subsequent one.

The gambling commission says that this proscription has had its effect on illegal betting. Yet, it continues, that "in an era when wagering on sporting events—as opposed to wagering on horseracing—has become the major form of illegal gambling, the FCC policy may be overly selective." The report claims that there is "abundant" evidence that sports betting is greatly affected by the broadcasting of the results or of the events themselves." And it adds that "sequential betting" also is involved in illegal gambling on sports events.

The report says the FCC "must consider the practical differences between horse betting and sports betting, and whether the broadcasting of information—e.g., point spreads—projecting the outcome of sporting events—should not be curtailed."

The report also says that broadcast advertising of gambling should not be limited by the federal government to state-operated lotteries and should be permitted for other gambling activity that is legalized by a state.

Annual Double Issue

Broadcast Journalism and Presidential Politics

An examination of Radio-TV performance in the election year

Broadcasting Jan 3

The Broadcasting Playlist™ Oct 18

Contemporary

Over-all-rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1	1	Play That Funky Music (3:12) Wild Cherry—Epic	1	1	1	3
4	2	2	Devil Woman (3:21) Cliff Richard—Rocket	2	2	2	4
2	3	3	Disco Duck (Part 1) (3:15) Rick Dees & His Cast of Idiots—RSO/Polydor	5	3	3	2
3	4	4	A Fifth of Beethoven (3:02) Walter Murphy—Private Stock	3	5	4	1
6	5	5	If You Leave Me Now (3:40) Chicago—Columbia	4	6	5	5
8	6	6	I Only Want to Be with You (3:20) Bay City Rollers—Arista	6	4	8	8
9	7	7	Still the One (3:42) Orleans—Asylum	8	8	7	7
5	8	8	Lowdown (3:15) Boz Scaggs—Columbia	7	9	6	10
13	9	9	Rock 'n Me (3:05) Steve Miller Band—Capitol	10	7	10	6
7	10	10	(Shake ...) Shake Your Booty (3:06) K.C. & Sunshine Band—T.K. Records	9	10	9	11
11	11	11	She's Gone (3:24) Hall & Oates—Atlantic	12	11	12	9
14	12	12	Magic Man (2:45) Heart—Mushroom	11	12	11	12
10	13	13	Don't Go Breaking My Heart (4:23) Elton John & Kiki Dee—Rocket/MCA	13	14	14	13
12	14	14	I'd Really Love to See You ... (2:36) England Dan & John Ford Coley—Big Tree	14	13	15	15
17	15	15	The Wreck of the Edmund Fitzgerald (5:57) Gordon Lightfoot—Reprise	15	15	16	14
23	16	16	Fernando (4:11) Abba—Atlantic	16	16	17	17
19	17	17	That'll Be the Day (2:32) Linda Ronstadt—Asylum	19	20	13	16
18	18	18	Getaway (3:38) Earth, Wind & Fire—Columbia	17	17	20	19
21	19	19	The Best Disco in Town (2:29) Ritchie Family—Marlin/T.K.	18	18	21	21
22	20	20	Muskrat Love (3:28) Captain & Tennille—A&M	21	22	18	20
25	21	21	Do You Feel Like We Do (7:19) Peter Frampton—A&M	24	26	19	18
24	22	22	This One's for You (3:25) Barry Manilow—Arista	29	19	24	22
20	23	23	Say You Love Me (3:58) Fleetwood Mac—Reprise	20	24	23	27
16	24	24	A Little Bit More (2:56) Dr. Hook—Capitol	23	21	25	24
26	25	25	Beth (2:45) Kiss—Casablanca	22	23	26	25
29	26	26	(Don't Fear) The Reaper (3:45) Blue Oyster Cult—Columbia	32	32	22	23
27	27	27	Wham Bam Shang-A-Lang (3:32) Silver—Arista	28	25	29	25
36	28	28	Love So Right (3:19) Bee Gees—RSO/Polydor	25	29	31	29
15	29	29	You Should Be Dancing (3:23) Bee Gees—RSO/Polydor	26	33	27	31
37	30	30	More Than a Feeling (3:25) Boston—Epic	27	31	32	34
33	31	31	Just to Be Close to You (3:28) Commodores—Motown	30	30	33	33
30	32	32	Baby, I Love Your Way (3:28) Peter Frampton—A&M	34	28	34	32
39	33	33	A Dose of Rock 'n' Roll (3:16) Ringo Starr—Atlantic	39	*	28	28
28	34	34	With Your Love (3:33) Jefferson Starship—Grunt	31	40	30	36
35	35	35	Let 'Em In (5:08) Paul McCartney & Wings—Capitol	40	27	38	30
34	36	36	Nadia's Theme (2:50) Barry De Vorzon & Perry Botkin Jr.—A&M	33	35	35	37
38	37	37	Rubberband Man (3:30) Spinners—Atlantic	36	34	37	35
31	38	38	Tonight's the Night (3:55) Rod Stewart—Warner Bros.	35	37	36	38
-	39	39	I Never Cry (3:43) Alice Cooper—Warner Bros.	38	36	39	39
40	40	40	You Are the Woman (2:42) Firefall—Atlantic	37	39	40	*

Playback

Wonderful. The new Stevie Wonder album, *Songs in the Key of Life* (Tamla), is exploding across the nation. Selected cuts are receiving airplay on WPGC(AM) Morningside, Md. (Washington), WKTO(AM) Pittsburgh, KILT(AM) Houston, KJR(AM) Seattle, KCBQ(AM) San Diego and WLAC(AM) Nashville. **A chosen few.** Dick Kent, program and music director at WLAC, says the station does not normally play more than one or two selections from one particular album, unless the artist has a huge following, like Stevie Wonder or Elton John. WLAC is playing *As, I Wish* and *All Day Sucker*. Requests for the last two are running "moderate to heavy." Mr. Kent says the album has created a phenomenal effect: "Everyone has waited for this album, and possibly the scarcity of Stevie Wonder in the past year or so has placed him in great demand." **Philadelphia fever.** WFIL(AM) Philadelphia played *As, Isn't She Lovely* and *Sir Duke* when the album was first released. Joel Denver, music director at WFIL, doesn't normally play album cuts either. "But this album is an exception; it is very good, not commercial and will appeal more to the mature, intellectual audience than the average teen-ager," Mr. Denver says.



Wonder

Country

Over-all-rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
3	1	1	You & Me (3:22) Tammy Wynette—Epic	1	1	1	1
1	2	2	Here's Some Love (2:59) Tanya Tucker—MCA	2	4	6	3
9	3	3	I Don't Want to Have to Marry You (3:03) Jim Ed Brown & Helen Cornelius—RCA	5	3	7	2
6	4	4	Among My Souvenirs (2:32) Marty Robbins—Columbia	8	2	3	4
2	5	5	The Games Daddies Play (3:00) Conway Twitty—MCA	3	5	5	7
11	6	6	Cherokee Maiden (2:56) Merle Haggard—Capitol	4	8	2	5
22	7	7	I'm Gonna Love You (2:52) Dave & Sugar—RCA	9	7	4	6
-	8	8	Somebody Somewhere (3:00) Loretta Lynn—MCA	7	6	10	8
4	9	9	A Whole Lotta Things to Sing About (2:42) Charley Pride—RCA	6	10	9	11
15	10	10	Don't Stop Believin' (3:24) Olivia Newton-John—MCA	12	9	8	9
13	11	11	The End is Not in Sight (3:11) Amazing Rhythm Aces—ABC/Dot	11	11	12	10
7	12	12	Peanuts and Diamonds (3:10) Bill Anderson—MCA	13	12	11	13
5	13	13	Come on In (2:40) Sonny James—Columbia	10	14	13	14
12	14	14	After the Storm (2:37) Wynn Stewart—Playboy	14	15	14	18
10	15	15	All I Can Do (2:23) Dolly Parton—RCA	15	18	16	12
8	16	16	Let's Put It Back Together Again (3:16) Jerry Lee Lewis—Mercury	17	13	15	19
21	17	17	Her Name Is (2:17) George Jones—Epic	19	16	17	17
-	18	18	That Look in Her Eyes (3:03) Freddie Hart—Capitol	16	17	19	23
-	19	19	Living It Down (2:30) Freddie Fender—ABC/Dot	20	19	18	15
16	20	20	If You've Got the Money ... (2:05) Willie Nelson—Columbia	18	21	20	16
-	21	21	I Wonder if I Ever Said Goodbye (3:30) Johnny Rodriguez—Mercury	21	20	21	20
17	22	22	Honey Hungry (3:15) Mike Lunsford—Starday	22	24	22	*
18	23	23	(I'm a) Stand by My Woman Man (2:57) Ronnie Milsap—RCA	24	23	24	*
14	24	24	Can't You See (3:43) Waylon Jennings—RCA	23	*	23	*
-	25	25	One of These Days (3:03) Emmylou Harris—Reprise	*	22	*	21

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

Media

Bruce Fleming, Western sales manager, Kaiser Broadcasting Spot Sales, Los Angeles, joins WEYI-TV Saginaw, Mich., as general manager.

Richard H. Miner, production manager, WNAC-TV Boston, joins KTVV(TV) Austin, Tex., as operations manager.

Gretchen Wortham, in various capacities in EEO management, administration and as producer/host, WCVB-TV Boston, joins WILD(AM) there as station manager.

Bruce A. Houston, general manager, WEAM(AM) Arlington, Va., named VP/general manager, WCAR-AM-FM Detroit.

Gary E. Burns, from WNOW(AM)-WQXA(FM) York, Pa., appointed general manager, KAFY(AM) Bakersfield, Calif.

Wayne Seifert, traffic/continuity director, WGFT(AM) Youngstown, Ohio, named promotion director.

Ronald D. Porter, personnel manager, Boise-Cascade, Corp., Pittsburgh, joins WIIC-TV there in same capacity.

Newly elected officers, Indiana Broadcasters Association: **Paul L. King**, WAWK-AM-FM Kendallville, president; **G. Earl Metzger**, WITZ-AM-FM Jasper, president-elect; **Don Nelson**, WIRE(AM)-WXTZ(FM) Indianapolis, VP, AM; **John Hartnett**, WSVL-AM-FM Shelbyville, VP, FM; **Hilliard Gates**, WKJG-TV Fort Wayne, VP, TV; **Bazil O'Hagan**, WNDU-AM-FM-TV South Bend, secretary-treasurer, and **Christopher Duffy**, WTHR(TV) Indianapolis, assistant secretary-treasurer.

Kenneth D. Schanzer, former member of National Association of Broadcasters government relations staff and more recently manager of primary campaign for H. John Heinz 3d, Republican candidate for U.S. Senate from Pennsylvania, joins NBC Washington staff as a director of government relations.

Newly elected officers, Nevada Broadcasters Association: **James C. Herzig**, KOLO-TV Reno, president; **Mark Smith**, KLAS-TV Las Vegas, VP, television; **Julie Day**, KBET(AM) Reno, VP, AM; **Lorraine Walker Arms**, KCBN(AM)-KRNO(FM) Reno, VP, FM; **Ruth Uhlis**, noncommercial KLVX(TV) Las Vegas, secretary/treasurer, and **Elly Buurama**, KOLO-TV, executive secretary.

Anthony S. Tiano, station manager, noncommercial WHA-TV Madison, Wis., and associate professor of communication arts at University of Wisconsin there, appointed executive director, St. Louis Educational Television Commission and general manager of noncommercial KETC-TV there.

Broadcast Advertising



Jones

New York, join SSC&B, New York, as senior VP's.

Richard McCullogh, VP/management supervisor, J. Walter Thompson, Chicago, appointed senior officer on Kraft Foods account.

Robert Linderman, creative supervisor, Foote, Cone & Belding, New York, appointed VP.

Spencer Plavoukos, senior VP/management supervisor, Richard K. Manoff, New York, appointed executive VP/director of account service.

Ernest (Biff) Jones, VP/account supervisor, D'Arcy-MacManus & Masius, Los Angeles, appointed Budweiser advertising manager, Anheuser-Busch, St. Louis.

Charles P. Murphy, president/partner, the DR Group, Boston, and **Douglas Bomelsler**, senior VP, McCaffrey & McCall,

New York, join SSC&B, New York, as senior VP's.

Richard McCullogh, VP/management supervisor, J. Walter Thompson, Chicago, appointed senior officer on Kraft Foods account.

Robert Linderman, creative supervisor, Foote, Cone & Belding, New York, appointed VP.

Spencer Plavoukos, senior VP/management supervisor, Richard K. Manoff, New York, appointed executive VP/director of account service.

Charlotte McMullen, media buyer, Earle Ludgin, Chicago, joins Lee King & Partners there as broadcast group supervisor on Alberto-Culver account.

Steven J. Orr, manager of network sales development, NBC, New York, joins Needham, Harper & Steers, Chicago, as network TV negotiator.

Barbara Morgan, sales planner, NBC-TV, Chicago, named manager of sales development and presentations there.

Lawrence D. Lorenzo, prime-time sales development analyst, CBS Television Network Sales, Chicago, named manager of sales development there.

Leon Serruys, Chicago sales manager of NBC Unit, Blair Television, named VP.

Steven Jarvis, art director, Leo Burnett, Chicago, joins D'Arcy-MacManus & Masius, St. Louis in same capacity. **Lawrence F. Wiken**, marketing services director, D'Arcy-MacManus & Masius, Dallas, joins DM&M St. Louis as account executive.

Sumer Bileydi, director, media/marketing/research, Carmichael-Lynch advertising, Minneapolis, appointed VP.

Thomas R. Will, VP/West team sales manager, Peters Griffin Woodward, Chicago, named manager, Midwest sales.

Erik Eden, from Montgomery Associates, Bala Cynwyd, Pa., joins Lee Keller Inc. advertising, Rosemont, Pa., as VP, administration/client acquisition and senior account supervisor.

Leland R. Smith, in charge of production for all broadcast accounts, Murray and Chaney advertising, Hudson, Ohio, appointed associate creative director, broadcast.

Richard Zackon, media planner, Norman, Craig & Kummel, New York, joins Air Time Inc., media marketing service there, in same capacity.

Annette Guerrieri, assistant to manager of Alpha sales team, Avery-Knodel Television, New York, named account executive, assigned to that team.

Robert H. Baker, owner/manager, WBIS(AM) Bristol, Conn., joins KDKA-TV Pittsburgh as sales manager.

Stan Byrnes, account executive, KMPC(AM) Los Angeles, named manager retail sales division.

Stewart Ojaca, account executive, WKSW(FM) Cleveland, joins WGFT(AM) Youngstown, Ohio, as sales manager.

Bob Terry, salesman, WHB(AM) Kansas City, Mo., promoted to local sales manager. **Sandy Martin**, promotion manager/director of operations and sales, KUDL-AM-FM Fairway (Kansas City), Kan., joins WHB as sales promotion manager.

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Butch Till, senior director, WJKS-TV Jacksonville, Fla., joins WJAR-TV Providence, R.I., as creative services director.

Richard E. Tomlinson, national sales manager, WBTV(TV) Charlotte, N.C., appointed director of sales and marketing.

Richard Ambrose, from KHOW(AM)-KXXK(FM) Denver, named local sales manager, KITE(AM) Terrell Hills, Tex. (San Antonio).

Programing

Allan L. Rice, business affairs director, Twentieth Century-Fox Television, Beverly Hills, Calif., named VP, business affairs.

Ted O'Connell, VP, program services, CBS-TV, New York, named to newly created position of VP, program services, affiliate relations. **Donn O'Brien**, controller, named VP, program practices, New York office.

Robert L. Canada, program director, WWDC-AM-FM Washington, joins WGH(AM) Newport News, Va., in same post.

Jimmy Baird, announcer, WJZM(AM) Clarksville, Tenn., appointed program director.

Ed Scarborough (Mitchell), air personality, WDRC-AM-FM Hartford, Conn., joins KSD(AM) St. Louis as music director/air personality.

Broadcast Journalism

Martin Bush, national assignment editor, ABC News Radio, New York, named ABC News correspondent, radio, New York.

Pete Langlois, acting news director, KCRA-TV Sacramento, Calif., named news director.

Jay Scott, anchor, WNAO-TV Boston, appointed co-anchor, KDKA-TV Pittsburgh.

Rod Fritz, anchorman, WPN(AM) Philadelphia, appointed news director, WHDH(AM) Boston.

William Scott Shelton, reporter, WJZM(AM) Clarksville, Tenn., named news director. **Bud Bailey**, announcer/reporter, appointed assistant news director.

Tom Howard, reporter/anchor, WROC-TV Rochester, N.Y., joins WFTV(TV) Orlando, Fla., in same position.

Bill Kopald, anchorman, WTVR(TV) Richmond, Va., joins WXEX-TV Petersburg, Va., in same capacity.

Lee Meredith, assignment editor, KFDM-TV Beaumont, Tex., joins KTRK-TV Houston as reporter.

Genny Johnston, weather reporter, KTUL-TV Tulsa, Okla., joins WPTA(TV) Roanoke (Fort Wayne), Ind., in same post.

Merle Severn, freelance photographer and former Pacific Northwest cameraman for CBS News, rejoins KOMO-TV Seattle as news photographer.

Don Fulsom, Washington bureau chief/White House correspondent, UPI Audio, appointed television reporter/head of audio services division, Capitol Broadcast News, Washington.

Harald P. Bauer, UPI regional executive for Southern California, Arizona and Nevada, named general manager/chief operating officer of worldwide economic newswire service to be started in London in 1977 by UPI and Commodity News Services.

Cable

James M. Vickers, mid-East regional manager, Cox Cablevision, named VP of Cox Cable and of Cox Communications subsidiary, TeleSystems Corp. **Derek White**, Cox Cablevision Pacific Northwest regional manager, named VP.

Frank A. Astrologes, president, Oak Industries, Crystal Lake, Ill., appointed chairman/chief financial officer, World Pay Television, Los Angeles, joint venture of Oak and Chartwell Communications, private investor firm there.

Robert B. Clasen, northern regional manager, Continental Cablevision of Ohio, Findlay, appointed southern regional manager, Springfield.

Johnny Mankin, district manager, United Cable Television, Tulsa, Okla., joins Cablevision as central Texas district manager, based in Waco.

Equipment & Engineering

Edward G. Uhl, president/chief executive officer, Fairchild Industries, Germantown, Md., appointed chairman of board and chief executive officer. **John F. Dealy**, VP/chief financial officer, becomes president/chief operating officer. **Michael D. Campbell**, Fairchild assistant general counsel, named general counsel of American Satellite Corp., Fairchild subsidiary there.

David W. Reynolds, manager, project implementation and tech-alert, RCA Broadcast Systems, Camden, N.J., appointed manager, product administration. **Julie M. Aldrich**, administrative assistant to manager, RCA Film Recording Systems, Burbank, Calif., promoted to administrator, industrial relations.

Gene O. Jadwin, general manager, service and parts division, Panasonic, Secaucus, N.J., joins Sharp Electronics, Paramus, N.J., as general manager, customer relations/service.

Jack Ross, Northwest district manager, Anixter-Pruzan, Seattle, promoted to Western region manager.

Barry Holland, from Marconi Camera Sales, joins Vital Industries, video and audio switching equipment manufacturer, Gainesville, Fla., as West Coast sales manager.

Santiago Astrain, secretary general, International Telecommunications Satellite Organization (Intelsat), Washington, confirmed as director general. He had been appointed to post in July and will begin Dec. 31.

Daniel T. Vanko, in engineering department, WXEX-TV Petersburg, Va., promoted to chief engineer.

Thomas R. McGinley, from KGVO-AM-TV Missoula, Mont., joins noncommercial KUFM(FM) there as chief engineer.

Allied Fields

Don Fitzpatrick, operations manager/program director, KFOG(FM) San Francisco, joins ERA Research, radio/TV consulting firm there, as associate/consultant.

Paul Schleisman, maintenance engineer, Television-Audio Support Activity, Sacramento, Calif., Army depot, named chief of engineering, Navy Broadcasting Service, Washington. **Gerry Fry**, program director, Southern

Command Radio and Television Network, Panama Canal Zone, named chief of programming, Navy Broadcasting Service.



Hanson

Lee C. Hanson, former VP and general manager, WKBD-TV Detroit, named assistant executive director, Association of Maximum Service Telecasters, Washington.

Robert H. Wood, formerly of Arnold & Porter, joins Fleischman & Walsh, Washington communications

law firm, as associates.

Deaths

George L. Fogel, 76, veteran radio producer/director, died in Los Angeles Sept. 29 after long illness. Credits include *Ma Perkins*, *Kitty Keene*, *Grandma Travels* and *Knickerbocker Playhouse*. In 1934 he and partner, Leigh Crosby, formed C&F Productions for series including *Heritage* and *Hedda Hopper's Hollywood*. He retired in 1956. His wife, Willa, survives.

Barbara Nichols, 47, television/film actress, died at Cedar Sinai hospital in Hollywood Oct. 5 where she had been in coma. She had appeared on TV series including *The Untouchables*, *Adam 12* and *The Jack Benny Show* and in 28 theatrical films.

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*Source: Nielsen N11 for 5/17/76 airdate.

Books

Television as a Cultural Force, edited by Richard Adler. Published by the Aspen Institute on Communications and Society and Praeger Publishers, New York, cloth: \$17.50, paper: \$4.95, 190 pp.

A sequel to last year's *Television as a Social Force*, this new offering from the Aspen Program's Workshop on Television contains nine original essays examining specific television programs and genres.

The book's starting premise holds that television has not received the type of criticism it deserves since the medium is the "most vital expression" of mass, popular culture.

In the words of the book's editor, Richard Adler: "television is not simply a 'medium' but a 'mediator'—between our desire to escape and our need to deal with real problems; between old values and new ideas; between individual lives and the life of the nation and the world."

With contributions from scholars, working television professionals and television critics, *Television as a Cultural Force* attempts criticism "neither simplistic nor patronizing." Subjects discussed range from audience identification with *All in the Family* to a respectful look at television melodrama to "television as a moral educator."

Advertising in the Broadcast Media, by Elizabeth J. Heighton and Don R. Cunningham. Wadsworth Publishing Co., Belmont, Calif., \$18.95, 349 pp.

Both the history of broadcast advertising and the current methods of radio-TV operation have been extensively re-

searched by the authors. The result is a well-organized answer book on the nuts and bolts of broadcast selling.

The first part of the opening section hopscoches through radio history up to 1946, touching on the evolution of networking, agency functions and other allied services. The section concludes with a chronology of the changes in the last three decades with the advent of commercial television and FM.

Section two on campaign developments explores marketing research, media planning, talent, commercial production and other facets of today's broadcast advertising.

Section three is devoted to audience research and sales at the network, spot and local levels.

The fourth section, on social responsibility, offers an exhaustive study of truth in advertising, government regulation, self-regulation, advertising to children and political advertising.

A light touch is injected throughout the book with reproductions of cartoons on broadcast advertising, including some that have appeared in BROADCASTING.

Elizabeth Heighton is an associate professor of telecommunications and film at San Diego State University. Previously she had been with KIRO-AM-TV Seattle, J. Walter Thompson Co. and BBDO. Don Cunningham is a principal in Cunningham and Root, Los Angeles, which he established in 1974 after long experience with Foote, Cone & Belding and Procter & Gamble.

Not So Wild a Dream, by Eric Sevareid. Atheneum, \$12.50, 522 pp.

First published in 1946, this memoir of

the Depression and World War II days returns with an introduction by Mr. Sevareid in which he explains how, after 30 years, his book, fifth place on the best seller list when it was first published, has been rediscovered as a reference book. He tells of incidents in his life which inspired him to recount his youth in this story of adventure and war.

Broadcasting in America: A Survey of Television and Radio, third edition, by Sydney W. Head. Houghton Mifflin, Boston, \$13.50, 629 pp. Instructor's manual also available.

Sydney W. Head, professor of communications at Temple University, again has updated his basic text for broadcasting, taking into account the events that have occurred since the second edition was published four years ago. From Guglielmo Marconi to the top-10 advertising agencies with broadcast billings, the book offers a comprehensive look at the industry.

Each chapter has been reassessed and substantially rewritten as Mr. Head presents the interconnection of historical and contemporary forces that have shaped present-day broadcasting. And while the book abounds with practical day-to-day information, it also stresses the relationship between broadcasting as a field of study and the other academic disciplines.

There are chapters on law and "non-regulatory social controls" as well as "pragmatic assessments" of the effects of broadcasting, lessons of the economics of advertising and programing as well as a study of cable television. The subject matter of charts ranges from ionosphere and wave propagation paths to rating concepts.

For the Record

As compiled by BROADCASTING for the period Oct. 4 through Oct. 7 and based on filings, authorizations, petitions and other actions announced by the FCC.

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

New stations

AM start

■ KUGR Green River, Wyo.—Authorized program operation on 1490 khz, 1 kw-D, 250-N. Action June 18.

FM application

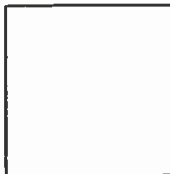
■ *Colchester, Vt.—Vermont Public Radio seeks 89.5 mhz, 1.26 kw, HAAT 2156 ft. P.O. address: 51 Park St.,

Essex Junction, Vt. 05452. Estimated construction cost \$383,828; first-year operating cost \$243,000; revenue \$243,000. Format: Variety. Principal: Applicant is nonprofit educational corporation. Ann. Sept. 7.

FM actions

■ Walnut Ridge, Ark.—Lawrence County Broadcast-

ing. Broadcast Bureau granted 106.3 mhz, 3 kw, HAAT 201 ft. P.O. address: c/o Danny J. Coker, Box 30, Walnut Ridge, Ark. 72476. Estimated construction cost \$18,147; first-year operating cost \$15,355; revenue \$18,500. Format: C&W, standard pops. Principals: William H. Cate (40%), William N. Cate (15%), R.O. Norris (20%) and Nora M. Norris (20%), Danny



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Summary of Broadcasting

FCC tabulations as of Aug. 31, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,460	5	19	4,484	45	4,529
Commercial FM	2,786	0	48	2,834	138	2,972
Educational FM	822	0	30	852	68	920
Total Radio	8,068	5	97	8,170	251	8,421
Commercial TV	699	1	7	707	56	763
VHF	509	1	3	513	10	523
UHF	190	0	4	194	46	240
Educational TV	233	9	11	253	15	268
VHF	90	3	5	98	6	104
UHF	143	6	6	155	9	164
Total TV	932	10	18	960	71	1,031

*Special temporary authorization

**Includes off-air licenses

J. Coker (5%). Both Cates (father and son) are part owners of KRLW(AM) Walnut Ridge. Son (William N. Cate) is also majority owner of Arkansas Aero Inc. and KFTW(AM) Fredericktown, Md. Mr. Coker has interests in both stations (BPH-9745). Action Sept. 23.

■ Emmetsburg, Iowa—Palo Alto Broadcasting Co. Broadcast Bureau granted 98.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 25 Taggart Dr., Carlinville, Ill. 62626. Estimated construction cost \$61,495; first-year operating cost \$42,248; revenue \$48,000. Format: Music, variety. Principal: John F. Schad is president and sole owner of Palo Alto Broadcasting. Mr. Schad is branch manager of WSMI(AM) Litchfield, Ill. (BPH-9737). Action Sept. 23.

■ Oberlin, Kan.—Jerry T. Venable and Ernest McRae, partnership. Broadcast Bureau granted 101.1 mhz, 100 kw, HAAT 417 ft. P.O. address: 606 Union National Building, Wichita, Kan. 67202. Estimated construction cost \$72,580; first-year operating cost \$41,160; revenue \$70,000. Format: C&W. Principals: Mr. Venable (60%) is general manager and 8% owner of entertainment production company. Mr. McRae (40%) is partner in law firm and has interest in KBIL(AM) and application for CP in Liberty, Mo. (BPH-9777). Action Sept. 24.

■ Lamesa, Tex.—KPET Radio Inc. Broadcast Bureau granted 104.7 mhz, 100 kw, HAAT 227 ft. P.O. address: c/o Galen O. Gilbert, 3537 Wooten, Ft. Worth 76133. Estimated construction cost \$32,400; first-year operating cost \$12,000; revenue \$60,000. Format: MOR, talk. Principals: KTLQ Radio Inc. (84%) and Jimmy Young (16%). Galen O. Gilbert (60%), Ralph Lynch and Joe L. McCullah (20% each) own KTLQ Radio Inc., licensee of KTLQ-AM-FM Tahlequah, Okla. Mr. Gilbert owns majorities in KSWM-AM-FM Aurora and KBTN(AM) Neosho, all Missouri, KOKN(AM) Pawhuska, Okla. and KZEE(AM) Weatherford, Tex. Mr. Young has no other broadcast interests. Joe McCullah has interests in KSEM-AM-FM Moses Lake, Wash. (BPH-9901). Action Sept. 23.

Broadcast Bureau granted following CP modifications to extend completion time to date shown:

■ WRCI Midland, Mich. to March 5, 1977 (BMPH-14903); *WNJC-FM Senatobia, Miss. to Dec. 30, (BMPED-1419); KBMS Billings, Mont. to Feb. 28, 1977 (BMPH-14906); *WLRH Huntsville, Ala. to Nov. 30 (BMPED-1421); KIKO-FM Globe, Ariz. to March 13, 1977 (BMPH-14904).

FM start

■ KJVC Mansfield, La.—Authorized program operation on 92.7 mhz, ERP 3 kw, HAAT 300 ft. Action Sept. 24.

Ownership changes

Applications

■ KINO(AM) Winslow, Ariz. (1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Winslow Communications to Sunflower Communications for \$125,000. Seller is owned by Michael and Theresa O'Haco (76%) and four other stockholders, none of whom have other broadcast interests. Buyer is owned by Loy W. Engelhardt and Steven D. Adams (50% each). Both are employed by KABI Inc., licensee of

KABI(AM) Abilene, Kan. Mr. Adams has realty interests. Ann. Sept. 30.

■ NEW FM Key West, Fla. (107.1 mhz)—Seeks assignment of CP from David W. and William Freeman to David W. and Elizabeth C. Freeman. Principals: Messrs. Freeman are brothers; David W. and Elizabeth Freeman are husband and wife. None of principals have other broadcast interests. David W. Freeman has realty and insurance interests. Ann. Sept. 30.

■ KYET(AM) Payette, Idaho (1450 khz, 250 w-U)—Seeks assignment of license from Payette Radio to Blue Mountain Broadcasting for \$150,000. Seller is owned by Richard L. (51%) and wife Ramona D. (37%) Swan, and Duane Kerttula (12%), who have no other broadcast interests. Buyer is owned by John H. Runkle Jr. and two other stockholders. Mr. Runkle has realty and other business interests. Ann. Oct. 6.

■ WVTS(FM) Terre Haute, Ind. (100.7 mhz, 50 kw)—Seeks assignment of license from Raftis Broadcasting to West Pines Broadcasting for \$450,000. Seller: Raftis is owned by Harold J. Raftis and his son, Michael J. Neither has other broadcast interests. Buyer is owned by Dr. Everett L. Conrad (24.24%), Arnold L. Page (12.12%), Frederick L. Adamson (10.10%), Harold E. Johns (10.10%) and 12 other stockholders. Buyers have no other broadcast interests, and are farmers and business and professional people in the Terre Haute area. Ann. Sept. 30.

■ KLLA(AM) Leesville, La. (1570 khz, 1 kw-D)—Seeks assignment of license from Leesville Broadcasting to Pene Broadcasting for \$150,000. Seller is owned by John Anthony Lazarone and Irving Ward Steinman (50% each), who also have interests in KDBS Inc., licensee of KDBS-AM-FM Alexandria, La. Buyer is owned equally by Nick Pollacia Sr., wife, Evelyn W. Pollacia, and children Nick Jr. and Mary. Senior Pollacia and wife own shoe store in Leesville, Nick Jr. is director of Louisiana State Film Commission and Mary is elementary school teacher in Leesville. Ann. Sept. 30.

■ WVVO(FM) Tisbury, Mass. (95.9 mhz, 3 kw)—Seeks transfer of control of Wasque Corp. from Garfield M. Arthur, Arthur G. Brock, William L. Connell et al (100% before; none after) to V. David Facey, Richard P. Doherty, Robert J. Nee (none before; 100% after). Consideration: \$130,000. Principals: Sellers have no other broadcast interests. Buyers: Mr. Nee owns Boston management, accounting, payroll and telephone system services, and has interests in Walpole, Mass., tennis club and Concord, Mass. liquor store. Mr. Facey is telephone billing analyst in Maryland, Md. Mr. Doherty owns night club in Hyannis, Mass. Ann. Sept. 30.

■ WBCH-AM-FM Hastings, Mich. (AM: 1220 khz, 250 w-D; FM: 100.1 mhz, 1.55 kw)—Seeks transfer of control of Barry Broadcasting from Dr. John Walton, Richard and Rose Cook, Frank S. Gregg, et al (69.2% before; none after) to Kenneth and Marjorie Radant, Raymond and Josephine Radant and Lauren A. Colby (30.8% before; 100% after). Consideration: \$211,384.50. Principals: Radant families already own 30.8% of seller and, with Mr. Colby, are buying up remaining 69.2% owned by Dr. John Walton, Richard and Rose Cook and three other stockholders, none with other broadcast interests. Kenneth Radant, present general manager of stations, is son of Raymond and Josephine Radant. Marjorie Radant is Kenneth Radant's wife. Mr. Colby, Washington communications attorney, also

owns majority interest in WTHU(AM) Thurmont, Md., and 50% of WBUZ(AM) Fredonia, N.Y. Ann. Sept. 30.

■ KMMJ(AM) Grand Island, Neb. (750 khz, 10 kw-D)—Seeks assignment of license from United Communications to KMMJ Inc. for \$671,000. Seller is owned by Rex H. Lathen, William J. Stenson Jr. and six minority stockholders. Principals in seller have no other broadcast interests. Buyer is group owned by Forum Publishing Co. (Fargo Forum) of North Dakota. Ann. Sept. 30.

■ KWRO(AM) Coquille, Ore. (630 khz, 5 kw-D)—Seeks assignment of license from KWRO Inc. to KWRO Broadcasting Corp. for \$152,000. Seller is owned by Marian K. Walsh (individually and as personal representative of estate of William E. Walsh) and William E. Walsh III. Buyer is owned by Marvin K. Frandsen who is also president and director of KSKI(AM) Hailey and KBLI(AM) Blackfoot, both Idaho. Ann. Oct. 1.

■ WBYY(FM) Hendersonville, Tenn. (92.1 mhz, 3 kw)—Seeks transfer of control of Hendersonville Broadcasting Corp. from William R. Sinks, John M. Steinhauser, et al (100% before; none after) to Mooney Broadcasting Corp. (none before; 100% after). Consideration: \$366,727 plus \$232,273 loan to seller to pay debts. Principals: Seller is owned by William R. Sinks, Donald R. Fauble, John M. Steinhauser Jr., Randall L. Davidson and Michael R. Fleming, who have no other broadcast interests. Buyer is owned by publicly held Mooney Broadcasting Corp., George P. Mooney, president, which also owns WERC-AM-FM Birmingham, Ala.; WBSR(AM) Pensacola, Fla.; WMAK(AM) Nashville and WUNO(AM) San Juan, P.R. Ann. Sept. 30.

Actions

■ WMGZ(FM) Montgomery, Ala.—Broadcast Bureau granted transfer of control of 103 Inc. from William O. Jones, William W. Dixon and Martin E. Kilpatrick Jr. to Gemini Communications. Principals: Transfer indicates corporate reorganization. Action Sept. 16.

■ KHBM-AM-FM Monticello, Ark.—Broadcast Bureau granted assignment of license from Baker Broadcasting Co. to Andres Broadcasting Co. for \$240,000. Principals: Seller is owned by Edward K. Baker who has no other broadcast interests. Buyer is owned by Charles H. Andres who is national sales manager for KTV(TV) Fort Worth (BAL-8746, BALH-2327). Action Sept. 28.

■ WKEM(AM)-WLEQ(FM) Immokalee and Bonita Springs, Fla. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 95.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Jerome Broadcasting Corp. to Gold Coast Broadcasting for \$395,000. Sellers: Conrad J. Jones, Charles families profit sharing trust, have no other broadcast interests. Buyer is owned by Richard J. Friedman, Jan Kantor and Ralph Winquist. Mr. Friedman also owns WMDD-AM-FM Fajardo, P.R. Mr. Kantor is account executive with WQAM(AM) Miami. Mr. Winquist is consulting engineer in Bridgeport, Conn. (BAL-8732, BALH-2317). Action Sept. 27.

■ KJEL-AM-FM Lebanon, Mo.—Broadcast Bureau granted acquisition of positive control of Risner Broadcasting by James L. Risner Jr. (49.8% before, 99.6% after), through purchase of stock from Ella Mae Risner (49.8% before, none after). Principals: As part of divorce settlement between James L. and Ella Mae Risner, Ella Mae Risner has transferred her interests in licensee to James Risner Jr., who also has interests in Central Missouri Broadcasting, licensee of KRMS-AM-FM Osage Beach, Mo. (BTC-8111). Action Aug. 31.

■ WSLT-AM-FM Ocean City, N.J. (AM: 1520 khz, 1 kw-D, DA; FM: 106.3 mhz, 2.9 kw)—Broadcast Bureau granted transfer of control of Allen Communications from Lester H. Allen, Robert W. Simpkins, William C. Layton Jr. et al to William C. Layton Jr. (32.3% before; 56.6% after). Consideration: \$60,611. Principals: Mr. Allen seeks to sell his total interest to engage in other areas; Mr. Layton is broker. Action Sept. 27.

■ WILL(AM)-WGOL(FM) Lynchburg, Va.—Broadcast Bureau granted involuntary transfer of control of Griffith Broadcasting Corp. from Alfred Hindley Griffith Jr. (100% before, none after) to J. Leyburn Mosby Jr., executive and trustee under will of Alfred Hindley Griffith Jr. (none before, 100% after) condition (BTC-8112). Action Aug. 26.

■ WCLO(AM)-WJVL(FM) Janesville, Wis.; WBKV-

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AM-FM West Bend, Wis. and KIJV-AM-FM Huron, S.D.—Broadcast Bureau granted transfer of control of Gazette Printing Co. from Robert Bliss and bank trustee (84.8% before; none after) to Robert, Sidney and Timothy Bliss and Josephine Ross (none before; 84.8% after). Consideration: None. Change is essentially pro forma, reflecting dissolution of family trust and provisions of will. Action Sept. 28.

Facilities changes

AM application

■ WCMG Jacksonville, Fla.—Seeks CP to change frequency to 1050 khz; decrease power to 5 kw; change type trans. Ann. Oct. 7.

AM start

■ Following station was authorized program operating authority for changed facilities on date shown: KGKO Benton, Ark. (BP-20, 237), Sept. 27.

FM actions

■ *KALX Berkeley, Calif.—Broadcast Bureau granted CP to change studio location to Lawrence Hall of Science, Room 107, UC campus, Berkeley; install new ant.; make change in ant. system (decrease height); remote control permitted (BPED-2360). Action Sept. 28.

■ KEZR San Jose, Calif.—Broadcast Bureau granted CP to install new trans.; replace damaged transmission line; ant. height 430 ft. (H&V); ERP 50 kw (H&V); remote control permitted (BPH-10186). Action Sept. 28.

■ KONG-FM Visalia, Calif.—Broadcast Bureau granted CP to install new ant.; change ERP to 15.5 kw (H&V); ant. height 950 ft. (H&V); remote control permitted (BPH-10206). Action Sept. 28.

■ WGDR-FM Manchester, Ga.—Broadcast Bureau granted CP to install trans.; ERP 100 kw; (H&V); ant. height 460 ft. (H&V); remote control permitted (BPH-10209). Action Sept. 28.

■ WFIU Bloomington, Ind.—Broadcast Bureau granted CP to change TPO and ERP: ERP 34 kw (H&V); ant. height 590 ft. (H&V); remote control permitted (BPH-10204). Action Sept. 28.

■ WGOH-FM Grayson, Ky.—Broadcast Bureau granted CP to install new trans.; change TPO; ERP 2 kw (H&V); ant. height 360 ft. (H&V) (BPH-10197). Action Sept. 28.

■ *KUOI-FM Moscow, Idaho—Broadcast Bureau granted CP to operate on 89.3 mhz by remote control studio-trans. site: Student Union Bldg., 700 Deakin St., Moscow; install new trans.; make change in ant. system (increase height); change TPO; ERP 45 w (H&V); ant. height minus 95 ft. (H&V); add circular polarization to ant.; remote control permitted (BPED-2187). Action Sept. 24.

■ KDDI Oak Grove, La.—Broadcast Bureau granted CP to install new ant.; make change in ant. system; decrease height; change ERP (3 kw [H] 1.5 kw [V]); ant. height add polarization and change 300 ft. (H&V) (BPH-10201). Action Sept. 28.

■ WGUD Pascagoula, Miss.—Broadcast Bureau granted CP to change ERP (2.35 kw [H&V]); ant. height 350 ft. (H&V); remote control permitted (BPH-10189). Action Sept. 28.

■ KGOY Bethany, Okla.—Broadcast Bureau granted CP to install new trans.; change TPO; change ERP (3 kw [H&V]); ant. height 255 ft. (H&V), (BPH-10203). Action Sept. 28.

■ WCOS-FM Columbia, S.C.—Broadcast Bureau granted CP to install new trans.; delete remote control; change TPO; ERP 20 kw (H&V); ant. height 420 ft.; remote control permitted for main studio location (BPH-10181). Action Sept. 28.

■ WAZI Morristown, Tenn.—Broadcast Bureau granted CP to install new ant.; change ERP to 460 w (H&V); ant. height 770 ft. (H&V); remote control permitted (BPH-10202). Action Sept. 28.

■ KBMF-FM Spearman, Tex.—Broadcast Bureau granted CP to redescribe trans./studio location as 605 East Kenneth Ave., Spearman, Tex., install new trans. and ant.; change TPO; add circular polarization to ERP 3 kw (H&V); ant. height 215 ft. (H&V) (BPH-10194). Action Sept. 28.

FM starts

■ Following stations were authorized program operat-

ing authority for changed facilities on date shown: WSLQ-FM Roanoke, Va. (BPH-9396), Sept. 24; *WRTI Philadelphia (BPED-2233), Sept. 27.

In contest

Designated for hearing

■ WGNE-AM-FM Panama City Beach, Fla. **renewal proceeding**: Janus Broadcasting Co. (Doc. 20949)—Commission designated for hearing applications of Janus Broadcasting Co. for renewal of licenses for WGNE-AM-FM. It said serious questions had been raised as to whether Janus possesses qualifications to remain FCC licensee. Commission also deferred action on application for assignment of license of WRKT-FM Cocoa Beach, Fla., to Janus principals, until after WGNE-AM-FM case has been resolved. FCC said the hearing was necessary to determine facts surrounding broadcast on WGNE in July, Aug., and Sept. 1975, of contest called "Play WGNE;" and whether WGNE's coverage area was misrepresented in broadcast announcements. Action Sept. 28.

■ Jackson, Tenn., **FM proceeding**: Madison County Broadcasting and Charles C. Allen and Community Services Broadcasting, competing for 103.1 mhz (Docs. 20930-2)—Commission designated mutually exclusive applications for hearing. Issues include whether Community conducted its consultations with members of general public within six months prior to date of filing; efforts made by Allen to ascertain needs and problems of poor and unemployed in area to be served and how he proposes to meet those needs and problems. Action Sept. 27.

■ Dallas, **AM-FM proceeding**: Belo Broadcasting Corp. competing with Maxwell Broadcasting Corp. for 570 khz and 97.9 mhz. (Docs. 20945-8)—Commission designated for hearing applications of Belo Broadcasting for renewal of its licenses for WFAA(AM)-KZEW(FM) Dallas, and competing applications of Maxwell Broadcasting for new AM and FM station at Dallas. Action Sept. 28.

Procedural rulings

■ WHBB(AM) Selma, Ala., **renewal proceeding**: Talton Broadcasting Co. (Doc. 20723)—ALJ Joseph Stirmer canceled all procedural dates, including hearing scheduled for Oct. 18, pending action on joint request for issuance of consent order. Action Oct. 4.

■ KJOG-TV San Diego, **assignment proceeding**: Gross Broadcasting Co. to University Television (Doc. 20589)—ALJ David I. Kraushaar rescheduled hearing for Feb. 14, 1977. Action Oct. 5.

■ WEFM-FM Chicago, **FM proceeding**: assignment of license from Zenith Radio Corp. to GCC Communications of Chicago (Doc. 20581)—ALJ Byron E. Harrison scheduled hearing for Feb. 15, 1977. Action Sept. 29.

■ WETT(AM) Ocean City, Md., **license renewal proceeding**: Public Service Enterprises (Doc. 20674)—ALJ James K. Cullen Jr. continued hearing to Oct. 15. Action Oct. 1.

Fine

■ WNIO(AM) Niles, Ohio—Broadcast Bureau notified licensee of apparent liability of \$1,000 for operating during presunrise hours and not posting PSA in conspicuous place at control point. Action Sept. 24.

Allocations

Petitions

■ KFMP-FM Cape Girardeau, Mo.—Seeks changes in FM table of assignments for Portageville, Dexter, Caruthersville and Malden, all Missouri as follows: delete 292A, 272A, 276A, 224A and add 224A, 292A, 288A (RM-2756). Ann. Oct. 5.

■ KDAV(FM) Lubbock, Tex.—Seeks assignment of FM ch. 294 to Lubbock (RM-2754). Ann. Oct. 5.

■ R&S Broadcasting, Summersville, WVa.—Seeks assignment of FM ch. 225 to Summersville (RM-2755). Ann. Oct. 5.

Actions

■ Channel Seventeen Inc., Columbia, Mo.—Broadcast Bureau denied request to delete TV ch. 36 from Jefferson City, Mo. and reassign as commercial channel to Columbia; reserve presently assigned TV ch. 8 for noncommercial educational use at Columbia (RM-2561). Ann. Oct. 5.

■ Oologah, Okla.—Broadcast Bureau assigned ch. 291 (106.1 mhz) to Oologah, as that community's first FM assignment. Action was in response to petition by William L. Wright asserting that Oologah's population has almost doubled in last five years. Wright said he intended to apply for channel, if assigned, and to build station if authorized. (Doc. 20830). Action Oct. 1.

Rulemaking

Petition

■ American Radio Relay League, Newington, Conn.—Seeks addition to rules to provide for amateur examination in Spanish (RM-2757). Ann. Oct. 5.

Action

■ Joint Re-regulation Committee of Federal Communications Bar Association & Communications Committee, American Bar Association Washington—Broadcast Bureau granted amendment of rules to provide for filing of contingent applications in certain situations involving assignments and transfers of licenses, and delete Section 1.520 as unnecessary (RM-2331). Ann. Oct. 5.

Translators

Action

■ Town of Granger, Granger, Wyo.—Broadcast Bureau dismissed applications for: 1) ch. 7 rebroadcasting KSL-TV Salt Lake City via K12ID Carter, Wyo.; 2) ch. 3 rebroadcasting KUTV Salt Lake City via K10HR Carter, Wyo.; 3) ch. 6 rebroadcasting KTVX Salt Lake City via K08HV Carter, Wyo., at request of applicant (BPTTV-5619-9). Ann. Oct. 4.

Cable

Certification actions

■ Muskegon Cable TV, Laketon township, Mich.—CATV Bureau denied opposition by licensee of *WGVC(TV) Grand Rapids, Mich., and granted carriage of *WMVS(TV) Milwaukee (CAC-6056). Action Sept. 30.

■ Service Electric Cable TV, Shamokin Dam Borough, Pa.—CATV Bureau dismissed application for certification of existing operations pending outcome of Doc. 20218 (CAC-06271). Action Oct. 4.

■ Moses Lake, Wash.—Commission granted Sammons Communications certificate of compliance for its existing cable system at Moses Lake. Sammons carries KING-TV (NBC) Seattle; KREM-TV (ABC), KXLY-TV (CBS), KHQ-TV (NBC), *KSPS-TV Spokane; KEPR-TV (CBS) Pasco; KNDU (NBC) Richland; KVEW (ABC) Kennewick, Wash., and CHEK-TV (CBC) Victoria, B.C. System is outside all television markets, and has 2,517 subscribers. Action Oct. 5.

Other action

■ Battlefield Cablevision, Georgia—FCC authorized Battlefield Cablevision, operator of consolidated cable system in Georgia to add nonnetwork programming from two of three Atlanta network stations—WSB-TV (NBC), WAGA-TV (CBS), and WQXI-TV (ABC), in lieu of second distant independent signal it is entitled to carry. Battlefield, whose system serves Chickamauga, Fort Oglethorpe and adjacent portions of Walker county and Catoosa county, Ga., now carries signals of WRCB-TV (NBC), WTVC (ABC), WDEF-TV (CBS), *WTCL, WRIP-TV (Ind.), Chattanooga; *WCLP-TV, Chatsworth, and WHAE-TV (Specialty), WTCG (Ind.) and *WETV, Atlanta. In support of request for composite carriage, Battlefield said since FCC defined WHAE-TV as specialty station, cable system was entitled to add additional independent station. Action Sept. 29.

Classified Advertising

See last weeks issue for rates
closing dates, box numbers and other details.

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.

HELP WANTED SALES

Immediate opening for sales manager, experienced, proven, RAB/concept/idea selling. Must personally sell, train, motivate sales staff. Great market/California, great signal, (daytimer) great adult cont/top 40 sound. Box W-111, BROADCASTING.

Wanted: Sales person for midwest AM-FM. Box W-187, BROADCASTING.

Experienced executive for small market station. Sales manager opportunity for those qualified. Active account list with good base. Excellent family town. If you like sales there's money to be made. Contact Jerry Peterson, G.M., KCHI AM-FM, Box 219, Chillicothe, MO 64601. 816-646-4173.

Sell your way to good money out of the big city rat race! Live in a friendly town. A three city market! Recreational area! Superior School system without big city problems! Dave Button, Mgr., KSVF/KSVP FM, 317 West Quay, Artesia, NM 88210. 505-746-2751.

Salesperson wanted: We have just promoted our Regional Sales Manager to Vice President/Station Manager for one of our other stations. We are now seeking an aggressive commission salesperson for Fort Lauderdale's leading radio station. Must have an excellent sales background. Great opportunity to earn and learn. Contact Bill Sherry, WFTL, Box 5333, Fort Lauderdale, FL 33310, or call 305-566-9621. EOE.

Springfield, Ill re-staffing sales department prior to take over top radio facility in market. A career in the making for problem-solving sales person on the way up. Must be strong on creativity with ability to build and sell campaigns. Excellent opportunity to grow with twelve station Mid-West Family Radio group into working ownership and management. Write Tom Kushak, WYFE, Rockford, IL.

Somewhere there must be an aggressive, experienced radio salesperson—age/sex no consideration, to join a salesteam 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 welcome 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.

HELP WANTED ANNOUNCERS

No. 1 rated Midwest broadcaster seeks creative MOR personality for important morning drive position. Must be witty, mature, and willing to get involved in the community. No drifters. Stable situation for the right person. Pay commensurate with experience and creative ability. Equal Opportunity Employer. Send resume to Box X-94, BROADCASTING.

Talk show personality, Good opportunity with growth oriented company for versatile, professional, responsible person. Pleasant southern city. No prima donna's. Box X-112, BROADCASTING.

Small market Pennsylvania station needs afternoon MOR personality. Also announcer-production person. Sales helpful. Send resume and salary requirements. Box X-121, BROADCASTING.

HELP WANTED ANNOUNCERS CONTINUED

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.

KMPL, 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.

AM drive, production; relate to 18-49 in competitive, medium market. Resume, air check, production samples to: Jim Pastrick, WBVM, Box 1550, Utica, NY 13502.

WGAC, Augusta seeking experienced announcer. MOR variety format. Experienced only. Salary commensurate with experience. Tape, resume, and salary requirements to: Bob Young, WGAC, Box 1131, Augusta, GA 30903. EOE.

Needed: Afternoon Entertainer, production manager, hard worker. Send resume, tape, salary requirements to: John Dial, WNCC, 803 Maple, Barnesboro, PA 15714.

Immediate opening. MOR. 100 miles from New York City. Commercial experience essential. Call or write S. Lubin, WVOS, Liberty, NY. EOE.

We are seeking a special caliber of person, who has some knowledge of the fundamentals of communication. Prior experience is not required, but a first ticket is, for those of you who want to learn our brand of radio, call or write Broadcast Enterprises, Box 968, Powell, WY 82435.

Experienced announcer for No. 3 spot in growing organization, air shift, production and sales. Tape and resume to Lee Buck Broadcasting, Box 494, Greencastle, IN.

HELP WANTED TECHNICAL

Chief engineer for AM/FM, automation, Indiana. Box W-150, BROADCASTING.

Technical wanted. Chief engineer, Michigan Radio station combination AM-FM. Needed immediately. Good working conditions. Box X-8, BROADCASTING.

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.

State of the art automated stereo FM needs engineer. You'll work with the best equipment and we expect same from you. Contact: Bruce Higgins, KHIG, Box 1106, Paragould, AR 72450. EOE.

Chief engineer—WKIQ-AM and WSHH-FM, Pittsburgh. 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.

Kentucky-AM/FM looking for engineer. Some announcing. Will help train the right person. Call Jim Ballard, 606-248-5842.

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.

HELP WANTED NEWS CONTINUED

Reporter/anchorperson, major west coast radio station. Only those experienced in field reporting, studio air work, creative writing need apply. Resume, confidential. Box X-97, BROADCASTING.

KWKH, 50,000 watt CBS affiliate with full range programming needs an aggressive dedicated newperson to gather, edit and air news. Send resume and tape to Frank Page, KWKH, Box 21130, Shreveport, LA 71120. KWKH is an Equal Opportunity Employer.

News/sports announcer. Experienced or journalism educated. Gathering, writing, editing, announcing must be better than average. Tape and resume. WCSS, Amsterdam, NY 12010.

Manager of news/informational programming for WHA-AM. Responsible for planning, supervision, coordination and evaluation of WHA and the University of Wisconsin-Extension Telecommunications Center radio news, public affairs, and informational programs and staff. Major duties include: personnel management of three executive producers, one producer, one associate producer and part time personnel; news editorship; ascertainment coordination; program evaluation; related fiscal responsibilities. Bachelor's degree in broadcast journalism or related field; four year's full time work experience as a radio news and public affairs editor, writer producer and presenter; including one year's experience in news staff supervision required. One year experience at a CPB Qualified Public radio station preferred. Salary: \$17,000. Application deadline November 1. Write for application and details to: Ronald Bornstein, General Manager, WHA Radio, 821 University Avenue, Madison, WI 53706. An Equal Opportunity Employer.

WLOI is looking for a news director who has an ear for news and is willing to use it. You must be able to seek, write and report news in a clear, professional manner. Send complete resume to Ken Coe, Box 385, LaPorte, IN 46350.

Newsperson: Central Illinois radio station, a 24 hour separately program AM/FM operation, is expanding its news operation. Looking for a professional, experienced newperson with ability to gather, write, deliver and produce news program. Good salary and benefits. Send tape and complete resume to News Director, WSOY, Box 2250, Decatur, IL 62526.

Ready to move? NE NIS affiliate seeks experienced broadcast journalist to join growing operation. Must be strong on anchor, writing, reporting, sports. Send tape, resume, writing samples to P.O. Box 17-442 W. Hartford, Ct. 06117. EOE. M/F.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Midwest 5-kw, Needs experienced P.D. MOR days. Top 40 nights. Small market. Good pay. Salary open. Resume, please. Box W-188, BROADCASTING.

Production manager experienced in commercial radio to write, edit and produce our commercials. Afternoon board shift also. North Central Illinois location. Established station in excellent community. An Equal Opportunity Employer M/F. Box X-137, BROADCASTING.

One of country's most beautiful areas seeking talented production director for AM with 40 percent share and brand new FM. Full program and production responsibility a plus if you are air personality. Station has staff of 23 Napa Valley wine country, 45 miles from San Francisco. 300 days of sunshine. Write or call T. Young, KVON, P.O. Box 2250, Napa, CA 94558. Resume and salary requirement.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS CONTINUED**

Position title: WCBU FM Development Director. Responsibilities: Coordinate and conduct station's total development program, including: a) on-air membership activities, b) corporate grants and program underwriting, c) direct mail solicitations, and 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 contracts, station staff and volunteers. Available: October, 1976. Salary: Open. Send applications, with resume, references and salary history to: WCBU FM, 1501 W. Bradley Avenue, Peoria, IL 61625. Attention: Joel L. Hartman, General Manager. WCBU FM is an Equal Opportunity Employer.

Assistant director, business affairs. Responsible for preparing and administering budget for the Telecommunications Center (WOSU, WOSU-FM, WOSU-TV). The Ohio State University. Also supervise accounting office, personnel office and office staff; prepare financial and personnel reports; assist in administering fund raising activities. Requirements: Minimum five years experience in business administration; familiarity with broadcasting preferred. Salary range: \$18,000-22,000. Deadline date: November 12, 1976. Reply to: Personnel Office, Telecommunications Center, 2400 Olentangy River Road, Columbus, OH 43210.

Large state university seeks community affairs coordinator. Duties include creation of in-studio and remote informational and cultural programing for 24 hour, 50,000 watt, Dolby "B" stereo station. MA preferred as all professional fulltime staff work intimately with R/T majors. Annual salary \$10,020, plus liberal tuition and vacation fringes. Available immediately. Send demo tape and resume with initial contact to Kenneth Garry, Manager, WSIU, Carbon-dale, IL 62901. EOE employer 618-453-4343.

Director of FM development. Non-commercial radio station seeks ambitious, innovative goal-oriented fundraiser. On-air and broadcast sales experience helpful. Salary to 12.5, excellent benefits. Resume and tape to William Kelly, WVIA TV/FM, Pittston, PA 18640. EOE.

Representatives of the University of Idaho will be available at the Chicago NAEB convention to discuss the opening for manager of progressive-formatted FM station. Person selected will also have rank of assistant professor and teach broadcast courses. Requirements include two years of radio experience and Masters Degree. Salary \$13,000 minimum for 12 months. Deadline for applications is Oct. 31, and attendance at NAEB is definitely not required in order to apply. More information from School of Communication, University of Idaho, Moscow ID 83843. An EEO/AA Employer.

SITUATIONS WANTED MANAGEMENT

36 years old, married, 18 years experience. Announcer, engineer, sales mgr. Sales Seminar instructor. Gen. mgr. VP of corp. A proven professional seeking larger MKT. Outstanding track record and community involvement. Impressive resume. Box X-38, BROADCASTING.

Young (31), aggressive general manager now looking. Excellent track record. Write today to Box X-61, BROADCASTING.

\$10,000,000 worth of radio spots. Sold and managed this amount during 14 years as salesman, sales manager, national rep and general manager. Can put it all together profitably for you. Write to Box X-108, BROADCASTING.

Successful radio salesman, with management skills, seeking management position with goal of eventual station ownership. Prefers station within 100 mile radius of Minneapolis/St. Paul. Have capital to invest. Box X-120, BROADCASTING.

Assistant GM/office manager. Heavy working knowledge of operations from traffic through P&L's and sales promotion. In top 16, will relocate to smaller market. Box X-136, BROADCASTING.

GM/SM Able to set and reach a goal! Proven performance in sales, administration and programing. Box X-148, BROADCASTING.

SITUATIONS WANTED SALES

Experienced salesman/announcer. Wisconsin, Mid-West or Colorado preferred. Small or medium markets only! Box X-88, BROADCASTING.

Self confident, aggressive go-getter. Take advantage of my professional approach towards selling. Advertising agencies, major retailers are my forte. Proven track record. I'm good! Major Northeast market (N.Y.C. preferred). Box X-147, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Experienced, 3 year serious professional seeking contemp/prog. New England/New York State. I'm ready now. Box X-56, BROADCASTING.

DJ, 3rd and endorsement, news, commercials, believable and mature voice. Ready now. Box X-62, BROADCASTING.

MOR announcer, 3rd class ticket, college graduate with BA, 5 years experience, some TV announcing, anywhere. Box X-63, BROADCASTING.

Florida, beautiful music or MOR, 3rd experienced, wishes to return to radio, any market. Box X-77, BROADCASTING.

Adult/MOR/MD seeking housewife shift. Bass, smooth mature major quality. Unmatched knowledge contemporary classics. Employed no. 1 middle escaping Afternoon Delight jingle parade. This unique professional wants concerned boss. No FM, country, Cashbox. New owner/PD? This pro work with you any market. Have no gimmicks, don't need em, why complicate a fun business. Box X-123, BROADCASTING.

Energetic young pro available for commercial production, air shift, or music director. Two years experience. Solid worker. Why looking for work? Station to automate! Prefer Florida! Box X-129, BROADCASTING.

Young DJ looking to move up. 1 yr. exp., tight board, good production, 3rd endorsed. Prefer Top 40. Anywhere. Presently employed. Box X-132, BROADCASTING.

Contemporary/MOR personality seeks medium market position in Mid-west. Married. Experienced. 1st phone. Proven capabilities. Resume, check avail. Box X-133, BROADCASTING.

2 yrs first. Newsmen-announcer currently available. Seek news oriented or FM gig. Some talk. Conscientious. No AM drive. 1-5 pm. 301-863-7865 or Box X-149, BROADCASTING.

Psychic/ghost hunter. Want broadcaster-psychic, hype ratings, get calls? Appears on many majors. Call Warren Freiberg for Halloween, WLNR, 312-474-3455.

DJ 1st phone soul/top 40 AM or FM, 3 years exp. Imagination is more important than knowledge Try me. Call 213-753-0996. 971-4658.

Have third endorsement. Will travel, six months board experience. Have aircheck, 23, single, Rick Crews, 15195 Peaceful Road, Jacksonville, FL 32226. 904-757-3189.

Want all nite shift in Washington state. Seven months experience at AM-FM combo, references, 3rd. Phone 206-384-3133.

Exp. DJ, news director, production mgr, top 40/R&B. 1st phone, anywhere/shift. 502-937-8039, J. Diamond.

Two years mornings and MD in Pa. (1st phone). Looking for a challenge in AOR or top 40 market. Good news and innovative production. Personality. Jonathan Warner, 12 White Oak Dr., Livingston, NJ 07039. 201-992-0802.

A real asset to your staff. 14 months with no. 1 station in the Florida Keys. Professional musical background, excellent news, tight board and production. First phone, ready at your command. Call George Kovach, 30 NW 56 Court, Fort Lauderdale, FL 33309. 305-771-4677.

**SITUATIONS WANTED ANNOUNCERS
CONTINUED**

Four years experience announcing, PD, MD, ND, sports, production. B.S. Speech. Dick Stout 1-404-536-1668.

Man-woman team seek contemporary format drive slot. Experienced all areas broadcasting. Dick and Ellen Stout. 1-404-536-1668.

Humorous, first phone, air personality desires small market top 40 or contemporary. 213-387-7175. S.H. Green.

I get results. Creative. MD/announcer/production/3rd/4 yrs. exp. Knows music. Clark Lehrer, 516-437-6629, 82 Shelbourne, New Hyde Park, NY 11040.

Jockey-newscaster-announcer: Creative/versatile, third endorsed, tight board, experienced, authoritative-aggressive. Will answer all. Write/call Ron Nedd, 3203 Bruner Ave., Bronx, NY 10469. 212-671-9531.

Family man, third, experienced. Desire FM contemporary MOR. Steve 612-535-5894.

Southern Lower Michigan or surrounding states. Available immediately. Announcer 2 yrs. exp. news director, M.D., good production. Contemporary MOR or AOR. Let's talk. 616-627-4853.

6 year pro, all formats, 1st phone family man will relocate for better support I know I'm worth. 904-761-6920 anytime.

First class announcer, with 3rd phone, and 8 years experience, wants full-time air shift in M.O.R. or easy listening format. Smooth voice and board. Good news, commercials, and production, with experience as M.D. Prefer California but will relocate. Call or write Frank Cordell at 714-658-1094, 26353 Columbia Street, Hemet, CA 92343.

SITUATIONS WANTED NEWS

Street reporter-morning anchor 2 years experience, some as news director. Also P-B-P and TV news experience. Looking for medium market radio or radio-television combo with commitment to news. Box X-26, BROADCASTING.

Mature (42) journalist and newsman seeks creative, challenging position with small/medium market in South East. Strong on editing. Announcing and sales experience. Available December 1st. Box X-64, BROADCASTING.

West-Central Pa. ND, BA, 3rd, one year commercial, three college. seeks writing or air, prefers PA, OH, NY, MD, WV. Box X-90, BROADCASTING.

Experienced radio news, 20 years, desire Iowa location & permanency. Box X-91, BROADCASTING.

Mature, intelligent newsperson seeks position preferably in New England. M.S. degree. Nine years radio experience. Box X-96, BROADCASTING.

Eat, sleep & breathe news. 23, 4 yrs. exp. field/investigative/anchor. Political Science degree, 1st ticket. Reported for CBS O&O. Availability due to format change. Mark Hyman, 5119 N. 9th St., Apt no. 111, Fresno, CA 93710. Day messages 209-268-8801. Night, 209-229-8972.

Sports fresh from network, mid-market olympics reporting. Solid PBP, anchor, writing. Creative, personality and worker. B.A. Communications. Tape and resume to any market. 914-962-4202.

1-313-534-0251. Newsmen/editor 4 yrs. experience. Douglas Nagy.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS**

Program director. Hard working, creative, experience includes small market to network operations. Willing to relocate. Paul Mitchell 215-638-9425.

Six years experience, first phone, married and looking for permanent position. Experienced in production programming and sales. Prefer Midwest. Call 402-463-4170.

TELEVISION

HELP WANTED MANAGEMENT

Local sales manager for station in Central Pennsylvania. Must be competitive, aggressive self starter with experience in retail and new sales development in addition to directing local sales staff. An Equal Opportunity Employer. Box X-105, BROADCASTING.

Station manager/operations manager for medium market station. Highly competitive, top rated, news oriented format. Station seeking replacement for present manager who is leaving. Will work directly under general manager and be and must be capable of assuming this position in the future. Looking for an aggressive and experienced leader, good in personnel motivation and familiar with all aspects of station operation. Salary and benefits negotiable. Send resume and photo to Box X-122, BROADCASTING.

Executive coordinator, friends of Channel 21, Inc. Full-time academic specialist, grant-funded position. Responsible for coordination, representation and development of the citizen support organization for WHA-TV. Major duties include personnel and office management and supervision; development, coordination, evaluation of volunteer activities; membership development; representation to and liaison with community and station staff. Bachelor's degree required. Applicants should have minimum 3 years successful experience (5 years preferred), in community/volunteer leadership and program coordination. Demonstrated organizational capability. Knowledge and successful experience in administrative management, fiscal, program and personnel planning. Oral and written communication skills. Demonstrated knowledge and experience in Public Television citizen support activities and development preferred. Salary minimum: \$15,000. Application deadline October 25, 1976. Write for application and details: Ms. Marieli Rowe, President, Friends of Channel 21, Inc., 821 University Avenue, Madison, WI 53706. An Equal Opportunity/Affirmative Action Employer.

HELP WANTED SALES

Television account executive. Southeast network affiliate has an excellent opening for an account executive. Will take over an established active account list. Direct selling to local retail clients. Must know television production. An Equal Opportunity Employer. Send resume to Box X-69, BROADCASTING.

Midwest medium market ABC TV affiliate with top news youthful organization offers terrific growth potential to aggressive self-starter. Resume with billing history to Box X-73, BROADCASTING.

Midwest network VHF station. Market in top 50. Experienced salesperson to take over established list. Excellent opportunity and living conditions. E.O.E. Rush complete details and salary history to Box X-151, BROADCASTING.

HELP WANTED TECHNICAL

Maintenance engineer with experience in remotes and supervision for very active TV station in top 10 market. Applicant must have FCC first class and 5 years experience. Box W-140, BROADCASTING.

Assistant chief engineer for southeast VHF group-owned station. Strong technical and maintenance background required. Equal Opportunity Employer. Send resume with references and salary history to Box X-130, BROADCASTING.

Video technician, \$18,000. Three plus years experience CCTV EQT. Bench work top future. Resume and details now. Box X-138, BROADCASTING.

Immediate opening for experienced TV maintenance engineer for studio & transmitter. First class license required. Salary open, depending on experience. Equal Opportunity Employer. Send resume and salary requirements to KBIM-TV, Gene Rader, Director of Engineering, P.O. Box 910, Roswell, NM or call 505-622-2120.

Transmitter maintenance engineer to take care of two VHF TV transmitters for a western Montana small market station. Must be strong on transmitters. Some studio experience desired. Contact W. Douglas Drader, Chief Engineer, KGVO-TV, Drawer M, Missoula, MT 59801.

HELP WANTED TECHNICAL CONTINUED

Chief engineer for ABC affiliated UHF TV. Must be able to take charge of maintenance. KXIX—Contact Dewey Acker, 512-578-3519. Post Office Box 1879, Victoria, TX.

TV control room switcher/director, must have first class FCC license. Growing CBS affiliate in northeast Michigan, is looking for the right person to fill an immediate vacancy. Experience helpful, but not essential. Will train. Send resume to WBKB-TV, P.O. Box 35, Alpena, MI 49707 or call 517-356-3434. Mr. Thomas Disinger, C.E.

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, TK45, VR1200, VR2000 and CMX. Maintenance experience helpful. Send resumes and references to Chief Engineer, WPHL-TV, 5001 Wynnefield Ave., Philadelphia, PA 19131.

Remote engineering supervisor wanted to supervise activities of engineering staff for all remote productions. New full color remote facilities. Position requires FCC 1st and experience. EOE. \$12,180 starting salary. Send resume to: Leon Drye, C.E., WSWP-TV, Box AH, Beckley, WV 25801.

Studio maintenance engineer first class license required. Strong background in solid state and digital electronic. Some transmitter maintenance involved. Contact Chief Engineer, WVIR-TV, P.O. Box 751, Charlottesville, VA 22901.

Television Engineer wanted: Minimum of 3 years experience operating and maintaining studio cameras, audio, and RCA Video tape. Must have an excellent technical background and 1st class FCC license. Send resume to: Ted Newcomb, Chief Engineer, P.O. Box 32325, Oklahoma City, OK 73132. 405-848-3311. An Equal Opportunity Employer.

Maintenance engineer with first class license for equipment maintenance at a western New York Television Station. Some experience with RCA equipment preferred. Call Chief Engineer at 716-773-7531. Equal Opportunity Employer.

Experienced Video Operator for staff position. Send resume to Mr. Don Faso, V.P. Engineering, Video City, Inc., 12100 N.E. 16th Avenue, North Miami, FL 33161.

HELP WANTED NEWS

Reporter-Medium southwest market. Experience necessary. EOE. Send resume, photo and salary requirements to Box X-65, BROADCASTING.

Southwest Market needs experienced weekend anchor/reporter. EOE. Send resume, photo and salary requirements to Box X-65, BROADCASTING.

News producer, medium southwest market. Must be responsible for two daily newscasts. EOE. Send resume and salary requirements to Box X-65, BROADCASTING.

Aggressive, hard nosed reporter for number 1 medium market station. Some weekend anchor work possible. Equal Opportunity Employer. Resume and current salary to Box X-155, BROADCASTING.

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. Send resume, salary requirements and VTR or film in first letter to Dick Benedict, News Director, KCBD-TV, P.O. Box 2190, Lubbock, TX 79408. Equal Opportunity Employer.

TV weather personality. Knowledgeable presenter of weather news and environment reports for Capital Cities Communications' WTNH TV, New Haven. Experienced candidate contact Bill Lawlor, News Director.

HELP WANTED NEWS CONTINUED

Broadcast journalist to teach broadcast journalism, basic news writing and mass media courses. Expertise in a related area, such as public relations, criticism, editorial writing, or photojournalism helpful. Salary and rank negotiable. A.B.D. or Ph.D. required. Applications accepted to October 20, 1976. Send resumes to: Affirmative Action Committee, Office of the Academic Vice-President, Drawer H, Morris Hall, William Paterson College of N.J., 300 Pompton Road, Wayne, NJ 07470. An Equal Opportunity Employer.

News director needed for highly-rated, group-owned station in Midwest medium market. Emphasis on administrative and news-anchor skills. Excellent income, benefits, and long-term potential for a person who can make it happen. Call Bill Livek, Ron Curtis & Company, 312-693-6171.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Continuity director produce write plus light commercial and other directing responsibilities. Experienced commercial telecast personnel only. Equal Opportunity Employer. Box X-53, BROADCASTING.

Producer-director medium southwest market. Experience necessary in news, commercial and general programing. EOE. Send resume and salary requirements to Box X-65, BROADCASTING.

Director of communications and information for major market group owned independent. Experienced person who knows how to create exciting promotion and achieve results. Person who can administer effectively and lead decisively. Responsibility for all promotion related activities including promotion department budget, sales promotion, station & program promotion, on-air, print & outdoor promotion. Compensation commensurate with ability & experience, plus excellent fringe benefits. An Equal Opportunity Employer. Reply in confidence to Box X-66, BROADCASTING.

Data/systems manager needed for major market group owned independent. Must be experienced in all phases of traffic & operations, plus have experience with computer system. Person who can administer effectively and lead decisively, to manage people & work load. Compensation commensurate with ability & experience, plus excellent fringe benefits. An Equal Opportunity Employer. Reply in confidence to Box X-67, BROADCASTING.

Experienced commercial TV producer/director for top ten market station. Emphasis on commercial production with some station directing involved. Must be fully understanding of TV creative techniques and have thorough knowledge in operation of modern equipment. Experienced only need apply. EOE. Box X-111, BROADCASTING.

Producer/host or hostess, Black oriented, weekly prime-time half-hour in major Eastern market. Producer is responsible for content of this magazine format, now in its seventh year. Send resume, salary needs, picture to Box X-117, BROADCASTING.

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.

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.

Production manager for established ITV/PTV operation expanding to new Telecommunications Center. College degree, TV or film, minimum four years TV and film production plus demonstrated management and supervisory experience. Directly responsible for control of production quality. Schedules all studio, remote, film productions. Must be creative and imaginative individual with strong leadership and organizational abilities. Resume and salary requirements to Personnel Department, WDCN-TV, P.O. Box 12555, Nashville, TN 37212. Application deadline: October 25, 1976. An Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

Producer/director, minimum three years experience all phases of production. Send resume to Program Director, WSM TV, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Production manager with strong experience as producer-director and knowledge of film and tape production techniques. Call Jeff Hark, Program Manager, WTAJ-TV, Altoona, PA, 814-944-2031. An Equal Opportunity Employer.

Producer-director strong on producing local commercials and public affairs programs. We need an experienced pro. Contact Murray Schweitzer, Production Manager, WXFX-TV, 623 East Main Street, Richmond, VA 23219, 804-748-6303. An Equal Opportunity Employer.

Immediate opening for radio/TV director in Mississippi Cooperative Extension Service. Opportunity to develop state-wide media educational/news program in agriculture, home economics, and youth development subjects. Government appointment in University. Must have on-camera interview skills and knowledge of production. Master's required. Contact Milburn Gardner, P.O. Box 5446, Mississippi State, MS 39762, or 601-325-3462.

Executive producer for medium market community PTV. We need someone with local program ideas (and a few network ideas) who can produce, direct and supervise four other persons who produce and direct. Background in proposal writing, and ENG experience are desirable. Equal Opportunity Employer. WXXI-TV, Box 21, Rochester, NY 14601.

Ph.D. in television to teach courses in broadcasting, comparative broadcasting, criticism, writing, production, programming. Rand and salary negotiable. Applications accepted to October 20, 1976. Send resumes to: Affirmative Action Committee, Office of the Academic Vice-President, Drawer H, Morrison Hall, William Paterson College of N.J., 300 Pompton Road, Wayne, NJ 07470. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Former network executive with extensive key market general management success seeks opportunity and tough challenge; can provide unique references and background story; will relocate; for immediate interview, reply Box X-14, BROADCASTING.

SITUATIONS WANTED SALES

Sales position desired by production manager. Major market production experience. Good knowledge of sales, excellent credentials. Call: 803-798-1010.

SITUATIONS WANTED TECHNICAL

Experienced in VHF and UHF. Heavy maintenance on all TV-equipment. Thoroughly familiar with all phases of broadcasting, production and remotes. Willing to relocate. Contact William Taylor, 1311 Ski Lodge, Montgomery, AL or call 205-277-4864.

SITUATIONS WANTED NEWS

Potomac fever recently cured. Washington political reporter, network experience. Ready for move to serious, respected local news department. Box X-118, BROADCASTING.

Sportscaster. In top-10 market at age 21. Still in Top-10. Young, but heavy experience. Great features, on-air, PBP. Personable, bright, articulate. Will add to your news team. Write today. Box X-125, BROADCASTING.

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.

Aggressive newswoman seeking reporter/photographer position. Can shoot, edit, process still or sound film. Thoroughly experienced professional. Top 75 market. Experienced talk show host-coordinator. Excellent voice and appearance. Box X-134, BROADCASTING.

TV reporter, 3 years experience, anchor, documentaries plus public affairs talk show, ready to move up! Box X-135, BROADCASTING.

SITUATIONS WANTED NEWS CONTINUED

Young sports director seeks move to more challenging market. ENG, film expert who loves field reporting rather than rip-read-net feed. 27, B.A. Former athlete in labor of love. PBP all sports. Box X-139, BROADCASTING.

Former news director-anchor, w/ strong sports background looking for news/sports position. Experience in top 50 market. B.A. Pol. Sci. no regional preference. John Buren, 4910 Newport Ave., Washington, D.C. 20016.

Young ambitious photographer/TV person seeks position with respectable station or film company. Very creative and knowledgeable in television production as well as 16mm and 35mm equipment. Will travel for opportunity. 218-574-2359.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced director/production manager with 11 years in field. Great with all phases of production including VTR's (editing); Film shooting, processing, editing. Directing: News (primary responsibility), commercials, documentaries, religious and talk shows; writing. Top 75 market. Box X-131, BROADCASTING.

Recent college graduate with BA in television seeks entry level position in television station. Has classroom and cable station experience. Equal Opportunity Employer preferred. Box X-142, BROADCASTING.

Director with BA in communications, 4 years experience at network affiliate, seeks challenging position. Background includes daily newscasts, commercials, live broadcasts, portable videocamera. Box X-144, BROADCASTING.

Network film editor 8 years experience in 16/35mm documentaries, promos. Prefer western states. GDH, Box 3815, Van Nuys, CA 91407.

3 television production school graduates, with FCC first phone, available together or separately. 1115 N.W. 135 St. Miami, FL 33168. 305-685-3982.

Production manager, major market experience, wants to relocate. Heavy news, sports, comm'l background. Good program director back-up. Excellent credentials. Call: 803-798-1010.

Producer-director seeks position educational PBS station anywhere USA. Masters degree 10 years experience. Extremely creative, hardworking, dedicated. Salary unimportant. 18 Dickinson Road, Darien, CT.

WANTED TO BUY EQUIPMENT

Wanted: clean Gates 55 or 855 cartridge machine. Contact Herb Wiles, WLAM, Lewiston, ME, 207-784-5401.

FOR SALE EQUIPMENT

TV equipment for sale. TV tower and line for sale: stainless G-4, 400 foot tower now supporting 7,000 pound RCA antenna. Guy cables and saddles included. Fully galvanized and painted and less than seven (7) years old. \$20,000. Also, 25 sections of RCA 6-inch transmission line, bullets and hangars, \$15,000. Would consider less for package offer. Contact M.D. Smith, IV, Manager, WAAY-TV, 1000 Monte Sano Blvd, Huntsville, AL 35801, or phone 205-539-1783.

Schafer automation, Model 800 stereo. Two Ampex PB-351 music decks. Spotter, Makeup unit, two Crown loggers, remote controls. \$8,000.00. Dave Kiker 904-456-5751. WCOA, Box 12487, Pensacola, FL 32573.

For sale equipment: 3 Bay FM Circularly Polarized FM Antenna with 300 feet of 1 5/8 coax with connectors, less than 3 years old. \$2,500 for package. Ted J. Gray, WKDE, Altavista, VA.

Gates 1,000/250 watt BC1T Transmitter, solid state rectifiers, purchased new and used as standby with very few hours. \$3,500. Gates BC 250L Transmitter used for standby, good shape, \$750.00. Contact Johnny Walker, 713-523-2581.

FOR SALE EQUIPMENT CONTINUED

TV remote broadcast unit. Two 40' custom A/C trailers, four PC70, one PCP-90 cameras; two Ampex 1200B, Ampex HS-100 slo-mo VTR's; PCF-20A color film chain, two film and slide projectors; two switchers; and much more video and audio equipment, all excellent condition. \$371,000. Call Frazier, Gross & Clay, Inc. 202-966-2280.

For sale west of Mississippi, towers used total footage 1098' all towers. Galvanized solid steel (no pipe) suitable for FM or AM, also lite kits, dog houses, 1800' 51 ohm 1 5/8" Ridged coax, also some 500' of 3 1/8" coax, ridged coax with bullets and bolts, support post and lcc gards. Also copper ground screen and 2" strap, strap and ground screen are new and unused. Also we have Basi and guy line insulators. Call Midwest Tower Kennewich or Vancouver WN, Kennewich 509-783-2569 or Vancouver 206-892-6701.

FM transmitters: CCA FM-10000-DS-10KW, CCA FM-5000-DS-5KW, Visual/Sintronics FM-10,000-Ka-10KW, GEL FM-15-A-15KW, RCA BTF-5-DS-5KW, RCA BTF-5-BS-5KW, ITA-FM-1000-C-1KW, Gates FM-1B-1KW. Communication Systems, Inc. Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

1 KW AM transmitters: RCA BTA-1R, RCA BTA 1-M, Collins 20V-2, Collins 20V-3, Gates BC-1G, Gates BC-1f, Gates BC-1J, Sparta/Bauer 707, ITA AM-1000-B, Raytheon RA-1000C, CCA AM-1000D. Communication Systems, Inc. Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Complete automation system. AR1000 digital clock, audio switcher, computer, expander, logger status, TTY, 3 autotune tone detectors, Revox tape rec., 2 carrouseles, random selector, monitor alarm-3 racks, extras, ready for broadcast. Half price. Call 609-691-1477 or write 2755 Magnolia Road, Vineland, NJ 08360.

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Institute of Broadcast Arts. 75 East Wacker Drive, Chicago, 4730 West Fond du Lac, Milwaukee. Current FCC license updates. Approved for Veterans benefits, financing available. Lowest prices in the Midwest, 312-236-8105 or 414-445-3090. Results guaranteed.

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RADIO

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Broadcast group seeking exciting MOR personality for PM Drive slot. Unique opportunity for a seasoned professional to join an outstanding air team with this top rated station. You will be expected to build and hold an audience in a very important daypart. Pleasant living and working conditions, excellent compensation. Send resume, including present salary to: Program Manager, P.O. Box 21567, Columbia, SC 29221. Equal Opportunity Employer, Male/Female.

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RADIO

Experienced, profit oriented general manager looking for position. Excellent record in highly competitive major markets. Available immediately. Reply:
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Situations Wanted News

Morning editor-writer at major market Southern California all-news affiliate seeks comparable position in metro market. Experience as C-B-S, A-P-R stringer. Hours and pressure not a problem.
Box X-119, BROADCASTING.

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Top-Rated personality in 350,000 market needs challenge. Talk Show Host. 10 years experience—ALL phases of programming, production, news, sales. 10 years PR management. Degree. First Phone. Top references. All markets considered. Box X-141, BROADCASTING.

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Chief Engineer New York market UHF station. Top qualifications and experience required. Salary commensurate.

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Ted Johnson Productions, Inc. is expanding its video tape production facilities with addition of a mobile production unit as well as in-house.

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Send resume to Ted Johnson Productions, Inc., 150 Riverside Avenue, Jacksonville, Florida 32202; or contact Joe Atkins, 904-354-7000.

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Experienced TV production person, capable of managing a creative staff of 12. Strong organizational ability a must. Send resume to: PROGRAM MANAGER, KBHK TV, 420 TAYLOR STREET, SAN FRANCISCO, CA94102
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Situations Wanted News

Chinese-American, 23, M.A.-Broadcast Journalism, seeks television news reporting position. Former writer-editor Washington, D.C. radio station, major metropolitan newspaper reporter, news director university radio station. Can shoot-edit 16mm film. Can relocate now. Box X-156, BROADCASTING.

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It's not a lot of money but this young, aggressive radio general manager wants to buy his first station. Not interested in the Northeast or deep south.

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For Sales Stations Continued

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Contact:
William L. Walker
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Stock Index

Stock symbol	Exch.	Closing Wed. Oct. 13	Closing Wed. Oct. 6	Net change in week	% change in week	1976 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	ABC	N	35 5/8	34 5/8	+ 1	+ 2.88	38 1/2	19 7/8	23	17,519	624,114
CAPITAL CITIES	CCB	N	49 7/8	51 3/8	- 1 1/2	- 2.91	55 3/4	42 1/4	13	7,759	386,980
CBS	CBS	N	52 5/8	54	- 1 3/8	- 2.54	60 1/2	46 3/4	11	28,313	1,489,971
COX	COX	N	34 1/2	34	+ 1/2	+ 1.47	37 3/4	28 3/4	12	5,861	202,204
GROSS TELECASTING	GGG	A	12 1/2	11 7/8	+ 5/8	+ 5.26	12 1/2	10	8	800	10,000
KINGSTIP COMMUN.	KTVV	O	4 7/8	4 3/4	+ 1/8	+ 2.63	4 7/8	2 1/4	17	461	2,247
LIN	LINB	O	15 1/2	15 1/2		.00	17 3/4	9 5/8	8	2,382	36,921
MODNEY	MOON	O	1 7/8	2	- 1/8	- 6.25	3 7/8	1 7/8	3	425	796
RAHALL	RAHL	O	7	6 3/8	+ 5/8	+ 9.80	7	4 1/2	14	1,297	9,079
SCRIPPS-HOWARD	SCRP	O	28 1/2	28	+ 1/2	+ 1.78	28 1/2	20 1/2	7	2,589	73,786
STARR* **	SBG	M	2 7/8	2 7/8		.00	5	2 1/4		1,202	3,455
STORER	SBK	N	26 3/4	27 1/8	- 3/8	- 1.38	31	15 7/8	9	3,902	104,378
TAFT	TFB	N	27 7/8	28	- 1/8	- .44	31 1/2	23 1/4	9	4,070	113,451
TOTAL									76,580	3,057,382	

Broadcasting with other major interests											
ADAMS-RUSSELL	AAK	A	3 3/8	3 1/2	- 1/8	- 3.57	4 3/4	2	6	1,258	4,245
AVCO	AV	N	14	14 1/2	- 1/2	- 3.44	14 3/4	4 1/2	2	11,541	161,574
JOHN BLAIR	BJ	N	8 7/8	8 1/2	+ 3/8	+ 4.41	11 1/4	5	5	2,403	21,326
CHRIS-CRAFT**	CCN	N	4 7/8	6	- 1 1/8	- 18.75	6 3/8	4 5/8		4,162	20,289
COMBINED COMM.	CCA	N	16	15 3/4	+ 1/4	+ 1.58	20	12 5/8	8	6,269	100,304
COWLES	CWL	N	10 1/2	10 1/2		.00	11 3/8	6 1/8	14	3,969	41,674
DUN & BRADSTREET	DNB	N	27 5/8	27 1/4	+ 3/8	+ 1.37	33 3/4	24 5/8	17	26,581	734,300
FAIRCHILD IND.	FEN	N	8 1/8	8 5/8	- 1/2	- 5.79	11 1/2	6 1/8	10	5,708	46,377
FUQUA**	FQA	N	8 3/4	9 1/8	- 3/8	- 4.10	9 3/4	4 1/2		8,844	77,385
GANNETT CO.	GCI	N	37 3/8	38	- 5/8	- 1.64	40	32 7/8	19	21,108	788,911
GENERAL TIRE	GY	N	23 3/4	24 7/8	- 1 1/8	- 4.52	25 5/8	17 5/8	7	21,954	521,407
GLOBE BROADCASTING**	GLBTA	O	2 3/8	2 3/8		.00	2 7/8	1 1/2		2,783	6,609
GRAY COMMUN.	O		6 3/4	7 1/4	- 1/2	- 6.89	7 1/4	6	4	475	3,206
HARTE-HANKS	HHN	N	22 1/8	22 1/4	- 1/8	- .56	25 3/4	17 1/8	10	4,381	96,929
JEFFERSON-PILOT	JP	N	29 3/4	29 3/4		.00	31 7/8	25 5/8	11	24,078	716,320
KAISER INDUSTRIES	KI	A	13	13 3/4	- 3/4	- 5.45	16	8	7	27,598	358,774
KANSAS STATE NET.	KSN	O	3 3/4	3 7/8	- 1/8	- 3.22	4 7/8	3	5	1,815	6,806
KNIGHT-RIDDER	KRN	N	34	35 3/4	- 1 3/4	- 4.89	37 1/8	28 7/8	13	8,305	282,370
LEE ENTERPRISES	LNT	A	16 3/4	16 1/2	+ 1/4	+ 1.51	25 1/2	15 3/8	10	3,352	56,146
LIBERTY	LC	N	16 3/4	17 1/2	- 3/4	- 4.28	18 5/8	9 1/2	6	6,762	113,263
MCGRAW-HILL	MHP	N	15 1/8	15 3/4	- 5/8	- 3.96	17	12 3/4	10	24,700	373,587
MEDIA GENERAL	MEG	A	16 7/8	17 1/8	- 1/4	- 1.45	19 1/2	14 1/4	8	7,276	122,782
MEREDITH	MOP	N	14 7/8	14 3/8	+ 1/2	+ 3.47	17 5/8	10 1/4	3	3,064	45,577
METROMEDIA	MET	N	24 5/8	24 7/8	- 1/4	- 1.00	29 3/4	15	7	6,721	165,504
MULTIMEOJA	MMED	O	18 1/4	18 1/2	- 1/4	- 1.35	20	14 1/4	10	4,390	80,117
NEW YORK TIMES CO.	NYKA	A	12 3/4	13	- 1/4	- 1.92	17 3/8	11 1/2	11	11,203	142,838
OUTLET CO.	OTU	N	15 3/4	16 1/4	- 1/2	- 3.07	19	12 7/8	5	1,438	22,648
POST CORP.	POST	O	13 1/4	12 1/2	+ 3/4	+ 6.00	13 1/4	8	325	873	11,567
REEVES TELECOM**	RBT	A	2 3/8	2 1/2	- 1/8	- 5.00	2 1/2	1 1/8		2,376	5,643
ROLLINS	RDL	N	21 3/4	21 3/4		.00	27 3/8	20 3/4	13	13,404	291,537
RUST CRAFT	RUS	A	8 1/8	7 3/8	+ 3/4	+ 10.16	9 7/8	5 5/8	6	2,291	18,614
SAN JUAN RACING	SJR	N	10	10		.00	10 1/4	7 1/4	7	2,509	25,090
SCHERING-PLOUGH	SGP	N	52 5/8	50 1/2	+ 2 1/8	+ 4.20	59 3/4	47 1/2	19	54,023	2,842,960
SONDERLING	SDB	A	11	10 1/2	+ 1/2	+ 4.76	13	6 3/4	4	729	8,019
TECH OPERATIONS**	TO	A	2 1/2	2 3/4	- 1/4	- 9.09	4 3/4	2 1/2		1,344	3,360
TIMES MIRROR CO.	TMC	N	20 7/8	21 1/4	- 3/8	- 1.76	23 3/4	18 1/4	12	33,895	707,558
WASHINGTON POST CO.	WPO	A	38	39 3/4	- 1 3/4	- 4.40	40 1/2	21 3/4	11	4,546	172,748
WOMETCO	WOM	N	12	12 3/8	- 3/8	- 3.03	13 1/4	8 7/8	8	9,470	113,640
TOTAL									377,598	9,312,004	

Cablecasting											
ACTON CORP.	ATN	A	3 3/4	3 1/8	+ 5/8	+ 20.00	3 3/4	1 1/8	18	2,608	9,780
AEL INDUSTRIES* **	AELBA	O	1 7/8	1 7/8		.00	2 1/8	3/4		1,672	3,135
AMECO**	ACO	O	1/2	1/2		.00	1/2	3/8		1,200	600
AMERICAN TV & COMM.	AMTV	O	20 1/2	20	+ 1/2	+ 2.50	21 3/4	13 1/2	19	3,330	68,265
ATHENA COMM.**	O		1/4	1/4		.00	1/2	1/8		2,125	531
BURNUP & SIMS	BSIM	O	4 1/2	4 1/2		.00	6 1/2	3 1/4	56	8,349	37,570
CABLECOM-GENERAL	CCG	A	4 7/8	5	- 1/8	- 2.50	8 1/8	4 1/8	4	2,560	12,480
CABLE INFO.	O		7/8	3/4	+ 1/8	+ 16.66	1 1/8	1/4	4	663	580
COMCAST	O		3 1/8	3 1/8		.00	3 1/4	1 7/8	39	1,708	5,337
COMMUN. PROPERTIES**	COMU	O	3 3/4	3 3/4		.00	4	1 7/8		4,761	17,853
COX CABLE	CXC	A	16	16		.00	17 3/4	13	17	3,560	56,960
ENTRON	ENT	O	1 5/8	1 5/8		.00	1 3/4	1 1/2	2	979	1,590
GENERAL INSTRUMENT	GRL	N	16 1/2	17 1/2	- 1	- 5.71	17 5/8	8 1/4	69	7,178	118,437
GENEVE CORP.	GENV	O	8 3/4	8 3/4		.00	10	6 1/2	58	1,121	9,808
TELE-COMMUNICATION	TCOM	O	3 5/8	3 1/4	+ 3/8	+ 11.53	5 1/4	2 7/8	52	5,181	18,781
TELEPROMPTER**	TP	N	6 5/8	6 7/8	- 1/4	- 3.63	9 3/8	5 3/4		16,634	110,200
TIME INC.	TL	N	33	34	- 1	- 2.94	34 3/4	32 1/2	6	25,000	825,000
TOCOM	TOCM	O	2 7/8	2 7/8		.00	3 1/4	1 5/8	10	617	1,773
UA-COLUMBIA CABLE	UACC	O	15	13 1/2	+ 1 1/2	+ 11.11	15	9	13	1,700	25,500
UNITED CABLE TV**	UCTV	O	2 7/8	2 5/8	+ 1/4	+ 9.52	3	1 5/8		1,879	5,402
VIACOM	VIA	N	8 7/8	8 3/4	+ 1/8	+ 1.42	11 3/4	7 7/8	9	3,701	32,846
TOTAL									96,526	1,362,428	

Stock symbol	Exch.	Closing Wed. Oct. 13	Closing Wed. Oct. 6	Net change in week	% change in week	1976 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Programming											
COLUMBIA PICTURES	CPS	N	5 1/8	5	+ 1/8	+ 2.50	7 7/8	4 1/2	6	6,748	34,583
DISNEY	DIS	N	44	45 1/2	- 1 1/2	- 3.29	63	44	19	31,010	1,364,440
FILMWAYS	FWY	A	6 1/8	6 1/2	- 3/8	- 5.76	10 1/4	5 1/4	6	2,121	12,991
FOUR STAR			1/4	1/2	- 1/4	- 50.00	5/8	1/4	3	667	166
GULF + WESTERN	GW	N	16 1/2	16 7/8	- 3/8	- 2.22	26 7/8	16 1/2	4	30,058	495,957
MCA	MCA	N	30 7/8	29 1/8	+ 1 3/4	+ 6.00	36 1/4	25	5	17,344	535,496
MGM	MGM	N	14 1/2	14 5/8	- 1/8	- .85	15 3/4	12 7/8	8	13,102	189,979
TELETRONICS INTL.	O		7 3/4	7 3/4		.00	9 5/8	3 3/4	13	837	6,486
TRANSAMERICA	TA	N	11 7/8	12 1/8	- 1/4	- 2.06	13 1/4	8 1/4	8	64,947	771,245
20TH CENTURY-FOX	TF	N	9 1/8	8 3/4	+ 3/8	+ 4.28	15	8 3/4	10	7,558	68,966
WALTER READE	WALT	D	1/8	1/8		.00	3/8	1/8	6	4,296	537
WARNER	WCI	N	22 7/8	19 3/4	+ 3 1/8	+ 15.82	24	17 1/2	27	17,001	388,897
WRATHER	WCD	A	4 1/4	4 3/8	- 1/8	- 2.85	5 1/8	3 1/8	8	2,244	9,537
TOTAL									197,933	3,879,280	

Service

8BDD INC.	8BDD	D	21	21 1/4	- 1/4	- 1.17	22	16 3/4	7	2,513	52,773
COMSAT	CO	N	26 7/8	28	- 1 1/8	- 4.01	31 3/4	23 7/8	6	10,000	268,750
DOYLE DANE BERNBACH	DOYL	D	14 1/8	13 3/4	+ 3/8	+ 2.72	15 3/8	8 7/8	7	1,816	25,651
FOOTE CONE & BELDING	FCB	N	13 1/2	14	- 1/2	- 3.57	14 1/4	10 1/4	7	2,332	31,482
GREY ADVERTISING	GREY	O	13 1/4	12 3/4	+ 1/2	+ 3.92	13 1/4	6 7/8	6	1,104	14,628
INTERPUBLIC GROUP	IPG	N	25 1/4	24	+ 1 1/4	+ 5.20	26 5/8	16 3/8	7	2,290	57,822
MARVIN JOSEPHSON	MRVN	O	7 1/2	7	+ 1/2	+ 7.14	10 3/8	6 3/4	4	1,945	14,587
MCI COMMUNICATIONS**	MCIC	O	2	1 7/8	+ 1/8	+ 6.66	3 3/8	1 3/8	4	16,795	33,590
MOVIELAB	MOV	A	1 1/8	1 3/8	- 1/4	- 18.18	2 5/8	1	5	1,409	1,585
MPO VIDEOTECHNICS**	MPO	A	3 5/8	3 3/4	- 1/8	- 3.33	4 1/4	2 3/8	4	537	1,946
NEEDHAM, HARPER	NDHMA	O	7 3/4	7 3/4		.00	7 3/4	5 5/8	4	816	6,324
A. C. NIELSEN	NIELB	O	21 5/8	20 3/4	+ 7/8	+ 4.21	24 5/8	16 3/4	14	10,598	229,181
DGILVY & MATHER	DGIL	O	26 1/4	25 1/2	+ 3/4	+ 2.94	27 1/2	17	8	1,805	47,381
J. WALTER THOMPSON	JWT	N	13 3/4	14 1/4	- 1/2	- 3.50	14 1/4	7 7/8	9	2,649	36,423
TOTAL									56,609	822,123	

Electronics/Manufacturing

AMPEX	APX	N	6	6 3/8	- 3/8	- 5.88	9 1/4	4 3/4	9	10,885	65,310
ARVIN INDUSTRIES	ARV	N	13	13 1/2	- 1/2	- 3.70	16	9 5/8	5	5,959	77,467
CETEC	CEC	A	1 3/4	1 3/4		.00	2 3/4	1 1/4	10	2,244	3,927
COHU, INC.	COH	A	2 3/8	2 3/8		.00	3 5/8	2	13	1,617	3,840
CONRAC	CAX	N	20 7/8	21	- 1/8	- .59	29 1/8	20	7	1,427	29,788
EASTMAN KODAK	EASKD	N	85 7/8	88 1/8	- 2 1/4	- 2.55	116 3/4	85 7/8	21	161,347	13,855,673
FARINON ELECTRIC	FARN	O	8 1/2	8 1/2		.00	11 1/2	7	14	4,291	36,473
GENERAL ELECTRIC	GE	N	51 5/8	52	- 3/8	- .72	58 3/4	46	14	184,581	9,528,994
HARRIS CORP.	HRS	N	49	51	- 2	- 3.92	54 3/8	33 3/4	11	6,071	297,479
HARVEL INDUSTRIES	HARV	D	5 1/2	2 7/8	+ 2 5/8	+ 91.30	6 1/2	2 7/8	14	480	2,640
INTL. VIDEO CORP.**	IVCP	O	1 3/4	1 7/8	- 1/8	- 6.66	3 1/8	1 1/8	8	2,701	4,726
MICROWAVE ASSOC. INC	MAI	N	17 5/8	17 1/4	+ 3/8	+ 2.17	21 7/8	13 3/4	10	1,320	23,265
3M	MMM	N	61 1/4	62 1/2	- 1 1/4	- 2.00	66 1/2	52 1/2	23	114,240	6,997,200
MOTOROLA	MOT	N	49 5/8	50 3/4	- 1 1/8	- 2.21	57 3/4	41 1/4	23	28,323	1,405,528
N. AMERICAN PHILIPS	NPH	N	28 1/2	29 3/8	- 7/8	- 2.97	33	19 7/8	7	12,033	342,940
OAK INDUSTRIES	OEN	N	9 1/8	9 3/8	- 1/4	- 2.66	12 1/4	7 1/4	8	1,639	14,955
RCA	RCA	N	25 3/4	26	- 1/4	- .96	30	18 7/8	13	74,728	1,924,246
ROCKWELL INTL.	ROK	N	29 1/2	29 1/8	+ 3/8	+ 1.28	32 1/2	23 3/8	8	31,200	920,400
RSC INDUSTRIES	RSC	A	1 1/2	1 5/8	- 1/8	- 7.69	2 1/2	1 3/8	8	2,690	4,035
SCIENTIFIC-ATLANTA	SFA	A	18 1/8	18 3/8	- 1/4	- 1.36	18 5/8	10 1/4	13	1,601	29,018
SONY CORP.	SNE	N	8 7/8	8 3/4	+ 1/8	+ 1.42	9 7/8	7 1/4	27	172,500	1,530,937
TEKTRONIX	TEK	N	62 3/8	64 7/8	- 2 1/2	- 3.85	67	44 1/4	18	8,671	540,853
TELEMATION	TIMT	O	1/4	3/8	- 1/8	- 33.33	1	1/4	8	1,050	262
VARIAN ASSOCIATES	VAR	N	12 3/4	13 1/2	- 3/4	- 5.55	17 1/4	12	11	6,838	87,184
WESTINGHOUSE	WX	N	17 3/4	18	- 1/4	- 1.38	19 1/8	13	8	87,503	1,553,178
ZENITH	ZE	N	27	28	- 1	- 3.57	38 1/4	23 5/8	13	18,799	507,573
TOTAL									944,738	39,787,891	

GRAND TOTAL 1,749,984 58,221,108

Standard & Poor's Industrial Average 114.3 114.8 -5

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

*Stock did not trade on Wednesday closing price shown is last traded price.
**No P/E ratio is computed, company registered net loss
***Stock split

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.
Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp or as obtained through *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gains or losses

Less active stocks. Trading in the following issues is too infrequent for weekly reporting. This listing reports the amount and date of the last known sale:

CCA Electronics	3/8	9/13/76
Concert Network	1/4	6/4/75
Elkins Institute	1/8	11/20/74
Heritage Communications	3	3/8/76
Lamb Communications	1 1/4	3/6/74
Woods Communications	1/2	1/29/75

The two worlds of FCBA's John Bankson

One Sunday every month, John Bankson, Washington lawyer and president of the Federal Communications Bar Association, gets in his car in the well-to-do Washington suburb of Chevy Chase, in Maryland's Montgomery county, and drives to the far side of Prince George's county, to a place called Aquasco. It's another world from what he sees most of the time, one of small tobacco farmers and welfare recipients, a community so impoverished its 100-year-old Episcopal congregation is unable to support itself financially. That's why he goes there, to help extend the ministry as a lay reader in St. Philips chapel, a mission of Washington's Episcopal diocese.

The role is part of what might be called John Bankson's other life. As a partner in Hamel, Park, McCabe & Saunders, an old-line, old-money firm, Mr. Bankson spends most of his time as part of a relatively tightly knit community that includes communications lawyers, FCC members and staff, and broadcast industry lobbyists. Professionally, it may be rewarding. But personally and psychically, it is limiting. For Mr. Bankson, good works seem to offer a window on the world beyond the gossip of the Broadcasters Club and the latest FCC rulemaking or the problems clients hire him to solve.

He has worked with blacks in the inner city, trying to bring needed services to them, as well as with young people in need of medical and social help in Montgomery county. As an individual, he has lobbied for legislation giving youngsters the right to obtain doctors' services—for abortion, among other things—without parents' consent (in his work in Montgomery county, he says, he was angered by what he had seen—girls who had become pregnant suffering broken bones at the hands of outraged fathers).

Politics, too, has provided an outlet. As a member of the Montgomery County Republican Central Committee from 1970 until 1974 (he was vice chairman most of that time) Mr. Bankson labored for the party—though without, apparently, winning party members' gratitude. Although he would be unlikely to make the heart of an American for Democratic Action beat more rapidly, Mr. Bankson is a Charles Mathias-type Republican, and Republican party workers in Montgomery county prefer Republicans out of the Ronald Reagan mold. So he was voted out of office.

Mr. Bankson does not make much of his interest in working with people in need,



John Palmer Bankson Jr.—president, Federal Communications Bar Association; b. March 2, 1931, Cleveland; BA history, Yale College, 1952; LLB, Harvard law school, 1955; U.S. Army 1955-57; Miller & Schroeder, 1957-1973 (named partner in 1960); Hamel, Park, McCabe & Saunders, partner, 1973 to present; elected president, FCBA, June 1976; m. Patty Bush, Dec. 14, 1957; children—Sarah, 16, and John III, 13.

nor does he try very hard to explain it, other than to say: "Who knows what my psychic situation is? I may be trying to work out my own problems by helping other people." But for that matter, he does not suggest the giving is all one way. The work at St. Philips, he says, is rewarding. "I've made some wonderful friends there. It's different. It's a way to experience people and things I never would otherwise."

There is little in Mr. Bankson's background to suggest the social worker. He grew up in Pittsburgh, the son of a father in the supply end of the steel industry—a background that helped propel him into the law; what he saw of the steel business in Pittsburgh persuaded him heavy industry was not for him—then had the kind of education that could be called first, if not upper, class: He prepped at St. Paul's School, in Concord, N.H., did his undergraduate work at Yale and received his law degree from Harvard, in 1955.

His first job as a lawyer (after two years in the Army spent in Washington as a member of the counterintelligence corps)

was with Miller & Schroeder, a communications law firm. Within three years—in 1960—he was named a partner, and 13 years later, he joined the substantially larger Hamel, Park as a partner. (The firm was on the verge of expanding into communications work; Mr. Bankson was its first lawyer specializing in the field; today, it has five, including John Pettit, the former FCC general counsel, who had been with the firm before joining the commission in January 1972, but not as a communications lawyer.)

Thus, Mr. Bankson's background seems very establishment. So is his view on what the FCBA's role should be. One of its principal functions, he feels, is performed by its professional ethics and grievances committee in considering complaints and ethical questions and rendering advisory opinions. Another is in working with the FCC and Congress "to make it possible for us to serve our clients better"—that is, to work on procedural reforms with a view to making representation of clients more efficient and economical, and the FCBA has cooperated with the commission in its reregulation program.

As for the FCBA's role as a social force, it has a legal aid program designed to help individuals facing a challenge from the commission and unable to afford legal representation, and it has proposed a rulemaking aimed at making it simpler for individuals and groups to participate in commission proceedings despite their lack of financial means (BROADCASTING, March 15). But it is clear Mr. Bankson does not regard these as among the FCBA's principal concerns.

Mr. Bankson's interest in performing social services can be satisfied on his own time. At the moment, his time is largely taken up with the practice of law, his work as president of the FCBA and his service as a lay reader in St. Philips chapel. The work he has done in the inner city ended with the death of Dr. Martin Luther King; the project of providing health care, tutoring, day care and other services fell apart in the agony and grief that gripped the black community, when blacks in many areas decided they would prefer not to be helped by whites. More recently, he phased himself out of the work he had done with the children of the better-off in Montgomery county; youngsters themselves can run that type of program, he says. "But when I'm through with this," he says, referring to his responsibilities as FCBA president, "I'll be looking for something else to do. It makes me feel good, and I think it's important to feel good, not in a happy abstract sense, but to get a hold of something that seems important, and battle it out."

Editorials

Main event

No longer is there any doubt that the House Communications Subcommittee intends to begin in the next Congress the enormous job of rewriting the Communications Act. The subcommittee chairman, Lionel Van Deerlin (D-Calif.), and its ranking minority member, Lou Frey (R-Fla.), have issued a joint invitation for comments and even drafts of a bill. It is an invitation that must be taken seriously.

As noted on this page before, many special interests will be contesting for position if the law regulating communications is to be redone, and positions will frequently conflict. The interests that go into this legislative process with a comprehensive and realistic plan will be those that emerge with the least onerous regulation if a new act does indeed emerge eventually.

As also noted here before, the present Communications Act of 1934 was written when there was nothing much for the government to regulate but the telephone business, radio communications and radio broadcasting. There were no television broadcasting, no cable television, no computers, no space satellites, no lasers, no fiber optics. If it took seven years to rewrite the original Radio Act of 1927 into the Communications Act of 1934, it is unlikely to take significantly less time to rewrite the act of 1934 into one encompassing the multitude of systems and devices developed in 42 years of rampant technology.

The coordination and probably the preparation of the broadcasters' case in chief fall naturally to the National Association of Broadcasters. No matter what other problems the NAB must confront, this one will be primary and persistent.

First things first

President Ford was a spectator at the Texas-Oklahoma football game in Dallas on Oct. 9, an event covered by ABC-TV. An ABC announcer reported the President's presence but explained that no picture would be shown, to avoid complaints arising under the political-broadcasting law.

There are lawyers who think that ABC's interpretation of the law may have been excessively restrictive, that Mr. Ford's appearance was merely incidental to a news event, the game, and hence exempt from equal-time provisions. The mere fact, however, that there can be a dispute over the application of the law to such a presidential appearance is another argument in favor of repeal of Section 315 and all of the absurd and cumbersome rulings that have risen from it to deface broadcasting.

In discussing the modernization of the Communications Act, Chairman Lionel Van Deerlin of the House Communications Subcommittee has said he hopes to move "in the direction of putting broadcasters in the same First Amendment stance that the print media already occupy." The biggest step in that direction would be the removal of Section 315 from the act now.

A little bit commercial

There has always been some discomfort in this corner over the commercial accouterments that have come to adorn what was established as the noncommercial, educational broadcasting system. Foremost among these is the acceptance of money for mention on the air, which by our simplistic way of looking at things is just what happens in the commercial system. A secondary concern has been the increasing amount of competitive audience promotion the noncommercials are up to, including lavish

newspaper displays—themselves often paid for by the supposedly noncommercial clients.

It may be conceded that the public media need not keep their accomplishments private, that a judicious amount of promotion is probably a good thing. Our hackles rose, nevertheless, when National Public Radio spent \$16,000 two weeks ago to announce, following the Barbara Walters debut on ABC-TV's evening newscast, that its Susan Stamberg had been co-anchoring NPR's nightly *All Things Considered* program since 1972. Big deal. That's the kind of footnote that might have been worth a few phone calls to radio-TV editors, but wasn't worth a nickel of the public's money (and National Public Radio gets much of its funding at the government trough) to announce in the *New York Times*, the *Washington Post*, the *Boston Globe* and the *Los Angeles Times*.

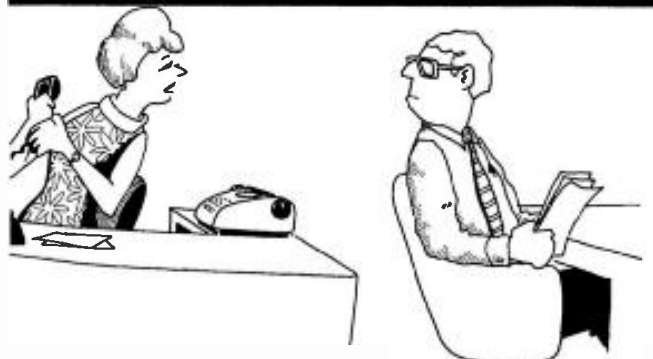
On second thought, perhaps that \$16,000 wasn't so misspent after all. It did call attention to something we hadn't realized: that Miss Stamberg and *All Things Considered* have been on the air for four years without making a dent in the public consciousness. If the noncommercial troops really do want to take a leaf from the commercial broadcaster's book, they'll pass up her/its option.

Residue

The most conspicuous legacy left to broadcasting by Arthur Taylor during his presidency of CBS is the family-viewing restriction now embedded in the National Association of Broadcasters television code. Early in his tenure at CBS Mr. Taylor chose television violence as a target of attack and counted it a personal achievement when the NAB adopted 7 to 9 p.m. as a sanitation zone.

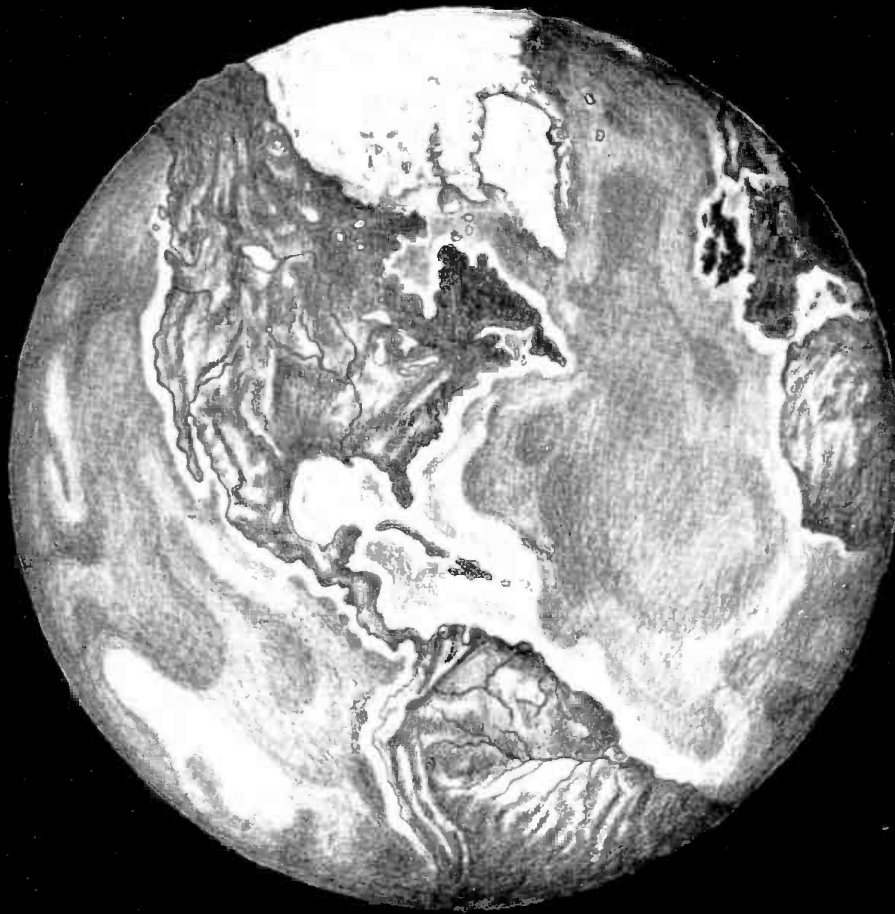
The complete history of family viewing must accord at least an equally prominent role to FCC Chairman Richard E. Wiley who egged the broadcasters into cooperative action under threat of government controls. But whoever is to be given primacy in its creation, family-viewing time will be harder to dislodge from the code than Mr. Taylor was from CBS headquarters.

The question that broadcasters who participated in the code amendment must now ask themselves is whether family-viewing time has attained its announced objectives. The answer may at least partially be found in the embarrassing dispute precipitated by CBS-TV over NBC's *Baa Baa Black Sheep* and in the undeniable existence of more criticism now of television violence than there was before family-viewing time was invented.



Drawn for BROADCASTING by Jack Schmidt

"In the spirit of the times, the manager of Safeway wants to debate the manager of A&P."



WSOC NewsRadio 93 Affects

All News All the Time is moving ...doing...achieving. On August 16, WSOC NewsRadio 93 hit the ground running and hasn't stopped.

Local correspondents were in Kansas City for the Convention and on the coast to report on tropical storm "Dottie." WSOC NewsRadio 93 dominated the coverage of its own state's primary a mere 24 hours after sign on. Together with NBC News and Information Service and the NBC Radio Network, WSOC is here, there and everywhere fulfilling the promise

of its all-news format.

WSOC has reached new segments of the market. The station has received calls and letters from all kinds of people who tuned in out of curiosity and listened out of necessity.

WSOC NewsRadio 93: Charlotte is listening and responding.

All News All The Time

WSB TV-AM-FM
Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WJIC-TV
Pittsburgh

COX
Broadcasting

KTVU-TV
San Francisco-Oakland

WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

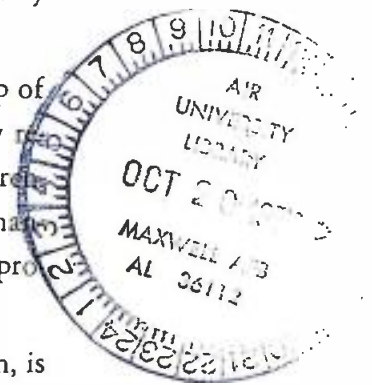


Good things last longer.

WKZO-TV's locally produced "Channel 3 Clubhouse" recently marked its 20th year of service to Western Michigan children with a gala Birthday Party telecast.

Each weekday, the program features a new group of youngsters, many brought by parents who fondly recall appearing on the program themselves as children. With audience participation a key element, the "Channel 3 Clubhouse" is one of the longest-running programs of its type in the nation.

Continuing service, from generation to generation, is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

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