

In McGannon's wake: Justice Dept. threatens network O&O's
 In Ferguson's wake: mandatory code on the way out

Broadcasting Nov 29

The newsweekly of broadcasting and allied arts

Our 46th Year 1976

NEWSPAPER

For 27 years, we've been making or breaking the news in Houston.

1949-1976 Channel 2, KPRC TV, wins more news awards than all other Houston stations combined, including several Emmys and a Peabody.

1969 KPRC TV is on the scene with extensive, award-winning coverage of a major and controversial phenomenon: The Houston heart transplants.



1949 KPRC TV is news. Channel 2 presents the first television newscast in Houston. It's soon to boast the city's first full-time TV news staff. And later, the first full-color news telecast in the city.

1973 KPRC TV breaks the Dean Corryl Story. On the scene coverage of the largest murder case in modern history.

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2

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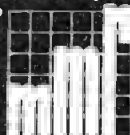
WNBC Radio — Celebrating its 50th year of distinguished service, a premier Adult Personality Station in America's premier market.

WNBC Radio — with the power to reach millions, and the Personalities to sell them on a person-to-person basis.....bright, colorful, persuasive Personalities like Imus In The Morning, Joe McCoy, Walt "Baby" Love, Cousin Bruce Morrow, Dick Summer, Johnny Michaels, Bill Rock, and Norm N. Nite.

Welcome aboard, WNBC Radio! We're proud to add your powerful voice to the Major Market Radio Personality Group.

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WBAL Baltimore/WBEN Buffalo/KCMO Kansas City/KMPC Los Angeles/WHAS Louisville/WSMB New Orleans
WNBC New York/WIBG Philadelphia/KEX Portland/WJAR Providence/KOGO San Diego/KSFO San Francisco/KVI Seattle

The Week in Brief

OCCASIONAL NETWORKS □ With advertisers stymied by a short inventory at the TV networks, the talk grows about alternative buying methods in broadcasting. B&B's Michael Lepiner, writing in "Monday Memo," assays the needed components for national programming without recourse to formal networks. **PAGE 12.**

WHEELS ARE TURNING □ NAB begins to react to the family-viewing decision—deciding to join in appeals, moving to delete mandatory code subscription and looking into new possibilities for dealing with sex and violence. **PAGE 20.**

PREVIEW PLANS □ NBC-TV announces details for prescreening programming for affiliates. Up to 20 hours a week will go out on overnight closed circuits. **PAGE 21.**

GANGING UP □ Justice Department leads the charge in comments on Westinghouse petition to the FCC for an investigation of networks and their relations with affiliates. And now there are calls for divestiture of O&O's. **PAGE 21.**

HEAT'S STILL ON □ It's apparent from a meeting sponsored by Action for Children's Television and Harvard that critics of children's television are still unsatisfied. **PAGE 22.**

BRIDGE-BUILDERS □ Carter transition team is announced; among its members are many of interest to communications industries. **PAGE 24.**

KID GLOVES □ Senators, faced with the job of rewriting the Communications Act, are approaching the task with a great deal of caution. Commerce Committee's Pearson says the project should be broken up and considered piecemeal. **PAGE 26.**

THE CALM AND THE STORM □ Participants at the NAB regional meeting in Washington hear FCC Chairman Wiley try to ease some fears on VHF drop-ins. Commissioner Fogarty, on the other hand, probably upset network representatives with his praise for Group W's petition. **PAGE 26.**

REGIONALS REVIEWED □ NAB assesses its series of fall regional meetings and, even though not quite up to last year's in terms of attendance, calls them a success. **PAGE 27.**

BOSTON BATTLE □ Community Broadcasting of Boston,

competing for RKO's WNAC-TV channel 7, lost its latest attempt to have RKO's attorneys, Pierson, Ball & Dowd, disqualified. **PAGE 29.**

NBC CLEANS UP □ Nielsen and Arbitron November sweeps place the network at the top of the heap due, in large measure, to its *Big Event* specials. **PAGE 30.**

ABC AFFILIATES REAP RATINGS REWARDS □ ABC analysis of Arbitron data shows network has doubled number of affiliates in number one spot in top-33 markets. **PAGE 32.**

CHILDREN'S TV □ House Communications Subcommittee report says network ad revenue in children's programs rose 16% in 1975 despite decrease in advertising minutes offered. **PAGE 36.**

TALKING ABOUT CABLE □ The eighth annual Western Cable Television Show and Convention will convene this week in Anaheim and will feature FCC Chairman Wiley and Commissioner Hooks and Representatives Van Deerlin and Rhodes. **PAGE 38.** Sessions at the cable show will cover subjects from the proposed rewrite of the Communications Act to finance. **PAGE 38.** Equipment and services by approximately 90 companies will be on display at the convention. **PAGE 39.**

HAPPY DELAY □ Cable operators generally are pleased that the FCC has postponed for one year the deadline for franchising. **PAGE 42.**

DEFINITION □ This week the FCC will be considering staff proposals aimed at redefining cable systems and at revising cable rules in terms of the system's size. **PAGE 43.**

NEWSY AUDIENCE □ Viewership of network evening news is up 9% over last season's numbers, and all the networks' news shows gain in audience with CBS still leading the way. **PAGE 46.**

COMMENTS ON CLEARS □ The 30-year-old question of how the FCC can most efficiently allocate AM clear-channel frequencies draws the same old comments. **PAGE 46.**

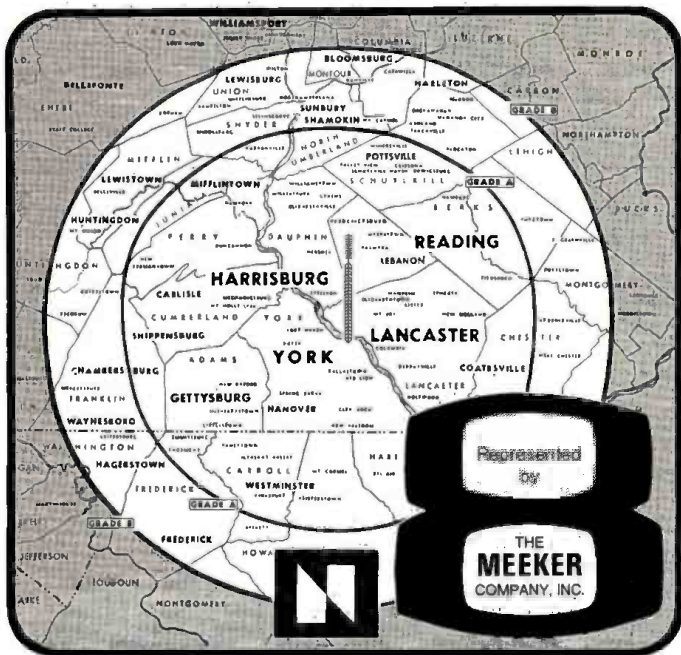
DRAWING THE BEAD FOR JWT □ Don Johnston is a firm believer in broadcasting in the advertising mix. And it's an integral part of J. Walter Thompson's worldwide effort to break the \$1-billion billing barrier in 1976. **PAGE 58.**

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The Bethlehem Steel Corp. plant in Steelton, Pa., just a few miles from the state capital of Harrisburg, is one of the many nationally known industries which, along with prosperous agriculture, business and governmental pursuits, make steady and significant contributions to the economic stability and growth of the booming WGAL-TV market.

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* 1976 Sales Management Survey of Buying Power
1976 Pennsylvania Abstract

STEINMAN TELEVISION STATIONS

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Insider report: behind the scene, before the fact

Time for a change

Developing consensus that moment is right for television to escalate its efforts to tone down sex and violence (see page 20) goes beyond now-outlawed family-viewing limits of 7-9 p.m. Further evidence: Clean-up in some of CBS-TV's 9-11 p.m. programs is under way. That's word affiliates board got from network officials at meeting couple of weeks ago (BROADCASTING, Nov. 22). In discussion of sex-and-violence question, Van Gordon Sauter, CBS-TV standards vice president, is said to have told affiliates there's little to be done about shows already in can but if they would bear with him for few weeks—six to eight, according to some versions, four to six in others—they would begin to see big improvement.

The affiliate's hour

ABC-TV, CBS-TV and NBC-TV are each cursed with 60-minute slot in prime time that doesn't get decent clearance because affiliated stations have product of their own to play off, everything from *The Lawrence Welk Show* and *Hee Haw* to off-network reruns like *Emergency One* and *The Undersea World of Jacques-Yves Cousteau*. At ABC, white elephant is Sunday, 7-8 p.m. NYT, where *Swiss Family Robinson* perished last year with clearances of barely 90% and where *Cos*, this year, never got off ground and became ABC's first casualty of new season, again getting only 166 or so stations for 90% clearance.

CBS is in even more disastrous shape on Friday from 8 to 9 p.m., where it's had string of failures since 1973—*Calucci's Dept.*, *Dirty Sally*, *Planet of the Apes*, *Khan!*, *Big Eddie*, *Sarah* and, just this year, *Spencer's Pilots*. Most recent Nielsen pocketpiece reported that *Spencer's Pilots'* Oct. 29 episode got only 135 affiliates, or 83% clearance (compared to CBS's 98-99% prime-time average). (CBS cancelled *Spencer's Pilots* last month and hasn't yet announced its replacement.) NBC's Achilles heel is Thursday, 8-9 p.m., where recent failures include *Sierra*, *The Mac Davis Show*, *The Montefuscos* and *Fay* and, this year, *The Gemini Man*, already cancelled, and its replacement, *Van Dyke and Company*, which is averaging 17 share in its first two outings in that time period. For its final air date (Oct. 28), *Gemini Man* mustered only 177 NBC affiliates, for 93% clearance.

Coming attractions

ABC News expects to introduce at least two new features next spring that ABC officials mentioned as possibilities when they decided not to push for longer

evening newscast (BROADCASTING, Nov. 1). New five-minute daytime newscast, probably at 12:25 p.m. NYT, and one-minute prime-time news update, probably at 9 p.m. (or just before baseball on baseball nights), are expected to go into ABC-TV lineup in late March or early April. Third possibility mentioned earlier, one-hour weekly magazine type show in prime time, is also under consideration and ABC News authorities hope to launch it within several months.

High technology

Fiber optics, which gives promise of being greatest spectrum-stretcher in this generation since harnessing of microwaves, will be nucleus of new high-technology entity now in process of formation. Company will evolve from merger and possible spinoffs of existing firms, but identities are being withheld, presumably because of corporate and registration requirements.

Labeled premature is report that Irving B. Kahn, whose Midas touch made Teleprompter top concern in cable field, will be among principals in new company. But it was ascertained that Mr. Kahn's Broadband Communications Co. would not figure in projected merger.

Insider out

It's now apparent that person to fill revitalized position of TV vice president at National Association of Broadcasters will be broadcaster rather than present staff member. Speculation about choice had centered on William Carlisle, NAB vice president-government relations, who held TV title from 1967-1972. But Mr. Carlisle took himself out of running last week, because job would be rerun and also out of personal preference for government relations, "where the action is."

Carlisle withdrawal was not unpolitical. He was NAB President Vincent Wasilewski's choice at one point, but ran up against opposition on NAB's reform task force, which yearns for new faces. Task force is sensitive to criticism that structural reforms voted in June (BROADCASTING, June 21) amount to little more than "cosmetic" internal shuffle of personnel. Sources say that NAB is "close," in meantime, to appointing someone for other VP opening, that for public relations.

Re-entry problem

Barring some particularly attractive job offer, White House news secretary Ronald Nessen would like to take time off after Jan. 20 switch in administrations to review

his experiences with media in present post, then distill them into public-platform talks and articles on quality of media coverage of White House and government in general—on whether, for instance, television viewers are getting complete picture. He feels that, because of structure of TV news operations—briefness of time devoted to segments on evening news, for one thing—they are not.

Mr. Nessen, who was NBC-TV correspondent for 12 years before joining Ford White House in September 1974, would like ultimately to get back into news business, although not as correspondent doing short takes on air. Question raised at networks is whether his service as spokesman for Republican President has cost his credentials as objective journalist. Not all former White House news secretaries have had that problem, as witness Bill Moyers's association with *Newsday*, PBS and now CBS.

Upward mobility

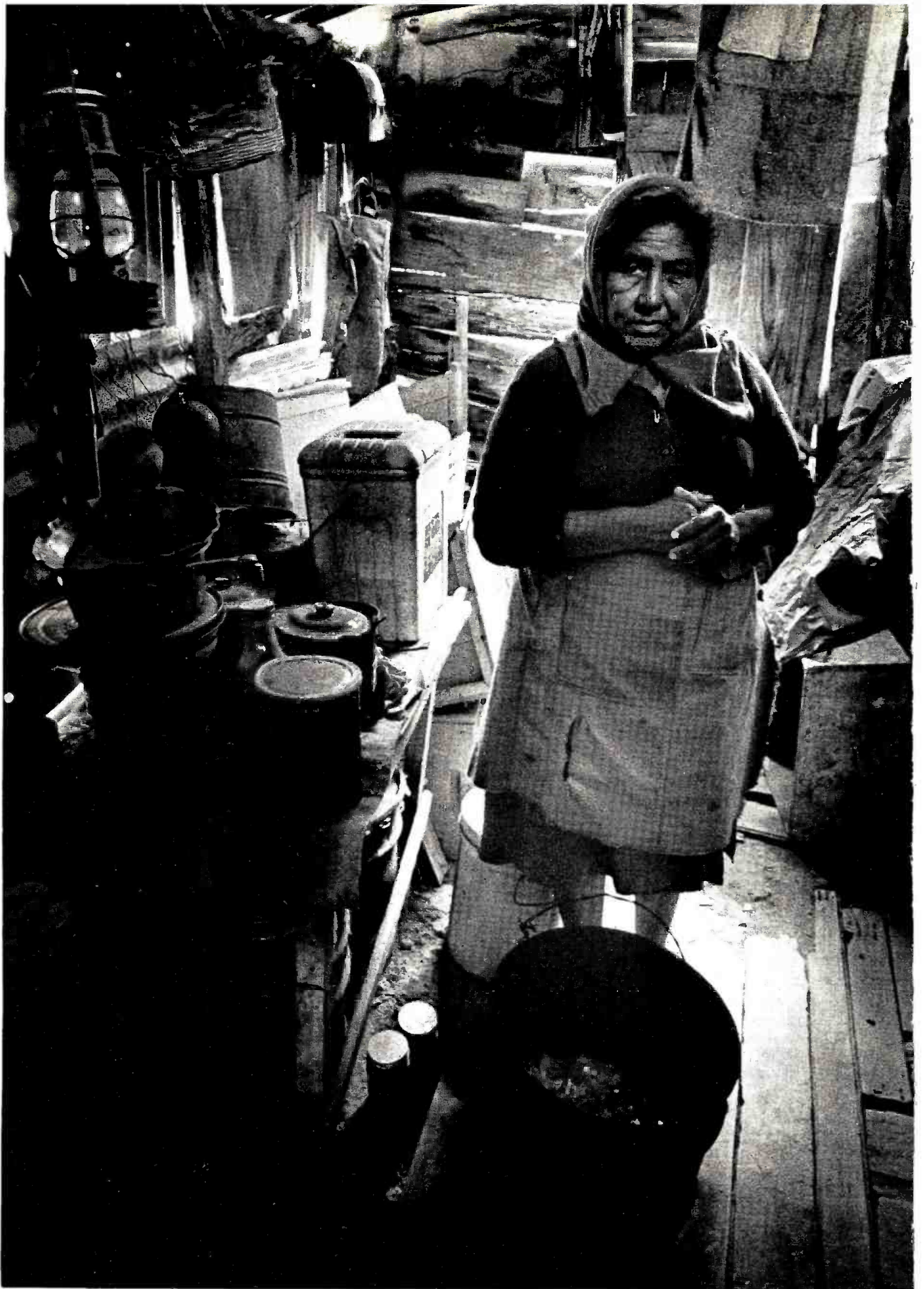
Speculation has it that NBC-TV's Tom Snyder will become anchorman of series of prime-time NBC network news documentaries next year, in addition to continuing as host of late-night *Tomorrow* show (Monday-Thursday, 1-2 a.m. NYT). New deal would allow Mr. Snyder to end his stint as anchorman of WNBC-TV New York's early-evening news show, which he is said to have found unrewarding and onerous in recent months.

Too tight a fit

Those limits on program production NBC accepted in agreement designed to end Justice Department's antitrust suit (BROADCASTING, Nov. 22) would require ABC to cut back on its production. Whereas proposed agreement would set eight-hour limit on daytime programming, ABC produces 10. CBS would have no trouble fitting into daytime, prime-time or fringe programming categories. But as officials at all three networks say, worrisome thing is limit of any kind.

Presidential proximity

Along with broadcast-related personages who have been mentioned as close to President-elect Jimmy Carter (BROADCASTING, Nov. 15), two others are likely to wind up in White House circle. Robert E. Kintner, former president of NBC and ABC, now resident of Washington, was early supporter of Carter campaign. Washington communications lawyer Robert Marmet was classmate of Mr. Carter at Naval Academy, has kept up association ever since.



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Poverty is still rampant in America.

In spite of a trillion dollar economy and some \$860 billion spent on welfare programs over the past decade, 23 million Americans are still "poor."

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Poverty is most widespread among those least able to cope with it. The aged. Black people. Those with limited schooling. And households headed by women. (The latter have fallen so far behind, they now represent 43% of all poor families—up from 28% in 1965.)

Unfortunately, it's these same people who are most afflicted by the pressures of recession and inflation.

Storer Stations feel that poverty shouldn't be swept under the rug. That only by talking about it can we resolve the problems. So more and more editorials and programs are regularly devoted to the subject.

WAGA-TV in Atlanta, for example, runs a "Sound Off to TV-5" program where they meet citizens face to face, and learn about poverty-related problems.

WAGA-TV also recently aired guest editorials by Georgia poverty agencies. When 21,000 people were being cut from "Aid to Families with Dependent Children," an editorial showed how this would actually cost the taxpayers money in the long run. And when the federal Food Stamp program was threatened by charges of fraud, and cheats abusing the program, an editorial pointed out why the charges were based on ignorance and distortion of the facts.

In Detroit, WJBK-TV pushed for improving welfare by getting

people off the rolls who don't belong there and putting others on who do. It showed how a pilot project in Arkansas helped train recipients of "Aid to Dependent Children" so that 9 out of 10 who completed the program were able to find jobs. And 3 out of 10 were able to leave the welfare rolls entirely. WJBK-TV also demonstrated how tracking down runaway breadwinners could save substantial amounts and put the burden where it belongs.

This is only one instance of how Storer Stations get involved in the affairs of their communities. The way we look at it, the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

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WJW Cleveland/KGBS Los Angeles/WGBS Miami/WHN New York/WSPD Toledo

Business Briefly

Gillette □ Company has series of 30-second TV spots for its various products ready for number of major-market flights, which will begin on Dec. 27 and run through March 27. Markets include New York, Philadelphia and Boston. Fringe time will be bought to reach various demographic categories, depending on product, with focus on adults, 18-49. Benton & Bowles, New York, is agency.

U.S. Air Force □ Recruiting arm, through D'Arcy, MacManus & Masius, New York, is in midst of three-week spot-radio campaign designed to appeal to men, 18-24. It's a nationwide, multi-market buy, including New York, Chicago, San Francisco, Dallas, Omaha, Boston and Detroit.

Kellogg □ Corny Snaps will be centerpiece of two spot-TV flights. First is scheduled to kick off in early January for five weeks and second in late February for five weeks. Leo Burnett, Chicago, is aiming to reach women, 18-49.

General Motors □ Company's Pontiac Motor Division, through D'Arcy, MacManus & Masius, New York, has spot-radio campaign that begins this week and runs for two weeks. Markets include New York, Los Angeles, Chicago, Philadelphia and Detroit. Adults, 18-49, will be focus of 60-minute spots.

Avis Rent-A-Car □ Spot-TV drive is planned by Avis to run for one week starting in late January. Doyle Dane

Bernbach, New York, is seeking time periods aimed at men, 18-49.

Gulf & Western □ Corporation's Schrafft Candy Co. subsidiary is preparing two-week pre-Christmas spot-radio campaign focusing on New England area. Independent Media Services, New York-based time buyer, will go for stations in markets like Boston (where Schrafft is headquartered) and Hartford, Conn. Adults, 18-49, is demographic target.

Continental Oil □ Spot-TV promotion is being prepared by Conoco for two months starting in mid-December. Clinton E. Frank Advertising, Chicago, is setting its sights on men, 25-54.

Carnation □ Evaporated milk will be highlighted in spot-TV campaign starting in early January for 10 weeks. Erwin Wasey, Los Angeles, is concentrating on time slots catering to women, 25-54.

Heinz □ Spot-TV effort is in preparation for Heinz gravy to begin early in December for three weeks and for second flight to begin in mid-January for another three weeks. Leo Burnett, Chicago, is seeking to reach women, 18-49.

Delta Airlines □ Company is buying time on TV stations for multi-week TV-spot campaign to begin early next year. Markets include Boston, Detroit and Chicago. Agency, Burke Downing Adams, Atlanta, will buy fringe and prime time to reach adults, 25-54.

Gulf Oil □ Company has spot-radio promotion set to begin Dec. 7. New York, Los Angeles, Houston, Dallas and San Francisco are among markets. Agency, Ketchum Macleod & Grove, is aiming for adults, 18 and over.

American Honda Motor □ Power products will be spotlighted in spot-TV push planned for a February start and extending into early summer. Grey Advertising, Los Angeles, is seeking audience of men and women, 25-49.

Swift □ Company's Peter Pan peanut butter is getting multi-market spot-TV campaign to begin Dec. 13 and run for 18 weeks. Markets include Detroit and St. Louis. Agency, Leo Burnett, Chicago, will buy fringe-time periods that reach women, 25-54.

C.F. Mueller □ Mueller's macaroni, spaghetti and egg noodles, through Needham, Harper & Steers, New York, will receive selected-market spot-radio flight, which will begin Feb. 7 and run for five weeks. Markets include New York, Detroit and Boston. Demographic reach is women, 18-49.

7-11 Stores □ This chain, through Media Corp. of America, New York, is readying selected-market spot-radio flight, to kick off Jan. 3. Markets include Houston, Atlanta and Kansas City. Length of flight will depend on market.

Dannon □ Spot-TV campaign is planned for Dannon yogurt for nine weeks starting in late December. Men and women, 18-49, are targets of spots being prepared and placed by Marsteller, New York.

Beltone □ Spot-TV effort is planned by manufacturer of hearing aids to start in early December and continue for two weeks. Early fringe and prime periods are being sought by Grey-North, Chicago, to reach men and women, 45 and over.

Clorox □ Litter Green II is scheduled for considerable promotion over next seven months, with series of spot-TV flights planned for early December for one week; mid-January for four weeks; late March for four weeks and early June for one month. Botsford Ketchum, San Francisco, is aiming to reach women, 18-49.

E.J. Brach □ Candy manufacturer is set to launch spot-TV flight for five weeks starting in mid-January. Spots will be directed toward women, 18-49, with campaign planned by Arthur Meyerhoff Associates, Chicago.

BAR reports television-network sales as of Nov. 14

ABC \$810,600,200 (32.1%) □ CBS \$874,816,700 (34.7%) □ NBC \$836,387,400 (33.2%)

Day parts	Total minutes week ended Nov. 14	Total dollars week ended Nov. 14	1976 total minutes	1976 total dollars year to date	1975 total dollars year to date	% change from 1975
Monday-Friday Sign-on-10 a.m.	159	\$ 918,000	6,437	\$ 33,130,700	\$ 30,036,600	+10.3
Monday-Friday 10 a.m.-6 p.m.	1,022	15,551,300	45,834	545,082,200	455,976,500	+19.5
Saturday-Sunday Sign-on-6 p.m.	290	9,130,400	13,751	285,333,100	216,484,500	+31.8
Monday-Saturday 6 p.m.-7:30 p.m.	100	4,102,800	4,650	135,326,800	109,873,700	+23.2
Sunday 6 p.m.-7:30 p.m.	20	1,196,500	978	40,868,200	20,227,500	+102.0
Monday-Sunday 7:30 p.m.-11 p.m.	425	42,681,500	19,148	1,295,516,200	1,089,496,500	+18.9
Monday-Sunday 11 p.m.-Sign-off	214	5,632,700	9,371	186,547,100	152,130,400	+22.6
Total	2,230	\$79,213,300	100,169	\$2,521,804,300	\$2,074,225,700	+21.6

Source: Broadcast Advertisers Reports

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

Allen Products □ Alamo dog food and Alpo dog food will be accentuated in spot-TV flights scheduled for 12 weeks starting in early January. Weightman Advertising, New York, is targeting its messages toward women, 25-49.

Memorex □ Two flights are in preparation for Memorex on spot TV, both running about two weeks with first scheduled to begin in early January and second in early February. Leo Burnett, Chicago, is seeking time periods to reach men, 18-34.

Stokely-Van Camp □ Company's specialty-products division is planning eight-week flight to begin Feb. 23 for radio stations in Southwest. Target is women, 25-49. Company's Beanie and Chili Weenie will be highlighted in spot-TV drive to begin in late February for three weeks. Women, 25-49, are target audience. Agency is Handley & Miller, Indianapolis.

Neutrogena □ Los Angeles-based manufacturer of Neutrogena soap has new major-market spot-radio campaign ready to kick off Jan. 10 for six weeks. Markets include New York, Los Angeles, Chicago, Atlanta, Kansas City and Miami. Agency, Hall & Levine, Los Angeles, is seeking to reach teen-agers.

J.P. Stevens □ Company's Fruit of the Loom pantyhose, through C.T. Clyne

Advertising, New York, has major-market spot-TV campaign ready to run from Feb. 13 through Feb. 27. Markets include New York, Philadelphia and Detroit. Thirty- and 10-second spots will be pitched at women, 18-34.

Ziebart International □ Auto body rustproofing product will be spotlighted in spot-TV promotion starting in March for six weeks. Ross Roy, Detroit, is setting sights on men, 21 and over, via spots in early, prime and late fringe periods.

Krazy Glue □ First of several spot-TV flights in support of Krazy Glue next year will begin in January for three weeks. Furman, Roth, New York, is aiming to reach women, 18-49.

Association of American Publishers □ Trade association, which represents about 280 publishing houses, is test-marketing three 30-second TV spots in New York and Minneapolis beginning this week and running through Christmas. Theme of spots is that people should buy books for themselves and as gifts to friends during holiday season. Grey Advertising will spend \$150,000 on this test marketing.

General Mills □ Company's Gold Medal flour, through Dancer-Fitzgerald-Sample, gets three-week TV-spot flight beginning today (Nov. 29). Early and late fringes

are being bought, with women, 25-49, as demographic target. Company is also planning two-month spot TV campaign for Apple Crunchies starting in late January. Needham, Harper & Steers, Chicago, is seeking to reach, women, 18-49, and children, 6-11.

Hot Items □ Approximately \$1 million will be spent by Hot Items for its Crazy Super Soapers (floating bathtub toys); Press 'n' Blow Bubbles, and Aero-Copter (flying helicopter). Spot TV will primarily be used in 50 markets on more than 150 stations starting in late January and continuing through early June. New agency for Hot Items is Helitzer Advertising, New York, which has replaced Robert S. Block Advertising, Milwaukee. Demographic targets are children and family-viewing audiences.

Warner Bros. □ McCann-Erickson, Los Angeles, has been named by Warner to place its TV network advertising and to handle other special marketing and media assignments. Warner allots about \$8 million to network and spot TV. Creative work is handled by large number of agencies, specialized groups and individuals, usually on a picture-by-picture basis.

Lipton □ Cup-of-Soup will be spotlighted in spot TV campaign beginning in early December for about nine weeks. T.J.L. Media, Englewood Cliffs, N.J., in-house agency, is seeking to reach women, 18-59.

Gellis □ Company's frankfurters, through Helfgott, Towne & Silverstein, New York, is test-marketing series of spot-radio flights in New York City. Campaign starts Dec. 13 and will run 14 weeks in various flights over six-month period. Adults are target audience.

Ciba-Geigy □ Various products to be accented in spot-TV effort scheduled to begin in late December for four months. Keenan & McLaughlin, New York, is aiming to reach men, 25 and over.

Caron □ This subsidiary of A.H. Robins Co., which puts out a line of Caron perfumes, through Pen & Ink Inc. Strategic Advertising, New York, has major-market spot-radio campaign to run through end of December. Markets include New York, Chicago, Los Angeles, Houston and Boston. Vitt Media, New York-based time buyer, is going after demographic target of women, 25-49.

Lender's Bagel Bakery □ Company launches its 50th anniversary in January, with month-long campaign on NBC-TV's *Tonight, Today and Tomorrow* programs. In late February or early March, Lender's will start national campaign that will include top-25 markets by end of 1977. Venet Advertising, New York, is aiming to reach men and women, 21 and over.

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The shortest distance between two points.

A broadcast advertising commentary from Michael Lepiner, VP, director of broadcast programming, Benton & Bowles, New York

The outlook for occasional networks

This is the time of year when the eyes of everyone in the broadcast industry are focused on the early rating reports. Advertisers are concerned with how well their commitments will do and the networks with whether or not their program schedules will succeed. At one time this was the only issue of any significance during this time of year. Today this concern is overshadowed by a more important issue.

For the past 10 years or so, advertisers addressed network-television spending in a fairly uncomplicated fashion. Inventory was always in abundant supply from the three networks, and programming risk was largely eliminated through the development of multiple participation schedules. The only significant questions were how negotiable the inventory would be and what the specific composition of the program schedules would be. Two far more critical questions face the advertising community as we ponder the future:

Will network inventory continue to be readily available, given the growing demand? And will the future costs of network television be negotiable any longer?

The three-network economy has always represented static level of inventory, above which there can be very little expansion. In the past there generally existed only enough demand to support a two-and-a-half-network economy. The result was a readily negotiable commodity. Cyclical changes in economic conditions along with a manageable demand invariably served to guard against any continuous or extreme patterns of cost increases.

But the recent recovery of the economy during the last 10 months has resulted in dramatic changes in past trends. The combination of new advertisers using the medium and increased spending by many long-time network advertisers has resulted in an oversubscription to network inventory. This has had the effect of changing many of the negotiating ground rules overnight and quite possibly could have repercussions that will shake some of the foundations of the television industry.

The current state of the television economy not only points up the limited nature of the medium's availability but also the potential for costs to go beyond even our present estimates. Under the current three-network structure availability to the medium can only be guaranteed through increased costs. The effects of this environment will result in advertisers seeking more actively than ever before alternative avenues of spending in this national medium: By no means should this be interpreted as a search for a substitute



Michael Lepiner, vice president-director of broadcast programming, is responsible for all broadcast programming activities, network placement and network relations at Benton & Bowles. He joined the agency in October 1971 as director of broadcast programming and was named a vice president shortly thereafter. Before that, Mr. Lepiner was a TV account supervisor at BBDO for five years; he has also held positions as unit manager at NBC-TV and as account analyst at A.C. Nielsen Co.

to the three-network economy, but more appropriately as an expansion of current network opportunities.

To many people this means a fourth network. This is not the first time that such an idea has been advanced. In the past, program suppliers and independently financed companies have all courted a fourth network. However, never before has the advertising community seriously considered the support of such a venture. Why the sudden change of heart? Very simply put: The expansion of demand for network television has raised a serious question as to the further accessibility and negotiability of this commodity to the advertisers. During 1976 we have seen the levels to which the costs of network television can be pushed when the demand strips the supply. With the long-term outlook of economic growth, there can only be further pressures on the cost and availability of the current static supply of inventory resulting from a three-network structure. Where once the risk and high cost of program production associated with such ventures was not justified when measured against the highly negotiable availability from the three networks, present and future network costs make such risks look much less onerous.

While it is premature to think in terms of a network service as extensive as those currently available, it is certainly practical to address the development of an "occa-

sional network." A.C. Nielsen defines an occasional network as an entity offering an interconnected program service via telephone lines on an occasional basis (such as one night per week). While this is only one option to the expansion of current avenues of television spending it may be the most important. The key to the success of an occasional network will lie in three areas.

A programming concept. The catalyst to any legitimate network will be in the development of first-run, quality programming. Without it there will be no station interest nor widespread advertiser support. The availability of the financial backing by the advertising community should be a strong attraction to the creative community. A fourth customer will be welcomed with open arms by the program producers.

A station facility. The implementation of a network service will depend on the development of a strong station facility. There is little question that such a facility will have to be made up principally of independent television stations. Currently, these stations represent approximately 55-60% of TV-household coverage with more than half of them UHF facilities. If a network service is to be successful, many if not all of these UHF facilities will have to alter traditional viewing habits overnight. In addition, in order to truly provide national coverage, the independent stations making up the "occasional network" will have to be supplemented with clearances by some VHF network affiliated stations.

A sound economic proposal. Finally, the success of an "occasional network" must be founded upon a sound economic proposal to both the advertiser supporting it and the stations clearing it. This will mean a very realistic evaluation of the performance of such a facility and the development of a sponsorship proposal that will provide competitive costs to the advertiser and still serve the interest of both the station and the production community.

There is little question that the continuation of the current economic climate will almost demand some expansion of the network-television alternatives available to the advertiser. If accessibility to network inventory is to be retained through any means other than dramatic increases in costs, additional avenues of network expenditure must be developed. While the environment has never been more fertile for the development of an additional network service, its successful implementation will depend upon the joint cooperation of advertisers, independent stations and program suppliers. Each will have to make certain short-term compromises with the outlook for a brighter future.

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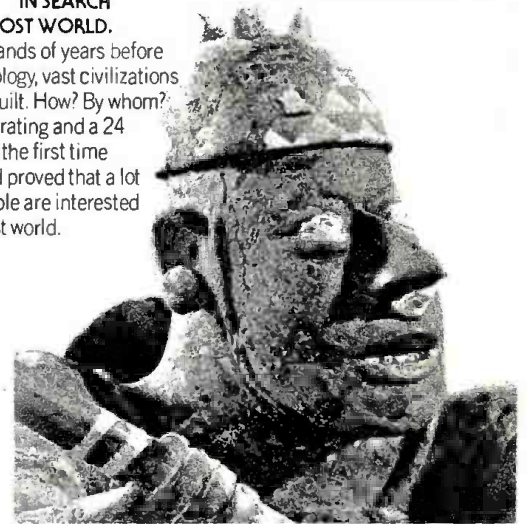
IFARU! THE BLACK RHINOCEROS. A Canadian biologist and his family take up residence with a rhinoceros—and then a 6,000 pounder charges them at 35 m.p.h. When NBC first ran this special, it captured a 1.6 rating and 33 share of market.



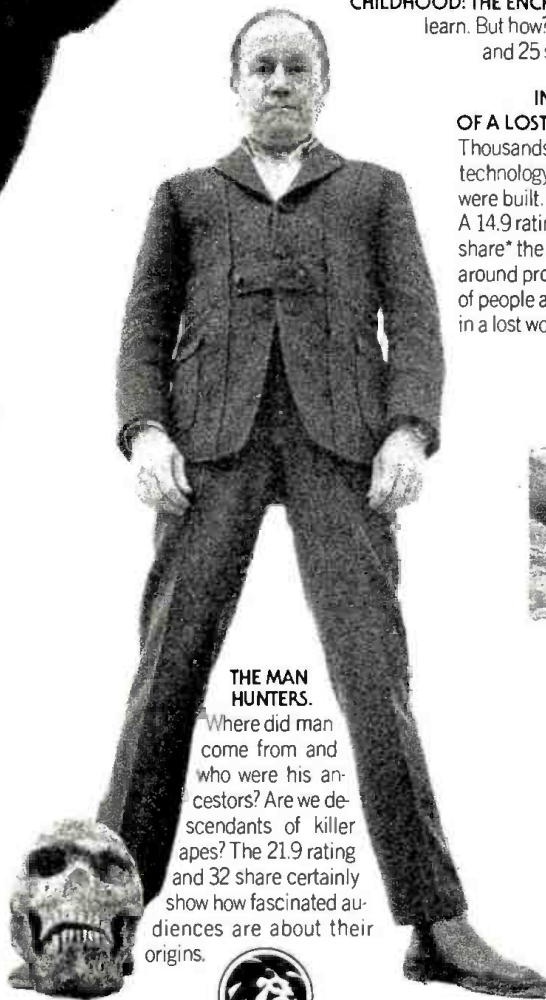
CHILDHOOD: THE ENCHANTED YEARS. There's almost no limit to what kids can learn. But how? This fascinating 60-minute special posted a 14.5 rating and 25 share* when it was first aired on NBC. There's no limit to the audiences you can get.

IN SEARCH OF A LOST WORLD.

Thousands of years before technology, vast civilizations were built. How? By whom? A 14.9 rating and a 24 share* the first time around proved that a lot of people are interested in a lost world.



WILDFIRE. 10,000 men fight a fire that took 118,000 acres of forest in less than 8 days. Its 19.2 rating and 29 share had the competition pretty burned, too.



THE MAN HUNTERS.

Where did man come from and who were his ancestors? Are we descendants of killer apes? The 21.9 rating and 32 share certainly show how fascinated audiences are about their origins.



CONQUEST

6 EXTRAORDINARY SPECIALS FROM MGM TELEVISION
1350 AVENUE OF THE AMERICAS, NEW YORK, N.Y. 10019. (212) 977-3400



THE WOLVES AND THE WOLF MEN. The myths and misconceptions surrounding wolves. A special so unusual, it triggered a bill resulting in federal legislation protecting wildlife. A special so intriguing it received a 21.1 rating and a 33 share first time. That's a 6-share jump over its pre-empted show.

Datebook

■ indicates new or revised listing

This week

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.

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

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

Dec. 2-3—*Arizona Broadcasters Association* winter meeting. Speakers will include John Summers, Na-

tional Association of Broadcasters; Senator Barry Goldwater (R-Ariz.); FCC Commissioner James H. Quello and Bill Simms, KOJO(AM) Laramie, Wyo. McCormick Ranch Inn, Scottsdale.

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

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

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

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

Also in December

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

Dec. 8—FCC's new deadline for comments on reopened rulemaking proceeding on program records to be maintained by broadcast licensees, including filing of letters received by licensee from public for three

years and retention and disclosure of transcript, tape or disk of all programs except entertainment or sports (Docket 19667). Replies are now due Dec. 27. FCC, Washington.

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

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

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

January 1977

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

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

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

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

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

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

■ **Jan. 12**—*New England Cable Television Association* winter meeting. Holiday Inn of Boston-Newton, Newton.

■ **Jan. 12-14**—*Association of Maximum Service Telecasters* special meeting. To be discussed will be current activity in the area of short-separation drops, the 1979 World Administrative Radio Conference, general broadcast spectrum management and improvement of UHF reception capabilities. Clyde G. Haehnle, WCET(TV) Cincinnati, chairman of AMST engineering committee, will give a report. Thunderbird Country Club, Rancho Mirage, Calif.

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

■ **Jan. 14-15**—*Utah Broadcasters Association* winter workshop/convention. Sherwood Hills, Daniels Canyon.

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

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

■ **Jan. 22**—*Florida Association of Broadcasters* midwinter conference. Genelele.

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

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

■ **Jan. 25**—Deadline for entries in 1976 Sigma Delta Chi Awards of *SDX the Society of Professional Journalists*. Competition is in 16 categories. Information: SDX, 35 East Wacker Drive, Chicago 60601; (312) 236-6577.



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We've lightened your load.

Here and here.

Our new portable video cassette recorder/player makes eyewitnessing the news easier than ever before.

JVC has done two things to improve your ENG capability: we've made the gear lighter and we've lowered its initial cost.

Our brand-new CR-4400U Color Portable Capstan-Servo 3/4" U-VCR weighs only 24.5 pounds, complete with rechargeable battery and standard 20-minute videocassette inside. And it sits as lightly on your checkbook as it does on your shoulder.

With the CR-4400U at your side, you're set to record top-quality color video, with a S/N ratio of better than 45 dB. There's a full-function keyboard, including pause/still and audio dub. Other JVC features include audio mixing and multi-purpose meter to read audio, battery, video and servo levels. Our exclusive auto assemble editing function enables you to get smooth, glitch-free edits between scenes, and can be operated by camera trigger or remote switch. With lock-up time to full speed at less than 0.2 second, you're always ready to shoot. And you can shoot 50% longer, too, since the CR-4400U requires 50% less power than most other decks.

JVC's unique patented dubbing switch is provided to facilitate quality tape transfers. For playback through regular TV sets, an optional RF converter can be plugged right into the deck. The CR-4400U operates on AC as well with its companion

New JVC CR-4400U Color Portable Recorder, shown with new CR-8300U Full-Editing Cassette Recorder, GC-4800U Color Camera, CC-4800U Camera Control Unit and Dual-Machine Remote Controller.



AA-P44U Power Adaptor, which also functions as a battery charger.

But the best way for you to find out how this light-weight, low cost portable video-cassette system can add to your newsgathering ability is to get yourself a hands-on demonstration. Call your JVC dealer, or send us the coupon below.

**JVC Industries, Inc.
58-75 Queens Midtown Expwy.
Maspeth, N.Y. 11378**

Please send information on:

- CR-4400U Portable Color 3/4" Video Cassette Recorder/Player
- GC-4800U Portable Color Camera
- CR-8300U Full Editing 3/4" Video Cassette Recorder/Player
- I'd like a demonstration MB-N6

Name Title

Organization/Company

Address

City State Zip

Telephone

JVC
JVC INDUSTRIES, INC.

Jan. 25-27—*South Carolina Broadcasters Association* winter convention. Wade Hampton hotel, Columbia.

Jan. 25-27—*Georgia Association of Broadcasters* 32d annual Radio-TV Institute. Speakers will include Herbert Schlosser, president, NBC; Representative Lionel Van Deerlin (D-Calif.); Bill Ray, FCC, and Keith Jackson, ABC Sports. University of Georgia, Athens.

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

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

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

■ **Jan. 28**—Deadline for entries in ninth annual *Robert F. Kennedy Journalism Awards* competition for outstanding coverage of the problems of the disadvantaged. Radio and television will be two of the six categories. Winner in the broadcast category, among others, will receive \$1,000 cash prize and be eligible for grand prize that will entail an additional \$2,000. Information and entry forms: Journalism Awards Committee, 1035 30th Street, N.W., Washington, D.C. 20007; (202) 338-7444.

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

February 1977

Feb. 2-3—*Association of National Advertisers* joint workshops on television (Wednesday) and media (Thursday), Plaza hotel, New York. Contact: William

Major meetings

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

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

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

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

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

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

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

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

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

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

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

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

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

Sept. 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; 1979 conference will be in New York.

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

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

Kistler, ANA, 115 East 44th Street, New York, (212) 697-5950.

■ **Feb. 4**—FCC's deadline for filing comments on cable television syndicated program exclusivity rules and their effect on viewing public (Docket 20988). Replies are due March 16. FCC, Washington.

■ **Feb. 4-6**—*American Women in Radio and Television's* national board of directors meeting. Hyatt Union Square, San Francisco.

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

■ **Feb. 7-8**—*American Women in Radio and Television's* educational foundation board of trustees meeting. Hyatt Union Square, San Francisco.

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

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

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

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

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

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

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

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

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

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

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

From single entries into the Trace V.I.P. system, you will receive:
Sales order information, traffic, accounts receivable, sales and management analysis, accounts payable, payroll, general ledger, control reports . . . and much more. 48 separate functions in all.

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Larry E. Zaiser, Director of Marketing Trace Inc.
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47901 (317) 742-1166

March 1977

March 1—Deadline for entries in *American Osteopathic Association's* journalism awards competition. Award of \$1,000 will be given for the print article

or broadcast on osteopathic medicine judged most outstanding. Contact: AOA, 212 East Ohio Street, Chicago 60611.

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

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

March 18-19—Eighth annual Country Radio Seminar. Airport Hilton motor inn, Nashville. Agenda chairman: Mac Allen, Sonderling Broadcasting Corp., Miami.

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

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

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

April 1977

April 1-3—National convention of the *Intercollegiate Broadcasting System*. Hyatt Regency hotel, Washington. Information: Rick Askoff, IBS, Vails Gate, N.Y.; (914) 565-6710.

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

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

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

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

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

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

May 1977

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

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

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

June 1977

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

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

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

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

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

■ **June 22-24**—*Florida Association of Broadcasters* annual convention. Ponte Vedra Club.

July 1977

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

September 1977

Sept. 14-18—*Radio Television News Directors Association* international conference. Hyatt Regency hotel, San Francisco.

■ **Sept. 14-15**—*Ohio Association of Broadcasters* fall convention. Columbus Sheraton, Columbus.

October 1977

■ **Oct. 2-5**—*Missouri Broadcasters Association* fall meeting. Holiday Inn, Hannibal.

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

■ **Oct. 14-16**—Fall convention of *Illinois News Broadcasters Association*. Champaign-Urbana. Program coordinator: Ron Williams, WDWS(AM) Champaign 61820.

■ **Oct. 23-24**—*North Dakota Broadcasters Association* fall meeting. Holiday Inn, Fargo.

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

November 1977

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

Open Mike®

The other library

EDITOR: I have just read with deep interest your Nov. 15 story and editorial concerning the museum of broadcasting founded by William S. Paley. Appreciation to Mr. Paley, and best wishes to President Robert Saudek and his staff. I shall be among those professionals, once involved in the day-to-day affairs of broadcasting and now involved in teaching its history, to visit the museum.

I hope, however, we do not neglect the efforts of the Broadcast Pioneers library

in Washington. Its history, contributions and assistance to researchers have been co-ordinated by Cathie Heinz for a number of years now. Had it not been for the founders of that library, we may have lost much material and "lead time" in interviewing pioneers.—*Lou Dumont, media specialist, Keene (N.H.) State College.*

The Krasnow 'Profile'

EDITOR: I wanted to pen a short note on your Nov. 15 "Profile" of Erwin Krasnow,

IT'S PURE GOLD.



"CHARIOTS OF THE GODS"

NUMBER ONE in HOUSTON on ABC affiliate KTRK-TV, Tuesday 8-10 PM. Competition included CBS's "MASH," NBC's "Police Woman," Pro Hockey and another local movie.

RATING: 25.0; SHARE: 40.0* (Over 90% higher than the station's average during the other 3 weeks in the survey). "Chariots of the Gods," one of 15 great features from Gold Key's new Outdoor Adventure III.

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*Source: ARB ADI for May 11, 1976 airdate

my "brother-in-law" (as he used to pun atrociously to our class at American University).

The National Association of Broadcasters indeed is fortunate to have someone of his skills and mind; so too is the broadcasting industry. I'm only sorry that I'm going to have to beat him on the policy issues now.

In any case, a well-written job. I sincerely enjoyed it.—*Philip R. Hochberg, attorney, Washington.*

One answer to 'Carter question'

EDITOR: There is no question but that the business community, including the broadcasting industry, is apprehensive of Jimmy Carter as President because he is unknown as a national figure.

I gave 10 of the best years in my life to direct participation in the political arena. Since that time I have been a far more active and close observer than the average businessman. This has taught me a great deal about campaign rhetoric, which is often the product of a speechwriter who handed the press a prepared position which the candidate may not have had the opportunity to digest.

Based on my close observation of Jimmy Carter, the broadcasters should not be concerned that he will willingly or knowingly do anything that would weaken the industry or erode its independence

from government interference.—*J.B. Fuqua, chairman, Fuqua Industries, Atlanta.*

Look homeward

EDITOR: Regarding Beryl Seidenberg's "Monday Memo" (Nov. 15), all I can say is: "Where have you been?" On the basis of a recent trip to London she concludes that "there is a special audience for dramatic radio programming in the U.S. . . . if this kind of vehicle existed." I suggest she listen to the CBS *Mystery Theater* or National Public Radio's *Earplay*. As to her statement that "We have recently seen the development of the single-format station," I think Ms. Seidenberg needs to cut down on her trips abroad and catch up on what's been happening here in the states over the past 20 years.—*Bob Aulert, operations manager, WEAI(AM) Jacksonville, Ill.*

Just part of it

EDITOR: In your Nov. 1 issue in "For the Record," you mention the sale of KWNA(AM) Winnemucca, Nev. It is such a good station that it would be a bargain at any price, but not \$29,000, as you reported. This happens to be the down payment. Total price is \$115,000.—*Leon C. Boner, president, KWNA.*

Doubleday Media Offers:

A NEW START

Everything is new for this FM station located in a stable little city in central Iowa. This station sale is forced due to owner health problems after being on-the-air for a little over a year.

The current religion format is already duplicated in the market and a change is feasible. This creates a real potential for selecting and isolating a new audience niche in the present programming spectrum for a greater share of sales and profit.

The price is based on only recovering the original investment. The new set-up, engineering design and equipment/facilities are yours for \$135,000. Only \$50,000 down and the balance over a negotiable period make this an excellent opportunity for a new start.

Call Bob Magruder for more information
214/233-4334



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Top of the Week

New broom may be on TV horizon

Signs point to increased response to public pressure on sex-violence even as NAB decides to appeal judge's ruling that family viewing concept violated First Amendment; association takes first steps to rescind mandatory code policy

The National Association of Broadcasters will appeal parts of the Los Angeles district court's decision against the NAB-enforced family viewing policy. The association also has taken the first step toward rescinding its rule requiring NAB television members to be members of the TV code also.

Those decisions were reached after roughly two-and-a-half hours of deliberation by the association's executive committee last Tuesday in Washington. The decision to appeal was apparently founded in part on the feeling that NAB should be in court during the appeals which have already been announced by all three networks and the FCC, which have given notice that they will contest all or parts of the decision of Judge Warren Ferguson in favor of the Writers Guild of America

against family viewing.

Furthermore, NAB has begun an internal analysis of its existing code—now, by court order, minus the family-viewing provision—to see what might be done to strengthen program self-regulation. It's part of a growing mood in broadcasting to do even more to respond to public pressure. As put by Robert Gordon of WCPO-TV Cincinnati, chairman of the NAB TV board: Judge Ferguson's decision "does not alleviate the fundamental problem that led to the family-viewing decision in the first place"—that is, the concern, shared with the viewing public by an increasing number of broadcasters, in Mr. Gordon's opinion—about excessive violence and sex on television.

"We need more controls," Mr. Gordon said, "but of the proper kind."

The executive committee released a statement last week explaining its intent. It applauds the judge's castigation of any government interference with broadcast programing decision making, but expresses fear about passages in the judge's opinion that appear to extend the First Amendment argument against the NAB's own code.

The executive committee's statement reads in full: "Judge Ferguson's decision in the Writers Guild case strongly and correctly reaffirms the First Amendment prohibition against government interference with broadcast programing. It appears, however, that portions of his decision have the potential for effectively destroying the viability of the NAB televi-

sion and radio codes. The NAB believes that the public and the broadcasting industry support the concept of self-regulation as an essential means of assuring that the nation's broadcasting stations serve the public interest.

"Judge Ferguson's decision, even if read in its narrowest terms, also establishes a precedent for the imposition of damages on the NAB for alleged violations of the First Amendment.

"Accordingly, NAB will appeal any imposition of damages and those portions of the decision that appear to preclude broadcasting's right to engage in meaningful, voluntary industry self-regulation. This decision is subject to review and ratification by the full board at its meeting in January 1977."

NAB has until Dec. 8 to file its notice of appeal in the U.S. Court of Appeals in San Francisco.

Mr. Wearn issued his own statement following the executive committee meeting, underlining his and NAB's concern about the impact of Judge Ferguson's decision on the future of the TV and radio codes. "Personally I share the considerable body of opinion . . . that there is too much sex and violence on TV," he said. "I feel the best way to deal with the problem is through more effective industry code of good practice. Furthermore, I believe this position is the consensus of broadcasters on our TV board as well as the TV constituency of the NAB."

He continued: "Although the FCC rules—properly, I think—prevent a licensee from delegating program decisions, we certainly feel a licensee still has a constitutional right to subscribe to an industry code—provided he has the full right to resign from that code immediately should the code board take some action that goes against the dictates of his conscience."

Flowing from that last expression is the executive committee's decision to recommend repeal of the mandatory code subscription rule, the rule made effective last April that requires all TV members of the association to subscribe to the TV code.

The executive committee's recommendation to repeal mandatory TV code subscription will be placed before the TV board, then before the full board, at the winter board meeting Jan. 25-28 in Maui, Hawaii.

In the meantime, however, Mr. Wearn said the association, "with the advice and counsel of our attorneys," will seek ways to make the code more effective. Whether that means seeking alternative enforcement mechanisms to mandatory subscrip-



The buck stopped here. It was up to the executive committee of the National Association of Broadcasters to decide whether to live with or to appeal the family-viewing decision. Sitting in on those deliberations in Washington last Tuesday (l-r around table): Donald Jones of PSB Radio Group, Fond du Lac, Wis., radio board vice chairman; NAB Chairman Wilson Wearn of Multimedia Broadcasting Co., Greenville, S.C.; NAB President Vincent Wasilewski; John Kinzer, NAB secretary-treasurer (partially hidden); Erwin Krasnow, NAB general counsel; James Hulbert, NAB senior vice president, station services; John Summers, NAB executive vice president and general manager; Donald Thurston of WMNB-AM-FM North Adams, Mass., radio board chairman; Robert Gordon of WCPO-TV Cincinnati, TV board chairman; Kathryn Broman of Springfield TV Broadcasting Corp., Springfield, Mass., TV board vice chairman; Andrew Ockershausen of Evening Star Broadcasting Co., Washington, past joint board chairman, and William Leonard of CBS.

NBC-TV set to preview up to 20 weekly hours for affiliates

Advance feeds will go out 2-5 a.m., include any possibly objectionable programming

Beginning today (Nov. 29), NBC-TV plans to feed up to about 20 hours of entertainment programs a week to its affiliates in advance of broadcast, so they can screen them for violence, so-called adult material and anything else they may consider objectionable.

Donald Mercer, NBC station relations vice president, detailed the plan in a telegram to stations last week. It was a follow-up to NBC officials' assurance that they would expand the opportunities for affiliates to prescreen shows "within the limits of program production schedules and availability of closed-circuit facilities" (BROADCASTING, Nov. 22).

Mr. Mercer said NBC would reserve the

use of its network lines from 2 a.m. to 5 a.m. NYT each morning, "for the prefeeding of pilot programs, episodes in series, theatrical movies, made-for-TV movies, specials and other programs and, particularly, any candidate network program fare that might raise any questions."

Affiliates of all three networks have complained frequently that often they don't get a chance to prescreen programs in time to schedule substitute material for those they consider unsuitable for their communities. NBC officials have said they will do all they can to encourage producers to deliver programs further in advance of air date, to permit more realistic prescreening.

"Prefeeds," Mr. Mercer said, "will include episodes from such continuing series as *Police Story*, *Police Woman*, *Sunday Mystery Movie*, *The Quest*, *Serpico*,

Baa Baa Black Sheep, *Gibbsville* and *The Rockford Files*. We will, of course, continue to be meticulous in prefeeding any program or program episode which will carry an audience advisory legend.

"NBC management is convinced that subject to the limits of program production schedules, this expanded use of our closed-circuit facilities will be a significant accommodation to affiliate management's ability to meet licensee responsibilities."

The dedication of some 20 hours of closed-circuit time each week for this purpose, he said, "will represent a significant addition to presently established procedures [such as] network program presentations at affiliate meetings, the program descriptions circulated in advance bookings to affiliates, conferences on individual programs and the other special information exchanges."

tion seeking alternatives to the outlawed family viewing standard, or both, Mr. Wearn would not elaborate, saying it would be premature to comment now. "I'm saying to you," he said, "that I think the TV board would like to see the code become more effective and to that end we're going to work at this problem."

Another member of the executive committee, Donald Thurston of WMNB-AM-FM North Adams, Mass., chairman of the NAB radio board, said, "you're just not going to get a definition [of what constitutes proper self-regulatory controls] out of anyone at this point because nobody's sure." One thing is certain, however, and that is that NAB will approach the problem on tiptoes, taking extreme care to avoid violating Judge Ferguson's decision on family viewing. "We aren't going to have an industry board of censors," said Mr. Thurston.

Networks stand alone in opposing Group W petition

Justice Department spearheads column of comments supporting request for inquiry into relations with affiliates; several call for divestiture of owned-and-operated stations

The Department of Justice led a host of network critics last week in urging the FCC to conduct a wide-ranging inquiry and rulemaking aimed at strengthening the power of affiliates in dealing with networks.

Broadcasters, public interest groups and independent program producers protested the "creeping network dominance of television programming," as the United Church of Christ phrased it, and generally supported Westinghouse Broadcasting

Co.'s petition for the major rulemaking (BROADCASTING, Sept. 6).

The Justice Department, in a filing received one day after the FCC's deadline, called for a "broad investigation into network structure, power and affiliate relationships," conducted by a special FCC task force, to determine if Westinghouse's allegations are true. Group W's statements and data suggesting increased control of broadcast revenues and "significantly enlarged" proportions of network broadcast programming, the department said, would raise "serious issues both as a matter of commission policy and of antitrust policy" if proved true. The commission should fully investigate the charges raised by the petition, Justice said, with the aim of identifying the problems and instituting rules if necessary.

The Justice Department, as have several citizen groups, suggested considering divestiture of network owned-and-operated stations. Such groups as the National Organization for Women and the Citizens Communication Center (petitioning on behalf of four public interest groups), in earlier comments, had called for outright divestiture of O&O's and the possible creation of a fourth network (BROADCASTING, Nov. 1). Justice didn't propose outright divestiture, but did suggest the commission add the proposal to its list of inquiries in the comments sought in a full rulemaking proceeding. The Justice Department said that many of the questions raised by the Group W petition "may be integrally related to the continuing network ownership of individual broadcast stations in major markets."

The three networks, reacting to the Justice statement, maintained, as CBS put it, that because the Westinghouse petition was without merit, so was the Justice Department proposal. ABC said, "the position of the Department of Justice sets forth no new facts and is based upon... unwarranted inferences." NBC called the Justice Department proposal "mis-

directed." NBC said the petition ignores the needs of affiliated stations in small markets throughout the country for the economic and programing support networks can give.

Donald H. McGannon, chairman and president of Westinghouse Broadcasting Co., said Justice's filing came as "a complete surprise to us." There had been no contact between Westinghouse officials and Justice on the matter, he said. He also said he had "no position" on the department's proposal. That, he said, is a matter for resolution between Justice and the networks.

Westinghouse's petition had charged that at least one and probably two networks have become involved in producing their own syndicated programs not meant for network distribution. These programs are then aired on the network's O&O's and for distribution "in the national first-run syndication market through another entity."

The Justice Department said that "given their combined market share and current levels of profitability, network control may well contribute importantly to the networks' ability to pre-empt program acquisition" and to reap a disproportionate share of programming and broadcast revenues.

Both the National Association of Independent Television Producers and Distributors and Worldvision Enterprises Inc. agreed that the networks' expansion into previously local time hurts program producers. NAITPD said that FCC safeguards originally securing local and syndicator time through its prime-time access rule have been increasingly eroded by the networks and that statistics show a marked decrease in public affairs, local programs and independently produced syndicated shows. NAITPD said the commission's reliance on the "obsolete" Barrow Report of 1957 and the prime-time access rules is insufficient in light of the growing power and dominance of modern television net-

works. NAITPD cited CBS's "invasion" of access time on nine consecutive Fridays from 7:30 to 8:00 for national election specials as one example of network encroachment into affiliate time for presentation of material of such importance that it would have been presented in prime time in any event. Stations and syndicators suffer economic and other damage from such network actions, NAITPD said in its comments.

Blackhawk Broadcasting Co., licensee of three television stations—KWVL-TV Waterloo KTVV(TV), Sioux City, both Iowa, and both NBC affiliates, and KAAL(TV) Austin, Minn., an ABC affiliate—cited "the relative weakness of an affiliate's bargaining position" with its network. Blackhawk said the affiliate cannot affect the selection or scheduling of network programming, and that the affiliate can't get adequate compensation for the network programs it airs. This also hinders the affiliate's ability to produce quality local programming, Blackhawk said, because it hasn't gotten a fair financial deal from the network. Blackhawk said it did appreciate the networks' standards of providing "excellent entertainment, news, public affairs, sports" and other programming and would not normally want the FCC to become an arbiter of the broadcaster's business negotiations. When the public interest becomes as threatened as it now is, however, Blackhawk said, the commission should step in.

Many groups, both broadcaster and public interest-oriented, agreed with the United Church of Christ that the networks are guilty of encroachment into time that should be devoted to the needs and interests of individual local communities. UCC said that networks also do not have the "responsibility and accountability" that local broadcasters have to their viewers. Since the networks have little contact with viewers, UCC said, they don't take into account frustrations experienced by local viewers in their program selection and scheduling procedures. Some groups agreed that public complaints about network programming are lodged with the local broadcaster, who has no input into network decision-making. The result, the groups said, is frustration on the part of both the local broadcaster and the irate viewers. Several comments agreed with the UCC when it supported the Westinghouse request for a rule that would provide opportunity for the affiliates to preview network programs prior to broadcast.

Several groups agreed with the Group W petition in its request for immediate relief, and a halt of network expansion into affiliate time. The Justice Department disagreed, however, stating that the commission may not have the authority to grant the relief, and that it may be acting prematurely if it were to act without at least a preliminary hearing. The Westinghouse proposals—which would prohibit network programming from exceeding present levels, sanction collective bargaining by the affiliates and give affiliates the right of program preview—may be addressing the wrong

problems, the department said, and may create more serious problems than they would solve. Justice said the problem is not how much programming is made available by the networks, but whether an affiliate is free to decline the programming to choose material better suited to its needs. The collective bargaining position may cause questions about the FCC's authority to regulate in antitrust matters, and no plan for the procedure of program review has been established.

"There is little reason to believe," the Justice Department said, "that continuation of the status quo will cause irreparable injury" pending a full investigation of the allegations and the establishment of reliable information as to the problems which exist.

Both CBS and ABC protested the Westinghouse petition on grounds that many of its tables of data suggesting network time expansion into affiliate programming contain arithmetical errors, and a failure by the petitioner to place the data in perspective. Much of the data used with respect to ABC, both networks said, reflects the commission's own encouragement to allow ABC to catch up—"to become a fully competitive third network." CBS's own data, CBS said, shows an actual decrease of regularly scheduled network programs.

CBS also questioned the commission's authority to grant an immediate freeze on network programming. CBS said there is no authority "for such extraordinary agency action" either in administrative procedure rules or in court precedent. CBS said that Westinghouse's prescreening proposals were proffered "merely to poison the waters" of the other questions raised. Group W gives no specifics as to which network programs it finds objectionable, CBS said.

CBS said it has considered the Westinghouse proposal, however, and that it will schedule affiliate screenings of movies about four weeks in advance of the scheduled broadcast date, when possible, and will make efforts to allow similar prescreening of other programs, such as made-for-television movies and specials.

CBS said that the Group W proposals, for the most part, were put together with no factual or legal basis, either for the inquiry for a rulemaking or a grant of special relief.

ABC added that the Westinghouse argument that affiliates aren't adequately compensated for the time they surrender overlooks the fact that affiliates profit from national advertisers, and can take advantage of locally produced advertising placed within or adjacent to popular network programs. Charges that affiliates don't sufficiently profit from their relationships with the networks fail to take into account the "vast financial commitments and . . . very substantial risks—in both programming and the sale of advertising" the networks take. ABC said suggestions that networks unduly profit from their operations are "wholly specious." From 1960 to 1975, ABC said, its own profits for its television network operation averaged less

than one percent—"well below what is appropriate for the undertaking and risks involved."

NBC said none of the three points cited by Group W warrants the requested inquiry.

NBC noted, for instance, that the networks have abandoned the idea of hour-long news shows. But even if they had not, the network said, it is difficult to see how the commission "could tell the networks not to lengthen" those programs. As for other network programming, NBC's increase over the past 16 years was "a miniscule 5%," according to the comment.

As for prescreening, "there are ample opportunities for affiliates to acquire advance information as to network program content," NBC said. It added that there has been "continuing, voluntary expansion of prescreening for affiliates over recent years, and most recently NBC has established methods to prescreen up to 20 hours of programming weekly."

And the charge that affiliates are not "paid enough," NBC said, can be translated into, "Westinghouse believes it is not paid enough." But, NBC said, that company can negotiate for itself "and does not need the commission to impose collective bargaining on the industry to the benefit of the major market station owners like Westinghouse."

NBC also said that there is no financial reason for the commission to be concerned about reductions in station service. It noted that in 1975, total broadcast income of all television stations in the five markets where Westinghouse owns outlets was 27% of broadcast revenues. And small-market stations, it added, are paid relatively more network compensation per hour than are large market stations.

Consumerists keep up pressure on kids' television at ACT meeting

Criticism of programming and ads aimed at children abounds

There were many speeches but few surprises for the 500 network executives, independent producers and advertising agency representatives attending last week's Action for Children's Television symposium in Cambridge, Mass.

The ACT meeting, presented in cooperation with Harvard's Graduate School of Education, heard industry boasts of "bringing the toy store into the living room" and of substantial progress in feature and public service programming for children. But consumer group representatives still complained that tougher TV standards are needed to protect youngsters' physical and mental health and that networks and stations are foot-

dragging, not cooperating.

FCC Chairman Richard E. Wiley said his agency and the Justice Department will appeal a judicial decision outlawing curbs on sex and violence during "family time," repeating (BROADCASTING, Nov. 15) his contention that "we acted at all times in a thoroughly responsible manner and with appropriate sensitivity to the very important First Amendment values involved."

David Rintels, president of Writers Guild of America, West, which along with ACT was a prime mover in the suit against the family-viewing restrictions, told the ACT meeting that he and colleagues "are as dissatisfied with television as it exists as you are, and as committed" to positive change.

"More freedom—freedom with responsibility—is the answer, instead of more censorship," said Mr. Rintels, the symposium's keynote speaker. "There is as much violence on TV as the networks want, no more, no less. They know they can attract viewers by it."

He proposed "quality programing" to serve—not simply cater to—the public interest. He said he hopes groups such as ACT will help demonstrate that children's rights in television have been ignored but still believes network executives and station owners are the only ones who should decide whether the family-viewing decision opens "the floodgates to vulgarity and violence."

With toymakers estimating they spend about \$100 million a year on television ads and with children watching—in ABC Children's Programs Vice President Squire Rushnell's estimate—26 hours of TV a week, can television be trusted to regulate its children's advertising?

The question was debated as ACT developed the conference's "child as consumer" theme. NAB assistant general counsel Brenda Lee Fox, who defended TV ads for "bringing the toy store into the living room," said children simply disregarded misleading advertisements. She called attempts to impose tougher standards on commercials "emotional responses to general societal ills," saying protection of the young should not mean "innoculation from the real world."

Jerome Lansner, assistant director of the NAB Code Authority, conceded the NAB cannot monitor local advertisements and that a member station has never been expelled for violations ("We prefer to convert them"). While nutritionists detailed the shortcomings of sugary "junk foods," Mr. Lansner stressed that the code required that sugared cereals be promoted only as part of a balanced breakfast.

Connecticut lawyer Madeleine S. Large, founder of Families Against Censored Television, said the NAB code is excessively restrictive and allows no advertising creativity. "Parents have the sovereign right to raise their children," she declared. "Don't step between us and the television set."

New York communications lawyer Ellen Agress, whose clients include TV consumer groups, charged television "teaches how to consume" and that "it's foolish to



At the conference: NAB's Brenda Fox, ACT's Peggy Charren.



Panel moderator Frank Mankiewicz, attorney Ellen Agress.



NBMC's Pluria Marshall, Group W's Jeff Schiffman.



CCMM's Robert Choate, pediatrician Herman Frankel

expect the industry to deal definitively with this problem when it's against its economic interests to do so." She and the other consumer-oriented speakers said they didn't seek to censor but that a mixed group of broadcast, advertising, government and public representatives could best regulate commercial content.

Warren Braren, who helped draw up the NAB code's guidelines before becoming associate director of the Consumers' Union, said the code is "well-meaning but woefully unacceptable" because it allows nine and a half minutes of commercials an hour in weekend children's shows and 12 minutes weekdays. "It is unconscionable to advertise directly to pre-schoolers," he claimed.

Equally unconscionable, to Media Access Project Executive Director Harvey Shulman, is broadcasting's "remarkable ability to react, not initiate" in the public-service announcement area.

"There's a broad definition of what 'serving the community interests' is," he told the symposium. "And when local stations tell you otherwise, they're not telling the truth." Mr. Shulman called PSA's an "aggravation" to too many licensees, whom he charged with relying on their "cozy relationship with the industry-dominated Advertising Council." He blasted advertisers for seeking First Amendment sanction for commercials (which several industry speakers had cited) while "having persuaded the FCC" to lift requirements that equal time be given to reply to controversial ads.

Sherryl Graves, a New York University psychology professor, criticized PSA's for talking about, not showing, the right thing for kids to do. "Even the 'Cookie Monster' [who gobbles a balanced meal before wolfing down his favorite in a popular PSA] eats things in the wrong way," she said.

Advertising Council President Robert P. Keim accepted criticism that some PSA's ignore women and blacks and said "we should test all PSA's to see if they're getting through" to their audience. Herminio Traviesas, NBC's vice president for broadcast standards, said his network opted for "quality not quantity" in PSA's and has had more chances in this area since the NAB code, in 1973, cut the maximum children's commercial time per hour and thus freed more minutes for public service.

Can the public interest win the ratings game? Avram Butensky, senior vice president of Dancer-Fitzgerald-Sample, told an audience considering this question that "the public interest may very well be the ratings game." A 6-year-old "is entitled to a part in the decision-making process," he said. "He'll seek out the fantasy that suits his needs." ABC's Rushnell agreed that children, like adults, are quick to turn off the set if they see nothing they like.

Mr. Rushnell said he thinks "parents should get more involved" with their children's TV-watching habits and "kick them out into the sunshine" once in a while. He calls youngsters as selective, if not as discriminating, an audience as their parents, and said ratings and quality can go hand in hand.

Jeff Schiffman, program development manager for Westinghouse Broadcasting's TV station group, asserted that ratings have never decided his company's children's programing criteria. "The Fonz will still outdraw us," he said, but "even though the costs are high, we all think the risk is essential."

To National Black Media Coalition Director Pluria Marshall, however, blacks of all ages are nearly completely absent from programs and network programing decisions. "The Jeffersons ain't us," he said, while complaining no TV show

depicted a "normal black family doing normal things" and charging there are only four full-service black ad agencies "because the advertising industry has decided that they shouldn't exist." Mr. Marshall wants blacks to "establish a consumer base" to hold advertisers responsible for what he feels is neglect of a group which buys as much as 40% of advertised items and which he says watches more television than whites.

Surveying the ratings-public interest question in the wake of the family-viewing decision, Citizens Communications Center Executive Director Frank W. Lloyd said U.S. Federal Judge Warren J. Ferguson's ruling should lead to "serious reappraisal" of the sustaining program option. Mr. Lloyd said the FCC is right in saying that profits must exist to finance programs but added that there "is no reason why profits from other programs cannot support production of children's programs."

Mr. Lloyd told the broadcasters: "for your own self-interest, [if you don't] see that the public interest wins the ratings game, the game will probably be changed by Congress or the FCC, since the public interest is after all the real bottom line."

Praising ACT's "loud voice," University of Hartford psychology professor Bernard Z. Friedlander said that in today's children's TV programming, "fantasies become realities. We can keep stuffing our kids with malarkey but some day their anger will explode." He said "sledge-hammer legislation" won't bring about needed changes, but that many small decisions from consumer groups like ACT and individual viewers could change what youngsters see on the small screen.

Robert Choate, director of the Council on Children's Media and Merchandising program and a nutrition expert, stated that industry "self-regulation is almost in direct proportion to the threat of federal regulation." He also blasted what he called the FCC's "preposterous" delay in acting on a petition to ban over-the-counter drug advertising from 6 a.m. to 9 p.m. Chairman Wiley said, however, that the commission would act on the matter within a few weeks, now that staffers have completed evaluating information compiled by the FCC and the Federal Trade Commission.

Mr. Choate said all his and others efforts to reform TV "will fail." He'd like to see the commercial transaction between an adult and a child outlawed because it's "inherently unfair." He deplored the fact that the NAB code doesn't apply to 12 of children's 15 favorite shows because those programs are shown weekday evenings.

He and Harvard education professor Aimee Leifer said networks should take young viewers behind the production scenes—to "demystify" what they see, said Dr. Leifer.

A.R. Van Cantfort, WSB-TV Atlanta program manager, said that "if any local licensee thinks he has no obligation to children, he's dead wrong and he knows it." He advised his colleagues to talk with children, not adults, about small viewers' needs.

The meantime men and women for Carter

Wellford and Lazarus top teams of concern to communications

The Carter-Mondale transition planning group has announced the members of the team that will help smooth the way for the advent of the Carter administration next January. In general, the team members will examine problems facing the government in the areas to which they have been assigned, collect information and develop analyses designed to help the officials ultimately named to the Carter administration.

The FCC will come under the responsibility of a Government Reorganization Group headed by Harrison Wellford, who at 36 has served as a legislative assistant to Senator Philip Hart (D-Mich.) and, in 1969-70, as executive director of Ralph Nader's Center for the Study of Responsive Law.

Several team members are assigned specifically to regulatory reform and will maintain liaison with the FCC and other regulatory agencies. They are headed by Si Lazarus, 35, who had been a legal assistant to former FCC Commissioner Nicholas Johnson and who took a leave of absence from the Arnold & Porter law firm in Washington to work in the Carter campaign ("Closed Circuit," Nov. 22). Those working with him on regulatory reform are Mary Schuman, 26, a former Senate Commerce Committee staff member, and Debbie Gotthell, 24, a former assistant project manager in the Carter campaign's policy planning office.

Mr. Lazarus said the liaison work his group will do with the regulatory agencies will differ from that other teams will perform with executive branch agencies and departments. "The President is responsible for the executive agencies but not the regulatory agencies, which are independent," he said.

"We'll collect information on matters at the FCC, but we'll lean over backwards to avoid the appearance of abusing the independence of the regulatory agencies."

Mr. Lazarus noted, however, that the President is not completely divorced from policy formulation at the agencies. He does select the chairmen. The President, in fact, nominates all members of the

regulatory agencies, subject to Senate confirmation. The new President will be faced early in his administration with the task of nominating a member of the FCC to replace Benjamin L. Hooks, who has been picked to head the National Association for the Advancement of Colored People. And whoever is nominated may also be designated as chairman.

The Office of Telecommunications Policy is another area of government that falls under the jurisdiction of the Lazarus group. But unlike the regulatory agencies, OTP is an executive branch agency.

Mr. Lazarus said he did not know who would be assigned to perform liaison with OTP. However, OTP Director Thomas Houser said he had heard Barry Jagoda, Mr. Carter's television adviser, is interested in telecommunications matters, and telephoned him with an invitation to discuss OTP matters at breakfast Wednesday. Mr. Houser stressed that the meeting was "informal," outside the transition activity.

The members of the transition team liable to be of interest to the communications industry include the following:

Office of Transition Coordinator ■ *Jack Watson*, 38. Attorney; national finance director and chairman of the Georgia finance campaign for Carter campaign; partner in Atlanta law firm. (Transition coordinator) □ *Larry Bailey*, 35. Assistant director. U.S. Conference of Mayors; software systems designer in private industry; legislative counsel. National League of Cities. (Assistant to transition coordinator) □ *Barbara Blum*, 37. Deputy campaign director. Carter campaign, Atlanta; vice president. Restaurant Associates of Georgia Inc.; chief lobbyist in Georgia general assembly and Washington for SAVE (Save America's Vital Environment). (Director of transition operations) □ *Peter G. Bourne*, 38. Psychiatrist; director of Georgia Narcotic Treatment Program; special assistant in Office of Drug Abuse; director of Washington office of Carter campaign. (Special projects) □ *Walter V. Kallaur*, 32. Deputy administrator of the Carter campaign. (Transition administrator) □

Office of the Vice President-Elect ■ *Michael S. Berman*, 37. Attorney; former administrative assistant to Senator Mondale. (In charge of general planning) □ *Monica Borkowski*, 36. Former legislative assistant to Senator Philip Hart; assistant to Senator Hubert Humphrey's administrative assistant; and assistant to the executive director of the Democratic National Committee. (Special assistant) □ *Gene Godley*, 37. Formerly chief of Mondale advance; administrative assistant to Senator Thomas Eagleton; and counsel to Senate Committee on Labor and Public Welfare. (Aide) □ *Gail Harrison*, 29. Mondale speechwriter



Wellford



Lazarus



Cutter

during Carter-Mondale campaign; formerly legislative assistant to Senator Mondale. (Special projects) □ **Peter N. Kyros Jr.**, 28. Attorney; Mondale trip director for Carter-Mondale campaign; counsel to Senator Edmund Muskie. (Aide) □ **Beckie McGowan**, 28. Former legislative assistant to Senators Adlai Stevenson III and Frank Church; deputy director, Senator Stevenson's 1974 senatorial campaign (Aide) □

First Lady's transition staff ■ **Mary Hoy**, 52. Writer, author, and public affairs consultant; press secretary and campaign coordinator for Rosalynn Carter in Carter campaign. (Press secretary and transition coordinator) □ **Madeline MacBean**, 37. Background in public relations; staff director for Rosalynn Carter in Carter campaign. (Transition director) □

Personnel Advisory Group ■ **Hamilton Jordan**, 33. Carter campaign manager. (Director) □ **Benjamin Brown**. Georgia state representative; deputy director of Carter campaign. (Assistant) □ **Landon Butler**, 35. Housing developer; political director of Carter campaign. (Assistant) □ **Joseph Duffey**, 44. On leave as executive director of the American Association of University Professors; associate issues director of the Carter campaign. (Assistant) □ **Jim Gammill**, 23. Convention coordinator of the Carter campaign. (Assistant) □ **Rick Hutcheson**, 24. Delegate selection coordinator and national campaign coordinator of the Carter campaign. (Assistant) □ **Tim Kraft**. Field director of the Carter campaign. (Assistant) □ **Mark Siegel**, 30. Assistant professor at Loyola University; executive director of the Democratic National Committee. (Assistant) □ **Anne Wexler**, 46. Associate publisher of *Rolling Stone*; National Steering Committee member of the Carter campaign. (Assistant) □ **Phil Wise**, 25. Southern region coordinator for Carter campaign. (Assistant) □

Press ■ **Jody Powell**, 33. Press secretary, Carter campaign. (Press secretary) □ **Kevin Gorman**, Press coordinator for Carter campaign. (Press aide) □ **Rex Granum**, 26. Former reporter, press director, Carter campaign. (Spokesperson) □ **Barry Jagoda**, 32. Television adviser to Governor Jimmy Carter; former producer at CBS News and NBC News. (Spokesperson) □ **Kate King**, 30. Press aide, Carter campaign. (Press aide) □ **Richard Neustadt**, 28. Attorney Former assistant political editor at CBS News. (Press aide) □ **Betty Rainwater**, 30. Deputy press secretary, Carter campaign. (Spokesperson) □ **Jane Wales**, 28. Former journalist. Press secretary to 1976 Democratic Platform Committee; deputy press secretary to Senator Mondale. (Press aide) □ **Walter W. Wupfel**, 39. Former journalist. Press secretary to Senator Dick Stone. Field press coordinator, Carter campaign. (Spokesperson) □

Congressional Relations ■ **Frank Moore**, 40. Director of congressional liaison, Carter campaign; finance director, Southern states coordinator, Carter-Mondale campaign; executive secretary Governor Jimmy Carter. (Director) □ **Frederick T. Merrill Jr.**, 37. Legislative coordinator, House Democratic Study Group. (Liaison aide) □ **Joseph A. Mitchell**, 34. Former executive director, State Ethics Commission, state of Georgia; administrative assistant and executive secretary to Governor Jimmy Carter. (Deputy director) □ **Nancy A. Willing**, 27. Office manager for Congressman Berkely Bedell; fund-raiser for University of Pennsylvania. (Administrative assistant) □

Government Reorganization Cluster ■ **Harrison Wellford**, 36. Attorney; former chief legislative assistant to Senator Philip Hart. (Cluster leader) □ **Kate C. Beardsley**, 27. Attorney. Special assistant to mayor □ **Doug Costle**, 37. Assistant director of Congressional Budget Office; Connecticut Commissioner of Environmental Protection □ **Terrence R. Duvernay**, 33. Chief administrative officer, city of New Orleans; president, National Community Development Association □ **Debbie Gottheil**, 24. Former legislative assistant; Assistant project manager in Policy Planning Office, Carter campaign □ **John Harmon**, 32. Attorney. Practiced law in France from 1972-1976 □ **Jeffalyn Johnson** □ **Si Lazarus**. Attorney. Member of Carter campaign issues staff □ **Mary Schuman**, 26. Staff counsel for Senate Commerce Committee □ **Jule Sugarman**, 49. Public administrator; adviser on management agencies □ **Paul Suplizio**, 40. Coordinator of organization liaison and director of veterans affairs for Carter campaign;

former director of analysis programs, Federal Energy Administrator. (Organization liaison) □

Office of Policy Analysis and Agency Liaison ■ **Stuart Eizenstat**, 33. Attorney. Issues coordinator, Carter campaign, and former issues director for Jimmy Carter gubernatorial campaign. (Director of policy development and agency liaison) □

Office of Budget Analysis ■ **Bowman Cutter**, 34.

Assistant to president, Washington Post Co., director, Cable Television Information Center (Team leader) □

Talent Inventory Program ■ **Matthew B. Coffey**, 35. On leave as president, Association of Public Radio Stations; previously director of engineering, research and development, Corporation for Public Broadcasting; staff assistant to the President, The White House, 1964-1969. (Senior adviser, director of talent search)

In Brief

- **Aspen Institute Program on Communication and Society** has offered suggestion for policy consideration to Carter transition team. Roland S. Homet Jr., director, dropped in on Harrison Wellford, head of unit concerned with government reorganization and regulatory reform, with papers summarizing research projects Aspen is undertaking and **suggesting six courses of action**: Review Communications Act of 1934, appoint special communications adviser to President, form interagency communications policy council, appoint advisory council on communications, develop screening process for FCC appointments and make provision for annual reports to Congress on communications.
- FCC last week cited its interest in **advancing cause of black-owned stations** when it waived its rules and accepted for filing application for nighttime operation by WJPC(AM) Chicago, 1 kw daytimer owned by Johnson Publishing Co., publisher of *Ebony* magazine.
- **Mutual Broadcasting System**, whose move of headquarters from downtown Washington to suburban Arlington, Va., has been in progress for months, made it official last Saturday (Nov.27). First broadcast was to be 7:30 p.m. newscast. Mutual Black Network also will be housed in new quarters, at 1755 South Jefferson Davis Highway (telephone 703-685-2046).
- **Katz Television**, New York, has landed two stations in middle-sized markets: KTVN(TV) Reno, Nev., and KBAC-TV Bakersfield, Calif., both previously represented by H-R Television, New York.
- United Nations Educational, Scientific and Cultural Organization, now meeting in Nairobi, Kenya, **will**, as expected, **delay for at least two years** action on Soviet-inspired resolution that U.S. and other western nations describe as threat to press freedom. Special 25-nation negotiating committee, to which resolution was referred last month (BROADCASTING, Nov. 15), was unable to reach compromise and last week recommended further study by UNESCO's conference in 1978. Committee's decision marked successful culmination of drive by U.S., Western Europe, Japan and some Third World supporters to kill or shelve resolution they felt would give moral sanction to government control of mass media.
- **Earl Beall**, VP-general manager of Taft Broadcasting's WGR-TV Buffalo, named VP-general manager of WDAF(AM)-KYYS(FM), Taft properties in Kansas City, Mo., replacing **Robert Fanning**, for whom new duties in broadcast group are expected to be announced shortly.
- **John O. Gilbert**, formerly president of Telcom Associates Inc., New York, broadcast consultancy firm, named president and general manager of KOAA-TV Pueblo, Colo., succeeding **Robert J. McMahan, who has resigned for health reasons.**



□ **Lloyd Griffin**, 67, chairman of executive committee and chief executive officer of Peters, Griffin, Woodward, leading TV station representation firm, **died Nov. 25** at New York Hospital after brief illness. Death was attributed to bone cancer. Mr. Griffin had been with PGW and its predecessor, Free & Peters, since 1945, was president from 1966 to 1971, chairman from 1971 until last Oct. 1, when he gave up chairmanship but remained chief executive (BROADCASTING, Oct. 4). He worked at radio stations in Chicago, Detroit and Cincinnati after graduation from Northwestern University in 1932, was with Knox-Reeves Advertising, Minneapolis, from 1936 to 1943 and was deputy director in charge of Office of War Information in India, 1943-45. Surviving are his wife, former Dorothy Verges; son, Thomas L., senior VP of Benton & Bowles, and daughter, Valerie Griffin Riccardelli of Roseland, N.J. Memorial service will be held Tuesday (Nov. 30) at 4:30 at Scarsdale (N.Y.) Congregational Church.

Senators carry 10-foot poles on rewrite of FCC legislation

Hollings extremely wary; now Pearson sees faults in House's approach while saying his side will be active in broadcast area

Members of the Senate who might have a hand in a rewrite of the Communications Act are approaching the task with far less enthusiasm than the House Communications Subcommittee, which already has its staff involved in the project.

Ernest Hollings (D-S.C.), likely heir to retiring Senator John O. Pastore's chairmanship of the Communications Subcommittee, told a National Association of Broadcasters regional meeting last month in Houston how he would approach such an undertaking: "like a porcupine makes love—very cautiously."

And last week in Washington, at the final NAB regional, Senator James Pearson (R-Kan.), a member of the Commerce Committee, said the project should be broken up and considered piecemeal. The senator said the House subcommittee's plan for putting all the issues "in a big bundle" is "easier" than dealing with them one by one, but such a bundle would be dealt with "in a political way." Legislating broadcast regulation in any case, he said, "gets to be pretty hard ball."

Senator Pearson added, however, that if "they [the House] send over a bill, of course we'll respond to it."

He also predicted that the Senate—in part because of "the normal competitive relationship between the House and the Senate"—is going to become more involved in the broadcasting field next session than it has been in the past. But another reason he cited is growing public concern over what appears on television. Because of "the intrusive nature of the medium, the public interest in frequency space," the increased attention to industry self-regulation (evidenced by NAB's family-viewing policy) and to the quality of children's TV, "some balance has to be struck between the industry and the government," he said.

"Congress will get involved," he remarked at one point, and, at another, "If the industry doesn't come forward with something, then Congress will have to fill the void as it always does." He added, "I really don't think I'm misreading the growing public attitude."

The senator predicted the following for the next Congress in the area of broadcasting and cable: (1) A license renewal bill extending the broadcast license term from three years to five will pass the Senate; (2) no change in the fairness doctrine, equal

time or reasonable access provisions of the Communications Act; (3) some relaxation of regulation for the cable industry ("but I can't specify") and (4) trouble for resolutions to permit live telecasting of Senate floor proceedings, a measure he feels "would be a disaster."

The senator noted the large number of changes in the Senate membership brought about by retirements and upsets in the last election. "I don't think there's ever been a year when we've had 18 new people come into the Senate," he said. On the Commerce Committee alone there are seven vacancies to be filled after the elections (BROADCASTING, Nov. 8).

And there will soon be an eighth, he said, with the imminent move of Senator Howard Baker (R-Tenn.) to the Foreign Relations Committee. Senator Baker apparently told Senator Pearson of his decision to leave Commerce during a three-week tour they and several other senators recently made of the Middle East.

Senator Baker's departure would create a vacancy in the ranking majority position on the Communications Subcommittee. Senator Pearson announced his intention to appoint Senator Robert Griffin (R-Mich.) to fill it.

Senator Pearson noted, however, that both Senators Hollings and Griffin are running for the top leadership positions in their parties in the Senate. If they won, he said, "I don't quite see how in the world they're going to have the time to follow this very intricate business [broadcasting]." In the event Senator Griffin could not fill the ranking minority post on the Communications Subcommittee, Senator Pearson said he would appoint Senator Ted Stevens (R-Alaska). And if that did not work out, "I might do it," he added.

There is another variable in the future Senate committee assignments, Senator Pearson said—a proposed reorganization of the Senate Committee structure that might be acted on at the start of the next



Golden anniversary salute. NBC was on the receiving end of another 50th-anniversary salute last week at a luncheon of the American Women in Radio and Television's New York chapter. NBC President Herbert S. Schlosser, shown with Mary Jean Parson of ABC, AWRT area vice president, accepted a plaque and Ms. Parson's congratulations on NBC's contributions to radio and TV over the years and said NBC intends "to improve on all we have done in the past." The luncheon was held Nov. 23 at New York's Plaza hotel.

session. The renovation would have little effect on the structure of the Commerce Committee, but could result in still more moves to and from that panel.

The future of broadcast legislation is bound up with all these potential shifts in Commerce Committee and Communications Subcommittee membership. What effect they will have on broadcasting is difficult to forecast right now, he said. But that does not change the fact, in the Senator's opinion, that "for better or worse you'll be doing business with the government."

Stroking from Wiley, stoking from Fogarty

At NAB Washington regional, chairman of FCC does his best to calm drop-in fears; commissioner praises Group W's petition as 'step in right direction'

FCC Chairman Richard E. Wiley and two of his colleagues—Margita White and Joseph Fogarty—dropped in at the National Association of Broadcasters regional meeting in Washington last week to answer questions. The chairman did what he could to lessen concern about the VHF drop-in issue. But for network representatives attending the NAB television executive seminar, Commissioner Fogarty had what were probably some chilling words of praise for Westinghouse Broadcasting Co. President Donald McGannon and Group W's petition for an inquiry into relations between networks and affiliates.

Questions about the inquiry into the proposal to add 96 short-spaced VHF drop-ins to the nation's top-100 markets seemed to concern most of those in the audience. Chairman Wiley, who in the past has said he would not oppose drop-ins solely on economic grounds (BROADCASTING, Sept. 13), said the number of drop-ins that would be "technically feasible" was "extremely small . . . something in the nature of a handful." Accordingly, he said, expectations of such developments as a fourth network flowing from the drop-ins are not realistic.

The chairman also said such questions as whether even a single drop-in would constitute the danger of "a camel's nose under the tent" for UHF—Commissioner Robert E. Lee has said that even a small number of drop-ins would adversely affect the development of UHF—would be considered. He said the commission believes in aiding UHF, and is working in a number of areas to do just that. Commissioner Fogarty generally agreed but did not rule out drop-ins that would not cause UHF "irreparable harm."

There is no likelihood of precipitous action in the matter. The commission staff is expected to complete its work on the issue and submit a proposal to the commission for inclusion on its agenda on Dec. 15. However, Chairman Wiley said that the

commission would not approve any drop-ins without a further rulemaking proceeding. And, he said, "there's no decision yet whether we'll do even that."

(The markets on which the staff is zeroing in as possible candidates for drop-ins have been a closely held secret—a fact that caused some eyebrows to rise when Commissioner Fogarty mentioned three markets as candidates: Evansville, Ind., Albany, N.Y., and Knoxville, Tenn. However, the commissioner, who joined the commission in August, said later that he had heard those markets mentioned when he was still on the staff of the Senate Communications Subcommittee. And commission staff members working on the drop-in matter say no commissioners have been briefed on the work thus far.)

As for the Group W petition seeking FCC intervention in relations between networks and affiliates, Chairman Wiley said in response to a question that, whatever his concern might be, he would have to decide whether it was "appropriate" for the government to play the required role. (The petition asks the commission to undertake an inquiry and rulemaking dealing with a number of programing and economic areas in which Group W contends the networks exert undue dominance over their affiliates.)

But Commissioner Fogarty, while stopping short of any kind of commitment, said Mr. McGannon deserved "kudos" for raising the questions that he did. The issues are "difficult," Mr. Fogarty said, and Mr. McGannon "is a courageous guy."

The commission, he said, is a "little gun shy" as a result of the decision by Judge Warren Ferguson in the family-viewing case—he concluded that the commission, through Chairman Wiley, had used "threats" to coerce the broadcasting industry into adopting the family-viewing plan. But, Commissioner Fogarty said, "the McGannon petition is a step in the right direction. I look forward to studying the matter."

The commissioner said that since joining the commission he has talked to network affiliates. And, he said, "Networks are great for the public, but we have to decide whether affiliates' rights are fully observed."

In other matters discussed at the Washington session:

■ Chairman Wiley and Mrs. White made it clear they opposed one of the provisions of the rulemaking proposal detailing the kinds of programing records that radio stations would be required to make available for public inspection—a provision that would require the retention of tapes of public affairs programs.

■ Commissioner Fogarty, although concerned about Canada's policy requiring cable systems to delete commercials from the American programs they import, indicated he would oppose the kind of retaliation the affected stations have suggested "Soviet-style jamming" of the signals to prevent them from reaching the cable systems. Commissioner Fogarty, noting that U.S. and Canadian representatives are



Open meeting. General managers from six Forward Communications Corp. stations held a corporate meeting before students and faculty of Indiana University's Department of Telecommunications. Students heard discussions on ENG, network encroachment on local time, minority intern programs and station security. Richard Dudley (far right), president of Wausau, Wis.-based Forward, was accompanied by (l-r): Bart Kellnhauser, WSAU-TV Wausau; Doyce Elliott, KOSA-TV Odessa (Midland), Tex.; William Turner, KCAU-TV Sioux City, Iowa; Robert Rice, WRAU-TV Peoria, Ill., and Thomas Bolger, WMTV-TV Madison, Wis.

attempting to settle the issue through negotiation, said he hoped the two nations could resolve their differences in a way that protects the interests of the broadcasters and the national interests of Canada.

NAB staff assesses regional meetings as being a success

Attendance was slightly down this year as compared to last; there were no big issues to discuss because 'business is good'

The National Association of Broadcasters wound up its annual series of fall regionals with a sparsely attended meeting in Washington last week. The low attendance—240 radio and TV executives and engineers—was blamed on the close proximity of the Washington meeting to New York, where attendance was even lower at 236.

This was the first, and possibly the last year NAB will put on seven meetings. The greater effort brought fewer registrants over-all than last year's six meetings did. Six is the traditional number of meetings. Attendance at this year's meetings was 2,092 by NAB's count—2,142 counting the 50 who signed up late to hear President Ford when he spoke at the meeting in Portland, Ore., in late October. That compares to record-setting attendance of 2,206 at last year's fall meetings.

The NAB staff which put together the meetings felt that the attendance shortfall was offset by the gatherings themselves, which were generally successful nuts-and-bolts sessions in its opinion.

Several staffers said they received

numerous compliments about the format of the meetings. Each was three different meetings—one for radio, one for TV and another for engineers. According to NAB's count, 1,244 radio executives, 495 TV executives and 353 engineers attended.

The radio sessions, generally were issueless—in the sense that there seemed to be no single Washington regulatory or legislative concern in the minds of the radio broadcasters. Their sessions and cocktail conversations focused on running their businesses, sales, staffing, news departments and other problems shared in day-to-day operations of stations. An innovation that was particularly successful at this year's radio meetings, according to Charles Jones, NAB vice president for radio, was the radio breakfast, an informal session that began the second morning at each radio conference, during which radio executives sat down with NAB staffers over doughnuts and coffee to discuss their specific problems.

The TV meetings had built-in government issue forums, including one panel session at each on cable TV versus broadcasting. Attendees were attentive, but displayed no sense of urgency about cable television. "Business is just too good," one NAB staffer surmised. Toward the end of the string of meetings, the Los Angeles district court's decision in the family-viewing suit dominated much of the informal conversation of the TV executives. The NAB staff said they found the broadcasters were coming down on either side of the decision, which found in favor of the Hollywood writers, producers and directors, who argued that the family-viewing policy is an intrusion into their First Amendment rights. The majority, said one staffer, seemed to side with the California judge.

Changing Hands

Announced

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

■ **WLAC-AM-FM Nashville:** Sold by WLAC Inc. to Billboard Publications Inc. for approximately \$3 million. Seller is owned by Life & Casualty Insurance Co. of Tennessee, which is principally owned by B.N. Woodson. Seller has no other broadcast interests. Principal in buyer is W.D. Littleford, chairman of Billboard. Buyer has no other broadcast ownership, but publishes *Billboard* magazine, as well as nine other publications in London, Tokyo and U.S., and sells programming services to radio stations, discotheques and airlines. WLAC is on 1510 khz full time with 50 kw. WLAC-FM is on 105.9 mhz with 100 kw and antenna 410 feet above average terrain.

■ **KUAM-AM-FM-TV Agana, Guam:** Sold by Pacific Broadcasting Corp. to Pacific Telestations Inc. for \$650,000, assumption of \$525,000 bank loan and \$110,000 non-competition covenant. Buyer is requesting waiver of FCC's multiple-ownership rules because of seller's financial instability. Buyer cited past FCC policy of allowing relaxation of rules for "small, economically marginal markets." Seller is principally owned by H. Scott Killgore, who

has no other broadcast interests. Buyer is owned by Lawrence S. Berger (51%), Ronald E. Pritchard (17%), Elliott L. Cushman (14%) and two other stockholders. Mr. Berger is principal of KHVH(AM) Honolulu, and all buyers but Mr. Cushman have interests in WVUV(AM) Leone, American Samoa. Mr. Cushman has minority interest in KGMB-TV Honolulu, awaiting FCC approval for sale from Heftel Broadcasting Corp. to Lee Enterprises for over \$10 million (BROADCASTING, June 13). KUAM-TV is affiliated with CBS, ABC and NBC and is on channel 8 with 25.1 kw visual, 2.57 kw aural and antenna 140 feet above average terrain. KUAM is on 610 khz with 10 kw day and 1 kw night. KUAM-FM is on 93.9 mhz with 3.9 kw and antenna 77 feet above average terrain.

■ **WAEG-TV Rhinelander, Wis.:** Sold by Northland TV Inc. to Northwoods Television Inc. for \$723,625. Seller is principally owned by Alvin E. O'Konski who is retiring and has no other broadcast interests. Buyer is owned by George N. Gillett Jr. (100%). Mr. Gillett is also vice chairman and a major stockholder of publicly traded Globe Broadcasting Co. (formerly Globetrotter Communications Inc.) which owns WVON(AM)-WGCI(FM) Chicago; WMGC(AM) [formerly WIXY]-WDOK(FM) Cleveland, and WDEE(AM) Detroit. WAEG-TV is NBC affiliate on channel 12 with 316 kw visual, 57 kw aural and antenna 1,650

feet above average terrain. Broker: John D. Stebbins Co.

■ **KTRI(FM) Las Vegas:** Sold by Bernstein/Rein & Boasberg Advertising Inc. to Lotus Communications Corp. for \$400,000 plus \$148,800 consultant's agreement. Principals in seller are Robert A. Bernstein (who will act as consultant to KTRI), Howard T. Boasberg and Irwin D. Rein, owners of Kansas City, Mo.-based advertising firm. Sellers also own KVEG(AM) Las Vegas. Buyer is principally owned by Howard A. Kalmenson. Lotus also owns KENO(AM) Las Vegas; KWKW(AM) Pasadena (Los Angeles), KFSD-FM San Diego and KOXR(AM) Oxnard, all Calif.; KONE(AM) Reno; KRUX(AM) Glendale (Phoenix) and KTKT(AM) Tucson, both Arizona, and has application pending for new FM in Pasadena. KTRI is on 92.3 mhz with 27 kw and antenna 180 feet above average terrain. Broker: Hogan-Feldman Inc.

■ **WJER-AM-FM Dover-New Philadelphia, Ohio:** Sold by Dover Broadcasting Co. to WJER Radio Inc. for \$475,000 cash. Seller is; Union National Bank of Clarksburg (W.Va.), as executor of estate of Agnes J. Reeves Greer. Estate also owns WJOI(FM) Pittsburgh. Buyer is owned by Gary Petricola and Leroy Appel (each 50%). Mr. Petricola is present general manager of WJER-AM-FM. Dr. Appel owns New Philadelphia radiologist service organization. WJER is on 1450 khz with 1 kw day and 250 w night. WJER-FM is on 101.7 mhz with 3 kw and antenna 280 feet above average terrain.

■ **KATO(AM) Safford, Ariz.:** Sold by KSIL Inc. to Harry S. McMurray for \$375,000. Buyer is presently 10% owner of KATO, and is buying remaining 90% from Dennis Behan, Marvin Strait and Harlan Johnson (30% each). Messrs. Behan and Strait have interests in KLMR(AM) Lamar, Colo., and have application pending for purchase of KTAN-AM-FM Sierra Vista, Ariz., for \$450,000 (BROADCASTING, Oct. 18). Mr. Johnson has no other broadcast interests. Mr. McMurray is principal in application for new FM in Safford. KATO is on 1230 khz with 1 kw day and 250 w night.

■ **WDCL(AM) Dunedin, Fla.:** Sold by Dunedin Broadcasting Co. to Ray Webb and R. Duane Anderson (50% each) for \$236,250. Seller is owned 100% by W.H. Boyce who has no other broadcast interests. Buyers also own WDCF(AM) Dade City, Fla. WDCL is 5 kw daytimer on 1470 khz. Broker for sale was Reggie Martin.

■ **KTOF(FM) Cedar Rapids, Iowa:** Sold by Iowa Evangelistic Association to Young Broadcasting Co. for \$215,000. Seller is equally owned by Maxine Bruikenoll, Ralph E. Duckworth, Rachel Agee and Eldon Schlenker, who also own KDMI(FM) Des Moines, Iowa. Buyer is owned by James W. Young and Eugene J. Dowie (50% each). Mr. Young was general manager of KHAK-AM-FM Cedar Rapids until this month. Mr. Dowie owns Cedar Rapids



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The sale of

WAGF-AM, Dothan, Alabama for \$350,000

from Julian C. Smith and Fred C. Moseley
to B. Carroll Eddins and Clark P. Jones
has been approved and closed.
Blackburn & Company, Inc. acted
as broker in this transaction.

This sale marks the retirement from the
industry of pioneer broadcasters Messrs.
Smith and Moseley. We congratulate
them and wish them luck.

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11 29

outdoor advertising firm. KTOF is on 104.5 mhz with 100 kw and antenna 550 feet above average terrain.

■ **KDEX-AM-FM Dexter, Mo.:** Sold by Dexter Broadcasting Co. to Dexter Broadcasting Inc. for \$157,500. Seller is owned by Gerald, Meyer, Joseph and Eugene Grojean, all brothers, who have no other broadcast interests. Buyer is equally owned by Leon Steinbrueck and his wife, Joann, and Jerry Quinlan and his wife, Loretta. Mr. Steinbrueck is sales manager at KWRT-AM-FM Boonville, Mo., and Mrs. Steinbrueck is executive secretary at Columbia, Mo., firm. Mr. Quinlan is in real estate business in Boonville, and Mrs. Quinlan is housewife. KDEX is 1 kw daytimer on 1590 khz. KDEX is on 102.3 mhz with 2.35 kw and antenna 51 feet above average terrain. Broker: Ralph E. Meador.

■ Other sales reported at the FCC last week include: KCTO(AM) Columbia, La. (see page 52).

Approved

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

■ **WZGC(FM) Atlanta:** Sold by GCC Communications Inc. to First Media of Georgia for \$2,510,000 plus \$990,000 covenant not to compete. (Price was originally reported as flat \$3.5 million [BROADCASTING, July 19]). Seller, owned by Alexander M. Tanger, president (100% common stock), and publicly held General Cinema Corp. (100% preferred stock), has been involved in years of litigation before courts and the FCC to acquire WEFM(FM) Chicago and change format from classical music to contemporary. It has been selling off other properties to cover Chicago losses (BROADCASTING, March 15). General Cinema owns 97% of WCIX-TV Miami, with Mr. Tanger as station's president. It owns major motion-picture theater chain, 21 bottling and canning plants and other enterprises. GCC Communications retains WIFM(FM) Philadelphia. Buyer is owned 49.2% by Richard E. Marriott, 30.78% by his brother, Jay W. Marriott Jr., and 18.01% by Richard's wife, Nancy P. Marriott. Marriott family is principal in publicly held Marriott Corp., Washington-based hotel, restaurant, airline catering and entertainment chain. Buyers also own WPGC-AM-FM Morningside, Md. (Washington), and KAYK-AM-FM Provo, Utah. WZGC is on 92.9 mhz with 100 kw and antenna 590 feet above average terrain.

■ **KZAZ(TV) Nogales (Tucson), Ariz.:** Sold by I.B.C. to Roadrunner Television for \$1,985,000 plus assumption of \$187,000 in mortgage payments and liabilities. Seller is limited partnership owned 53.030% by television personality Danny Thomas; 17.677% by partnership of brothers Paul, Leo and Lester Ziffren; 17.929% by Carlotta Kirkeby; 5.682% by television personality Monty Hall and

5.682% by Stefan and Shirley Hatos. Sellers have no other broadcast interests. Buyer is limited partnership with Eugene D. Adelstein and Edward B. Berger as general partners and 110 other limited partners. Mr. Berger is Tucson, attorney and Mr. Adelstein is general manager of KZAZ, which is independent on channel 11, with 150 kw visual, 15 kw aural and antenna 1570 feet above average terrain.

■ Other sales approved by the FCC last week include: KRPL-AM-FM Moscow, Idaho; KPJA(AM) Ironton, Mo.; WCVR(AM) Randolph, Vt. (see page 52).

LIN reaches \$6 million

LIN Broadcasting Corp., group station owner, reported last week that its 1976 earnings should reach approximately \$6 million. The company said Wall Street estimates that its 1977 net income will increase 20%-25% appear to be "reasonable," based on a fairly strong economic environment. LIN also expects the number of its outstanding shares to rise 200,000 to 400,000 above the present 2.4 million. The company said these projections were made by LIN officials in an informal meeting with representatives of several financial institutions Nov. 22.

Pierson, Ball stay with WNAC-TV case; more protest GT&R spin-off of RKO

Community Broadcasting of Boston Inc. has lost another round in its effort to have the Pierson, Ball & Dowd law firm disqualified as counsel for RKO General Inc. in the comparative hearing in which Community and Dudley Station Corp. are seeking to supplant RKO as licensee of channel 7 Boston, on which RKO operates WNAC-TV. The U.S. Court of Appeals in Washington granted the motion of the FCC and RKO to dismiss Community's appeal of a commission order denying Community's petition to disqualify the firm.

Community based its request on the ground that Dean Burch, a former FCC chairman, had participated in preliminary rulings on the RKO renewal application during his service on the commission. The court, in an unsigned order, agreed with the commission and RKO that the agency's order is not reviewable at the present stage of litigation.

Meanwhile, in a related development, a citizen group in Boston joined Community and Dudley in opposing the plan of RKO's parent, General Tire & Rubber Co., to spin off to its stockholders 18 radio

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and television stations now licensed to RKO. Committee for Community Access says the transfer is not "pro forma," as General Tire contends, and should be carefully considered by the commission in the "crucible of an evidentiary hearing." General Tire has said the purpose of the proposed transfer is to disassociate RKO in its FCC litigation from problems General Tire has encountered as a result of Securities and Exchange Commission allegations that it has engaged in a widespread pattern of improper activity, including the bribery of foreign officials (BROADCASTING, May 17).

Foreign-language outlet finds support for fight in court over lost license

WHBI(FM) Newark, N.J., which is faced with loss of its license, is going to court to plead its case, backed by two allies—the American Civil Liberties Union of New Jersey and the Hungarian Freedom Fighters Federation.

The commission said its last word in the case last month, denying a petition for reconsideration of an earlier order affirming an administrative law judge's decision denying the station's renewal application.

A key factor in the case is that a substantial portion of the station's format—68% of it—is devoted to foreign-language programs, which are presented by time bro-

kers. The judge concluded, and the commission affirmed, that the licensee, Cosmopolitan Broadcasting Corp., had virtually relinquished control over the station's programming to time brokers, religious broadcasters and commission salesmen.

It is not often that stations appealing such decisions receive outside help.

But the New Jersey ACLU, in its notice of appeal, contends that the commission's action will "silence a significant voice in the community" the chapter serves. This, it adds, will deprive "a significant number of persons of their right to the benefits of speech and other communications in languages other than English and will also abridge the rights of significant groups peaceably to assemble as a community bound together by the voice of their ethnic identification provided by WHBI."

The Freedom Fighters made a similar argument. The commission's action, the group said, will silence a source for Hungarian-language programming and "will abridge the rights" of the Freedom Fighters' members to assemble as a community bound together by the Hungarian language programming provided by WHBI.

FCC fires back

The FCC has admonished an attorney for the National Business Aircraft Association for the association's claim that the Broadcast Bureau yielded to political pressure in filing its findings in the WCCO(AM) Minneapolis-WNYC(AM) New York case. The case, which involves a proposed transmitter relocation and more powerful antenna system for the clear-channel WCCO, and an increase in power and limited nighttime authority for WNYC, on the same 830 kc frequency as WCCO, is being protested by NBAA because WCCO's new antenna would be erected close to the Minneapolis airport. NBAA's allegations that the Broadcast Bureau filed its findings late because of political pressure were scandalous, FCC said, and would be stricken from the record.

Media Briefs

Paper plans. *Kansas City (Mo.) Star* reports that Capital Cities Communications, group broadcaster and publisher, had made offer to buy its stock (owned by paper's employees) and that offers from others, not identified, had followed. Capital Cities officials confirmed offer was made and pending but would not say how much they offered.

Post splits, increases dividend. Washington Post Co. directors have approved two-for-one split of its common stock (both classes A and B) to take effect Dec. 15 for stockholders of record that date. It will be first split since firm went public in 1971. Company also announced 44% dividend increase on split shares in 1977, "assuming continuation of present level of operations." Present dividend rate is 50 cents per share annually.

Programming

NBC cleans up during sweeps

'Big Event' does it for the network, landing it three first-place finishes; but it's fast approaching time for all networks to make their second-season decisions

NBC-TV is well on its way to delivering fat ratings and shares to its 200-plus affiliates during the Nielsen and Arbitron November sweeps (for October measurement results, see page 32).

NBC has finished first in prime time the past three weeks, covering Nov. 1 through Nov. 21, winning the most recent week (Nov. 15-21) with a 21.0 rating to ABC's 20.6 rating and CBS's 19.1. But ABC, by coming in first during each of the first six weeks of the season (Sept. 20-Oct. 31), has a fairly firm 20.9 rating in the season-to-dates, compared to NBC's 20.2 and CBS's 18.3.

Three blockbusters put NBC over the top in the week ended Nov. 21: "The First Fifty Years" anniversary special on *The Big Event* (Sunday, Nov. 21, 7-11:30 p.m., NYT), which finished first in each half-hour of its full four-and-a-half-hour running time and ended with a 28.9 rating and 44 share; part two of the made-for-TV movie "Sybil" (Monday, Nov. 15, 9-11 p.m.), which topped part one's numbers the previous week (26.9 rating, 40 share) with a 28.7 rating and 43 share; and the *NBC Saturday Night Movie* telecast of "Billy Jack," the 1971 hit theatrical movie, which rolled to a 27.5 rating and 46 share.

NBC was also expected by insiders to continue fairly strong in the final sweep week, with two exploitable made-for-TV movies in "The Savage Bees" and "Flood" and two theatrical movies, "Blue Water, White Death" and "The Front Page."

But once the sweep period ends, industry sources say, all three networks will have to start patching up their schedules, dumping the weak sisters and making the most of the projects in development.

Analyzing the line-ups night-by-night, industry thinking goes roughly as follows:

On Monday, NBC appears the most solid, with *The Little House on the Prairie* and the *NBC Monday Night Movie* delivering at least acceptable (and, with strong movies, sometimes more than acceptable) ratings and shares. CBS's comedy block of *Rhoda*, *Phyllis* and *Maude* on Monday night is turning out to be the surprise rating disappointment of the season. (All three were expected to rack up 40 shares and instead they're barely averaging the high 20's.) But none of them is in danger of cancellation. However, *All's Fair* and *Executive Suite*, the CBS shows that wind up the evening, are getting borderline ratings and could be scuttled in second season. ABC's *The Cap-*

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tain and Tennille is also borderline at 8 on Monday, and when pro football (9 p.m.-conclusion) goes into hibernation at the end of the year ABC will have to come up with two new hours of programing in second season.

But on Tuesday, ABC's four series—*Happy Days*, *Laverne and Shirley*, *Rich Man, Poor Man, Book II* and *Family*—are getting the kind of numbers that will insure prosperity in second season.

NBC's Tuesday line-up of *Baa Baa Black Sheep*, *Police Woman* and *Police Story*, while not as strong as ABC's, has been renewed for second season. CBS still has to find a replacement for the canceled *Tony Orlando and Dawn* at 8, but the network has renewed the three series that round out its Tuesday schedule: *M*A*S*H*, *One Day at a Time* and *Switch*.

ABC is also in the driver's seat on Wednesday, with all three of its series—*The Bionic Woman*, *Baretta* and *Charlie's Angels*—coming through consistently as top-10 winners. *Charlie's Angels* is far and away the most successful new show of the season. CBS is solid on Wednesday from 8 to 9, with the veteran Norman Lear sitcoms, *Good Times* and *The Jeffersons*, but its two-hour series of theatrical movies at 9 is acknowledged by CBS sources to be stopgap programming that will have to be replaced by weekly series, possibly as early as January. NBC weighs in with three new comedies this Wednesday (Dec. 1)—*CPO Sharkey*, *The MacLean Stevenson Show* and *Sirota's Court*—that may plunge straight to the bottom ("Closed Circuit," Nov. 22), taking the low-rated holdovers they precede on Wednesday night (*The Practice* and *Quest*) right along with them.

CBS has pushed ahead of the pack on Thursday, led by that hardy perennial, *The Waltons*, which has supplied enough of a lead-in audience to resuscitate the nine-year-old veteran, *Hawaii Five-O* (which was thought to be on its last legs), and the five-year-old *Barnaby Jones*. ABC's 8-to-9 sitcoms, *Welcome Back, Kotter* and *Barney Miller*, get consistent 30-plus shares, but the new sitcoms that follow them, *The Tony Randall Show* and *The Nancy Walker Show*, have fallen below the 30-share dividing line the past three weeks

and may have to be canceled or shifted around in second season. ABC's 10 o'clock show, *Streets of San Francisco*, is in no danger. Two-thirds of NBC's Wednesday schedule—*The Dick Van Dyke Show* at 8 (a 9.5 rating and 15 share in its last outing) and *Gibbsville* at 10 (which is nowhere in the Nielsens with an 11.0 rating and 20 share its last time out)—are almost certain bets for cancellation, but *Best Sellers* at 9 has a full season's commitment, although it could wind up in new surroundings.

On Friday, ABC is in good shape, with *Donny and Marie* getting the youngsters at 8 and the Friday movies (most of which are of the made-for-TV variety) getting good ratings and demographics from 9 to 11. NBC, with *Sanford and Son*, *Chico and the Man* and *The Rockford Files*, gets reasonably healthy Nielsens until 10 o'clock on Friday, but *Serpico*, with mid-to-low-20's shares at 10, may have to be canceled or shifted to another time period.

CBS is still looking for a suitable replacement for the canceled *Spencer's Pilots* at 8 (possibly its new magazine-show spin-off from *60 Minutes*) but its two-hour movies at 9 are averaging satisfactory 30 shares.

Both CBS, with *The Mary Tyler Moore Show*, *The Bob Newhart Show*, *All in the Family*, *Alice* and *The Carol Burnett Show*, and NBC, with *Emergency* and two-hour movies, figure to stand pat on Saturday. ABC's lead-off sitcoms on Saturday, *Holmes and Yoyo* and *What's Happening*, are not getting good enough ratings to survive into second season. At 9, *Starsky and Hutch* is chalking up surprisingly high 30-plus shares despite tough competition, whereas *Most Wanted*, at 10, which fell to a disastrous 13.0 rating and 22 share on Nov. 20, is headed for the boneyard.

On Sunday, ABC has to find a replacement for the canceled *Cos* at 7 o'clock. But, for the rest of the night, *The Six Million Dollar Man* and a two-hour schedule of mostly theatrical movies keep ABC in the heady land of 30 and 40 shares. NBC has the indestructible *Wonderful World of Disney* as its Sunday lead-in, but once *The Big Event* specials start thinning out, NBC will be forced to rely on the less imposing

Sunday Mystery Movie rotationals (*Columbo*, *Quincy*, *McCloud* and *McMillan*).

CBS's *60 Minutes*, Sunday at 7, has established itself as the highest-rated regularly scheduled public-affairs show in the history of television, consistently harvesting 30-plus shares. *Sonny and Cher* at 8, by contrast, has managed only low 20's shares for the most part, and may not survive beyond January. *Kojak* and *Delvecchio*, CBS's 9-11 shows, have been hurt by blistering *Big Event* (NBC) and movie (ABC) frontloading. CBS has renewed *Kojak* and *Delvecchio*, however, and expects them to be successful in second season.

ABC-TV says 22 of its affiliates in top-33 markets are number one during prime time

This is twice the number over last year's Arbitron ratings; network's analysis indicates gains are being made in other dayparts; CBS outlets rate second at night, NBC third

ABC-TV's first-place run in the ratings this season carried many of its affiliates to prime-time dominance in their markets in October and the effects apparently rubbed off on other day parts as well, according to an ABC analysis of Arbitron Television's measurement of the top 33 markets in October.

In the 33 markets, the only ones Arbitron measured in October, ABC-TV affiliates were number one in prime time in 22—exactly twice as many as in October 1975. CBS affiliates were first in eight markets (including one tie) as compared with 11 a year earlier, and NBC affiliates were first in four (also including one tie) as compared with 11 in October last year.

ABC affiliates were first in each of the 13 largest markets measured, ranging from New York through Minneapolis, and in 15 of the top 20.

The measurement period this year was Sept. 29 to Oct. 26. Last year it was Sept. 24 to Oct. 21.

While the results of the October measurements tended to reflect ABC's prime-time gains in the national ratings, they did not seem to reflect NBC's second-place ranking or CBS's third-place position in the national results. In total, CBS affiliates tended to fare better than NBC affiliates in these markets. (NBC officials say their affiliates will do much better in the November sweep measurements currently under way, thanks to NBC's surge into first place in the nationals for the past three weeks.)

In the 33-market October measurements, ABC affiliates had an average prime-time audience of 8,895,000 homes, up 17% from a year ago, while CBS affiliates had 7,808,000, down 3%, and NBC

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affiliates had 7,270,000, down 7%, according to the ABC analysis.

Along with 22 first places, ABC affiliates ranked second in eight markets (up from six in October 1975) and third in three (down from 16). CBS affiliates were second in 15 (up from 13 a year ago) and third in 10 (up from nine). NBC affiliates were second in nine (down from 14) and third in 20 (up from eight).

ABC researchers also noted substantial local audience gains for *ABC Evening News*, *Good Morning, America* and ABC's daytime line-up.

The 33 markets in the October measurement—the first since Barbara Walters joined Harry Reasoner on the *Evening News* on Oct. 4—gave the ABC news an average audience of 4,172,000 homes, up 18% from October 1975. The *CBS Evening News* was in first place with 5,141,000 homes, down 2% from a year ago, and NBC's was second with 4,442,000, down 3%, according to ABC's calculations.

Good Morning, America was in second place, well behind NBC's *Today*, but ABC program's 957,000 homes represented a 133% increase while *Today's* 1,674,000 were down 17% from a year ago. *CBS Morning News*, third early-morning competitor, averaged 577,000 homes, 8% fewer than in October 1975.

In addition to *Good Morning, America's* own gains, the analysis continued, the local programs following it registered a 41% increase in audience, as against a 32% increase for programs following *CBS Morning News* and a 1% decline for programs following *Today*.

In daytime programming, ABC said, CBS remained first with a 13% increase that put its average at 3,038,000 homes, but ABC also experienced a 13% increase that lifted it into second place with 2,584,000 homes while a 1% decline dropped NBC's to 2,572,000.

The ABC analysis also examined the 33-market results in terms of viewers aged 18-49 and said that it found ABC's showing to be "even more dramatic" on that basis than in terms of total homes.

ABC's 'Roots' in eight straight

Miniseries telecast will run on consecutive nights in January

ABC-TV will telecast *Roots*, its 12-hour "novel for television," on eight consecutive nights, beginning with a two-hour opener on Sunday, Jan. 23, at 9 p.m. (NYT) and ending with a two-hour wrap-up on Sunday, Jan. 30, also at 9 p.m. Two-hour episodes will also be telecast Monday and Thursday.

Fred Silverman, president of ABC Entertainment, called this saturation scheduling an "unprecedented approach" to playing off a miniseries, which will "insure maximum impact and continuity" for *Roots*.

The novel, written by Alex Haley and published by Doubleday, focuses on one black family, taking it from its arrival in

this country on a slave ship in 1767 to its first days of freedom at the end of the Civil War.

Roots, which, according to ABC, cost more than \$6 million to make, is a David L. Wolper Production.

Lexington Broadcast goes full steam into syndication

Lexington Broadcast Services Inc., New York, which began operations two weeks ago as an independent unit of Grey Advertising (BROADCASTING, Nov. 22), is stepping up its activities in the barter syndica-

tion field.

When still in the Grey corporate structure, the firm had been represented and still is with *Not For Women Only*, produced by WNBC-TV New York; *Andy Williams Show*, produced by Pierre Cossette; *Hot Fudge* from WXYZ-TV Detroit and *Coral Jungle* from Group W. As part of the firm's expansion plans, Henry Siegel, president of Lexington, outlined projects in various program areas.

Already produced is a one-hour Christmas special starring Wayne Newton to be sponsored by Amana and Revlon and already cleared in more than 80 markets. In development are a weekly 90-



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Product Liability:

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Q. What is product liability?

A. Technically, it's the legal responsibility of the maker or distributor of a defective product to compensate persons who suffer injury or loss as a result of the use of that product.

Q. Is the manufacturer "off the hook" if his product is constructed properly to known standards of safety?

A. Not necessarily.

Q. Why?

A. Until a few years ago, product makers were held responsible only for defects and breaches of warranty. Today, the courts are holding manufacturers and vendors strictly accountable for product-related injuries, even where the victim contributes to his or her injury through negligence and even though the product may have been in use for many years. This "open season" on product makers has been woven into the fabric of the nation's tort system.

Q. Who backs up this responsibility for safety?

A. The first line of defense is the insurance company. Manufacturers and vendors purchase insurance to protect them financially from claims resulting from the use of all types of products. But ultimately it's the product user who absorbs the costs of product liability.

Q. What makes product liability newsworthy?

A. A crisis is brewing that some observers believe will dwarf the medical malpractice problem in its impact on the economy and the public. Product makers are faced by proliferating lawsuits and either spiraling insurance costs or difficulty in obtaining insurance at all.

Last September, the Senate Select Small Business Committee heard nearly 50 business leaders testify that rising insurance costs and lawsuits could drive many small companies in high risk industries out of business. Among those industries: chemicals, capital equipment, sporting goods, aviation components, auto parts and pharmaceuticals.

Q. How is the public affected?

A. Inevitably, the rising costs of claims, lawsuits and insurance result in higher prices for products and services.

Also, when businesses limit growth or close down because of the economic threat posed by this problem, there is a direct adverse impact on local taxes, employment and, of course, productivity. Some valuable businesses, because of the liability risk, may never get started. One top corporate executive recently said: "If we shy away from anything entailing risk...we will in fact be programing the nation for stagnation and retreat."

Q. Is insurance at the root of the problem?

A. No. Insurance is merely a mechanism for spreading the losses of a few among many. When the cost of paying for product liability claims goes up, the cost of insurance *must* follow. Lasting remedies will require changes in tort law.

Q. Why have insurance rates increased?

A. Because the frequency of claims and lawsuits is increasing and the dollar amounts of settlements and awards are escalating. The Insurance Services Office, a national insurance rating and advisory organization, says a review of product liability policy data shows that from 1969 through 1973 (the latest year for which such insurance statistics are available), the number of product liability claims increased 26 per cent, the average loss per claim rose 202 per cent and total incurred losses jumped 279 per cent.

An even more spectacular finding evolved from a membership survey conducted in mid-1976 by the Risk & Insurance Management Society, an organization of corporate buyers of insurance. Collectively, the buyers reported that product liability claims against their firms had increased by some 400 per cent in the last five years.

Q. What's behind today's proliferation of product liability claims?

A. Today, many persons file claims and sue under conditions that would not have led to claims in the past. Often, injured people sue regardless of a contribution they may have made to an accident through their own carelessness.

The public has come to perceive product makers, their distributors and insurers as being wealthy and thus best able to redress injury. And case law has eroded most of the product makers' defenses. Juries frequently find against a manufacturer regardless of negligence or whether the product is defective.

Q. Are product makers to blame?

A. There are no ready scapegoats. The record makes it clear that lawsuits do not necessarily track with a manufacturer's failure to live up to known safety standards. Indeed, one survey by a group of manufacturers illustrated that machines built years ago to exacting standards often are judged in today's courts by *today's* improved standards.

Almost half the lawsuits studied involved machines 20 or more years old, many of them resold, remodeled or repaired by others. Of all the accidents studied, only 27 per cent were traceable to mechanical failure.

Q. What solutions are being suggested?

A. Insurers believe that lasting remedies are available only through legislation. Among suggested solutions:

- placing limits on punitive damage and pain and suffering awards;
- providing immunity from product liability suits if product designs are certified as having all risks reduced to an acceptable level;
- setting reasonable statutes of limitations in product liability cases, dating from the time of manufacture;
- eliminating duplication of benefits;
- regulating plaintiff attorneys' contingency fees;
- establishing compulsory arbitration.



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minute late-night series titled *Las Vegas Nites* from Cossette; a weekly, one-hour *Hollywood Palace* (produced by Yongestreet) which Metromedia has agreed to take; *Bunkhouse Blues*, a pilot by former CBS-TV President Robert Wood to be offered for prime-access on CBS-owned TV stations and other outlets; and a new situation comedy on which an O&O deal is being negotiated.

Lexington is headed by Mr. Siegel and Roger Lefkon, former director of programs for NBC-owned TV stations.

N.Y. NATAS says no

The membership of the New York chapter of the National Academy of Television Arts and Sciences has voted unanimously to reject a plan put forth by the Hollywood chapter that would split NATAS's structure into a Hollywood-based national organization and a council of regional academies. New York members claimed the proposal would give ownership of the Emmy Awards to Hollywood and provide the western chapter with total control of the national award structure and telecast. Through their action, the New York members expressed their sentiments to their trustees, who will vote on the Hollywood proposal at a meeting in Los Angeles on Dec. 11.

Top Gabriels go to WCVB-TV, WRFM

For the second year in a row, WCVB-TV Boston has been named the outstanding television station by UNDA-USA, the Catholic Association for Broadcasters, in its annual Gabriel Awards. WRFM(FM) New York received the radio station Gabriel Award.

Scott Craig, executive producer at

WBBM-TV Chicago, was named recipient of the personal achievement award, and Bishop Fulton J. Sheen was named for a special Gabriel Award for his outstanding service to the church and to the broadcasting industry.

NBC-TV's *Farewell to Manzanar* won the top honor for entertainment programming. WGBH-TV Boston and the Public Broadcasting Service received Gabriels for the program, *Dying*, in the category of informational/educational programming. The religious programming award went to *With Just a Little Trust* by the Franciscan Communications Center, Los Angeles. NBC's *Papa and Me* won for youth-oriented programming. The United States Catholic Conference received the public-service announcements award for *Campaign for Human Development*.

BBC/T-L miniseries buyers includes noncommercial TV

Time-Life Television Vice President Wynn Nathan says that a six-hour BBC/Time-Life miniseries *The Fight Against Slavery* has been sold to 47 stations, among them KTLA(TV) Los Angeles, WGN-TV Chicago, KTVU(TV) San Francisco, WDCA-TV Washington and KPRC-TV Houston. Noncommercial WNET(TV) New York has paid a reported \$100,000 for the miniseries, but Mr. Nathan says WNET will probably be the only public broadcasting station willing to bid that high. WNET, he says, had been working with Time-Life to get corporate underwriters to sponsor the program on the full Public Broadcasting Service network when Pety Television's director of programming, John Serrao, offered to promote series to its commercial clients. BBC spent a three years researching and filming the series in the West Indies and in Africa, according to Mr. Nathan.

Network revenues from children's shows rise 16% over last year's

Increase is recorded by a House Communications Subcommittee report which indicates \$90 million sales in 1975 despite decrease in ad time; CBS still leader in dollar amount but has done least well in overcoming the loss of commercial minutes

The three networks' revenues from children's TV programs have increased in 1975 despite substantial decreases in the number of advertising minutes for the same programs, says a report by Alan Pearce, staff economist for the House Communications Subcommittee.

The gross advertising revenues for all three networks combined reached \$90,805,400 in 1975, an all-time high, and a 16.46% increase over the \$77,969,500 for all three networks in 1974, according to Mr. Pearce's figures. That increase is against a 12-17% decrease in the amount of advertising allowed in children's programming.

The decrease in time was mandated by the National Association of Broadcasters TV code which, in January 1975, reduced the number of commercial minutes per hour during children's programming from 16 to 14 minutes on weekdays and from 12 to 10 minutes on Saturdays and Sundays.

The gross revenue figures include revenues from children's specials, but not from NBC's Sunday evening program *The Wonderful World of Disney*, which was not affected by the NAB code change because of its time slot. If the Disney program were included, the 1975 revenue figure would be \$113.2 million compared to \$99.7 million in 1974.

Mr. Pearce concludes from his figures that "it seems clear that the three networks combined have lost nothing in gross advertising in children's programming."

He continues with the forecast that "it seems likely that the third and final reduction that was introduced on Jan. 1, 1976, will also have no impact on revenues." The reduction he refers to, also imposed by the NAB TV code, lowers the advertising levels to nine-and-a-half minutes on weekend children's shows and 12 minutes on weekday programs.

According to Mr. Pearce, CBS, the traditional ratings leader in children's programming, has done least well in overcoming the loss of commercial minutes, while NBC, usually third in the ratings and revenues for children's shows, has done the best. His breakdown by network shows the following:

ABC increased its revenues from children's programming by 15.8%, from



Around the world. The International Council of the National Academy of Television Arts and Sciences last week awarded its International Emmy in drama to Britain's Thames Television for "The Naked Civil Servant" and its International Emmy in non-fiction to the Nippon Television Network of Japan for "Reach for Tomorrow." In picture at left, actor Telly Savalas (l) presents the drama Emmy to Howard Thomas, chairman of Thames Television. In picture at right, Robert T. Howard (l), president of NBC-TV and president of the International Emmys, presents the 1976 Directorate Award to Sir Charles Moses, secretary-general of the Asian Broadcasting Union. The president of the Asian Broadcasting Union, Talbot Duckmanton, was also honored. Another Directorate Award winner was Roberto Marinto, the president of TV-Globo, Brazil.



Fruits of their labors. Seven agencies won eight first-place honors in the second annual "Big Apple Awards," sponsored by the New York Market Radio Broadcasters Association (NYMRAD) to recognize creative use of radio advertising. Martin Landey of Arlow Advertising won two in the local commercial division: in the open category for Fortunoff stores in the series category for Nathan's restaurant chain. Other first-place winners in the local division: Cohen Pasqualina Timberman for New York City Center of Music and Drama, (musical commercials) and Ketchum, MacLeod & Grove for Newark District Ford Dealers (humorous). Winners in the national division: Ted Bates & Co. for National Air Lines (musical); Della Femina, Travisano & Partners for Blue Nun Wine (humorous); Tinker Campbell-Ewald Co. for British Airways (open) and Doyle Dane Bernbach, Los Angeles, for Jack-in-the-Box (series). Shown at the awards ceremonies are contest officials with two winners and their sculptured metal apples: (l-r), Alfred Racco of WABC(AM) New York, NYMRAD chairman; Naomi Salz, writer, Cohen Pasqualina Timberman; Bobbi Goldin, writer, Ted Bates & Co., and James McQuade (WCBS-FM New York), NYMRAD awards chairman.

\$25.9 million in 1974 to \$30 million in 1975. The network increased its revenues from regularly scheduled children's shows by roughly \$3.5 million and its income from specials by about \$0.5 million.

NBC increased its children's TV revenues by 42.37% from \$14.4 million in 1974 to \$20.5 million in 1975. Most of that increase was from regularly scheduled programs—\$19.3 million in 1975 compared to \$13.3 million in 1974.

CBS had only a slight increase in revenues in 1975 over 1974—\$40.4 million compared to \$39.3 million—and most of that increase was from children's specials. Revenues from specials brought in \$6.8 million in 1975, up from about \$6 million in 1974. The increase in revenues from regularly scheduled children's programs, including *Captain Kangaroo*, was insignificant, says Mr. Pearce—\$33.5 million in 1975 compared to \$33.3 million in 1974.

The 1975 code change followed an earlier one in 1973, which caused some initial setbacks in children's ad revenues at ABC and CBS. ABC lost ground for two years from its 1972 children's revenues, but by 1975 was back above the 1972 level. NBC has continued to climb all the while. But CBS's children's revenues remain below their 1972 level. "CBS has suffered in gross advertising revenues from children's television over the last few years," Mr. Pearce observes, but he concludes that the reduction in commercial minutes is not to blame. "It appears," he says, "That the over-all reduction in ad-

vertising revenues at CBS was due much more to a slip in ratings and some reduction in the number of specials rather than from the decrease in the amount of advertising."

What impact the children's advertising reductions have had on the advertisers is difficult to measure, Mr. Pearce says, because too little time has passed since the reductions were put in force. However, he says, "it can be said that the major advertisers will remain in children's television because it has proved to be effective and profitable for them. Their only fear is that the Congress, the Federal Trade Commission or the FCC might in some way restrict what can be advertised in programing directed toward children."

He notes that there are relatively few advertisers going after the children's time—90 in 1975. And of those, the top 18 accounted for over 80% of the time bought on regularly scheduled children's shows. The top three—Kellogg, General Mills and General Foods—accounted for about 30% of all advertising on network children's shows.

The top 18 advertisers on network children's shows in 1975 were: Kellogg (\$9.9 million), General Mills (\$9.6 million), General Foods (\$9.3 million), Quaker Oats (\$5 million), Mattel (\$4.8 million), Nabisco (\$4.4 million), McDonald's (\$4.2 million), Hasbro (\$3.5 million), Nestle (\$3.3 million), Pillsbury (\$2.8 million), Mars (\$2.8 million), Ralston Purina (\$2.6 million), Hershey (\$2.5 million), Squibb-Beech Nut (\$1.8

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million), Ideal Toy (\$1.8 million), Warner-Lambert Pharmaceuticals (\$1.8 million), American Home Products (\$1.3 million) and Pepsico (\$1.1 million).

Mr. Pearce concludes with four recommendations: (1) that research efforts into the effects of television advertising on children be stepped up, (2) that Congressional oversight of the FCC and FTC be strengthened to keep those two agencies interested and active in the area of advertising directed at children, (3) that public interest group pressure from groups such as Action for Children's TV be continued (Mr. Pearce presented his study to ACT's sixth national symposium at Harvard University last week) and (4) that Congress should keep itself abreast of research in the area and should consider legislation if research shows that any products should not be advertised to children.

N.J. wants casino ads

The New Jersey Broadcasters Association is appealing to NAB for a relaxation of the radio and TV code restrictions on gambling advertising.

The issue became a pressing one for the New Jersey association just four weeks ago when New Jersey voters approved a referendum for casino gambling. Anticipating opening of gambling casinos in Atlantic City, the New Jersey broadcasters want permission to advertising their gambling and betting operations.

NAB code guidelines prohibit broadcasters from accepting advertising that exhorts the public to bet. A reference to casino gambling is permitted but only when incidental to a broadcast ad; it cannot be the theme.

But the "New Jersey Broadcasters Association doesn't want that approach," wrote the association's president, Paul Most of WOBM(FM) Toms River, in a letter to NAB radio board member William O'Shaughnessy of WVOX-AM-FM New Rochelle, N.Y. "We feel," Mr. Most said, "that casino gambling will provide a tremendous industry to the people of New Jersey and we should be able to become an active part in a concept which the residents of our state have overwhelmingly approved as necessary and desirable."

Advertising Briefs

In new quarters. Major Market Radio, New York, reports its San Francisco office has moved to new space at 601 California Street, International building (94108). Telephone: (415) 433-2181.

New rep in Dallas. Milam & Cowart, Dallas, has been formed to represent radio and television stations in Southwest. Partners are David C. Milam, for past two years vice president and general manager of KNOE-TV Monroe, La., and Dean Cowart, who owned Dean Cowart Radio Representatives, Dallas. 5019 McKinney Avenue, suite 200, Dallas 75205; (214) 521-6520.

Cablecasting*

Spotlight will be on cable TV at Anaheim show

FCC's Wiley, Hooks and legislators Van Deerlin, Rhodes are scheduled to address convention; 90 exhibitors will display their equipment

A record-breaking attendance of 2,200 persons is expected this week at the Disneyland hotel in Anaheim, Calif., for the eighth annual Western Cable Television Show and Convention. The show also will have its largest equipment exhibit. Some 90 exhibitors have bought space for 194 booths, 60 more than last year.

The convention, Dec. 1-3, runs the gamut of cable issues and will feature a delegation of Washington officials including House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.); House Minority Leader John J. Rhodes (R-Ariz.); FCC Chairman Richard E. Wiley; FCC Commissioner Benjamin L. Hooks, and Thomas Houser, director of the Office of Telecommunications Policy.

One panel expected to attract considerable attention will concern the proposed

rewrite of the Communications Act. Moderated by Edward M. Allen of Western Communications, that session will feature House Communications Subcommittee members Lou Frey Jr. (R-Fla.), Henry A. Waxman (D-Calif.) and Timothy E. Wirth (D-Colo.). Their "interrogators" will be Ralph M. Baruch of Viacom, Richard A. Forsling of Cablecom-General and Henry Harris of Cox Cable Communications.

Another panel, on copyright, will be moderated by Rex Bradley of Telecable, immediate past president of the National Cable Television Association. Members of the House Judiciary Subcommittee, George E. Danielson (D-Calif.) and Charles E. Wiggins (R-Calif.) will be questioned by Douglas Dittick of Viacom and NCTA President Robert Schmidt.

Pay cable sessions will cover areas including programing, marketing and market research. One session, "Hollywood Looks at Pay TV—The Play's the Thing," will be moderated by Robert Weisberg of Telemation Program Services and will include Allen R. Adler of Columbia Pictures, Edward Bleier of Warner Cable Corp., Jack Gordon of MGM-TV and Peter Kuyper of Paramount Pictures.

Financial management sessions will cover such subjects as FCC financial reporting form 326, replacement cost accounting, regulation and undergrounding. Technical sessions will cover security devices, "smart taps" and optical cable.

The agenda is below.

Event-by-event: the complete agenda for the Western Cable TV Show

Tuesday, Nov. 30

Early registration. 4-6 p.m.

Golf and tennis reception. Pacific room 6-8 p.m.

Wednesday, Dec. 1

Registration. 8 a.m.-7:00 p.m.

Golf tournament. 8:30 a.m. Chino Creek golf course at the El Prado. Bus leaves Hotel Entrance at 8 a.m. Charles E. Smith Jr., chairman.

Tennis tournament. 9 a.m. Tennisland Racquet Club, Disneyland hotel. Shuttle buses at hotel entrance. John W. Goddard, chairman.

Exhibit hall open. 1:30-8 p.m.

Financial management seminar. South lounge. 2-5 p.m. Coordinator: John W. Goddard, Viacom. Interrogators: Carolyn Chambers, Liberty Communications; Bill Guerena, TM Communications; Ben Pellegrino, Viacom.

FCC finance reporting form 326. 2 p.m. John Whetzell, Economist, FCC. **Replacement cost accounting.** 3 p.m. Alan May Jr., Coopers & Lybrand. **Survival in a regulated environment.** 3:45 p.m. Richard N. Hildahl, Ernst & Ernst. **Undergrounding—ending unprofitable investments.** 4:30 p.m. R. Michael Kruger, ATC;

Wilmot Lilly, Viacom; Neil McHugh, Viacom.

Associates' open forum. North lounge. 2-5 p.m. Coordinators: Donald E. Anderson, HBO; Ben Forte, Theta-Com (AML); Rodney A. Hansen, CableData. Associates: Sidney Topol, Scientific-Atlanta, 2 p.m.; Tom Wheeler, NCTA, 2:30 p.m.; Robert E. Button, Transcommunication Corp., 3 p.m.; Frank M. Drendel, Comm/Scope Co., 3:30 p.m.; Alan R. Harmon, Harmon and Co., 4 p.m. and Paul Kagan, Paul Kagan Associates 4:30 p.m.

Welcoming reception. Exhibit hall. 6-7 p.m.

Thursday, Dec. 2

Breakfast session. Center ballroom. 7:45 a.m. Welcome: Ted W. Hughett, President, CCTA. Address: Benjamin L. Hooks, Commissioner, FCC. Introduction: Donald E. Anderson, HBO.

Financial sessions. South ballroom. 9 a.m.-noon. Coordinator: John W. Goddard, Viacom. **Rate regulatory problems.** 9 a.m. Moderator: Allen T. Gilliland, Gill Cable. Panelists: Alfred E. Alquist, California state senator; Nate Holden, California state senator; M. Christopher Derick, Viacom; Harold R. Farrow, Farrow, Schildhouse and Dent; Walter Kaitz, general counsel, CCTA. Address: Thomas J. Houser, Office of Telecommunications Policy, 10 a.m. Introduc-

tion: Marc Nathanson, Falcon Communications. *Property taxation*. 10:30 a.m. Moderator: John W. Goddard, Viacom. Panelists: James Delaney, counsel, California State Board of Equalization; Abram F. Goldman, assistant executive secretary, State Board of Equalization; Joseph B. Harvey; Spencer R. Kaitz, assistant general counsel, CCTA.

Exhibit hall open. 11:30 a.m.

Luncheon. Center ballroom. Noon. Address: Lionel Van Deerlin (D-Calif.), chairman, House Subcommittee on Communications. Introduction: Donald O. Williams, Cox Cable.

Paycable sessions. South ballroom. 2-5 p.m. Coordinator: Gene G. Cook, General Electric Cablevision.

Paycable overview. 2 p.m. Paul Kagan, Paul Kagan Associates. *Programming and marketing—four case histories*. 2:15 p.m. Moderator: J.C. Sparkman, TCI. Panelists: Wayne Houser, Community Cablevision Co.; Paul F. Schonewolf, General Electric Cablevision; Jerry Cranford, UA-Columbia Cablevision Inc.; Gail E. Oldfather, Televents Inc. *Market research and start-up*. 3 p.m. Jeffrey Reiss, Viacom. *Remarketing paycable—stop the churn*. 3:15 p.m. Moderator: David Lewine, TM Communications. Panelists: Winston H. Cox, HBO; Andy Goldman, Teleprompter; Don Paul Nathanson, Grey Advertising; Richard Peterson, Optical Systems. *Hollywood looks at pay TV—the play's the thing*. 4 p.m. Moderator: Robert Weisberg, TPS. Panelists: Allen R. Adler, Columbia Pictures; Edward Bleier, Warner Cable; Jack Gordon, MGM-TV; Peter Kuyper, Paramount Pictures.

Exhibitors' reception. Exhibit hall. 6-7 p.m.

Friday, Dec. 3

Breakfast session. Center ballroom. 7:45 a.m. *Addresses*: James R. Hobson, chief, Cable Television Bureau, FCC, and Thomas C. Dowden, Carter campaign staff. Introduction: Donald O. Williams, Cox Cable.

Technical sessions. South lounge. 8:30 a.m.-noon. Coordinators: Bill Schiller, Storer Cable, and Jay Baer, Society of Cable Television Engineers.

Security—an end in sight for this bottleneck? 8:30 a.m. Moderator: Bill Schiller, Storer Cable. Panelists: M. Christopher Derick, Viacom; John W. Margraf, Margraf Auditing & Marketing; Ross Wileman, Storer Cable. *Smart taps*. 9:30 a.m. Moderator: Frank J. Bias, Viacom. Panelists: Ivan Bigelow, Ameco; David Fear, Delta-Benco-Cascade; Tom Stockton, ProCom. *Optical cable*. 10:30 a.m. Moderator: Judy Baer, SCTE. Panelists: Ron Simon, Teleprompter; Bob Bilodeau, Suburban Cablevision; Frank Dabby, Fiber Communications; Herb Lubars, General Cable; James O'Brien, RCA.

Governmental sessions. South ballroom. 9 a.m.-noon. Coordinator: Eugene A. Iacopi, Multiview Systems.

National Cable Television Association—a new philosophy. 9 a.m. Burt I. Harris, chairman, NCTA. Introduction: Ted W. Hughett, president, CCTA. *EEO—no one is above the law*. 9:15 a.m. Moderator: Burt I. Harris, chairman, NCTA. Panelists: William R. Dabney, director, East Bay Skills Center; Lionel Monagas, chief, EEO, FCC; James Long, Storer Broadcasting; Raymond E. Joslin, Continental Cablevision; Equal Opportunity Employment Commission. *Revision of the Communications Act*. 10 a.m. Moderator: Edward M. Allen, Western Com-

munications Inc. Interrogators: Ralph M. Baruch, Viacom; Richard A. Forsling, Cablecom-General; Henry W. Harris, Cox Cable. Panelists: Lou Frey Jr. (R-Fla.); Henry A. Waxman, (D-Calif.); Timothy E. Wirth (D-Colo.). *Address*. 9:45 a.m. John E. Moss (D-Calif.), chairman, House Subcommittee on Oversight and Investigation. Introduction: Eugene A. Iacopi, Multiview Systems. *Copyright*. 11 a.m. Moderator: Rex A. Bradley, immediate past president, NCTA. Interrogators: Douglas Diltrick, Viacom; Robert Schmidt, President, NCTA. Panelists: George E. Danielson (D-Calif.) and Charles E. Wiggins (R-Calif.).

Exhibit hall open. 11:30 a.m.

Luncheon. Center ballroom. Noon. Address: Richard E. Wiley, chairman, FCC. Introduction: Bruce Merrill, American Cable Television.

Operations sessions. South ballroom. 2-5 p.m.

Fiber optics and AT&T. 2 p.m. William J. Bresnan, Teleprompter. Introduction: Joseph W. Benes, Coachella Valley Television. *Rebuild*. 2:15 p.m. Moderator: C.M. Kirkeeng, Western Communications. Panelists: Gary A. Hokenson, Mission Cable TV; R. Michael Kruger, ATC; Kenneth Wall, Western Communications. *Translators*. 3 p.m. Aaron Fleischman, Fleischman & Walsh. *Paycable operations checklist*. 3:15 p.m. Moderator: M. Christopher Derick, Viacom. Panelists: John Calvetti, Oceanic Cablevision; Del Henry, Gill Cables; Dee Miller, Theta Cable; Arden Tyler, Viacom. *MDS—a status report*. 4 p.m. Mark Foster, Microband National System.

Banquet reception. Ballroom foyer. 6-7 p.m.

Banquet and entertainment. Ballroom. 7-11 p.m. Master of Ceremonies: Ralph C. Dills, California state senator. Address: John J. Rhodes (R-Ariz.), House minority leader. Introduction: Kenneth Ferguson, Sierra Vista CATV.

Where the wares are

Equipment and services ranging from amplifiers to pay programming will be offered in the exhibit hall at the Disneyland hotel. The following capsules include the firms and their booth numbers, as well as their products and personnel attending. An asterisk (*) indicates a new product.

Aberdeen Cable TV Supply 1/2

Box 2663, Culver City, Calif. 90230

Product: Construction and installation materials, safety equipment, waterproofing, pedestals, ladders, tools, security bores, electronics and cable. *Personnel*: George M. Acker, Larry Borson, Bill Krempasky, Ed Bennett, Mill Young, Paul Acker.

Ameco 177/178/179

2980 Grand Avenue, Phoenix 85002

Product: Adresatap*, Nova 300 main line equipment*. *Personnel*: R.W. Behringer, Robert Wilson, Lewis Dumbauld, Les McArthur, Ivan H. Bigelow, Ray Perez.

Andrew 23/24

10500 West 153d Street, Orlando Park, Ill. 60462

Product: Earth station antennas, CARS band microwave antenna systems. *Personnel*: H. Woodbury, William Moore, Rene Savalle, Carl

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VanHecke, Thomas Glab, William Sirvatka, Laddie Basa.

Anixter Pruzan 62/63/84
1963 First Avenue South, Box 3777, Seattle 98124

Arvin Systems 8/9
1771 Springfield Street, Dayton, Ohio 45403

Associated Press NewsCable 14/15/16/28/29/30
50 Rockefeller Plaza, New York 10020

Product: Instant news*, expanded sports news, expanded feature news*, expanded market and business-consumer news*, expanded farm reports*, expanded weather news*. *Personnel:* L.J. Lancer, Gene Foster, Robert Sundry, Steven Eames, Mark Thayer, John Morrison, Sandy Colton.

Avantek 76
3175 Bowers Avenue, Santa Clara, Calif. 95051

Belden 10/11
2000 South Batavia Avenue, Geneva, Ill. 60134

Bestvision 204
5540 West Glendale Avenue, Suite C-106, Glendale, Ariz. 85306

Product: Home Cinema pay cable services. *Personnel:* Gary L. Adams, Robert D. Brown, Nancy Eidemiller, Bill Ewing, Tom Malson

Blonder-Tongue 65
One Jake Brown Road, Old Bridge, N.J. 08857

Product: Over-the-air and cable pay-TV encoders*, decoders* and modulators*, Centap system. *Personnel:* Issac Blonder, Bill Trueman, Jay Shapson, Ray St. Louis, George Bahue, George Freeman.

CableData 100
3200 Arden Way, Sacramento, Calif. 95825

Product: CATV management information systems featuring Cable 80*, DDP system. *Personnel:* Robert J. Mathews, Rodney A. Hansen, Donald G. Reiman, Lyle Schmitt, Raymond W. Matteson, Karen Wiese, Janice Hornsev.

Cablefacts 49/50
2444 Palumbo Drive, Lexington, Ky. 40509

Catel 22
1400-D Stierlin Road, Mountain View, Calif. 94043

Product: VFMS-2000 video FM modulator and demodulator*, TM-2400 television modulator*, audio simulcast equipment*. *Personnel:* Frank Genochio, Dick Old, Don Lolli, Jerry Lindholm.

C-COR Electronics 65
60 Decibel Road, State College, Pa. 16801

Product: Amplifiers and passives for distribution systems, stand-by power and surge protectors, hub amplifiers, drop-in equipment for rebuilding, turnkey and engineering services announcement of two-year warranty on all C-COR products. *Personnel:* James R. Palmer, Jack Forde.

CCS Hatfield Communication Products 207/208

12 Commerce Drive, Cranford, N.J. 07016
Product: Gas-injected dielectric low loss cables*, chemical dielectric cables, drop cables. *Personnel:* W. Bob Bruce, Brian Kasper, Ray Wicks, Ralph Terzini.

Cerro Communication Product, Division of Cerro-Marmion 6

Halls Mill Road, Freehold, N.J. 07728
Product: Drop, trunk and distribution cable,

subscriber devices including apartment amplifier and terminated jumpers. *Personnel:* Sanford Sussman, Frank A. Spexarth, Fred R. Vitiello, Gary Campbell.

Cinemerica 174
9477 Brighton Way, Beverly Hills, Calif. 90210

Product: Motion pictures for cable and pay-cable, pay-cable programming, marketing and consulting services. *Personnel:* Kenneth Silverman, Carol Hunter, Joan Peterson, Sharon Crenshaw, George Brownstein, Leora Glass, Larry Feinberg, Joe Letkomiller, Claudia Joseph, Lynne Williams.

Comm/Scope 180/181/181A
Box 199A, Catawba, N.C. 28609

Product: Coaxial cables, Parameter I and II, drop wire products. *Personnel:* George N. Hutton, Frank M. Drendel, Fred Wilkenloh, James Webb, Bill Barbour, Gene Swithenbank.

Compucon 66
13749 Neutron Road, Dallas 75240

Comsonics 183
Box 1106, Harrisonburg, Va. 22801

Product: Radiation leakage detection system, voltage surge protection system. *Personnel:* Warren L. Braun, Carl H. Hensley, Richard Shimp.

Cox Data Services 119
Suite 100 Prado North, 5600 Roswell Road Northwest, Atlanta 30342

Product: Computer billing service*. *Personnel:* Dick Wiederhorn, Bill Henderson, Corky Downing, Patricia Toombs.

Delta Benco Cascade 53/54
124 Belfield Road, Rexdale, Ont. M9W 1G1

Product: KAM6 Feedforward APT AMP IT1, IT-4, IT-60. *Personnel:* David Fear, Philip Allman, George Miersch.

Durnell Engineering 183
Box 60, Highway 4 South, Emmetsburg, Iowa 50536

B.E. Duval 20/21
Box 1548, San Pedro, Calif. 90733

Product: Broadband engineering amplifier modification kits*, CRC Electronics videocassette programmer*, Triple Crown Electronics headend signal processor*. *Personnel:* Bob Savard, Jim Chiddix, Charles Evans, Ben Duval.

Eagle Comtronics 92
84 Bridge Street, Phoenix, N.Y. 13135

Product: Notch filter traps, Mini Pad-Match Pad in-line fixed attenuators. *Personnel:* Jarius Fletcher, George Knapp, Bud Hitchcock.

Federal Broadcasting 169/170
600 Fire Road, Pleasantville, N.J. 08232

Forgey-Lysek-Hamlin 171
126 Southwest 153d Street, Seattle 98166

Gamco Industries 125/128
291 Cox Street, Roselle, N.J. 07203

General Cable 31/32/33/17/18/19
500 West Putnam Avenue, Greenwich, Conn. 06830

Gilbert Engineering 5
3700 North 36th Avenue, Phoenix 85019

Product: Cable extenders. *Personnel:* Bob Spann, Jim Moulin, Scotty Flink.

GTE Sylvania 109/110/111
114 South Oregon Street, El Paso, Tex. 79901

Product: Model 4010 midband-to-UHF con-

verter*, model 3340 standby power supply*, non-obsolescence display, design-a-system display. *Personnel:* David G. Cowden, Raymond W. Pawley, Richard G. Covell, Geoffrey A. Headley, Robert C. Loveless, Charles E. Auer, Joseph S. Cost, Frank I. Muller.

Home Box Office 157/158/140/141
Time & Life Building, Rockefeller Center, New York 10020

Product: Premium pay television service. *Personnel:* Gerald Levin, Jim Heyworth, Austin Furst, John Barrington, Thomas Oliver, Peter Frame, Don Anderson, Nick Nicholas, Lisa Connor, Tony Cox, William Hooks, Ed Horowitz.

Howard Laboratories 13
 27963 Cabot Road, Laguna Niguel, Calif. 92677

Product: Television converters for pay-cable, 27db amplifier. *Personnel:* Sheldon Howard, Steve Garner, James Carter.

ICC 188/189
 7895 Convoy Court, Suite IXA, San Diego 92111

Product: Home terminal. *Personnel:* Michael L. Ellis, Ken Drake, Hugh J. Kolowich, Ed Palme, Jeff Wilson, Tom Shepard, John Loyer.

Imperial Compounding 7
 1015 West Hoover, Orange, Calif. 92667

International Microwave 166
 33 River Road, Coscob, Conn. 06807
Product: Short and long haul communications equipment. *Personnel:* Nora King, Raymond Mahoney, Elliot Ball.

ITT Space Communications 191
 69 Spring Street, Ramsey, N.J. 07446

Product: Television receive only earth stations, earth station TV receivers. *Personnel:* Don Buscher, Conrad Fioretti, Robert Pinto.

Jerrold Electronics 45/46/47/59/60/61
 200 Witmer Road, Horsham, Pa. 19044

Product: JLE-series* line extenders; series II* repackaged 30-channel set converter for remote control; "CATV system display" in console form including Commander III signal-processing equipment, Starline 20/300A signal distribution equipment, SLR-series line extender, FFT tap and 36-channel set converter; FFT-series future features tap; DST-1 and DST-1C descrambler terminals. *Personnel:* George E. Safiol, Robert D. Eisenhardt Jr., Bert Wolf, Michael F. Jeffers, William H. Lambert, Al Micheli, John J. Sie, Lee Borin, Mike Martell, Steve Schoen, Sy Syversen, John Barnes, Chris Allinson, Bill Redstreak.

Keeble Selectra 127/128
 20969 Ventura Boulevard, Woodland Hills, Calif. 91364

Product: Wireless remote-controlled converter with digital display*, A.F.T.* and sound control*. *Personnel:* Robert L. Baum, W.O. Morrison, Howard Pearl, R.W. McKimm, J. Foley.

Larson Electronics 124
 Box 185, Carrollton, Tex. 75006

Lawson Associates 205/206
 5 Research Road, Salt Lake City 84112

LRC Electronics 185
 901 South Avenue, Horsehead, N.Y. 14845

Product: Connectors for antennas to subscriber set, attached ferrule hex-crimp "F" fitting for Foil-Braid cable*. *Personnel:* Keith McIntosh, Art Bodner, Ben Duval, Richard Richman.

Magnavox CATV Division
 153/154/155/136/137/138
 100 Fairgrounds Drive, Manlius, N.Y. 13104

Product: Magnavox MXSCS aerial addressable tap*, MXSCSA 40-port apartment-house version of MXSCS addressable tap*, MX-DCCD dual channel converter/descrambler*, mainstation amplifiers, passive devices, connector products. *Personnel:* Daniel N. Mezzalingua, Kenneth P. Siegel, Allen J. Lipp, Thomas J. Polis, Joseph J. Ostuni, Martin L. Zelenz, Lyle G. Fullington, Thomas Malson, William Ewing.

Microdyne 175/176
 P.O. Box 1527, Rockville, Md. 20850

Product: Small aperture satellite TV receive-only terminal*, meteorological satellite receive-only terminal*. *Personnel:* L.H. Wolcott, R.B. Eisea, G.A. Bell, C.W. Armiger III, D.G. Reiser.

Microwave Associates
 101/102/103/116/117/118
 63 Third Avenue, Building No.5, Burlington, Mass. 01803

Product: FML-12* multi-channel microwave distribution system. *Personnel:* Curt Kring, Erik Stromsted, Carl Guastafero, Rod Gibson, Mikles Goff, John Fielek, Dick Shannon, Ken Evans, Charles Adams.

Mid State Communications 105
 Box 203, Beech Grove, Ind. 46107

Product: SLIM signal level meter, RD-1 radiation detector, ST-1 signal processor, PA-20 pre-amp, DT-9V drop testers, MC-50 meter calibrator, SP-2 signal processor, CM-20 frequency counter, LM-13*. *Personnel:* Doyle T. Haywood.

MSI Television 186/187
 4788 South Street, Salt Lake City 84107

Oak Industries, Communications Group 79/80/81
 Crystal Lake, Ill. 60014

Product: Pay-TV terminal equipment including single and two-channel* Econo-Codes, Multicode and Mini-code; CATV terminal equipment including Trimline II converters, single and two-channel* converters; communications financing. *Personnel:* Donald V. Pascarella, Werner R. Koester, Graham Stubbs, Joseph Spells, Paul Wheaton, Sean O'Neill, Arthur Johnson, Lester Golbeck, David Robbin.

Optical Systems 194
 433 Airport Boulevard, Suite 333, Burlingame, Calif. 94010

Product: Pay programming package. *Personnel:* Allen Greenstadt, Peter Fechheimer, Robert Schwartz, Ron Brutoco, Tom Zimmerman, George Andrews, Lee Tennebruso.

Prodelln 192
 Box 131, Hightstown, N.J. 08520

Product: Operational earth station 4.57 meter MASAR fiberglass parabolic antenna*, (television display in cooperation with Home Box Office), parabolic antennas, elliptical copper corrugated waveguide, semi-rigid type coaxial cables, rigid hard drawn copper coaxial transmission line. *Personnel:* John Morrissey, Jerry Pell, Dennis Mers, Randy Renner, Dave Bondon.

Pyramid Industries 85
 2602 West Encanto Boulevard, Phoenix 85009

Product: Coaxial connectors. *Personnel:* Earl Gilbert, Paul Rhodes, W. Pequignot, Lanny Gilbert.

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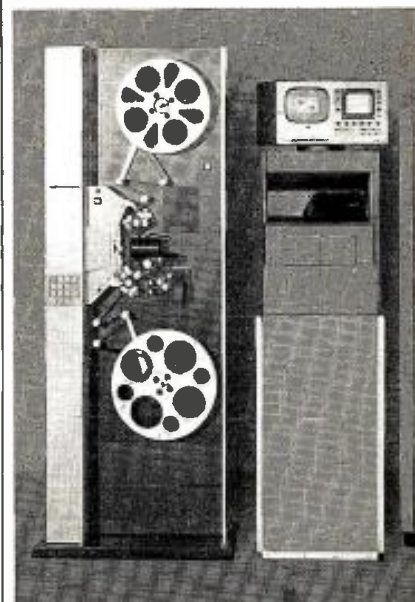
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RCA American Communications 112
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RCA Community Television Systems/EIE Division 34/35/36
 7355 Fulton Avenue, North Hollywood, Calif. 91605

Reuters 93/94/95
 1700 Broadway, New York 10019
 Product: Reuters News-view, multi-channel packages and information retrieval services. *Personnel:* Michael L. Blair, Herman Moeller, John Demery, William Best.

R F Systems 164
 155 King Street, Cohasset, Mass. 02025
 Product: Satellite terminals, turnkey installation, high gain antennas for off air pick up, low-wind-load, high-gain UHF parabola*. *Personnel:* A.K. Fowler, Rod Hulburt, Donald F. Kojiane.

RMS Electronics 3/4
 50 Antin Place, Bronx, N.Y. 10462
 Product: Unitap inline multidirectional taps*, CA-2600F high band, pass filter transformer*, power passing line equipment, passive devices, associated hardware and connectors, matching transformers. *Personnel:* Arthur A. Fink, Donald Edelman, Kerwin F. McMahon, John Coiro, Bill Bryant, Carey Manning.

Satori Productions 173
 250 West 57th Street, Suite 2105, New York 10019
 Product: Original programming for pay-TV and local origination. *Personnel:* Ernest G. Sauer, Gary P. Conner, Jacqueline Patrick, Pennie duPont, Stan Wojno.

Sawyer Industries 67/68
 5649 Peck Road, Arcadia, Calif. 91006
 Product: CATV power supplies, standby power supply model 1041*. *Personnel:* Frank Beardsley, Dan Cartwright, Marie Foster, Jerry Graydon, Paul Nader, Leonard Schenkel.

Scientific-Atlanta 86/87/72/73
 3845 Pleasantdale Road, Atlanta 30340
 Product: Earth stations, head-end and distribution products, five-meter diameter antenna*, 6250 television demodulator*, 414A video receiver*. *Personnel:* Sidney Topol, Howard Crispin, Jay Levergood, John Feight, Bob Mason, Ben Forrester, Roy Schaub, Jim Hart, Lewis Nichols.

Showtime Entertainment/Viacom Syndicated Programs 74/75/88/89
 345 Park Avenue, New York 10022
 Product: Pay cable premium entertainment service, feature films and programs. *Personnel:* Jeffrey Reiss, Jules Haimovitz, Sam S. Street, Mort Slakoff, Dave Hanson, Michael Lambert, June Chapman.

Signal Vision 25
 23932 Jarrow Lane, El Toro, Calif. 92630
 Product: West Coast distributors for Pyramid, ProCom, Arvin, D.B.C., TriCom, Westay,

Cablematic, Peel-Seal, Saf-t-Solv. *Personnel:* Neil Phillips, Tom Stockton, Jim Schroeder.

Systa-Matics 197
 510 North Sheridan, Tulsa, Okla. 74115
 Product: VMP-6 video movie player, RAIM-1000 time base corrector. *Personnel:* Ed Covington, Ted Anderson.

Systems Wire and Cable 51/52
 3500 South 30th Street, Phoenix 85040
 Product: Trunk, distribution and drop cables. *Personnel:* J.R. Woods, N.M. Marshall, John W. Elsasser, Phyllis J. Thompson, Earl G. Langenberg.

Tektronix 37/38
 3200 Coronado Drive, Santa Clara, Calif. 95051
 Product: Spectrum analyzers, tracking generator, portable oscilloscope, mini-oscilloscope, general purpose test and measuring equipment (TM 500), TV products. *Personnel:* Jim Harris, Bill Montgomery, Bob Loft, Joe Morrison.

Telcin 122/123/107/108
 2604 Malt Avenue, Commerce, Calif. 90040
 Product: Digital converters, remote amplifiers. *Personnel:* Don Chandler, Vic Tarbutton, Mark Whitney, Peter Wronski, John Thompson, Larry Fry, Kirk Hollingsworth, Tom Jens.

Telemation 184
 Box 15068, Salt Lake City 84115
 Product: Programatic II* multichannel automatic local channel origination system, DWS-2* automated weather system, DNS-1* automated news system. *Personnel:* George G. Elsaesser, Barry L. Kenyon.

Telescript 165
 20 Insley Street, Demarest, N.J. 07627
 Product: Monitor prompting systems* for lightweight TV cameras, Telegraphics* titling system. *Personnel:* Bob Swanson, Blair Jurlich, Mike Stephanick.

TEST 27/41/55/69
 16130 Stagg Street, Van Nuys, Calif. 91409
Theta-Com AML Division of Hughes 42/43/44/56/57/58
 2216 West Peoria Avenue, P.O. Box 9728, Phoenix 85068

Theta-Com CATV Division of Texscan 82/83/96/97
 P.O. Box 9728, Phoenix 85068

Times Wire and Cable 70/71
 358 Hall Avenue, Wallingford, Conn. 06492
 Product: Coaxial cable, Dynaplus, Lumifoam III "Curely Drop." *Personnel:* Ray V. Schneider, FF (Bud) Desmond, Rex Porter, J.A. Arbutnott, Kevin Barry.

Tocom 120
 Box 47066, Dallas 47066
 Product: One and two channel pay-TV converter/descrambler for under \$25*. *Personnel:* John Campbell, Mike Corboy, James Smith, Joe Wormser.

Tomco Communications 77/78
 1077 Independence Avenue, Mountain View, Calif. 94043
 Product: SR-3000 digitally synthesized standby receivers*; ADS-1000 automatic non-duplication switcher*; C-250 and C-251 switchable crystal plug-in converters compatible with RCA heterodyne signal processors*; C-211, C-212 and C-213 switchable crystal controlled plug-in converters compatible with

Scientific-Atlanta signal processors*. *Personnel:* Tom Olson, Vince Borelli, Sue Turner.

Toner Cable Equipment 50/151/133/134
 418 Caredean Drive, Horsham, Pa. 19044

Tri-Ex Tower 26
 7182 Rasmussen Avenue, Visalia, Calif. 93277

TRW Semiconductors 39/40
 14520 Aviation Boulevard, Lawndale, Calif. 90260

UEC Manufacturing Co. 12
 P.O. Box 18879, Oklahoma City 73118
 Product: UEC Skyjacker aerial basket. *Personnel:* Leroy Hatfield, Edward Spence.

United Press International 48
 220 East 42d Street, New York 10017
 Product: Twenty-four hour automated news service providing alpha-numeric display in 15-minute segments. *Personnel:* Roy Mehlman, Ed Yotka, John Deprez, Bob Bennyhoff, Jim Welch.

Van Ladder 143/144/160/161
 Cornbelt Industrial Park, Spencer, Iowa 51301

Vitek Electronics 162
 200 Wood Avenue, Middlesex, N.J. 08846

Wavetek Indiana 104
 66 North First Avenue, Beech Grove, Ind. 46107
 Product: CATV test sets, Simo-sweep equipment, X-Y oscilloscopes, CATV components. *Personnel:* Bob Welsh, Ed McDonald, Jost Ladwig, Lou Abbott.

Cable operators mostly happy with postponement of deadline for refranchising

Some wish commission would come to some decision, others fear more regulation, but in general, action is applauded; agency issues interim procedures

While cable operators generally breathed a sigh of relief at the FCC's postponement of the March 31, 1977, refranchising deadline, many are approaching the commission's plans to modify or eliminate franchise standards with caution.

"We are disappointed at the extended state of limbo," said Monroe Rifkin, president and chief executive officer of American Television & Communications Corp. Like several other cable operators, Mr. Rifkin would have preferred "to see an intelligent resolution" now instead of further inquiry at the FCC.

The FCC, in a decision that was being examined by the cable industry last week, postponed for one year the deadline when existing uncertified cable operators must obtain franchises conforming to FCC standards and include them as part of their certificate applications (BROADCASTING, Nov. 22). It also asked for comments on revis-

ing franchise standard requirements and proposed reducing the filing requirements of certificate applicants.

The one-year postponement was generally applauded. "We are happy that reality has been faced," said Gustave Hauser, chairman of Warner Cable Corp. "We simply couldn't meet the deadline."

"We think it's great," said Walter Kaitz, general counsel for the California Community Television Association, who said that with the March 31, 1977, deadline "the cities were holding a gun to our head." Richard Young, vice president of TM Communications, said "another year of history [will] show what the industry can do" and help tone down the demands of local franchisers.

William Bresnan, Teleprompter senior vice president and cable division president, was gratified that the "conformity aspect" was postponed but said that the commission should have de-regulated cable instead of calling for another rulemaking. He characterized the rulemaking as "just another delay" and said that the comment period will allow the cable industry "another bite at that apple" as well as offering a forum for those with differing viewpoints. The 1977 rules, he said, are just one aspect of over-regulation.

The National Cable Television Association reiterated its position that the present franchise standards are adequate and acceptable and "we were prepared to comply with these standards in 1977." Like others in the industry, NCTA was just beginning to analyze the commission's statement, noting that "we have not yet seen the full text of this rulemaking." In a prepared statement NCTA President Robert Schmidt said, "We were concerned with the possible ramifications of having to renegotiate existing franchises. While the commission's action has for the time being alleviated the need for re-franchise, the FCC has thrown open the door to question both the form and the substance of the re-franchise rules." NCTA Chairman Burt Harris, when questioned, said that "if the rulemaking brings in a wrath of demands, it will mean more headaches."

Stephen Effros, attorney for the Community Antenna Television Association, explained that "we are pleased that the commission postponed the 1977 deadline" but that the "ramifications" of the rulemaking have to be analyzed. "It has to be measured against the possibility that it would invite more state regulation," he said.

In the interim period, the commission adopted procedures for the filing of certificate of compliance applications.

For existing cable systems that already have been certified, no filing will be required unless the system desires to carry an additional television signal. Existing systems not previously certified will have to file all but franchising information in order to continue its operating authority beyond March 31, 1977. Existing systems adding signals will have to file all but franchise information. New cable systems will have to file all except franchise infor-

mation and will need to possess all necessary local authority.

For systems that do submit franchise information, if it complies with the present rules, the FCC will issue a certificate of compliance. And any franchise fee higher than that allowed by present regulation will be treated as "null and void." The announcement made it clear that "the commission's primary intention during this interim period is to maintain the status quo." It also noted that the postponement does not affect commission rules in federally pre-empted areas such as pay cable, technical standards, access and signal carriage.

FCC Chairman Richard E. Wiley, in a concurring statement accompanying announcement of the postponement in which he was joined by Commissioner James Quello, said: "I seriously question the need for filing of signal carriage information on or before the former deadline of March 31, 1977," noting that "our current annual report [Form 325] is sufficient to satisfy the commission's present needs." He also questioned whether a change in the franchise fee could be justified, expressing concern that "high local franchise fees may burden cable television to the extent that it will be unable to carry out its part in our national communications policy."

On FCC agenda: More precise cable definitions, rule revisions that would dovetail

**Staffers favor engineering
criteria to determine systems,
but feel their proposals
are not specific enough**

The FCC is expected to consider this week staff proposals aimed at redefining a cable television system and at revising cable rules in terms of the size of the systems. But, as of last week, the Cable Television Bureau had not yet completed to its

satisfaction the redefinition it would support before the commission.

Staffers want to define systems in engineering terms, but thus far the definitions they have drafted, they feel, are too broad. One official said the definition in the staff document would extend to AT&T's Long Lines Department.

At present, a cable system is defined as one serving 50 or more subscribers in a particular community. The staff would alter this by defining systems in terms of the headend from which they flow.

The staff is suggesting a new "system community unit" that would be defined as a system operating within a distinct community. But the unit would be broken in two respects: signal-carriage rules and franchise requirements would be applied on a community-by-community basis.

As for the number of subscribers a system should have before being subjected to commission rules, the staff is suggesting that the minimum be increased from 50 to 250. That would eliminate some 40% of all cable systems from the commission's rules, though not necessarily from local regulation.

The staff is also suggesting that smaller systems—those with between 250 and 1,000 subscribers—that carry only off-air signals would be required to carry local signals but would be exempt from other signal-carriage rules. The systems would also be exempt from sports-carriage rules—the staff feels such small systems would have little impact on local sports gates—although not from the antisiphoning rules.

Another element to be considered is whether master antenna television systems serving apartments and hotels should continue to be exempt from the commission's cable television rules. The staff is understood to feel that in most respects, at least, MATV's should be treated the same way as cable television systems; one exception the staff would make would be to continue to exempt MATV's from the need to obtain franchises from local authorities.

However, commission officials do not expect that proposal to be adopted. That "expansion of jurisdiction" runs counter to the commission's effort to reduce government regulation, one official said.

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NIS faces the music

Thirty subscribers to lame-duck service meet in New York, hear NBC offer to help them stay all-news, scotch rumors that NBC Radio may be on its way out, too

NBC officials told subscribers to its radio News and Information Service last week that NBC would do everything it could within reason to help them remain all-news stations even though NIS will be discontinued on May 29.

They gave the assurance to some 30 station officials assembled in New York for an expanded session of the NIS stations advisory council. From two thirds to virtually all of this group were said to have indicated plans—or at least hopes—to continue the all-news format or to keep as close to it as possible with combinations of news, talk, sports or syndicated materials.

The meeting, which lasted all day Monday (Nov. 22), was described by both NBC and station participants as having been warmed, especially in its early stages, by heat from subscribers disturbed if not embittered by NBC's decision to close down NIS. But the atmosphere was said to have moderated as the meeting progressed. "It was not nearly as rancorous as you might expect," one station participant reported.

The mood undoubtedly was helped by NBC's decision, disclosed to all 62 NIS subscribers when the termination notices went out, to waive all fees from the stations for the service's remaining six months.

Some stations urged NBC officials—led at the meeting by Chairman Julian Goodman, President Herbert S. Schlosser, Vice Chairman David Adams and NBC Radio President Jack G. Thayer—to reconsider the shut-down decision. But the NBC leaders made plain that the decision was irrevocable and also that they could not, as some stations proposed, cut back to a limited budget of, say, five or 10 minutes of news on the hour and half hour.

Beyond that, they were quoted as saying they would consider any relevant suggestions the stations might come up with. In addition, a committee was formed to recontact NIS subscribers and consider the possibility of forming some sort of clearing house through which the stations might exchange ideas and, perhaps later, features and other material. Named to the committee were Bill Weaver, KNWZ(AM) Albuquerque, N.M.; Richard Brady, KXXA(FM) Little Rock, Ark.; Frank Scott, NBC-owned WRC(AM) Washington, and Jerry Coffin, NIS station services rep.

NBC officials said they hoped the necessary evaluations and studies might be completed by mid-December and that there might then be another meeting with subscribers, though none was scheduled.

Proposals advanced by station executives, aside from limited additional service from NBC, were said to include formation of a consortium of stations to provide a

service that would help fill the gap left by NIS's demise and the use of other services such as NBC's conventional network and other networks, AP Radio, UPI Audio and various syndicated services. Some stations said they were particularly impressed by the lengths to which NBC Radio and NIS executives seemed willing to go to let the stations know what material is available and, if necessary, to encourage other suppliers to enter the field.

(One supplier that needed no outside encouragement last week was AP Radio. While the meeting was in progress at the Roosevelt hotel, it set up equipment in the nearby Biltmore and invited NIS subscribers in for a good listen to its news service. In addition, AP Radio announced plans to increase its Washington staff by 18% with the addition of five members in January. That, officials said, will make a 63% increase since the service was launched two years ago. It currently has 415 station subscribers.)

In the NIS meeting some station executives were said to have questioned whether NBC's conventional radio network may itself be dropped. NBC representatives' response, according to participants, was that they intend to keep the network, the O&O radio stations, the radio division—and Jack Thayer, president of the division and principal architect of NIS.

Other NBC officials, confirming these intentions afterward, also said that without the financial drain of NIS, the radio division—that is, the network and the O&O stations—would have turned a profit this year. Just what NIS's losses have been has never been officially disclosed, but authoritative sources have indicated the figure is well over \$10 million for the 18 months NIS has been in operation.

Of the 62 stations that were NIS subscribers when the shut-down plans were announced, most of the 30 or so not at last week's meeting were presumed to be planning to convert to primarily music formats. Some have made clear that they do not feel able to continue with all-news without NIS. At least one, KJSN(FM) Klamath Falls, Ore., has already switched (to country music). Another, WSTV(AM) Steubenville, Ohio, has signed as a CBS Radio affiliate and plans to introduce middle-of-the-road music on Dec. 6 but still keep a heavier than usual emphasis on news, sports and information (BROADCASTING, Nov. 22).

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And on into the night

At AIM debate, fairness doctrine is hashed over once again by proponents and opponents

The fairness of the fairness doctrine was the subject of arguments pro and con at a symposium in Washington of Accuracy in Media, the conservative media watchdog group that dedicates itself to fighting what it sees as a left-liberal bias in the national media.

For the anti side at the AIM gathering

No corner on news. Radio Television News Directors Association President John Salisbury told the Oregon Association of Counties—in remarks reported nationwide by UPI—that people who want to be better informed in current events should not rely solely on radio and television news. Among the comments made to the county commissioners, Mr. Salisbury, who also is news and special projects director of KXL-AM-FM Portland, Ore., said that radio and television news do not have the time available to go into all of the news that there is to report and that people also should read newspapers, news magazines and special magazines to stay abreast of the news. He cited surveys that show 60% of American people receive the majority of their news from radio and television. If these surveys are correct, he said, "this means we are woefully ill-informed and under-informed."

Nov. 19 was a local Washington broadcaster, Ted Landphair of WMAL-AM-FM, and Carl Eiffert, aide to Senator William Proxmire (D-Wis.), who introduced legislation in the last Congress to abolish the doctrine. On the pro side was Reed Irvine, AIM chairman, and William Ray, chief of the FCC Complaints and Compliance division.

The latter three appeared on an afternoon panel devoted specifically to a fairness doctrine discussion. Mr. Landphair participated in an earlier panel on the more general topic, "rights and responsibilities of the media," but he used his time to discuss the doctrine, which he dubs the "apple-pie doctrine." "You see," he said, "like apple-pie, any rule with a Jack Armstrong name like 'fairness' is awfully hard to oppose. But most of us in broadcast news do oppose it," because it "casts broadcast media as newspapers' retardate siblings, who just can't handle full constitutional freedom."

Few broadcast newsmen would argue against fairness in news reporting, Mr. Landphair argued. "Like defenders of the fairness doctrine, we believe there ought to be responsible, noninflammatory, balanced, thoughtful and—yes—fair treatment of issues. We just don't think it should be the government rapping our knuckles to tell us so."

Mr. Landphair said the doctrine does inhibit vigorous reporting at stations, particularly at small- and middle-market ones that "just don't want the hassle. Their news directors know gutsiness leads to a phone call from a nervous general manager."

A fairness complaint could lead to court suits, hearings "and lots of money," he said. "So who's going to swim up that stream to air truly courageous material? Not very many of us almost-press editors."

"It's kind of funny. I'm told that when I first joined WMAL in 1970 there was one other finalist for my job. Some suburban newspaper report... a fellow named Bob Woodward.

"Suppose Woodward and some Bern-

steinesque broadcast colleague had stumbled upon Deep Throat. How many 'reliable source' stories do you think they would have aired, how many doors pried ajar, how much misfeasance rooted out, before some presidential emissary put the fear of God and the FCC in management?"

Mr. Landphair said he does not see the disagreement over the fairness doctrine as a "liberal versus conservative fuss," but those are precisely the terms in which Mr. Irvine said he sees it.

In his remarks, Mr. Irvine said, "there is a very simple way to test the sincerity of opponents of the fairness doctrine. Ask them if they would oppose the fairness doctrine if broadcasting were completely dominated by people whose views they did not like. For example, what if CBS, NBC, and ABC were bought up by conservatives who replaced Walter Cronkite and M. Stanton Evans, Eric Sevareid with Bill Buckley, John Chancellor with Pat Buchanan, Barbara Walters with Phyllis Schlafly, and so on? Would William Paley, Sander Vanocur and Senator Proxmire accept that without complaint? Or would they see some merit in the fairness doctrine?"

Mr. Irvine said he has asked that question of the heads of the networks, but has never received a straight answer. He did put that sort of question to Mr. Eiffert, asking if Mr. Proxmire would still be opposed to the doctrine if all the stations in Wisconsin afforded time during an election to Mr. Proxmire's opponents but gave none to him. Mr. Eiffert's reply that the senator would still oppose the doctrine drew disbelieving murmurs and laughs from the audience, including from Mr. Irvine. But Mr. Eiffert was insistent. Mr. Proxmire was an author of the legislation that gave statutory authority to the fairness doctrine, he noted, but has since changed his mind. The question of the fairness doctrine, he said, is a constitutional one. Because of the doctrine, "broadcasting has less than full freedom under the First Amendment."

Mr. Irvine said the fairness doctrine is intended as "a curb on the arbitrary power of a few individuals who hold government licenses to operate broadcasting stations.

Without some curb, those individuals can arbitrarily silence spokesmen for points of view they do not like. The purpose of the fairness doctrine is not to curb free speech, but to open up the broadcast media to a greater diversity of views."

He also said, "I am confident that if the networks were to ever become as dominated by conservatives as they are now dominated by liberals, the fairness doctrine would again achieve the status of holy scripture. Those now demanding its abrogation would be standing in line to file fairness complaints."

Mr. Ray argued the FCC's stand in support of the fairness doctrine, and added his own personal endorsement of it. Recalling his days as Midwest regional editor for NBC, he said he never felt himself inhibited by the doctrine. "I think no newsman who has any guts need fear anything from the fairness doctrine," he said.

Barry Gray suspended

WMCA(AM) New York's President R. Peter Straus said last week that the station has placed Barry Gray, its talk-show host of more than 25 years, on "indefinite suspension." Industry speculation centered on a possible conflict of interest in which Mr. Gray, on the air, might have pushed a particular enterprise he had a financial interest in without disclosing that interest to the public. Mr. Straus refused to comment on that speculation and re-emphasized his formal statement, which asserted that Mr. Gray "has failed to disclose essential information, which violates our established standards of conduct," which "strikes at the heart of the responsible relationship between a broadcaster and the listening community."

Mr. Gray was unavailable for comment, and his producer, Marian Bone, said her lips were sealed "on advice of counsel." In a formal statement distributed by WMCA, Mr. Gray said that "I deeply regret" the suspension, adding, "I am confident that the problem will be resolved fairly."

Earlier this year, the FCC fined WMCA for not logging as commercial time some of Mr. Gray's plugs for a commercially sponsored cruise that was to be presided over by Mr. Gray.

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Total audience up for network news

CBS grabs largest share of added viewership, said to amount to 28.4 million homes

Network evening news audiences are running 9% higher this season than they did in the same period a year ago. That translates to almost 2.4 million extra households per evening.

Network ratings as a whole were somewhat abnormally low at this time last year (for reasons that, it was finally agreed, were primarily technical). So part of this year's gain could reflect a correction of last fall's technical problems. But informed sources suggest that the greater part of the gain is in real-life audiences.

For the first seven weeks of the fourth quarter, the combined ratings of *ABC Evening News*, *CBS Evening News* and *NBC Nightly News* have averaged 39.9, which represents about 28.4 million viewing homes. For the same seven weeks of 1975 the average was 37.4, or 26 million homes. In ratings the increase is about 7%; in homes, due to the larger number of TV homes this year, it is 9.1%.

All three evening newscasts have shared in the increase, though not evenly.

ABC's seven-week average rating is 10.5, about 6% higher than a year ago. In homes, ABC is up about 586,000, or 8.5%.

Since these seven weeks cover the time

that Barbara Walters has shared ABC's anchor post with Harry Reasoner. The figures suggest that thus far ABC is doing better than last year but its gains are not quite up to those in the combined ABC-CBS-NBC newscast audience.

NBC, in second place behind CBS in the three-network race, also is doing a little better in these seven weeks, though its gain is less than ABC's. The *Nightly News* rating average is up from 13.6 to 13.7, an increase of about 1%, but owing to the increased three-network audience, NBC's share is off 4% while ABC's is up 5%.

CBS Evening News is the big gainer thus far, the only one whose increases exceed the three-network averages. CBS's seven-week average rating is up from 13.9 to 15.7, an advance of 13%, and its share is up 7%.

League faces big tab

The League of Women Voters education fund has been able to raise only \$105,000 of the \$270,000 it cost to put on the presidential and vice presidential debates, which the league sponsored this fall. Ruth Clusen, chairman of the league, assailed the decision by the Federal Election Commission to disallow corporate and foundation contributions to the debates. Peggy Lampl, executive director of the league education fund, said that when all contributions are in, the league will make up difference. "That will be our contribution," she said.

Public comments are rehashed on AM clears

FCC notice of inquiry and proposed rulemaking draws views on options ranging from creating 'superpower' stations to breaking down some 50 kw facilities for local service

The latest public comments in the 30-year-old question of how the FCC can most efficiently allocate AM clear-channel frequencies to provide nighttime service to the rural areas of the country produced very little that has not been heard before.

A year ago the commission reopened the proceeding, which had been closed since 1961, and called for comments on a notice of inquiry and proposed rulemaking which requests opinions on options ranging from allowing dominant class I-A clear-channel stations to increase power above the present 50 kw limit to breaking down the 12 unduplicated clears for local service (BROADCASTING, Dec. 8, 1975).

The most volatile issue is the creation of "superpowered" clears with up to 750 kw. Coming out in favor of this idea was the Clear Channel Broadcasting Services, an

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Broadcasting Jan 3

informal organization made up of licensees of 16 of the 25 U.S. clears, which said that the problem of poor or no service to rural areas (white areas) "remains unsolved and can only be remedied through removal of the present 50 kw power limitation" on I-A clears. CCBS also said that if a "clear channel were to be broken down and turned into a regional or local channel in order to provide for a number of facilities designed to render local or regional groundwave service, this would inevitably result in the creation of new 'white areas' and result in a loss of skywave and groundwave service to millions who have had such service for years."

In addition to increased power, CCBS suggested that the AM band be increased from the current allocations of 535-1605 khz to 525-1805 khz to allow more stations and to increase the number of FM assignments in urban areas by adopting a new mileage separation table, restricting new or modified class C facilities to 1,000 feet at 100 kw and reallocating 806-830 mhz from land mobile service to FM.

This concept of expanding the AM band was also suggested by the Corporation for Public Broadcasting, which also wants some of the new frequencies reserved for noncommercial stations. "It is no longer possible," CPB said, "to satisfy the expressed wishes of Congress and the American people for adequate noncommercial educational radio services without the reservation of additional channels beyond those currently available in the FM band." It wants reserved for noncommercial use, "about 10% of the channels expected to be assignable by 1985" and would like the commission to look into the possibility of assigning the frequencies between 150 and 285 khz for AM use.

Many existing clear-channel stations supported the superpower proposal with WOAI San Antonio saying the plan "deserves the benefit of a meaningful trial."

On the other side of the coin were many opposed to the superpower idea. The Daytime Broadcasters Association said that clear-channel broadcasting "is today devoid of any rational justification; it militates against basic statutory and regulatory principles, and constitutes a great waste and monopolization of valuable radio spectrum space."

Such high powered stations, the National Radio Broadcasters Association said, "would impair the diversity and quality of broadcast service available in the large cities to which they probably would be assigned by reducing the revenues of other stations licensed to these cities. And it would certainly have an adverse impact on small local stations operating in less populated areas. The loss of national and regional advertising could even prove fatal to many of these stations." Loss of advertising revenue to the superpower stations concerned WCIN Cincinnati, which said, "Diversification is not achieved by creating a situation where a small group of stations has all of the wealth, power and programming talent whereas the other local stations must compete with minimal adver-

tisers and audiences."

The networks, for the most part were content with the status quo, with ABC and NBC against the creation of superpowers and for the preservation of present class I-A clears. "Existing clear-channel and skywave service," said NBC, "must be preserved" since much of the country relies on clears for nighttime service and long-distance service while traveling. It also felt that superpower stations may not be practical due to economic factors. It estimated that installation costs alone of increasing power of its WNBC New York from 50 kw to 500 kw would run between \$1 million to \$1.25 million and added that "high power operation of some stations may have severe adverse effects on existing service of others."

ABC agreed and added that "expanded use of FM, rather than either superpower or breakdowns, is the much preferred means of providing expanded nighttime service."

CBS was also against the breakdown of existing clears but was not for a ban against superpower. It said that "those who are willing to undertake to provide such service should be permitted a reasonable opportunity to do so. However, since the provisions of higher power stations will permanently displace possible future local or regional assignments, the commission should require a showing as to how each station's proposed programming will be of service to the area."

It went on to protest against the breakdown of present clears, a position urged, it said, by groups with a "desire to make new stations available for 'emerging minorities' in areas which may already have multiple aural services" but believe that "racial minorities are underserved and will continue to be so until members of those minority groups are able to own stations. . . . There should not," CBS said, "be any rush to add stations—for the wrong reason—to the already crowded AM band. CBS does not believe the commission should abandon sound and tested standards of good engineering practice, thus causing widespread degradation of service, in order to facilitate such ownership."

Facilitating minority ownership is just

what the FCC should be doing, said the National Black Media Coalition in comments prepared by the Citizens Communications Center. NBMC would like to see the clears broken down to increase the number of possible AM stations "by over 1,000," thus making it easier for women and minorities to participate in ownership. It also wanted the commission to provide for two or three superpower noncommercial stations "in the event that rural areas cannot get adequate local service by means of a reallocation of power assignments using regional rather than clear channels and the use of FM translators and boosters."

The new stations that would emerge as a result of the "splintering" of the clears should be allocated not only to rural areas, NBMC said, but to cities for ownership by minorities not served by existing stations. The benefits resulting from these new stations, according to NBMC, would include: an increase in employment in broadcasting of blacks and women; an increase in diversity of local formats; a decrease in the scarcity of frequency space and possibly a partial decrease in the need for program content regulation; an increase in economic competition among broadcasters, and an opportunity to serve First Amendment goals by increasing amount of local news.

Another group calling for the breakdown of the 12 unduplicated clears was the Association for Broadcast Engineering Standards which suggested setting the maximum power of I-A stations at 50 kw; setting up a new class of stations, II-X, to provide full-time service on I-A frequencies with maximum power of 1 kw and minimum power of 250 w, and giving the II-X stations co-channel and daytime adjacent channel protection.

A different alternative was suggested by the consulting engineering firm of P.H. Lee Associates of Thousand Oaks, Calif., which urged the development of eight high-power, low-frequency stations that would cover the U.S. with an adequate clear-channel signal. The stations would be on the band between 150 and 285 khz with a power of 1,000 kw. "The existing class I-A assignments," Lee said, "could be broken down to I-B to provide limited regional coverage."

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The Broadcasting Playlist Nov 29

Contemporary

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

Playback

Texas tale. "Funky" music and "good hard rock 'n' roll" is the sound Dallas Texans prefer. So says Mikie Baker, music director of KLIF(AM) Dallas, where the fastest movers are black records. "It's more of a black-music-oriented city than a lot of people realize, and we're taking KLIF towards that sound," says Ms. Baker. But just because it's Texas, she says, most people think country music is the rule. Only a few progressive country artists—like Waylon Jennings and Willie Nelson or the Amazing Rhythm Aces—bridge rock 'n' roll and country formats, says Ms. Baker. The KLIF audience "doesn't like sophisticated English rock or slick rock 'n' roll and is not really into disco, either." **KLIF climbers.** Texas artist England Dan's *Nights Are Forever Without You* (Big Tree) is the fastest mover in his home town. Mac Davis, another local, is moving with *Every Now and Then* (Columbia). Still other movers include Engelbert Humperdinck's *After the Lovin'* (Epic), Alice Cooper's *I Never Cry* (Warner Bros.) and Electric Light Orchestra's *Livin' Thing* (United Artists). Ballads on KLIF "usually take longer to get off the ground than rock 'n' roll or black records, but, surprisingly enough, Burton Cummings' *Stand Tall* (Portrait) is moving," says Ms. Baker.

Country

Over-all-rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
2	1	Thinking of a Rendezvous (3:22) Johnny Duncan—Columbia	1	1	1	1
1	2	Baby Boy (3:04) Loretta Haggars—Columbia	3	2	3	2
12	3	Good Woman Blues (2:50) Mel Tillis—MCA	2	3	2	4
3	4	9,999,999 Tears (3:00) Dickey Lee—RCA	4	4	4	3
8	5	Somebody Somewhere (3:00) Loretta Lynn—MCA	5	5	5	8
6	6	Her Name Is (2:17) George Jones—Epic	8	6	6	6
13	7	I'm Gonna Love You (2:52) Dave & Sugar—RCA	6	9	9	7
9	8	Take My Breath Away (2:48) Margo Smith—Warner Bros.	9	7	7	11
7	9	You and Me (3:22) Tammy Wynette—Epic	10	8	8	5
16	10	Living It Down (2:30) Freddy Fender—ABC/Dot	7	11	10	13
4	11	Cherokee Maiden (2:56) Merle Haggard—Capitol	15	10	14	14
18	12	Hillbilly Heart (2:55) Johnny Rodriguez—Mercury	13	12	11	18
11	13	Lawdy Miss Clawdy (2:19) Mickey Gilley—Playboy	12	16	13	12
14	14	Thank God I've Got You (2:17) Statler Bros.—Mercury	14	13	12	17
5	15	Sweet Dreams (3:00) Emmy Lou Harris—Reprise	16	14	16	9
—	16	Fox on the Run (2:03) Tom T. Hall—Mercury	11	17	15	15
15	17	She Never Knew Me (2:46) Don Williams—ABC/Dot	21	15	17	16
21	18	Broken Down in Tiny Pieces (3:00) Billy (Crash) Craddock—ABC/Dot	19	19	20	10
17	19	A Whole Lotta Things... (2:42) Charley Pride—RCA	20	18	18	21
10	20	Show Me a Man (2:53) I.G. Sheppard—Hitsville	17	21	21	23
19	21	Among My Souvenirs (2:32) Marty Robbins—Columbia	18	20	19	20
22	22	Every Face Tells a Story (3:28) Olivia Newton-John—MCA	24	23	22	19
23	23	Peanut and Diamonds (3:10) Bill Anderson—MCA	23	24	25	22
—	24	Statues Without Hearts (2:42) Larry Gatlin—Monument	22	*	23	*
—	25	Everything I Own (2:49) Joe Stampley—ABC/Dot	*	22	24	25

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

Fates & Fortunes[®]

Media

J. Barnett Woodruff, engaged in administration of various Woodruff real estate enterprises, named president-treasurer of Columbus Broadcasting Co., licensee of WRBL-FM-TV Columbus, Ga. He succeeds his brother, late **Jim Woodruff Jr.**, president-general manager who died last month (BROADCASTING, Nov. 1). **George Gingell**, VP, assistant to president, appointed general manager of stations. **Jim Holder**, senior trust officer of First National Bank of Columbus, appointed board member and secretary of Columbus Broadcasting.

David M. Mönzel, audit principal, Arthur Young & Co. certified public accountants, Orlando, Fla., joins Cowles Communications, Daytona Beach, Fla., as controller.

Jeffrey Ruthizer, director of labor relations, RKO General Radio and TV, New York, named VP in charge of labor relations.

John J. Agolia, associate director of talent and program negotiations, business affairs, CBS-TV, New York, promoted to director of research and planning, business affairs there.

Jerry Hellard, promotion manager of Taft Broadcasting's WTVN-TV Columbus, Ohio, has joined ABC's public relations department in Los Angeles as supervisor, special projects, West Coast.

Tim O'Donnell, assistant community services director, KNX(AM) Los Angeles, promoted to community services director.

William Reed, director of station relations, and **Nell Mahrer**, director of administration, Public Broadcasting Service, Washington, appointed VP's in their respective areas. **Michael Hobbs**, VP, corporate planning/secretary; **Charles M. Lichenstein**, VP, public information and national affairs; **Frank Little**, VP, development; **Norman Sinel**, VP, corporate affairs and general counsel, and **Daniel Wells**, VP, engineering and operations, named senior VP's.

Torey Southwick, director of programing, noncommercial KPTS(TV) Hutchinson, Kan., appointed VP of licensee, Sunflower Educational Television Corp.

James J. Froehler, Upstate New York field director, People-to-People Health Foundation of Washington (Project HOPE), joins noncommercial WXXI-FM-TV Rochester, N.Y., as manager of community relations.

John W. Hollahan, executive producer, noncommercial WWVU-TV Morgantown, W.Va., joins noncommercial WMFE-TV Orlando, Fla., as public affairs director.

Broadcast Advertising

John E. Cullen, account executive, Campbell-Ewald, Los Angeles, appointed VP/account supervisor on Rockwell International western divisions account, succeeding **Michael W.**

Marsak, transferred to C-E Phoenix division/branch operations as VP/account supervisor on Ramada Inns account. He replaces **Anthony J. Hopp**, who returns to C-E Detroit office as VP, broadcast advertising, small car market segment of Chevrolet account.

Paul Singer, from Scali, McCabe, Solves, New York, joins DKG advertising there as VP/creative supervisor.

Dick Benzon, sales manager, WLS(AM) Chicago, joins Major Market Radio as VP/manager of its Dallas office.

LaRae Petrovich, from Vidtronic Co., Los Angeles, named media supervisor, Associates & Stephen Brock advertising, San Francisco.

Peggy Ann Tipton, from WSYR-TV Syracuse, N.Y., joins Lee Keller advertising/marketing firm, Rosemont, Pa., as manager of new office in Syracuse.

John Lehman, VP, Peters Griffin Woodward, New York, appointed sales manager, East-Southeast team. **Edward D. Loud**, West team salesman, New York, appointed West team sales manager. **Bob Galle**, from ABC-TV Spot Sales, rejoins PGW as mid-America team sales manager. **Raymond Hunter**, manager of PGW Detroit office, named sales manager, St. Louis office, succeeded by **Richard Kelly**, salesman in Chicago office. **Richard E. Langsam**, chief accountant, PGW, New York, named assistant controller.

Gary Lancaster, art director, Noble-Dury, Nashville, named to same post, D'Arcy-MacManus & Masius, St. Louis. **Judy Canter**, media buyer, Format Communications, Minneapolis, joins DM&M, St. Louis as time buyer.

Greg Ottersbach, from D'Arcy-MacManus & Masius, St. Louis, joins Botsford Ketchum, San Francisco, as media supervisor. **Karen McFee**, from Clinton E. Frank, San Francisco, joins Botsford there as media coordinator. **Craig Mathiesen**, **Ronald Meszaros** and **Tony Smith**, Botsford copywriters, named creative supervisors.

Ron Wayland, manager, Christal Co.'s Boston office, joins Buckley Radio Sales as manager of

its new Boston office. **Gordon McCaw**, account executive, Buckley's Detroit office, promoted to sales manager there.

Alan Schlossberg, Midwest sales manager, Radio Advertising Representatives, Chicago, appointed Eastern sales manager, RAR, New York, succeeded by **Erle Younker**, account executive with Chicago office.

Linda Grabiec, publicity coordinator, Higbee's Department Stores, Cleveland, joins Byer & Bowman advertising, Columbus, Ohio, as account executive. **John Kellogg**, broadcast advertising manager, Lasalle's Department Stores, Toledo, Ohio, joins Byer as account executive. **Gerry Semanson**, writer/producer, Artie Fields Productions, Detroit, named Byer & Bowman copywriter. **Matthew Dee**, Byer assistant account executive, promoted to account executive. **Carol Barrett**, Byer & Bowman time buyer, promoted to retail media director. **Bruce Reid**, account executive, promoted to retail broadcast producer.

Mark W. Moffett, VP/executive art director, McKinney, Silver & Rockett advertising, Raleigh, N.C., joins Siddall, Matus & Coughler Advertising, Richmond, Va., as creative director.

Leigh Kimball, public relations account executive, Fawcett McDermott Cavanagh, Honolulu, joins Mayfield Smith Park Advertising there as account executive.

Allen Hundley, former VP/Southwest regional manager, Radio Advertising Bureau, Detroit, joins Radio Southwest, Dallas-based regional radio network, as director of sales.

James R. Sterling, account executive, KNBC(TV) Los Angeles, promoted to local sales manager.

Hugh Robinson, national sales manager, WFA-TV Montgomery, Ala., promoted to general sales manager.

Joan E. Carson, account executive, KGTV(TV) San Diego, appointed retail sales manager.

John Ivan Marshall, former station manager,

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WVDC(AM) Washington, joins WGSO(AM) New Orleans, as sales manager.

Joanne Harrelson, account executive, WNIC(FM) Dearborn, Mich., named local sales manager, WNIC-AM-FM.

Dennis L. Zorn, salesman, KUPK-AM-FM Garden City, Kan., appointed sales manager.

Programming



Joseph

and United Artists Television. He succeeds **Ed Donaldson**, resigned.

Louis A. Arkoff, assistant to board chairman, American International Productions, Beverly Hills, Calif., named VP.

Jane Schlansker, former radio-television director, Witherspoon & Associates, Fort Worth-based advertising/public relations firm, has opened Jane Schlansker & Co., specializing in production of radio and television commercials and films plus public relations. 1313 West Freeway, Fort Worth.

Phillip C. Lancer, private attorney, Los Angeles, appointed associate director, business-affairs department, Columbia Pictures Television, Los Angeles.

Petar Sardelich, productions manager, KNBC(TV) Los Angeles, promoted to manager, productions/operations.

Randy Hanson, district sales manager, Jos. Schlitz Brewing Co., Milwaukee, appointed account executive, Eastern Division, Worldvision Enterprises Inc., New York.

Ellis A. Cohen, director of publicity, William Morris Agency, New York, resigned to become independent producer/writer specializing in made-for-TV movies, New York.

Joseph Carolei, associate director, KYW-TV Philadelphia, named producer/director, WEX-TV Petersburg (Richmond), Va.

Shirley Schell, executive secretary, WHP-AM-FM-TV Harrisburg, Pa., appointed radio program director.

Jay Blackburn, part-owner/chief operating officer, Hope, Bennet, Blackburn, San Juan, P.R.-based engineering and program consulting firm, joins WSDM(FM) Chicago as program director.

Bruce N. Wexler, program director, WBEN(AM) Buffalo, N.Y., joins KTOK(AM) Oklahoma City as program manager.

John Scott, from WLOF(AM) Orlando, Fla., joins WMFJ(AM)-WQXQ(FM) Daytona Beach, Fla., as program/music director.

Russell F. Vossen, station/operations manager, WAAY-TV Huntsville, Ala., joins WOTV(TV) Grand Rapids, Mich., as production manager.

Thomas S. Artabasy (Tom Scott), from WOPD(AM) Lakeland, Fla., joins WKTS(AM)

Sheboygan, Wis.

Allen W. Jackson, program director, WYRS(FM) Melbourne, Fla., named to same post, WNRS(AM) Saline (Ann Arbor), Mich.

David Bacon, sports director KMID-TV Midland, Tex., joins KMOL-TV San Antonio, Tex., as sportscaster.

Ted Mullins, sports director, WBNS-TV Columbus, Ohio, joins KOVR(TV) Stockton, Calif., as sportscaster.

Hal Hutkoff, production manager/field producer, noncommercial WNET(TV) Newark, N.J. (New York), joins noncommercial WETA-TV Washington, as coordinating producer.

Broadcast Journalism

Marilyn Russell, regional manager, station relations, NBC-TV, New York, appointed coordinator of NBC News Information Services, New York.

Dan Cooper, assignment editor, WHNT-TV Huntsville, Ala., promoted to director of news and public affairs.

Edward Cassacia, news writer/producer, WKBW-TV Buffalo, N.Y., appointed assignment editor. **Nancy Sanders**, secretary/news assistant, promoted to producer.

Lois Hart, news producer/anchor, KMST(TV) Monterey, Calif., joins KOVR(TV) Stockton, Calif., as anchor/reporter. **Don Lennox**, news producer, KABC-TV Los Angeles, named KOVR producer/assignment editor.

Nancy J. Laffey, anchor/reporter, WLBY-TV Bangor, Me., named reporter/news producer, WOKW-TV Huntington, W.Va.

John Ray, reporter, WPTV(TV) West Palm Beach, Fla., appointed assignment editor.

Elisabeth Sommars, reporter/newscaster, KGDN(AM)-KBIQ(FM) Edmonds, Wash., joins KVI(AM) Seattle as reporter.

Henry Del Castillo, director of rates and economic analysis, Data Transmission Co., Washington, joins Cable Television Information Center there as economic analyst.

Terrie Blair, communications graduate, Otterbein College, Westerville, Ohio, joins WTVN(TV) Columbus, Ohio, as weather reporter.

Wallace Westfeldt, executive producer for public affairs programming, noncommercial WETA-TV Washington, promoted to director of news and public affairs. **Christie Basham**, NBC News director of operations in Washington, joins WETA-TV as executive news/public affairs producer.

Cable

David Hanson, VP, pay-cable services, TeleVue Systems, Viacom's cable TV subsidiary on West Coast, appointed director of affiliate relations, for Showtime, Viacom's pay-cable service, New York.

Curtis W. Hart, news/sports director, WSON(AM)-WKDQ(FM) Henderson, Ky., joins WGBF(AM) Evansville, Ind., as reporter/newscaster.

Equipment & Engineering

Carl J. Bradshaw, group VP, communications, Oak Industries, Crystal Lake, Ill., named senior

VP, succeeded as group VP by **Werner R. Koester**, president of CATV division, position he retains.

Frederick G. Ramback, VP, international operations, Data Pathing, Sunnyvale, Calif., joins International Video Corp. there as director, Western hemisphere marketing operations.

L.R. Dongelewicz, manager, international sales development, RCA Broadcast Systems, Camden, N.J., appointed manager, Eastern European sales, based in Sunbury-on-Thames, Middlesex, England.

James J. McTernan Jr., VP, finance, Communications Satellite Corp., Washington, has resigned. He will continue, however, to perform special assignments for president, **Joseph V. Charyk**. **Carl J. Reber**, assistant VP, financial administration, will replace Mr. McTernan on acting basis.

John L. Charlton, national sales manager, Wabash Tape Corp., Des Plaines, Ill., named director of marketing, succeeded by **Kenneth R. Bacus**, Midwest regional sales manager. Wabash Tape manufactures and markets computer tape, flexible disks, digital cassettes and magnetic cards.

Neal Keehn, sales VP, Byron Motion Pictures, Washington, and former VP of sales for DeLuxe General, Hollywood, for 15 years, joins Motion Picture Laboratories, Memphis, as VP, sales and service, Eastern division, based in Washington.

Don Stafford, chief engineer, KEVN-TV Rapid City, S.D., named to same post, KHQA-TV Hannibal, Mo.-WTAD(AM)-WQCY(FM) Quincy, Ill.

Phil Linn, crew chief, Sacramento studio, KOVR(TV) Stockton/Sacramento, Calif., promoted to chief engineer, succeeded by **Ray Lambert**, engineer. **Duane Thompson**, engineer, appointed lead technician, Sacramento studio. **Chuck Haight**, KOVR engineer, Stockton studio, named assistant chief engineer there.

Allied Fields

William S. Paley, CBS chairman, named to receive 1976 First Amendment Freedoms award of Anti-Defamation League of B'nai B'rith at Dec. 7 dinner in New York. **Burton M. Joseph**, league chairman, said Mr. Paley "personifies and symbolizes the CBS commitment to the people's right to know and to the great journalistic tradition of uncovering and disseminating the facts without fear or favor."

Harvie E. Schwartz Jr., manager of engineering, Byron Motion Pictures Inc., Washington, named to newly created post of director of technical operations, Goldmark Communications Corp., Stamford, Conn.

Norfleet R. Turner, president, Data Communications Corp., Memphis, elected chairman of DCC's board of directors, succeeded by **James L. Thornton**, executive VP/head of computer operations. **James E. McKee**, senior VP, sales and marketing for BIAS Division (Broadcast Industry Automation System), named president of that division.

Newly elected officers, National Association of Farm Broadcasters: **Marvin Vines**, KAAY(AM) Little Rock, Ark., president; **Rich Hull**, WIBW(AM) Topeka, Kan., president-elect, and

James Wychor, KWOA(AM) Worthington, Minn., associates chairman. National VP's elected: **Davonna Oskarson**, WLW(AM) Cincinnati (Northeast); **Billy Yeargin**, Farmers Information Network, Raleigh, N.C. (Southeast); **Bruce Lease**, KWOA(AM)

Worthington, Minn. (North Central); **Joe Brown**, KDAV(AM) Lubbock, Tex., (South Central) and **Lynn Adair**, KSL(AM) Salt Lake City (West).

Charles Cappleman, director of program pro-

duction services, CBS, elected to four-year term as president of United Methodist Church's Central Communications Agency, Dayton, Ohio. **Barbara Blackstone**, assistant professor of communications, Slippery Rock (Pa.) State College, elected VP.

For the Record

As compiled by BROADCASTING for the period Nov. 15 through Nov. 19 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

TV starts

- *KETG Arkadelphia, Ark.—Authorized program operation on VHF ch. 9 (186-192 mhz); ERP 282 kw vis., 28.2 kw aur. HAAT 1,080 ft.; ant. height above ground 1,349 ft. Action Oct. 1.
- WGTQ Traverse City, Mich.—Authorized program operation on UHF ch. 29 (560-566 mhz); ERP 371 kw vis., 74.1 kw aur. Ant. height above ground 1,300 ft. Action Oct. 28.

FM applications

- Shelbyville, Ill.—Hanson Broadcasting Co. seeks 104.9 mhz, 3 kw, HAAT 120 ft. P.O. address: 2001 Jamestown Dr., Rockford, Ill. 61109. Estimated construction cost \$65,000; first-year operating cost \$72,000; revenue \$85,000. Format: C&W. Principals are Doris and Roy Hanson. Mrs. Hanson is former general manager of WSHY-AM-FM Shelbyville. Mr. Hanson is engineer with WRRR(AM) Rockford, Ill. Ann. Nov. 8.
- Indianapolis—Indianapolis Communications Corp. seeks 107.9 mhz, 41 kw, HAAT 907 ft. P.O. address: 400 Ober Bldg., Indianapolis 46204. Estimated construction cost \$325,000; first-year operating cost \$300,000; revenue \$300,000. Format: Country. Principals include Leonard E. Walk (26.43%); Edward J. Zebnowski, John R. Nichols, Paul Nussbaum (14.94% each); Herbert Roller and William M. Dunchon (13.22% each). Mr. Walk is broadcast consultant with real estate interests. Mr. Zebnowski owns Indianapolis building demolition firm. Mr. Nichols is partner in farm equipment manufacturer. Mr. Nussbaum is vice president of New York clothing firm. Messrs. Roller and Duchon have interests in women's clothing firm. Applicants are seeking facilities of former WIFE-FM. Ann. Nov. 8.
- Indianapolis—Mediacom Inc. seeks 107.9 mhz, 40.6 kw, HAAT 907 ft. P.O. address: 3649 N. Pennsylvania, Indianapolis 46240. Estimated construction cost \$265,790; first-year operating cost \$540,000; revenue \$670,000. Format: MOR. Principals include James E. Weir and George P. Sweet, Mr. Weir owns Indianapolis ad agency. Mr. Sweet owns real estate development and construction firm there. Applicant is seeking facilities of former WIFE-FM. Ann. Nov. 8.
- Indianapolis—Peoples Broadcasting Corp. seeks 107.9 mhz, 44 kw, HAAT 524 ft. P.O. address: 1010 E.

86th St., Indianapolis 46240. Estimated construction cost \$241,520; first-year operating cost \$344,276; revenue \$200,000. Format: Popular, talk, jazz. Principal: Joseph Cantor owns Indianapolis movie theater firm and has real estate interests. Applicant is requesting facilities of former WIFE-FM. Ann. Nov. 3.

- Indianapolis—Radio Circle City Inc. seeks 107.9 mhz, 41 kw, HAAT 910 ft. P.O. address: 7840 Holly Creek Ln., Indianapolis 46240. Estimated construction cost \$165,703.90; first-year operating cost \$215,000; revenue \$244,000. Format: Popular. Principals are Robert D. Kiley (61.11%) and seven local business and professional men, each with 5.55%. Mr. Kiley was former general manager of Star Stations Inc., former licensee of WIFE-AM-FM Indianapolis, facilities of which Radio Circle is seeking. Ann. Nov. 8.

- Indianapolis—Radio Corp. of Indiana seeks 107.9 mhz, 41 kw, HAAT 910 ft. P.O. address: 3737 N. Meridian St., Suite 400, Indianapolis 46208. Estimated construction cost \$116,874; first-year operating cost \$145,050; revenue: not given. Format: Popular, folk. Principals include Michael E. Gradison (51%) and Marvin J. Frank (20%). Mr. Gradison is president and director of Concrete Corp. of Indiana. Mr. Frank is partner in Indianapolis law firm. Applicant is requesting facilities of former WIFE-FM. Ann. Nov. 8.

- Evanston, Ill.—Genesis Broadcasting Ltd. seeks 105.1 mhz, 6 kw, HAAT 1,170 ft. P.O. address: 412 McLaren Ln., Lake Bluff, Ill. 60044. Estimated construction cost \$86,609.92; 3 month operating cost \$51,766; revenue \$250,000. Format: Rock, jazz. Principal: Henry C. Renken owns electronics service business in Lake Bluff, Ill. Ann. Nov. 8.

FM actions

- Mariposa, Calif.—Mariposa Broadcasting. Broadcast Bureau granted 96.3 mhz, 1.1 kw, HAAT 2,079 ft. P.O. address: 5194 Park Ave., Mariposa 95338. Estimated construction cost \$68,700; first-year operating cost \$65,536; revenue \$65,700. Format: C&W, MOR. Principals: Robert and Wanda Hughes (52%) and son Charles (16%); also Larry Milliken and Paul Brown (16% each). Messrs. Milliken, Brown and Charles Hughes work for KAMB(AM)-KWIP(FM) Merced, Calif. Robert Hughes is earth-moving contractor (BPH-9926). Action Nov. 9.
- Broadcast Bureau granted following CP modifications to extend completion time to date shown:

*WDNA Miami (BMPED-1423), March 25, 1977; WIAB Key West, Fla. (BMPH-14937), May 9, 1977; WCRJ Jacksonville, Fla. (BMP-14304), Jan. 16, 1977.

Ownership changes

Applications

- KTAN-AM-FM Sierra Vista, Ariz. (AM: 1420 khz, 1 kw-D, 500 w-N; FM: 100.9 mhz, 3 kw)—Seeks assignment of license from Huachuca Broadcasting Co. to Dennis 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. Ann. Nov. 10.
- WKSS(FM) Hartford-Meridian, Conn. (95.7 mhz, 14.5 kw)—Seeks assignment of license from Communico Inc. to Covenant Radio Corp. for \$1,250,000 plus up to \$49,500 for seller's obligations. Seller, principally owned by Frederic D. Constant, also owns KPOI(AM)-KHSS(FM) Honolulu, and has bought, subject to FCC approval, KQIV(FM) Lake Oswego, Ore. (BROADCASTING, May 31). Buyer is owned by publicly held Broad Street Communications Corp. which also owns WELI(AM) New Haven, Conn., WGSO(AM)-WQUE(FM) New Orleans, and KTOK(AM)-KAFG(FM) Oklahoma City. Ann. Nov. 8.
- WMAL-AM—FM Washington (AM: 630 khz, 5 kw-U; FM: 107.3 mhz, 50 kw)—Seeks assignment of license from Washington Star Communications Inc. to WMAL Inc. for \$16 million. Seller is owned by Joe L. Allbritton who also owns Washington Star, WMAL-TV, WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S.C. To comply with FCC cross-ownership rules, he must sell the Washington properties and one of the Lynchburg stations by 1978. Buyer is owned by ABC which has 12 radio and five TV stations. Ann. Nov. 10.
- WYZE(AM) Atlanta (AM: 1480 khz, 5 kw-D)—Seeks assignment of license from WYZE Communications Inc. to George H. Buck Jr. for \$400,000. Seller is owned equally by George Johnston III, George Barber Jr. and Lathrop W. Smith Jr. Mr. Johnston also owns 40% of WJLD(AM)-WZZK(FM) Birmingham, Ala.

KWTV Goes Harris!

KWTV-TV, Oklahoma City, Oklahoma goes Harris with their new BTD-50 H1 Transmitter

For complete information, write Harris Corporation, Broadcast Products Division, 123 Hampshire Street, Quincy, Illinois 62301



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

Summary of broadcasting

FCC tabulations as of Sept. 30, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,460	5	20	4,485	42	4,527
Commercial FM	2,790	0	52	2,842	140	2,982
Educational FM	827	0	30	857	68	925
Total Radio	8,077	5	102	8,184	250	8,434
Commercial TV	699	1	8	708	38	763
VHF	509	1	3	513	7	523
UHF	190	0	5	195	31	240
Educational TV	233	3	17	253	8	262
VHF	91	1	7	99	3	102
UHF	142	2	10	154	5	160
Total TV	932	4	25	961	48	1,025

*Special temporary authorization

**Includes off-air licenses

Buyer owns WHVN(AM) Charlotte, N.C.; WCOS-AM-FM Columbia, S.C.; WMGY(AM) Montgomery, Ala., and has sold, subject to FCC approval, WQAK(AM) Decatur, Ala. He also owns Columbia, S.C.-based Jazzology Documentary Record Co. Ann. Nov. 8.

■ WMVG-AM-FM Milledgeville, Ga. (AM: 1450 khz, 1 kw-D; FM: 107.3 mhz, 3 kw)—Seeks assignment of license from M.T. Landy to WMVG Inc. for \$450,000. Seller has no other broadcast interests. Principal in buyer is John W. Davidson who also owns WDAX(AM) McRae, Ga.; 90% of WKDK-AM-FM Kingstree, S.C., and 80% of WLOP(AM)-WIFO(FM) Jessup Ga. Ann. Nov. 8.

■ KTOF(FM) Cedar Rapids, Iowa (104.5 mhz, 100 kw)—Seeks assignment of license from Iowa Evangelistic Association Inc. to Young Broadcasting Co. for \$215,000. Seller is owned equally by Maxine Bruinekool, Ralph E. Duckworth, Rachel Agee and Eldon Schlenker, who also own KDMI(FM) Des Moines, Iowa. Buyer is owned equally by James W. Young and Eugene J. Dowie. Mr. Young is former general manager of KHAK-AM-FM Cedar Rapids. Mr. Dowie owns outdoor advertising firm there. Ann. Nov. 17.

■ KCTO(AM) Columbia, La. (1540 khz 1 kw-D)—Seeks assignment of license from Caldwell Broadcasting Co. Inc. to KCTO Broadcasting Co. for \$112,021.84. Seller is equally owned by H. Ted Woods, Quinten McLemore and John J. McKeithen who have no other broadcast interests. Buyer is owned by Ernest Sandidge Jr. (80%) and Tom D. Gay (20%), Mr. Sandidge is self-employed manufacturers' representative in Monroe, La. for various broadcast equipment firms and Gay is program director at KMLB(AM) Monroe. Ann. Nov. 8.

■ WGRG-AM-FM Pittsfield, Mass. (AM: 1110 khz, kw-D; FM: 95.9 mhz, 710 w)—Seeks assignment of license from Radio Pittsfield Inc. to Allan W. Roberts for \$236,700. Principals of seller are Melvin Gordon and Gerry Graham who have no other broadcast interests. Mr. Roberts is principal owner of WARE(AM) Ware and WDEW(AM) Westfield, both Massachusetts. Ann. Nov. 17.

■ WCER-AM-FM Charlotte, Mich. (AM: 1390 khz, 5 kw; FM: 92.7 mhz, 3 kw)—Seeks transfer of control of Eastern County Broadcasting Co. from Roy W. McLean and Craig E. Davids to Mid-America Broadcasting Inc. for \$288,000. Mr. Davids has 90% interest in KCKY(AM) Coolidge, Ariz. Buyer is owned by Ralph S. Gregory (70%) and Charles S. Hayes (30%). Mr. Gregory is account executive at WCCO-FM Minneapolis and has 60% interest in application for new FM in Little Falls, Minn. Mr. Hayes has interest in Chicago investment firm. Ann. Nov. 8.

■ WJML-AM-FM Petoskey, Mich. (AM: 1110 khz, 10 kw-D; FM: 98.9 mhz, 100 kw)—Seeks assignment of license from Harrington Broadcasting Co. to Petosky Broadcasting for \$640,000. Seller is principally owned by Betty Lou Harrington (60%) and five other minority stockholders, none of whom has any other broadcast interests. Buyer is owned principally by R. Bunke; Rogoski and Marion C. Boonstra who also are principals in WMUS-AM-FM Muskegon, Mich., WPLY(AM) Plymouth, Wis., and KAOH(AM) Duluth, Minn. Ann. Nov. 10.

■ KDEX-AM-FM Dexter, Mo. (AM: 1590 khz, 1 kw-D; FM: 102.3 mhz, 3 kw)—Seeks assignment of license from Dexter Broadcasting Co. to Dexter Broad-

casting Inc. for \$157,500. Seller is owned by Gerald F. Grojean, Meyer L. Grojean, and Joseph F. and Eugene D. Grojean who have no other broadcast interests. Buyer is equally owned by Leon E. and Joanne Steinbrueck and Jerome R. and Loretta W. Quinlan. Mr. Steinbrueck is sales manager of KWRT-AM-FM Boonville, Mo. Mr. Quinlan owns Boonville real estate and insurance firm. Mrs. Steinbrueck is executive secretary at Columbia, Mo., firm, and Mrs. Quinlan is housewife. Ann. Nov. 8.

■ WKRZ(AM)-WDJR(FM) Oil City, Pa. (AM: 1340 khz, 1 kw-D; FM: 98.5 mhz, 2.9 kw)—Seeks assignment of license from WKRZ Inc. to Oil City Broadcasting Inc. for \$250,000. Seller is owned by Olivia T. Rennekamp, executrix of estate of Kenneth E. Rennekamp, who also holds 50% of WKBI(AM) St. Marys, WKBI(FM) Ridgeway, and 25% of WTRA(AM) Latrobe, all Pennsylvania. Buyer is owned by Robert J. and Jeanne M. Shupala. Mr. Shupala is Erie, Pa. othodontist, owns 30% of WWCBA(AM) Cory, Pa., and has interest in Cleveland Indians baseball club. Ann. Nov. 8.

■ WLOK(AM) Memphis (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Starr Broadcasting Group to Gilliam Communications Inc. for \$725,000. Seller (Peter H. and Michael F. Starr and William F. Buckley Jr. are largest stockholders in publicly traded group owner) reported negotiations for this sale at time it announced sale of its WCYB-TV, Bristol, Va. (BROADCASTING, Aug. 16). Financially troubled Starr said deal is "part of its program to reduce senior indebtedness and to meet current obligations." Buyer is owned by H.A. Gilliam Jr., former vice president of Universal Life Insurance, Memphis. Ann. Nov. 17.

■ KYAC-FM Seattle (96.5 mhz, 5 kw)—Seeks assignment of license from Carl-Deck Inc. to O'Day Broadcasting of Washington for \$575,000 (including \$175,000 noncompetition covenant). Seller, which also owns KYAC(AM), is principally owned by Donald T. Dudley. Buyer: owned equally by Pat O'Day and H. Rand Ginn who also are principals of KORL(AM) Honolulu. Ann. Nov. 10.

Actions

■ KZAZ(TV) Nogales, Ariz. (ch. 11)—Broadcast Bureau granted assignment of license from I.B.C. to Roadrunner Television for \$1,985,000 plus assumption of \$187,000 in mortgage payments and liabilities. Seller is limited partnership owned 53.030% by television personality Danny Thomas; 17.677% by partnership of brothers Paul, Leo and Lester Ziffren; 17.929% by Carlotta Kirkeby; 5.682% by television personality Monty Hall and 5.682% by Stefan and Shirley Hatos. Sellers have no other broadcast interests. Buyer is limited partnership with Eugene D. Adelstein and Edward B. Berger as general partners and 110 other limited partners. Mr. Berger is Tucson, Ariz., attorney and Mr. Adelstein is general manager of KZAZ. Action Nov. 19.

■ KACY(AM) Port Hueneme, Calif. (1520 khz, 50 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from KACY Inc. to Western States Radio Corp. for \$866,000. Seller is principally owned by Lincoln Deller who also owns KMEN(AM) San Bernardino and KARM(AM) Fresno, both California. Buyer is tax-paying subsidiary of New York-based Children's Television Workshop which invests in cable TV to build on endowment base for partial self-support. Action Nov. 10.

■ WZGC(FM) Atlanta—Broadcast Bureau granted

assignment of license from GCC Communications Inc. to First Media of Georgia for \$2,510,000 plus \$990,000 covenant not to compete. Seller is owned by Alexander M. Tanger, president (100% common stock), and publicly held General Cinema Corp. (100% preferred stock), has been involved in years of litigation before courts and the FCC to acquire WEFM(FM) Chicago and change format from classical music to contemporary. It has been selling off other properties to cover Chicago losses (BROADCASTING, March 15). General Cinema owns 97% of WCIX-TV Miami, with Mr. Tanger as station's president. It owns major motion-picture theater chain, 21 bottling and canning plants and other enterprises. GCC Communications retains WIFM(FM) Philadelphia and WGCL(FM) Cleveland. Buyer is owned 49.2% by Richard E. Marriott, 30.78% by his brother, Jay W. Marriott Jr., and 18.01% by Richard's wife, Nancy P. Marriott. Marriott family is principal in publicly held Marriott Corp., Washington-based hotel, restaurant, airline catering and entertainment chain. Buyers also own WPGC-AM-FM Morningside, Md. (Washington), and KAYK-AM-FM Provo, Utah (BALH-2339). Action Nov. 16.

■ KRPL-AM-FM Moscow, Idaho (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 103.9 mhz, 180 w)—Broadcast Bureau granted transfer of control of KRPL Inc. from John P. Mix (56.85% before; none after) to Thomas L. Neal (40% before; 52.13% after). Consideration: \$157,426. Principals have no other broadcast interests (BTC-8126-6). Action Nov. 11.

■ KPJA(AM) Ironton, Mo. (1480 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from Ironton County Broadcasting Co. to Mid-America Communications for \$147,250. Seller is owned by Gaylon Watson, who has no other broadcast interests. Buyer is owned by Walter R. Sleeman Jr. and Donald W. Sherrick (14.5% each), James C. Wingo, Sally G. Bender, John C. Jeffers, Duane E. Stone, and Wayne A. Edwards (10% each), and three other stockholders. Mr. Sleeman has realty and farming interests; Mr. Sherrick is physician; others have various business interests in Illinois (BAL-8792). Action Nov. 9.

■ WOTW-AM-FM Nashua, N.H.—Broadcast Bureau granted assignment of license from Eastminster Broadcasting Corp. to MFP Corp. Consideration: none. Principals: Action reflects change in corporate name. Six stockholders retain same interests (BAL-2365, BALH-2365, BALRE-3098). Action Nov. 4.

■ KEOR(AM) Atoka, KTEN-FM Ada, both Oklahoma—Broadcast Bureau granted transfer of control of Eastman Oklahoma Television Co. to Oklahoma Broadcasting Co. Consideration: none. Principals: control of stations is being transferred to the stockholders of Eastern Oklahoma under new name of Oklahoma Broadcasting (BTC-8149). Action Oct. 18.

■ WCVR(AM) Randolph, Vt. (1320 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Scornix Group Broadcasting to Vermont Media Group for \$325,000. Principals in seller are Scott R. McQueen, Theodore E. Nixon, Randall R. Odeneal and Alfred W. Hill, who also own WLNH-AM-FM Laconia, N.H., and WCFR-AM-FM Springfield, Vt. Buyer is owned by John Shaefer and Daniel Bradley. Mr. Shaefer is operations manager of WWSR-AM-FM St. Albans, Vt., and has interest in WCAT(AM) Orange, Mass. Mr. Bradley was formerly sales manager of WOCR(FM) and WEFZ(FM) both Burlington, Vt. (BAL-8791). Action Nov. 11.

Facilities Changes

TV action

■ WNJU-TV New York—Broadcast Bureau granted CP to change ERP to 1620 kw; max ERP to 4680 kw, trans. location to World Trade Center, New York; type trans.; type ant.; ant. height 1,510 ft. (BPCT-4882). Action Nov. 9.

AM actions

■ KNFT Bayard, N.M.—Broadcast Bureau granted CP to increase daytime power to 5 kw and change type trans.; remote control permitted (BP-20,109). Action Nov. 4.

■ WENE Endicott, N.Y.—Broadcast Bureau granted modification of license covering change in studio location and remote control to 2719-2721 East Main St., Endwell, N.Y. (BML-2607). Action Nov. 9.

■ WHSL Wilmington, N.C.—Broadcast Bureau granted modification of license covering change in studio location to 5106 Wrightsville Ave., Wilmington,

Call letters

Applications

Call	Sought by
	New AM
WKWM	Richard L. Culpepper, Kentwood, Mich.
	New FM's
*WGAG-FM	Oak Ridge High School, Orlando, Fla.
*WINO-FM	Nathan B. Stubblefield Foundation Inc., Tampa, Fla.
KHIU	Elcom Corp., Honolulu
*WPCD	Parkland College, Champaign, Ill.
WWAV	Great Down East Wireless Talking Machine Co., Auburn, Me.
KTJJ	KBOA Inc., Farmington, Mo.
*WKHR	Kenston Local School District, Bainbridge, Ohio
KXOJ-FM	KXOJ Inc., Sapulpa, Okla.
*WIXO	Millersville State College, Millersville, Pa.
KSDN-FM	Green Bay Broadcasting Co., Aberdeen, S.D.
KWCB	Wilson County Broadcasting Co., Floresville, Tex.
KEXI	ComCast Media Services Inc., Walla Walla, Wash.
WRRL-FM	R-B Co. Inc., Rainelle, W.Va.
	Existing TV
KTVP	KGTO-TV Fayetteville, Ark.
	Existing AM's
KMSK	KDEO El Cajon, Calif.
WFAN	WOOK Washington
WZZZ	WBMK West Point, Ga.
WOYL	WKRZ Oil City, Pa.
	Existing FM's
WHKW	WVEL Fayette, Ala.
KKXX	KUZZ-FM Bakerfield, Calif.
WOOK	WFAN Washington
*WUEV	WEVC Evansville, Ind.
WRBK	WOBU New Bern, N.C.
KATT	KJAK Oklahoma City
WRJS	WDJR Oil City, Pa.
WWVV	WCCV Charlottesville, Va.

Grants

Call	Assigned to
	Existing AM's
WKKN	WYFE Rockford, Ill.
WRJZ	WETE Knoxville, Tenn.
	Existing FM's
KAZY	KLZ-FM Denver
WLYO	WNLK-FM Norwalk, Conn.
KXKZ	KRUS-FM Ruston, La.
KACW	KPLT-FM Paris, Tex.

and operate by remote control from studio location (BML-2609). Action Nov. 9.

■ WXIV South Paris, Me.—Broadcast Bureau granted modification of license covering change in studio location and remote control to 114 Main St., Norway, Me. (BML-2606). Action Nov. 9.

FM actions

■ KJNP-FM North Pole, Alaska—Broadcast Bureau granted modification of CP to change trans. location to 2189 ft. N.E. near top of Esther Dome, N.W. of Fairbanks, Alaska; ERP 25 kw (H&V); ant. height 1,570 ft. (H&V); remote control permitted (BMPH-14942). Action Nov. 10.

■ KUNA(FM) San Luis, Calif.—Broadcast Bureau granted CP to change studio location and remote control to 1020 Marsh St., San Luis Obispo, Calif.; and circular polarization to ant.; change TPO; ERP 5.6 kw (H&V); ant. height 1,410 ft. (H&V); remote control permitted (BPH-10253). Action Nov. 10.

■ WEEE(FM) Taylorville, Ill.—Broadcast Bureau granted CP to change trans. location/studio location to S.E. on Bypass Rd., Taylorville; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 780 w. (H&V); ant. height 290 ft. (H&V); conditions (BPH-10190). Action Nov. 11.

■ WZOW(FM) Goshen, Ind.—Broadcast Bureau granted modification of CP to change ant.; change ant. height 145 ft. (H&V); ERP 3 kw (H&V); conditions (BMPH-14947). Action Nov. 10.

■ WJRS-FM Jamestown, Ky.—Broadcast Bureau granted modification of CP (as reinstated) to change frequency to 104.9 mhz, ch. 285; ERP 2 kw (H); ant. height 360 ft. (H&V); condition (Doc. 19074). Action Nov. 10.

■ WJTO-FM Bath, Me.—Broadcast Bureau granted modification of CP to change ant.; change TPO and transmission line; change studio location and remote control to Berry's Mill Rd. West, Bath, Me. (previous trans. site); ERP 50 kw (H&V); ant. height 500 ft. (H&V); remote control permitted (BMPH-14945). Action Nov. 10.

■ WANG(FM) Coldwater, Mich.—Broadcast Bureau granted CP to replace expired permit for changes (BPH-10246); granted modification of CP to change trans. location to 653 East Chicago Rd., Coldwater; operate by remote control from studio location, 1.3 miles S. of city on Business Route I-69, Coldwater; make changes in ant. system (increase height); change ant. height 500 ft.; ERP 50 kw (H); remote control permitted (BMPH-14894). Action Nov. 10.

■ WGRD-FM Grand Rapids, Mich.—Broadcast Bureau granted CP to change trans. location to 0.3 miles west of Eastern of 92nd St., Grand Rapids; install new ant.; make changes in ant. system (decrease height); change TPO; ERP 13 kw (H&V); ant. height 590 ft. (H&V); remote control permitted; condition (BPH-9866). Action Nov. 9.

■ WMRV(FM) Endicott, N.Y.—Broadcast Bureau granted modification of license covering change in remote control and studio location to 2719-2721 E. Main St., Endwell, N.Y. (outside city limits) (BMLH-556). Action Nov. 10.

■ WWIL(FM) Wilmington, N.C.—Broadcast Bureau granted modification of license covering change in studio location to 5106 Wrightsville, Ave., near Wilmington (outside city limits); operate by remote control from proposed studio location (BMLH-558). Action Nov. 10.

■ WBNS-FM Columbus, Ohio—Broadcast Bureau granted CP to change trans. location, studio location and remote control to 770 Twin Rivers Dr., Columbus; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 26 kw (H&V); ant. height 660 ft. (H&V); remote control permitted (BPH-10264). Action Nov. 10.

■ *KTAI(FM) Kingsville, Tex.—Broadcast Bureau granted CP to change trans. location and studio location to Armstrong & West Ella Avenue at N.E. corner of East Wing of Manning Hall, Kingsville; make changes in ant. system (decrease height) (BPED-2374). Action Nov. 10.

■ KIOF(FM) Orange, Tex.—Broadcast Bureau granted modification of CP to change trans. location to 2.8 miles N.E. of Yidor, Tex.; change trans.; change ant.; make changes in ant. system (increase height); change TPO; ant. height 1060 ft. (H&V); ERP 100 kw (H&V) (BMPH-14951). Action Nov. 10.

■ KTYL(FM) Tyler, Tex.—Broadcast Bureau granted CP to change trans. location to Glasgow Rd., 0.5 miles east of Loop 323, Tyler; install new trans.; install new ant.; make changes in ant. system (increase height);

change TPO; ERP 100 kw (H&V); ant. height 470 ft. (H&V); remote control permitted (BPH-9953). Action Nov. 9.

■ *WWLR(FM) Lyndonville, Vt.—Broadcast Bureau granted modification of CP to change trans. location and studio location to Vail Center, Lyndon State College, Lyndon, Vt.; make changes in ant. system (increase height); conditions (BMPED-1435). Action Nov. 11.

FM start

■ Following station was authorized program operating authority for changed facilities on date shown: KAYL Provo, Utah (BPH-10,176). Nov. 4.

In contest

Case assignments

■ KDIG-FM San Diego, **renewal proceeding**: West Coast Media (Doc. 20971)—Designated ALJ Chester F. Naumowicz Jr. to serve as presiding judge; scheduled hearing for Feb. 14, 1977 in San Diego. Action Nov. 10.

■ Calhoun, Ga., **AM proceeding**: Frances Lanford and Cherokee Broadcasting Co., competing for 900 khz (Docs. 20928-9)—Designated ALJ Thomas B. Fitzpatrick to serve as presiding judge; scheduled hearing for Feb. 8, 1977. Action Nov. 10.

Procedural rulings

■ WAMA(AM) Selma, Ala., **renewal proceeding**: Vogel-Hendrix Corp. (Doc. 20722)—ALJ John H. Conlin granted motion by Vogel-Hendrix and rescheduled hearing from Dec. 2 to Feb. 1, 1977, in Selma; and ordered that any motion for summary decision must be filed by Jan. 5, 1977. Action Nov. 3.

■ WWLD-TV Jackson, Mich., **assignment of CP proceeding**: Jackson Television Corp. to Television Associates Inc. (Doc. 20673)—ALJ Lenore G. Ehrig converted Nov. 10 hearing to further and final prehearing conference. Action Nov. 8.

■ WLIR(FM) Garden City, N.Y., **renewal proceeding**: Stereo Broadcasters, and A.M.S. Radio Inc., **seeking same facilities** (Docs. 20590, 20833)—ALJ James F. Tierney granted petition by A.M.S. for leave to amend its application to reflect updated information concerning its ascertainment efforts. Action Nov. 12.

■ Dickinson, N.D., **AM proceeding**: Badlands Broadcasting Co. and Roughrider Broadcasting Co., competing for 1460 khz (Docs. 20691-2)—ALJ James F. Tierney, in response to request by Roughrider, extended from Dec. 3 to Jan. 3 time for filing proposed findings of fact and from Dec. 10 to Jan. 10 time for filing reply findings. Action Nov. 15.

■ Honea Path, S.C., **FM proceeding**: FM 103 Inc. and Radio Inc., competing for 103.1 mhz (Docs. 20882-3)—ALJ Lenore G. Ehrig scheduled hearing for March 15, 1977. Action Nov. 8.

Initial decision

■ WHBB(AM) Selma, Ala., **renewal proceeding**: Talton Broadcasting Co. (Doc. 20723)—ALJ Joseph Stirmer granted joint request by Talton, Dallas County

KHJ-TV Goes Harris!

**KHJ-TV, Hollywood, California
an RKO General Station
goes Harris with 5
TC-80 Live Color Cameras**

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Progressive Movement for Human Rights and Broadcast Bureau for issuance of consent order, granted renewal of license for WHBB for one-year term and closed record. Action Nov. 12.

Fines

- KNEI Waukon, Iowa—Broadcast Bureau notified licensee of apparent lability of \$2,000 for operating standard broadcast station at times, or with modes of power, other than those specified in basic instrument of authorization or presunrise authorization. Action Nov. 10.
- KFYN Bonham, Tex.—Broadcast Bureau notified licensee of apparent lability for \$750 for failing to perform quarterly tower light and associate circuit inspections. Action Nov. 10.

Other actions

- *KCMK(FM) Glenwood Springs, Colo.—Broadcast Bureau set aside commission's action of Oct. 19, which forfeited the CP, which authorized construction of new noncommercial educational station KCMK, and reinstated call letters KCMK pending final determination on request of applicant for reinstatement of permit. Action Nov. 10.
- WAAM(AM) Ann Arbor, Mich.—Broadcast Bureau granted renewal of license. Action Oct. 14.
- WGOW Chattanooga, Tenn.—Broadcast Bureau rescinded grant of application for renewal of license. Action Nov. 11.

Allocation

Action

- Commission changed FM assignments at Cheyenne, Wyo., Terrytown, Neb., Mitchell, S.D., and Crestview and Fort Walton Beach, Fla. It added ch. 264C (100.7 mhz) to Cheyenne, and retained ch. 250C (97.9 mhz) and 292A (106.3 mhz) there. In making ch. 264C addition, it was necessary to substitute ch. 280A (103.9 mhz) for unoccupied and unapplied for ch. 265A (100.9 mhz) at Terrytown, Neb. Action was in response to petition by KVWO Inc. Chs. 290C (105.9 mhz) and 297C (107.3 mhz) were assigned to Mitchell, and ch. 272A (102.3 mhz) deleted from the community. Action was in response to petition by KORN Mitchell. It authorized KMIT(FM) there, ch. 272A, in license renewal application, to specify operation on ch. 290. Ch. 243C (96.5 mhz) was substituted for ch. 285A (104.9 mhz) at Crestview, Fla., in response to petition by WJSB(AM) and WAAZ-FM (ch. 285A). It authorized modification of WAAZ-FM license to specify operation on ch. 243C. FCC assigned ch. 221A (92.1 mhz) to Fort Walton Beach, on request of White Sands Broadcasting Co. (Docs. 20314, 20421, 20422). Action Oct. 27.

Translators

Applications

- Mohave County Board of Supervisors, Bullhead City, Ariz.—Seeks ch. 6 rebroadcasting KVVU-TV Las Vegas (BPTTV-5719). Ann. Nov. 15.
- Mohave County Board of Supervisors, Kingman, Ariz.—Seeks ch. 60 rebroadcasting KVVU-TV Las Vegas (BPTT-3131). Ann. Nov. 15.
- Mohave County Board of Supervisors, Lake Havasu City, Ariz.—Seeks ch. 4 rebroadcasting KVVU-TV Las Vegas (BPTTV-5720). Ann. Nov. 15.
- Mohave County Board of Supervisors, Mohave Valley, Topock, Gas City, all Arizona, and Needles, Calif.—Seeks ch. 58 rebroadcasting KVVU-TV Las Vegas (BPTT-3130). Ann. Nov. 15.
- State Educational Radio and Television Facility Board, Ottumwa and surrounding area, Iowa—Seeks to amend CP to change primary station to KIIN-TV Iowa City, Iowa (BPTT-3073). Ann. Nov. 17.

Action

- Wyneco Communication Inc. Rapid City, S.D.—Broadcast Bureau at request of applicant dismissed application for CP for new station. Action Nov. 19.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance. FCC announced Nov. 16 (stations listed are TV signals proposed for carriage):

- Roanoke Valley Cablevision, for Roanoke, Roanoke county, (town of) Vinton, All Virginia (CAC-07497-9); WTCC Atlanta and delete WDCA-TV Washington.
- Puercell CATV Corp., Box 2604, Youngstown, Ohio 44507, for (town of) Lexington, Okla. (CAC-07500); KOCO-TV, KWTW, KTVY, KETA, KOKII—TV, Oklahoma City; KXTX-TV Dallas; KTVT Ft. Worth; KBMA-TV Kansas City, Mo.
- Cablecom-General, for Beloit, Kan. (CAC-07501); KHNE-TV Hastings, Neb.
- Kanawha Cable Television Co., for Cross Lanes, W.Va. (CAC-07502); WIIIS-TV Bluefield, W.Va.; WDTV Weston, W.Va.
- Fur West Communications for West Salem, Ore. (CAC-07503); CHAN-TV Vancouver, B.C.
- Siorer Cable TV, for Calistoga, St. Helena, (unincorporated areas of) Napa county, all California (CAC-07504-6); KDTV San Francisco.
- Tele-Vue Systems, for Ross, Calif. (CAC-07507); Requests certification of existing operations.
- Teleprompter County Cable TV Corp., for Mt. Vernon and (Manhattan) New York (CAC-07508-9); WKBS-TV Burlington, N.J. and delete: WPHL-TV Philadelphia.

■ Upstate Community Antenna, Box 20, North Syracuse, N.Y. 13212, for (town of) Salina, N.Y. (CAC-07510); WCNY-TV, WTVH, WNYS-TV, WSYR-TV, Syracuse, N.Y.; WPIX, WOR-TV, WNEW-TV, New York; WUTV-TV Buffalo, N.Y.; CKWS-TV Kingston, Ontario.

■ Bay Cablevision, for Berkeley, Calif. (CAC-07511); Requests certification of existing operations.

■ American Cablevision of Carolina, for Whiteville, N.C. (CAC-07512); Requests certification of existing operations and to add: WCTI-TV New Bern, N.C.; WRET-TV Charlotte, N.C.; WTTG, WDCA-TV, Washington; WGGG-TV Greenville, S.C.

■ Lower Bucks Cablevision, for Bristol township, Pa. (CAC-07513); Requests certification of existing operations.

■ Cablecom-General, for Joplin, Mo. (CAC-07514); KOZK Springfield, Mo.

■ Coleman TV Cable Co., for Coleman, Tex. (CAC-07515); Requests certification of existing operations.

■ NW Translator TV, 204 Flynn, Alva, Okla. 73717, for Caldwell, Anthony, both Kansas, Pondcreek, North Enid, Wakita, all Oklahoma (CAC-07516-20); KTVY, KWTW, KOCO—TV, KETA, Oklahoma City; KOTV, KTEW-TV, Tulsa, Okl.; KAKE-TV, KARD-TV, Wichita, Kan. KTVH-TV Hutchinson, Kan.

■ Cable TV Systems, for Hutchinson, Kan. (CAC-07521); Requests certification of existing operations.

■ Milton CATV, for Kelly township, Pa. (CAC-07522); WTAJ-TV Altoona, Pa.

■ Poughkeepsie Cablevision, for (town of) Pleasant Valley, LaGrange, (town of) Poughkeepsie, Poughkeepsie, all New York (CAC-07523-6); WNJU-TV Linden, N.J.

■ Daniels Properties, for Nolanville, Tex. (CAC-07527); WFAA-TV, KDFW-TV, Dallas.

■ The All American Cablevision, for Columbus, Ohio (CAC-07528); WOUB-TV Athens, Ohio.

Other actions

■ Southwestern Cable Co., San Diego—Commission granted Southwestern Cable waiver of grandfather rules to allow carriage of KABC-TV and KHJ-TV, both Los Angeles. Southwestern was denied authority to carry signals on its systems built since 1972, even though those signals were authorized on its grandfathered system. Action Nov. 9.

■ Falcon Communications, for Woodlake, Three Rivers, Camp Nelson, Hot Springs, Posey and Springfield, all California (CSR-10760); Requests waiver of rules to allow acquisition of controlling interests in cable systems in subject communities.

■ TV Selection System, for Meridian, Miss. (CSR-1077); Petition requesting authority to continue carriage of WAPT Jackson, Miss.

■ San Juan Cable TV, for Aztec & Bloomfield, N.M. (CSR-1078); Petition requesting waiver rules to require San Juan Cable TV Inc. to grant network nonduplication protection to KREZ-TV Durango, Colo. over network programming of KGGM-TV, filed by New Mexico Broadcasting Co.

■ Hamburg TV Cable, for Leesport, Mohrsville, Edenburg, Shoemakersville, Hamburg, and West Hamburg, all Pennsylvania (CSR-1079); Petition requesting order directing Hamburg TV Cable to show cause why it should not cease and desist from its refusal to provide network program nonduplication protection to WGAL-TV Lancaster, Pa., filed by WGAL Television Inc.

■ Tri-State Cable Systems, for Rose Hill, Va. (CSR-1080T); Requests special temporary authority to operate cable television system pending action on its CAC application filed simultaneously.

■ Teleprompter Cable Communications Corp., for Richland, Wash. (CSR-1079); Petition requesting approval of city's franchise 5% franchise fee.

■ El Centro, Calif.—Commission partially granted petition for special relief filed by KECC Television Corp., licensee of KECC-TV El Centro, Calif., and directed Micro-Cable Communications Corp. to provide KECC-TV with one-hour network nonduplication protection against KOOL-TV (CBS), Phoenix, Ariz., on Micro-Cable's Yuma, Ariz., cable system. One-hour protection is to be provided for 18 months, when KECC-TV may renew its request for waiver of simultaneous nonduplication rules by filing another petition for special relief. Action Nov. 10.

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Sales manager New England medium market, AM/FM separately programmed. Must be best salesperson on staff plus good administrator. Career opportunity with a solid operation. Excellent incentive plan. Box Y-166, BROADCASTING.

Ownership without any cash investment plus the challenge to run an exciting Northeast Suburban Station is offered to a person who can be a top selling manager. Personal interview required. Box Y-208, BROADCASTING.

Program manager/director. I am seeking a program manager that can manage and direct our air personalities, personally show business, can combine creative judgement with practical judgement, become involved with our community and continue to gain and serve a public. We're a medium market c/w format with emphasis on local news. Salary for this programming position is open. Send air checks, production samples, resume, and salary requirements to Buster Pollard, Owner and General Manager, WBHP Radio, P.O. Box 547, Huntsville, AL 35804.

Partner needed to manage Arkansas small market station \$5,000. Investment required. Phone 317-653-6583 after 7 p.m.

HELP WANTED SALES

Wanted: Sales person for midwest AM-FM. Box W-187, BROADCASTING.

Top-notch NJ operation seeks top-notch salesperson. EOE. Immediate opening for experienced go-getter. Details to Box Y-160, BROADCASTING.

Denver, high commission, great climate, successful talk format, opportunity for man or woman to make good money. KWBZ, 3 West Princeton, Englewood, CO. Sales Manager. 303-761-1150.

Macon, Georgia, 24-hour AM "Modern country," Georgia's second largest market has immediate opening for a professional, well trained account executive, must have at least one year experience. Contact WBML Radio, 847 Riverside Drive, 912-743-5453.

Suburban Washington, D.C. FM stereo station seeks experienced salesperson. Excellent salary and high commission plus great territory! Box Y-195, BROADCASTING.

Coastal Massachusetts-attractive single station market. Offers unusual growth opportunity for radio salesperson ready for move to sales management. Box Y-223, BROADCASTING.

Immediate opening for an experienced salesperson. First opening for us in 5 years. Big list. 2 exciting radio stations, one of them brand new. Top starting guarantee. Call or write WDW-WDZO, 265 S. Park, Decatur, IL. Ron Fischmann, 217-423-9744.

WEEL seeks direct salesperson for adult contemporary station in best 1,000,000 market in country; Northern Virginia. Must have street experience. First year: \$15,000.00. Available now. Call Greg Pearson 703-273-4000.

Somewhere there must be an aggressive, experienced, radio salesperson, age/sex no consideration, to join a sales team permanently, and grow to be part of management team in Florida resort community. If you know radio sales, can build a block and close and service and want to settle permanently, we want to talk to you. Call 305-278-2894, Mr. Harris.

HELP WANTED SALES CONTINUED

TM Productions, the leading company in services to the broadcasting industry, is looking for a sales representative for our growing marketing team. Frankly, we're only interested in people who are way above average in integrity, intelligence, and motivation. We want people with experience in sales and programming at the radio station level, people who can solve problems creatively. Our representatives are self-starting professionals who love to travel. Their earnings are limited only by the amount of time and energy they invest in themselves and in their clients. The product they sell is the finest in the world, and we pledge to continue creative, useful product that broadcasters will need and want. If you're our kind of people, we want you on our team. A letter and resume to Jerry Atchley, TM Productions, Inc., 1349 Regal Row, Dallas, TX 75247, will get an immediate response.

HELP WANTED ANNOUNCERS

Experienced staff announcer. CW Format. Some production. Sales if desired. Good salary, fringe benefits. Send resume: Box Y-99, BROADCASTING.

Radio-comb/ancr/engineer. 10,000 W, 24 hour central California Radio Station, soon country rock. Grow with a company with four radio stations and two TV's. Need experienced country rock jockies. FCC 1/C License. \$800 to \$1,000 per month starting salary. Application for 50,000 non-directional covering six million population, pending before commission. 1½ hours from San Francisco, 1 hour from High Sierra. An Equal Opportunity Station. Send resume to Box Y-100, BROADCASTING.

Expansion-created slot for warm, direct announcer. Successful station, excellent facilities. Box Y-108, BROADCASTING.

Experienced program director & contemporary disc jockeys with production ability, need by growing chain in western Massachusetts. Box Y-172, BROADCASTING.

Experienced 1st ticket announcer for disco format. Airmail tape, etc. KDKO, Littleton-Denver, CO 80120.

Good announcer, strong production for "All News" (NBC-NIS) AM and "Beautiful Music" FM. Both automated Schafer 903's. Must have excellent references. Medium size market in the sunshine belt near Gulf Coast and Old Mexico. Write KURV-KESI, P.O. Box 1638, Edinburg, TX 78539.

Experienced combo announcer-engineer needed for 50 kw FM religious station in Indiana. Also possible assistant manager. Send tape and resume to Mike Heuberger, WBCL, 1025 W. Rudisill, Fort Wayne, IN 46807. 219-745-0576.

Experience not necessary. . . . just quality, a thoroughly professional attitude and a 3rd. I have immediate openings for part-time/weekend news and production at one of the country's outstanding beautiful music stations—WEZN, Bridgeport. Call Paul Roger 9am to noon. EOE.

Virginia AM-FM station has opening for an experienced announcer to handle morning drive shift. Excellent salary, company benefits and stability. EOE. Send tape and resume to J. William Poole, WFLS AM-FM, Box 597, Fredericksburg, VA 22401.

Jacksonville, Fla.-Beautiful music WKTZ-dominant No. 1 station wants experienced announcer, good voice, good pay, EEO Employer. Call Alan Munro, 904-743-2400.

Beautiful/MOR station would like to hear audition tapes from staff announcers interested in filling future vacancies when they occur. Additional skills with copy, production and news helpful. Top facilities. Stability. Equal Opportunity Employer. Tepe & resume to WSRS, Box 961 West Side Sta., Worcester, MA 01602.

HELP WANTED ANNOUNCERS CONTINUED

Florida classical station seeking creative personality for uptempo concert program. Thorough knowledge of repertoire required; experience in other formats advantageous. Call Alvis Sherouse, WTMI, Miami. 305-443-5251.

Immediate opening for night jock on morning AM station experience necessary 2 years minimum send air check PIC and resume to Allen Strike, WTRC, PO Box 699, Elkhart, IN 46514. No tapes returned. E.O.E.

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.

Talk show host major midwest market looking for a real pro. Write Robert Sloan, 4378 Lindell, St. Louis, MO 63108.

HELP WANTED TECHNICAL

Chief engineer for AM/FM, automation. Indiana. Box W-150, BROADCASTING.

Chief engineer, 50 KW AM, 100 KW FM. Challenge/opportunity for the exceptional engineer. EOE. Box Y-176, BROADCASTING.

Wisconsin AM/FM seeking chief engineer-announcer, to maintain directional nighttime operation. Must be experienced, mature, and provide references. Knowledge of FCC regulations a must. Salary commensurate with ability and experience. No floaters, please. Send resume and requirements. EOE. Reply Box Y-200, BROADCASTING.

Chief engineer needed. First phone. Thoroughly experienced all phases including maintenance. 24 hour operation. Wilmington, DE. Box Y-226, BROADCASTING.

Chief engineer for directional AM & full Power FM. Microwave, two Schafer 903's. Must be mature, experienced, with excellent references. Perfect working and living conditions with good income and benefits. Write to KURV-KESI, P.O. Box 1638, Edinburg, TX 78539.

Major market SW AM (directional nights)/stereo FM has an immediate opening for a qualified technician. Requires a minimum two years experience in studio maintenance, RF, STL and Remote control. First phone a must. An Equal Opportunity Employer. Send complete resume to KXYZ, Inc. 1602 Fannin Bank Building, Houston, TX 77030.

Chief engineer, North East directional AM, requires strong background experience in audio and DA's. Group ownership and excellent benefits. WAMS, PO Box 3677, Wilmington, DE 19807. 302-654-8881.

Chief engineer for upper midwest directional daytimer. Take charge of complete responsibility for engineering. Excellent opportunity in stable community on the shore of Lake Michigan. EOE. Contact: Manager, WKTS, 814 Plaza 8, Sheboygan, WI 53081, 414-457-5561.

Immediate opening for first phone engineer for Miami, Florida, AM station, four tower directional. Combo plus solid experience in all phases transmitter and solid state studio equipment. Isolated XMTR site requires 4 days on duty. Good pay and benefits. Contact L. Shea, WRHC Radio, 2260 SW 8th Street, Miami, FL 33135 or phone 305-541-3300. An Equal Opportunity Employer.

Chief engineer, experienced or willing to train the right person. Some announcing. Call Jim Ballard, 606-248-5842.

HELP WANTED NEWS

News reporter to gather, write and present local news on quality South Carolina AM-FM radio stations. Send complete resume and references with first letter. State minimum acceptable starting salary. An Equal Opportunity Employer. Box Y-171, BROADCASTING.

Radio news reporter. Duties include a drive-time airshift, public affairs and outside reporting. Minimum of two years experience and college degree required. Rush aircheck and resume to News Director, KNOW/CSW News, PO Box 2197, Austin, TX 78768. KNOW/CSW is an equal opportunity employer.

Newscaster. Good voice. Bright, confident, up-beat delivery. For contemporary station longtime No. 1 market. To replace staffer moving on to major market. Rush short up-beat news tape, news copy, resume. Ron Russell, WHYN, Springfield, MA 01101. Equal Opportunity Employer. Please, no phone applications.

Newscaster/reporter, experienced in field reporting and studio air work. Will be responsible for news on daytime AM and 50,000 watt stereo FM. Excellent living conditions in historical college town. Send tape, resume, salary requirements and writing samples to Don Bentley, GM, P.O. Box 180, Williamsburg, VA 23185. EOE.

NIS maybe going, but all news is here to stay in our market. Seek dynamic electronic journalist with street savvy, strong delivery, and sports interest. Third endorsed mandatory. Send tape, resume, writing samples to Box 17-442, West Hartford, CT 06117. EOE-M/F.

News director and newscaster wanted for future positions. Send tape and resume to Bartell Broadcasting, 205 E. 42 St., New York, NY 10017. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program director, modern country specialist. \$9600 & rating bonus. P.D. experience required. Medium market, beautiful coastal community. EOE. Send resume to Box Y-173, BROADCASTING.

Music director/instructor. Responsible for programming most of station's music, cataloguing and filing. Coach student announcers in classical pronunciations. Prepare monthly classical music schedule for program guide. Announce one two-hour program daily. Must have Masters degree and 3rd class license. Teaching responsibility: one course in RTVF curriculum. Job open December 15. Salary \$11,000, plus university benefits. Ed Paulin, General Manager KOSU, Oklahoma State University, Stillwater, OK 74074. Call 405-624-6352. EOE.

SITUATIONS WANTED MANAGEMENT

Equipment sales rep, 15 years exp in broadcasting, first phone, seek general or sales manager position. Box Y-211, BROADCASTING.

Co-op specialist. Crack the toughies, rob the newspapers, puzzle your competition. Management experience that produces. Prefer R.A.B. AM-FM, but all offers answered. Write now, you won't be sorry. Box Y-215, BROADCASTING.

Looking for small to medium market as manager-operations. Over 30 years complete experience. Great production ability ideas that sell plus great voice heard on national commercials. Family man civically minded. Looking for security. Can make your station money. Call after 7 p.m. Est. Gordon Walsh, 305-287-5599 or write Box 356 Stuart, FL 33494.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Female announcer, 1st class, 2 years exp. seeks Rock, C&W or Jazz in medium/small market. Box Y-164, BROADCASTING.

Experienced small market announcer with 3rd endorsed desires adult contemp in mid Atlantic. Box Y-194, BROADCASTING.

1st phone, broadcast grad, good music bkgnd, looking for first break, Box Y-213, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Contemporary personality wants to leave mismanagement and low pay. Why settle for less? Hire a 3 year pro. Box Y-221, BROADCASTING.

MOR one to one personality eleven year background, smooth warm approach, production, musical talk. Box Y-224, BROADCASTING.

Emerson grad. Married. 2 yrs. air exper. 3rd end. Strong voice, Bright, creative hard worker looking for challenge. Call 617-471-7087.

DJ, 3 years on air, emphasis jazz and electronic musics, 3rd endorsed production and board experience, University Wisconsin grad. Seeks position with jazz, contemporary, classical, MOR anywhere, resume, tape. Cary Appenzeller, Call evenings only 516-791-9349, 64 Cloverfield Rd. South Valley Stream, NY 11581.

Contemporary personality with six years experience looking to relocate. Would like to stay in top 100 markets. Please call Denny at 716-763-8996.

Personality strong on jazz and classical music, news-oriented, looking for challenge after enough years of broadcasting in New York City: Gordon Spencer (Kahn), 42-47 Parsons Blvd., Queens, NY 11355.

6 year pro, all formats, 1st phone family man will relocate for better support I know I'm worth. 904-761-6920.

Attention southeast: Small market top 40, MOR. DJ quality voice, good production and news. 3rd phone, some experience. Marc 404-252-7079.

Everybody tells me I'm good. Small town radio has given me general knowledge of every facet. Announcing first love, news, sales, follow. 3rd. Greg Pangallo, Star Rt. Solon Springs, WI.

10 years experience, jock, news, PBP. Prefer C&W or MOR. Box 3, Coming, NY 14830.

DJ great board, own commercials, experienced will go anywhere. Contact: Bob Fowler, 92 Alder Dr., Mastic Beach, NY 11951.

Wanted: Position with small market station desiring the sound of the major markets. Experienced and qualified in board work, news, sports, public affairs, programming, music and production. Box 111033, Nashville, TN 37211.

Major market sound available for your small or medium. 4 years experience, program director in 2 small markets. Personality plus, production, copy writing and news. Call Gary, 314-896-5518 before noon.

SITUATIONS WANTED TECHNICAL

1st phone, college background in EE, Broadcast Experience. Looking for engineering operations position. Rudy Menna, 502 Summit Ave., Jenkintown, PA 19046.

SITUATIONS WANTED NEWS

Professional broadcast journalist of 10 years with pleasant voice seeks general assignment or documentary writer/reporter position with established station. Box Y-210, BROADCASTING.

Black journalist-broadcaster formerly reporter with Associated Press recently trained newscaster with resonant authoritative delivery also DJ skills. Relocate. Box Y-225, BROADCASTING.

Creative, conversational writing by experienced pro., in news, production, publicity and public affairs. 3rd endorsed. Contact Stan. 212-526-1831 day/evening.

Aggressive newsman/reporter. 6 years experience. Copywriting. Talk shows. Art Fletcher, 312-246-1122.

Man desires newswriter/reporter/sales job. BA in journalism. Some experience in radio newscasting, reporting and newspaper ad sales. Willing to start low and work up. Anywhere. Douglas Hammell, 512 N. 10th Street, De Pere, WI 54115, 414-336-6818.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Buzz Words! is what you'll get from job hunters. Results are what this career programmer delivers. Brilliant record. Will give up what I have, if your major market challenge and reward are exciting. I'm 33, have beautiful wife and kids. Write to me personally: Mike Long, P.O. Box 1666, Charlotte, NC 28232.

Beautiful music operations director, 4 years No. 1 in Miami with SRP-Schulke Format, looking for corporate or single station position with solid future and growth. Contact Pete Irmiter, 305-962-3566, 7291 Forrest Street, Hollywood, FL 33024.

TELEVISION

HELP WANTED MANAGEMENT

Business manager-accountant Experienced bookkeeper to take full charge of radio-TV operation bookkeeping department. Perform and supervise all accounting functions including preparation P&L statement and corporate balance sheet. Need strong cost control experience. Replies kept confidential. An Equal Opportunity Employer. Box Y-229, BROADCASTING.

HELP WANTED SALES

Experienced salesperson to sell or trade programs to television stations. We are a New York based subsidiary of a large advertising agency. Replies are confidential. Forward resume and salary requirements to Box Y-227, BROADCASTING.

Opportunity to sell TV in a small but competitive Northeastern market. ABC affiliate, new owners, new image. Come sell us and we'll all grow. Call Jim Debold, 207-945-6459. Equal Opportunity Employer.

HELP WANTED TECHNICAL

Senior TV engineer needed by religious broadcaster with nationwide ministry and worldwide vision. Five years experience and knowledge of TK44, TR70C and sophisticated editing equipment desired. Top professionals needed to join this spiritually rewarding ministry. Write Box Y-63, BROADCASTING.

Video tape editor for leading production, post-production facility in N.Y.C. Experienced in the utilization of CMX systems and editec electronic editors. Creative background in the production and finishing of commercials helpful. Male or female. Box Y-102, BROADCASTING.

Telecine and color correction specialist for full service video facility in N.Y.C. Broad background in film, video tape and projection setup. Electronic theory and understanding of ACC-1 color correction or Fernseh systems essential. Box Y-103, BROADCASTING.

Assistant chief engineer for major video broadcast production and post-production facility in N.Y.C. Strong background in the maintenance of VR-1200's, CMX computer editors, Fernseh KCN and Norelco PC-70 cameras, 240 Gates telecine camera, RCA and Eastman projectors, Palmer film recorder and the understanding of micro-computers. Some experience in design, facility construction and layout helpful. Box Y-104, BROADCASTING.

VTR maintenance engineer, minimum 3 years experience, RCA and AMPLEX VTR's. Good background in solid state and digital electronics required. Box Y-116, BROADCASTING.

Extraordinary engineering position now open in large Southern market. Requires an individual with a strong technical background who is experienced in TV operation and maintenance. Applicant should be able to work with people and be ready to assume total control of department in the future. Engineering degree desirable. Box Y-177, BROADCASTING.

Maintenance engineer. Must have first class license. Maintain everything from cameras to transmitter. Major market, Union Shop. Reply Box Y-206, BROADCASTING.

Chief engineer, local government. Supervise development of communications applications and oversee maintenance group. E.E., first-class, and prior personnel management required. P.E. preferred with extensive experience in land-mobile and CCTV maintenance and system design. Reply to Box Y-216, BROADCASTING.

**HELP WANTED TECHNICAL
CONTINUED**

Studio Maintenance Engineer for a small market, growing station. First class license required. Must have some experience in Ampex VTR equipment. A strong electronic background is necessary. Contact Chief Engineer, KCOY-TV 805-922-1943. An Equal Opportunity Employer.

Spanish UHF-TV station to go on the air in February needs chief engineer immediately: Transmitter experience a must, 5-10 years experience in all phases of broadcasting. Spanish helpful but not necessary. New construction experience especially helpful. Also expect to hire in the near future: Two operating engineers, 1st phone required. KORO-TV, 1801 South Staples, Corpus Christi, TX 78404.

KRTV, Great Falls, Montana needs versatile, knowledgeable engineer. Transmitter maintenance, operating. Send resume, Karl Black, chief engineer. Equal Opportunity Employer.

Engineer for public radio and television stations. Duties include on-air switching, VTR operation, maintenance, transmitter watch, camera control, etc. Position requires FCC 1st and technical school or equivalent training. Starting salary \$8,940 to \$10,980 depending on experience. Send resume to: Leon Drye, C.E., WSWP-TV, Box AH, Beckley, WV 25801.

Master control operator. Expanding southeast PTV. Career-oriented man or woman with FCC First Class License. Experience helpful but not required. Excellent conditions, competitive salary and benefits. WTVI, Charlotte, NC.

Studio maintenance engineer first class license required. Strong background in solid state and digital electronic. Some transmitter maintenance involved. Contact Chief Engineer, WVIR-TV, P.O. Box 751, Charlottesville, VA 22901.

Position open for professional motion picture camera & photographic audio equipment repairperson to maintain TV station photo equipment and operate color processor. Processor operation will be taught to qualified repair person. Send resume to F.W.B. Lab, P.O. Box 381118, Miami, FL 33138.

Maintenance engineer to work with established remote facilities company. Experience with quads, color cameras and associated gear. Send resume with salary history to G. Symonovich, TEL-FAX, Inc, 4654 Airport Road, Bath, PA 18014.

HELP WANTED NEWS

Aggressive thorough, self-starting professional investigative reporter with TV experience for top 15 market. This is a hard hitting irreverent operation. Send resume and salary expectations. Equal Opportunity Employer. Box Y-175, BROADCASTING.

Are you ready to anchor one of south Texas' top television news teams? If you've got the talent and the right background, you've got the job! Send your resume. We are an Equal Opportunity Employer. Reply to Box Y-179, BROADCASTING.

News anchor with solid reporter background and TV news anchor experience. If you are a journalist ready to move into a large market we would like your resume, photo and salary requirements. Box Y-217, BROADCASTING.

TV weatherperson wanted for evening news telecasts in large market. Candidate must have on-air experience. Meteorologist is preferred but other strong qualifications will also be considered. Send photograph, resume, salary expectations. Box Y-218, BROADCASTING.

Reporters. Medium market TV station seeks skilled performer-journalist capable of gathering, writing and presenting meaningful news reports. Resume with photo required now, VTR later. Box Y-219, BROADCASTING.

Experienced reporters, anchor and weathercasters needed. Equal Opportunity Employer. Send resume and air check VTR to Art Angelo, KPLC-TV, Box 1488, Lake Charles, LA 70601. No phone calls.

**HELP WANTED NEWS
CONTINUED**

Immediate opening: general assignment reporter, some anchoring, familiar with 16mm. Send video tape, resume and references to Mike Trudel, News Director, WLBZ-TV, Box 934, Bangor, ME 04401. 207-942-4822. An Equal Opportunity Employer.

Experienced radio-television reporter needed for aggressive midwestern news operation. Applicant should have thorough knowledge of film plus good on-air delivery for both radio & TV. ENG experience very helpful. Rush tape & resume to Duane Wallace, WMBD, Peoria, IL. An Equal Opportunity Employer.

TV news reporter for capitol cities communications WTNH-TV New Haven. Experienced applicant write Bill Lawlor, News Director.

TV news reporter/anchor for capitol cities communications WTNH-TV New Haven. Primarily reporting but must have anchor experience. Write Bill Lawlor, News Director.

TV news investigative reporter for capitol cities communications WTNH-TV New Haven. Heavy experience required. Experienced applicants only write Bill Lawlor, News Director.

Writer/photographer needed for magazine style features. Must be a self starter and some on air experience necessary. Growing top 40 market. Send resume and film or cassette of feature work, no news film. To Johnny Walker, 1731 Soldiers Home Rd., Dayton, OH 45418. Equal Opportunity Employer M/F.

Photographer/writer needed for features in magazine style program. Top 40 midwest market. Send resume and film or cassette of feature work, no news film, to Johnny Walker, 1731 Soldiers Home Rd., Dayton, OH 45418. Equal Opportunity Employer M/F.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

Promotion manager. Position available in top 50 market. Knowledge of all media helpful. Creative on-the-air promotion ability top requirement. An Equal Opportunity Employer. Send resume to Box Y-106, BROADCASTING.

Video tape editor. Minimum 2 years experience with computer type VTR editing systems. (CMX experience preferred). Must be capable of setting up and performing minor maintenance on RCA and AMPEX VTR's. Box Y-115, BROADCASTING.

Film director, south west medium market resort area desires person capable of handling film editing, shipping, records procedures, etc. of film department. Film Director may also be called upon to operate camera or shoot minicam for news department so production ability is an asset. Applications from minorities and women welcome. Reply Box Y-140, BROADCASTING.

Art director with minimum of three years experience in broadcast and print work wanted for top market independent. Knowledge of still photography required. An Equal Opportunity, Affirmative Action, M/F Employer. Send resume and salary history to Box Y-220, BROADCASTING.

Sales manager to deal with CATV and TV stations on management level. Background might include network station relations, programming, or corporate P.R. sales. New York location. Reply fully. Box Y-222, BROADCASTING.

Top 50, group owned, ABC affiliate seeks vibrant talent for commercials and host/producer of daily and special public affairs efforts. Only hard workers, on way up, need apply. Appearance, voice and education important. Equal Opportunity Employer. Send resume/tape to Don Cunningham, WOWK TV, 625 4th Huntington WV 25701.

Creative writers. Must demonstrate ability to write dialogue for innovative situational format adult education series. Equal Opportunity Employer. Send applications to E.S. Rodes, Mississippi ETV, P.O. Drawer 1101, Jackson, MS 39205.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS CONTINUED**

Broadcast electronics faculty position: To teach the final year of a Bachelor of Science program. The subjects to be taught include two-way communications, Radio Transmitters (AM and FM), CATV, and Color Television Transmitters. Bachelor of Science degree required plus significant work experience. This is a tenure track position. Apply to: M.R. Halsey, Head, Electrical and Electronics Department, Ferris State College, Big Rapids, MI 49307. 616-796-9971, Ext. 208. An Equal Opportunity/Affirmative Action Employer.

Broadcast journalism teacher starting Fall 1977 for developing professional program in integrating predominantly Black University in busy Florida State Capital. Expertise in television and/or radio news reporting, public affairs programming, news film and videotape production and editing and broadcast law essential. PhD and 3 to 5 years radio/TV experience necessary. Rank, salary, negotiable, but at least \$14,500 for assistant professor (9 months). Equal Opportunity, Affirmative Action Employer, Contact Robert Ruggles, Chairman, Journalism, P.O. Box 14, Florida A&M University, Tallahassee, FL 32307.

Campus producer, experienced producer-director to supervise production of color television programming and teach 6-9 semester hours each term. Competitive salary. 12-month position available Jan. 1, 1977. Doctorate preferred. Letter of application and resume to Dr. Jack Wilson, Chairman, Division of Communications, Morehead State University, Morehead, KY 40351. MSU is 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 Y-48, BROADCASTING.

Sales management. Seeking formidable challenge after nine years in sales management and 15 years in TV (including group owned station). Skilled in all phases of general sales management, planning, budgeting, training, inventory utilization. Results, cost and profit oriented. Impeccable references. Master's degree. Will consider national or local sales management in major market. Box Y-191, BROADCASTING.

SITUATIONS WANTED TECHNICAL

Chief engineer/asst., southwest preferred, mature, experienced all phases, good administrator, motivate staff, highest technical standards. Resume on request. Box Y-158, BROADCASTING.

Electronics technician 1st phone consumer repair experience, communications degree, trainee level opportunity O.K. Box Y-207, BROADCASTING.

SITUATIONS WANTED NEWS

Five years TV news experience as news director, anchor, producer, reporter. Available early 1977. Box Y-187, BROADCASTING.

Field reporter sports anchor or staff announcer. Prefer medium or small Midwest market. BA Broadcast Journalism. Three years media experience includes PA interview and sports programs, spot news, production, film, portable video camera. Tapes available. Employed. Box Y-205, BROADCASTING.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS**

Works cheap. Have PTV experience. Wants opening position. Recently finished college. Steve Dickey, 764 Ranch Lane, Pacific Palisades, CA 90272.

CABLE

HELP WANTED TECHNICAL

Our company operates a full-time 5000-watt AM and a (presently) 73-mile CATV system. We are planning to triple the size of the CATV system and are looking for capable technicians (with First Class licenses) to help us grow. We offer an exciting challenging job with a good future to two good people. WCOJ, Coatesville, PA. 215-384-2100. Equal Opportunity/Affirmative Action Employer.

WANTED TO BUY EQUIPMENT

Paul Schafer wants to buy Schafer 800 automation system, RCA amphiphase and other AM and FM transmitters, stereo console and what have you. Contact Schafer International, 5801 Soledad Min Rd., La Jolla, CA 92037. Phone 714-454-1154.

Wanted to buy: 400 ft. 3 1/8" rigid coax. Contact: Julian Smith, Channel 45, 3500 Parkdale Ave., Baltimore, MD. 301-462-4500.

FOR SALE EQUIPMENT

Automatic distortion analyzer, new in carton. \$3600.00 cost value-highest bidder per court order. Send bids with certification to advertiser. Box Y-192, BROADCASTING.

Schaeffer 800 automation, includes 8 ampex transports, 2 random access carousels control unit, sub-brain, network join, and time announce. Will consider selling system or components. Hal Caisch, KNOE-FM, Box 4067, Monroe, LA 71201. 318-387-9900.

Norelco PC 70 S2 Camera System with pedestal, pan head, new plumbicon tubes, and contour. Selling price \$41,000.00. Contact: Walter C. Nichol/KPIX Television, 2655 Van Ness Avenue, San Francisco, CA 94109. 415-776-5100.

Color TV Equipment. We buy, sell, and trade. World's largest selection. MATEC, Inc., P.O. Box 6636, Birmingham, AL 35210. 205-956-3034.

RCA TR-4 color quad high band VTR, new head wheel panel. \$17,500.00, MATEC, Inc. 205-956-3034.

Stereo limiters: Collins \$295.00; spotmaster \$385.00. Wilkinson stereo automatic gain control amplifier \$350.00. Box 33098, District Heights, MD 20028.

McMartin 8 Channel audio control board, RCA record/playback cartridge machine, two 16" ORK turntables with gray arms and pre-amps in walnut cabinets, 8 channel remote mixer in case. All used less than 90 days. \$3,400. Write VQN, Box 644, Roanoke, VA 24004.

Demo equipment for sale: in like new condition. 1 Philips LDH-20/50A-VF systems camera complete with 10-1 lens, 2X extender, local control panel, \$31,600.00 list price, \$19,500.00 sale price. 1 Hitachi FPC-1000P camera with 10-1 zoom lens \$15,650.00 list price, \$11,750.00 sale price. 1 editing system consisting of 1 convergence ECS-1 editor, 2 Sony VO-2850A editing 3/4" VTR's \$18,000.00 list price, \$13,500.00 sale price. 1 Akai VTS-150B + color portable camera & VTR \$8,500.00 list price, \$4,675.00 sale price. For more information write or call Mike Barsness at Wahl & Wahl, Inc., 1907 Hiawatha Ave., Minneapolis, MN 55404. 612-338-6825.

Quads-quads-quads Ampex 2000 B's-1200's-HS-100 and HS-200 all rebuilt ready for delivery. Also Marconi MK 7 film camera, McCurdy 2 channel audio board, 30 Conrac monochrome monitors. A.F. Associates Inc. 201-664-3000.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

OBITS, No hype. You be the judge. Free comedy sample! OBITS. 366-C West Bullard, Fresno, CA 93704.

Hundreds have renewed! We guarantee you'll be funnier. Freebie! Contemporary Comedy. 5804-B Twineing, Dallas TX 75227.

FRUITBOWL is not for comedians: it's for personality pro's who use humor on their shows. Check the difference yourself, with free trial subscription. FRUITBOWL, Dept. "C", Box 382, Fair Oaks, CA 95628.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

MISCELLANEOUS CONTINUED

Amateur singers wanted for new record company. Call 212-247-8500. Demo fee required.

Help fellow broadcaster locale promoter, Jack Inman, Jr., of Lets-Get-Acquainted Bonus Book Promotion. Call collect 703-552-4252. Finder's fee.

Placement Service

Many top 40, middle of road, and country & western openings available, for jocks and newpeople. Small, medium, and major markets! Rush tapes and resumes to: Air Talent Placement, suite 505, 1516 Hinman, Evanston, IL 60201.

INSTRUCTION

Cassette recorded first phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia, Los Angeles. Our twentieth year teaching FCC license courses. Bob Johnson, Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266. Telephone: 213-379-4461.

Don Martin School of Communications trains for television. Not a "workshop" or seminar." Fully equipped school environment. 2-camera studio, color equipped. Control room with video switching, video tape, tele-cine, etc. Complete classroom facilities for lecture. News film and editing procedures. Tripod and hand held film cameras. News, commercial and script writing for TV. Audio, studio lighting, and set design. Technical and TV directing for TV news, commercial and dramatic. V.A. approved classes start each month, day or evening. Inquire now. Don Martin School of Communications, 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. 213-462-3281.

1st class FCC, 6 wks, \$450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications. 11488 Oxnard St., N. Hollywood, CA 91606.

FCC license study guide. 377 pages. Covers third, second, first radiotelephone examinations. \$9.95 postpaid. Grantham, 2002 Stoner, Los Angeles, CA 90025.

Free booklets demonstrate "Job Power" of our FCC 1st class license preparation, and/or performance training. Write Announcer Training Studios (A.T.S.) 152 West 42 St. New York City 10036 (Vets Benefits). 212-221-3700.

Announcing & radio production. Learn at Omega State Institute.

FCC First Class license. Prepare for your test at Omega State Institute.

Omega State Institute. Quality resident training in Chicago at 237 E. Grand Ave. Successful placement. Vet approved. Call or write for course catalog. 312-321-9400.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin Jan. 3 and Feb 14. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

No: tuition, rent! Memorize, study—Commands "Test-Answers" for FCC first class license—plus "Sell Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 8010 Blue Ash Road, Cincinnati, OH 45326 Telephone 513 791-1770.

No FCC license. Tried every way but the right way. It's time for Genn Tech., Free catalog. Home study. 5540 Hollywood Blv., Hollywood, CA 90028.

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.

RADIO

Help Wanted Announcers

Number one rated station in six station market looking for announcer or announcer salespeople to fill an important position. We need a person who knows radio and ready for advancement. Day lime station with fixed sign on. Country and western format with local news. Base pay salary, 40 hours per week plus commission on sales. No limit to earnings. If you feel you can fill this position please contact immediately *Vernon Arnold, Vice-President, General Manager, WJEM, Valdosta, Georgia.* EOE/M-F

MOR PERSONALITY

Major market powerhouse looking for addition to its excellent air staff. E.O.E. Minorities encouraged to reply. Send tape and resume to: Bill Moyes, Frank N. Magid Associates. One Research Center, Marion, Iowa 52302

Help Wanted News

SPORTSCASTER

Major market 50 kw, AM sports radio in a sports city looking for sports reporter - "digger". Not interested in play-by-play. E.O.E. Send tape and resume to: Bill Moyes, Frank N. Magid Associates, One Research Center, Marion, Iowa 52302

Help Wanted Programing, Production, Others

INFORMATION SPECIALIST BROADCASTING

Fortune 500 company located in Eastern Pennsylvania has an immediate opening for an experienced announcer/programmer/news person to operate and maintain our small in-house recording studio.

The person we're looking for must be able to write and voice radio news items—including actualities—for use on "Spotmaster" tape-telephone hook-up; be familiar with TV operations in order to prepare news material acceptable to video media; have the ability to edit, produce and record radio and TV commercials and occasionally prepare material for print media.

We offer an excellent benefits package and the opportunity to reside in a growing community which is close to mountains, beaches, and major metropolitan areas.

Salary to \$16K. Reply to:
Box Y-212, BROADCASTING.
An Equal Opportunity Employer
MIFIHdcp.

**Help Wanted Programing,
Production, Others
Continued**

AMPRO IS GROWING

Strong customer acceptance of our Console and Cartridge Tape lines and an aggressive new product development program has created openings for top notch people in the following areas:

MARKETING MANAGER: Our ideal candidate must have the experience and technical capability to provide application guidance to our broadcast customers combined with a good track record in broadcast sales. A go-getter personality with the ability to support and motivate our reps is essential. Excellent compensation package.

DIRECTOR OF ENGINEERING: Paper shufflers need not apply! We are looking for a strong design background in audio products & mag tape with some digital experience. A head full of new product ideas and improvements combined with the drive and technical ability to lead our design group will make you the ideal person for this position. Top salary for the right candidate.

DESIGN ENGINEER—BSEE: This is a great growth position for an aggressive engineer with a minimum of 5 years experience in analog and digital design. Audio design background a must. Salary commensurate with capability.

FIELD SERVICE TECHNICIANS: These positions require 3 to 5 years experience with both audio and digital background. Extensive travel within the U.S. and strong customer contact make a high level of technical capability and good communicative skills imperative. Successful candidates will receive extensive training in Ampro's product line. Salary plus expenses.

GROW WITH US

Start growing by sending a confidential detailed resume and salary history to

AMPRO CORPORATION
850 Pennsylvania Blvd.
Feasterville, Pa. 19047
Attention: Mr. Ray Mann

An Equal Opportunity Employer



TELEVISION

Help Wanted Management

**FRANK N. MAGID
ASSOCIATES**

is looking for

a news professional with managerial goals. This person should have extensive experience in television news and/or public affairs production, with strengths in program and story conceptualization, as well as experience in news management or on-air performance. This individual is seeking an upward move in television management. We are looking for a creative self starter, who likes people, who is not afraid of hard work, and who can follow a project through to its successful conclusion. Send a resume to:

Mitch Farris

Frank N. Magid Associates
One Research Center
Marion, Iowa 52302

Situations Wanted Management

RADIO-TV NEWS DIRECTOR

Award-winner, nine years experience, proven management skills, presently working as assistant ND/anchor for all-news radio in major market, seeks ND position in medium market where strong local news, professional skill and community involvement are paramount. Pacific northwest or mountain states preferred. Box Y-228, BROADCASTING.

Situations Wanted Announcers

The most original, unique team show in broadcasting is killin em in a major market. If you're looking for someone that reads gag jokes ... Forget it! Box Y-214, BROADCASTING.

Situations Wanted News

NEWS TALK SPORTS

ND, PD, SD, several years experience, major markets. 5 yrs KMOX St. Louis. Available now. PBP all Sports. News anchor/reporter. Thorough knowledge of business. Exceptional air talent seeks permanent position. Top references. Call Jack Warnick, 314-842-2549 or write 7430 Grant Village, St. Louis, Mo. 63123

NOTICE

new classified rates
effective January 1, 1977

- Help Wanted 70 cents per word \$10.00 weekly minimum.
- Situations Wanted, 40 cents per word - \$5.00 weekly minimum.
- All other classifications, 80 cents per word - \$10.00 weekly minimum.

**Help Wanted Programing,
Production, Others**

ATTENTION TRAFFIC/OPERATIONS/BUSINESS PERSONNEL

Paperwork Systems, Inc., the nation's leading supplier of minicomputer-based systems for traffic, accounting, billing and payroll processing now has openings for installation specialists.

This challenging job offers excellent compensation plus full travel expenses, and medical coverage. The work is very demanding: travel is heavy, with field trips all over North America averaging three weeks at a time to PSI System locations. Much of the work is done under substantial pressure, often with long hours. Offsetting these demands is the PSI schedule which allows adequate free time at your home between installation. Applicants need not move to a new location

Applicants should meet the following criteria: have radio and/or TV experience in the area of traffic and/or accounting; be an effective communicator with, and trainer of, people; be free to travel extensively; and be able to work under pressure and understand human and workflow relationships clearly. You should not require close supervision.

If accepted, you will be placed in a training program with one of the men or women presently employed by us in this capacity, and will become part of this fast-growing firm.

NO PHONE CALLS. PLEASE! Send a complete resume along with a detailed letter indicating why you think this job would be best filled by you to:

PAPERWORK SYSTEMS INC. P.O. BOX 38, BELLINGHAM, WASHINGTON 98225

(Application period closes December 10, 1976.)

Help Wanted News

INVESTIGATIVE REPORTER

We're about half-way through a three-year building program development the best news operation in America. Strong, meaningful investigative reporting is one of the basic elements. If you have the credentials and the ability to develop a national reputation, for yourself and us, please accept this as a challenge. You must have a solid professional background in investigative reporting and on-camera broadcasting, a working knowledge of police procedures, local government and research techniques. You must be an alert, aggressive self-starter able to set your own pace and schedule, and determined to stay with a project to completion. We need an experienced professional. Don't apply otherwise. Send letter, resume, writing samples and VTR cassette to:

CECIL TUCK 5915 Berthold Avenue
KTVI Television St. Louis, MO. 63110

**TELEVISION
Help Wanted Technical**

TV ENGINEERING SUPERVISOR

Position available December 1 for individual to supervise technicians assigned to TV production and maintenance. Applicants should present solid technical background, an FCC First Class License, and a minimum of 5 years of TV broadcast experience. Previous supervisory experience is desirable. This position is the result of a staff expansion and involves rotation to day and evening shifts.

We offer a liberal compensation package and are conveniently located in downtown Boston.

For further information please contact Personnel Department

WNAC-TV

RKO General Building
Government Center, Boston, Mass. 02114
Telephone: 617-725-2890

*An Affirmative Action
Equal Opportunity Employer*



**Help Wanted Programing,
Production, Others**

**DIRECTOR
ELECTRONIC MEDIA**

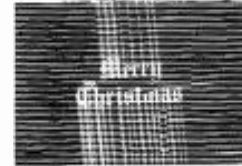
Major corporation has immediate opening for skilled specialist to head company's program for servicing the needs of broadcast media. Should be capable communicator, possibly with degree in broadcast journalism; experienced in writing and editing copy for electronic media; familiar with production and studio techniques; and generally knowledgeable about station and network programing practices, procedures and policies with respect to news, "talk-show" and documentary programs. Successful candidate will be responsible for developing, planning, conducting and reviewing all corporate electronic media activities. Salary commensurate with experience. Excellent fringe benefits. Headquarters in small community not far from New York and Philadelphia.

Box Y-204, BROADCASTING.

An Equal Opportunity Employer

Television Programing

TV SLIDES: \$6



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* HAPPY NEW YEAR * SEASON'S GREETINGS
SEND FOR COMPLETE LIST * CHRISTMAS GREETINGS

BOB LEBAR FILM DESIGN
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Instruction

FCC EXAM STUDY GUIDE

Pass FCC Exams! With two-week memory course. Memorize study... tests-answers for FCC First Class License or Second Class. Newly revised multiple choice questions and diagrams. Exact words and format used on FCC exam. \$13.95 ea. or both for \$25.00. SLJ PUBLICATIONS P.O. BOX 12069, CHICAGO, IL 60612.

Buy-Sell-Trade

CHARGE-A-TRADE

Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. FREE BOOKLET AVAILABLE • CALL TOLL FREE 800-327-5555 (except Florida)
3001 E. Commercial Blvd., Ft. Lauderdale, FL 33308 (305) 491-2700
FT. LAUDERDALE • MIAMI • ORLANDO • N.Y. • ATLANTA • GREENVILLE S.C. • COCOA BEACH

Situations Wanted News

WANTED: TV TALK SHOW
A "Mike Wallace" type seeks Talk Show any mkt. Am own producer. Will do news also. Salary secondary to opportunity. Confidential replies to
Box Y-209, BROADCASTING.

News Photographer

Three years experience, as photographer, seeking a staff position in the S.W. or sun belt area. Car is radio equipped with 2 way. Film and VTR available. Jo. L. Keener, 4337 Clyde Park, SW, Wyoming, Mich. 49509, 616-538-7744 before 3 PM Eastern time.

Placement Service

**RADIO-TELEVISION CATV
Looking For A Job?
Mail Us Your Resume Now!**
William J. Elliott, Jr.
& Company, Inc.
205 Datura Street
Suite 444 M
West Palm Beach, Florida 33401
305-659-4513

ATTENTION RADIO PERSONALITIES

Seeking a change or beginning? Complete services to en you that job you want in desired location. All formats-Rock, MOR, R&B, News, Talk, Country & etc; Small, Medium, Secondary or Major markets. We have hundreds of jobs available if you have talent or potential. Write for details. SLJ PRODUCTIONS, P.O. BOX 12069, CHICAGO, IL 60612.

Radio Programing

THE BIG BANDS ARE BACK!

★ GOODMAN ★ DORSEY
★ HERMAN ★ MILLER
★ and many others
One 55 minute program weekly.

PROGRAM DISTRIBUTORS
1001 SPRING STREET • LITTLE ROCK, ARKANSAS 72202
(501) 376-9292

**The Agape Program
Contemporary Christian Music**

Free 30 minute weekly radio program
Fits Top 40 or Rock Format
Write Agape Program
822 Belleview Street
Winston-Salem, N.C. 27103

Audience Research

INCREASE SALES
with a customized PRS audience survey
from \$329.00

Professional Research Services



6806 S Terrace Rd Tempe Az 85283 (602) 839-4003

NOTICE

new classified rates
effective January 1, 1977

DISPLAY RATES

- Situations Wanted - \$30.00 per inch
- All Others - \$60.00 per inch.

TRADE FOR

16 + ACRES IN VA. BEACH, VA.
I'm willing to trade property for Radio or TV station(s) of equal value. Must be located in Va., N.C., Maryland, or D.C. Acreage zoned for duplex apartments in busy corridor of Va.'s fastest growing city. Contact: Bill Weller, 1600 Keswick Dr., Norfolk, Va. 23518. (804) 623-9777.

For Sale Equipment

Computerized Character Generator

*Unbeatable for election coverage

*Ideal for Newscasts

*Available early 1977

*Only 2 years old

TeleMation 1425

system including:

2 character generators

Keyboard

16K Nova mini computer

edger, colorizer

For details contact:

Pete Ballard or Jack Hastings

WMAR-TV

6400 York Road - Baltimore, Maryland

21212 (301) 377-2222

Wanted To Buy Stations

PRINCIPAL LOOKING for full time AM, FM or combo, in small to medium size market \$150-300K range.

Box Y-113, BROADCASTING.

Michigan
FM or AM

Box Y-190, BROADCASTING.

**WANTED:
STATIONS TO AUCTION**

Royal Auctions is looking for radio and TV stations to auction. Method of sale can include equipment, real estate and all other tangible assets. Time and dates will be set after auction confirmation. For more information, contact:

**AMERICAN
POLISH ASSOCIATES.
ROYAL AUCTIONS**

**4519 South Spaulding
Chicago, Illinois 60632**

Phone: 254-2251

Colonel Frank E. Zabielski, Jr.

For Sale Stations

DEEP SOUTH

Power AM Day with FM. Fully automated—great equipment—Land and Building. Two station market. 1/2 million people in coverage area of AM.

**John Mitchell & Associates
318-865-8668 or 318-222-0732
526 Lane Bldg., Shreveport, La.**

- 100,000 watt stereo and powerful fulltime AM in good size S.E. Metro Area. \$1.8 million. Terms.
- AM/FM near central Kentucky. Single station market. \$195,000. Terms.
- Fulltime AM and Class A FM in large central Florida city. \$670,000. Owner wants offer.
- Class "C" stereo in Miss., 1,182,000 population in .05 MV/M coverage area. \$435,000. Terms.
- AM/FM in Miss. Small town. Sales about \$120,000. \$168,000 cash.
- AM/FM in southern Indiana. Small town. Coverage area about 140,000. Real Estate. \$225,000. Small down payment.

**BUSINESS BROKER
ASSOCIATES
615-894-7511**

appraisals

PAUL KAGAN
ASSOCIATES, INC.
100 MERRICK ROAD ROCKVILLE CENTRE N.Y. 11570 (516) 764-5516

**The
Ted Hepburn
Company**

Media Brokerage/Appraisals
P.O. Box 42401 Cincinnati, OH
45242
Phone 513/791-8730

**For Sales Stations
Continued**

**Cecil L.
Richards
inc.**

media brokers

*Negotiations • Appraisals
Radio • T.V. • Newspapers*

(703) 821-2552

Suite 408, 7700 Leesburg Pike
Falls Church, Va. 22043

**MAJOR EAST COAST
SUBURBAN MARKET**

*Very profitable fulltime AM
with big potential for further
growth. Price of \$1,200,000 is
approximately 2 X gross.
Good terms after down pay-
ment of \$300,000 to qualified
buyer. Cash flow can
amortize debt service.*

*A Confidential Service to Owners &
Qualified Buyers*

**MEDIA BROKERS
APPRAISERS**

RICHARD A.
Stahoen INC.
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



**Brokers & Consultants
to the
Communications Industry**

THE KEITH W. HORTON COMPANY, INC

1705 Lake Street • Elmhurst, New York 14902
P.O. Box 948 • (607) 733-7138

New Eng.	Small	Coastal	Best Offer	
West	Small	AM/FM	\$250K	20%
Florida	Metro	Fulltime	\$625K	net
S.W.	Metro	Daytime	\$145K	terms
M.W.	Med.	AM/FM	\$950K	nego

Atlanta—Boston—Chicago—Dallas
New York—San Francisco



CHAPMAN ASSOCIATES®
nationwide service

1835 Savoy Drive, Atlanta, Georgia 30341

**LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers**

Los Angeles Washington

Contact:
William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

Smith Cooper Associates

CABLE TELEVISION • PAY TV
Management • Marketing • Engineering
Financial Studies • System Analysis
Division of Associated Utility Services, Inc.
510 Kings Highway North, P.O. Box 3220
Cherry Hill, NJ 08034 • (609) 482-0057

**BROADCASTING'S
CLASSIFIED .**

offers an extensive variety of
opportunities and services.

**BROADCASTING'S CLASSIFIED
RATES**

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio. Help Wanted or Situations Wanted. Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Name _____

Phone _____

Rates, classified listings ads:

- Help Wanted. 50c per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 40c per word—\$5.00 weekly minimum.
- All other classifications, 60c per word—\$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Stock Index

Stock symbol	Exch.	Closing Tues. Nov. 23	Closing Wed. Nov. 17	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	37 1/4	38 1/8	- 7/8	- 2.29	38 1/2	19 7/8	24	17,625	656,531
CAPITAL CITIES	CCB	N	53 1/2	51 1/4	+ 2 1/4	+ 4.39	55 3/4	42 1/4	14	7,764	415,374
CBS	N	54 1/2	54 1/8	+ 3/8	+ .69	60 1/2	46 3/4	11	28,313	1,543,058	
COX	COX	N	30 1/8	29	+ 1 1/8	+ 3.87	37 3/4	28 3/4	10	5,863	176,622
GROSS TELECASTING	GGG	A	11 7/8	12 1/8	- 1/4	- 2.06	12 1/2	10	7	800	9,500
KINGSTIP COMMUN.	KTVV	O	4 3/4	4 5/8	+ 1/8	+ 2.70	4 7/8	2 1/4	17	461	2,189
LIN	LINB	O	15 3/8	14 7/8	+ 1/2	+ 3.36	17 3/4	9 5/8	8	2,382	36,623
MOONEY	MOON	O	1 7/8	1 7/8		.00	3 7/8	1 3/4	3	425	796
RAHALL	RAHL	O	7 1/8	7 1/4	- 1/8	- 1.72	7 3/8	4 1/2	13	1,297	9,241
SCRIPPS-HOWARD	SCRP	O	30 1/2	30 1/2		.00	30 1/2	20 1/2	8	2,589	78,964
STARR**	SBG	M	2 3/8	2 1/2	- 1/8	- 5.00	5	2 1/4		1,202	2,854
STORER	SBK	N	23 1/2	22 1/2	+ 1	+ 4.44	25 1/4	12 3/4	8	4,876	114,586
TAFT	TFB	N	29 3/4	27 7/8	+ 1 7/8	+ 6.72	31 1/2	23 1/4	9	4,070	121,082
TOTAL									77,667	3,167,420	

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	3 1/4	2 7/8	+ 3/8	+ 13.04	4 3/4	2	7	1,258	4,088
AVCO	AV	N	14	13 7/8	+ 1/8	+ .90	14 3/4	4 1/2	2	11,541	161,574
JOHN BLAIR	BJ	N	10 3/8	9 1/4	+ 1 1/8	+ 12.16	11 1/4	5	6	2,406	24,962
CHRIS-CRAFT**	CCN	N	5 3/8	5 1/4	+ 1/8	+ 2.38	6 3/8	4 1/2		4,162	22,370
COMBINED COMM.	CCA	N	18	17 1/4	+ 3/4	+ 4.34	20	12 5/8	9	6,363	114,534
COWLES	CWL	N	11 3/4	11 3/8	+ 3/8	+ 3.29	11 3/4	6 1/8	15	3,969	46,635
DUN & BRADSTREET	DNB	N	28 1/2	28 1/2		.00	33 3/4	24 5/8	17	26,571	757,273
FAIRCHILD IND.	FEN	N	8 3/4	9 1/8	- 3/8	- 4.10	11 1/2	6 1/8	11	5,708	49,945
FUQUA	FOA	N	10 7/8	10 3/4	+ 1/8	+ 1.16	10 7/8	4 1/2		8,844	96,178
GANNETT CO.	GCI	N	36 1/2	36 1/4	+ 1/4	+ .68	40	32 7/8	18	21,108	770,442
GENERAL TIRE	GY	N	25	24	+ 1	+ 4.16	25 5/8	17 5/8	6	21,954	548,850
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	6 1/2	+ 1/4	+ 3.84	7 1/4	.6	4		475	3,206
HARTE-HANKS	HHN	N	25 5/8	24 3/8	+ 1 1/4	+ 5.12	25 3/4	17 1/8	12	4,383	112,314
JEFFERSON-PILOT	JP	N	29 1/8	28 1/2	+ 5/8	+ 2.19	31 7/8	25 5/8	11	24,078	701,271
KAISER INDUSTRIES	KI	A	12 3/4	12 5/8	+ 1/8	+ .99	16	8	6	28,119	358,517
KANSAS STATE NET.	KSN	O	4 1/8	4 1/8		.00	4 7/8	3	5	1,826	7,532
KNIGHT-RIDDER	KRN	N	36 5/8	35 3/4	+ 7/8	+ 2.44	37 1/8	28 7/8	14	8,305	304,170
LEE ENTERPRISES	LNT	A	18 3/8	17 1/2	+ 7/8	+ 5.00	25 1/2	15 3/8	11	3,352	61,593
LIBERTY	LC	N	17 1/8	16 5/8	+ 1/2	+ 3.00	18 5/8	9 1/2	6	6,762	115,799
MCGRAW-HILL	MHP	N	15	14 3/4	+ 1/4	+ 1.69	17	12 3/4	10	24,690	370,350
MEDIA GENERAL	MEG	A	16 3/8	16 1/2	- 1/8	- .75	19 1/2	14 1/4	8	7,276	119,144
MEROITH	MOP	N	16 3/8	16	+ 3/8	+ 2.34	17 5/8	10 1/4	4	3,064	50,173
METROMEDIA	MET	N	25 1/2	24	+ 1 1/2	+ 6.25	29 3/4	15	8	6,730	171,615
MULTIMEDIA	MMEO	O	20	19 1/4	+ 3/4	+ 3.89	20	14 1/4	11	4,390	87,800
NEW YORK TIMES CO.	NYKA	A	14 3/8	14	+ 3/8	+ 2.67	17 3/8	11 1/2	12	11,203	161,043
OUTLET CO.	OTU	N	17 1/8	17 1/4	- 1/8	- .72	19	12 7/8	6	1,438	24,625
POST CORP.	POST	O	15 1/2	13 1/2	+ 2	+ 14.81	15 1/2	8	550	875	13,562
REEVES TELECOM**	RBT	A	1 7/8	2 1/8	- 1/4	- 11.76	2 1/2	1 1/8		2,376	4,455
ROLLINS	RDL	N	22 3/8	21	+ 1 3/8	+ 6.54	27 3/8	20 3/4	13	13,404	299,914
RUST CRAFT	RUS	A	7 5/8	7 5/8		.00	9 7/8	5 5/8	6	2,291	17,468
SAN JUAN RACING	SJR	N	8 3/4	9 1/8	- 3/8	- 4.10	10 1/4	7 1/4	6	2,509	21,953
SCHERING-PLOUGH	SGP	N	44	43 1/4	+ 3/4	+ 1.73	59 3/4	43 1/4	16	54,037	2,377,628
SONOERLING	SOB	A	13 1/2	13 5/8	- 1/8	- .91	13 5/8	6 3/4	5	731	9,868
TECH OPERATIONS**	TO	A	2 5/8	2 3/8	+ 1/4	+ 10.52	4 3/4	2 3/8		1,344	3,528
TIMES MIRROR CO.	TMC	N	20	20		.00	23 3/4	18 1/4	11	33,905	678,100
WASHINGTON POST CO.	WPD	A	43 1/4	41 7/8	+ 1 3/8	+ 3.28	43 1/4	21 3/4	12	4,546	196,614
WOMETCO	WOM	N	12	11 3/4	+ 1/4	+ 2.12	13 1/4	8 7/8	8	9,470	113,640
TOTAL									378,246	8,989,342	

Cablecasting

ACTON CORP.	ATN	A	3 3/8	3 1/4	+ 1/8	+ 3.84	3 3/4	1 1/8	16	2,640	8,910
AEL INDUSTRIES**	AELBA	O	1 7/8	2 3/8	- 1/2	- 21.05	2 3/8	3/4		1,672	3,135
AMECO	ACD	O	7/8	1 3/4	- 7/8	- 50.00	1 3/4	3/8		1,200	1,050
AMERICAN TV & COMM.	AMTV	O	20	19 1/4	+ 3/4	+ 3.89	21 3/4	13 1/2	19	3,359	67,180
ATHENA COMM.	O	1/8	1/8		.00	1/2	1/8			2,125	265
BURNUP & SIMS	BSIM	O	3 1/2	3 1/2		.00	6 1/2	3 1/4	44	8,349	29,221
CABLECOM-GENERAL	CCG	A	5 1/4	5 3/8	- 1/8	- 2.32	8 1/8	4 1/8	5	2,560	13,440
CABLE INFO.	O	3/4	3/4		.00	1 1/4	1/4	4		663	497
COMCAST	O	3 3/8	3 1/8	+ 1/4	+ 8.00	3 3/8	1 7/8	42		1,708	5,764
COMMUN. PROPERTIES**	COMU	O	4 1/4	4 1/4		.00	4 1/4	1 7/8	16	4,761	20,234
COX CABLE	CXC	A	15 3/4	15 5/8	+ 1/8	+ .80	17 3/4	13	17	3,560	56,070
ENTRON	ENT	O	1 3/4	1 3/4		.00	1 3/4	1 1/2	2	979	1,713
GENERAL INSTRUMENT	GRL	N	16 5/8	16	+ 5/8	+ 3.90	17 5/8	8 1/4	36	7,178	119,334
GENEVE CORP.	GENV	O	8 3/8	9 1/4	- 7/8	- 9.45	10	6 1/2	56	1,121	9,388
TELE-COMMUNICATION	TCOM	O	3 1/2	3 1/4	+ 1/4	+ 7.69	5 1/4	2 7/8	50	5,181	18,133
TELEPROMPTER**	TP	N	8 1/8	7 5/8	+ 1/2	+ 6.55	9 3/8	5 3/4		16,634	135,151
TIME INC.	TL	N	35	33 1/2	+ 1 1/2	+ 4.47	35	32	13	25,000	875,000
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 1/2	15 1/4	+ 1/4	+ 1.63	15 1/2	9	14	1,700	26,350
UNITED CABLE TV**	UCTV	O	3 3/8	2 7/8	+ 1/2	+ 17.39	3 3/8	1 5/8		1,879	6,341
VIACOM	VIA	N	9	9		.00	11 3/4	7 7/8	9	3,705	33,345
TOTAL									96,591	1,432,294	

Stock symbol	Exch.	Closing Tues. Nov. 23	Closing Wed. Nov. 17	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 1/2	5 1/2		.00	7 7/8	4 1/2	4	6,748	37,114		
DISNEY	DIS	N	45 1/4	45 7/8	-	5/8	-	1.36	63	43 5/8	19	31,010	1,403,202
FILMWAYS	FWY	A	6 1/4	6 1/8	+	1/8	+	2.04	10 1/4	5 1/4	6	2,404	15,025
FOUR STAR			1/2	1/2				.00	5/8	1/4	5	667	333
GULF + WESTERN	GW	N	16 3/4	16 3/8	+	3/8	+	2.29	26 7/8	15 1/2	4	30,058	503,471
MCA	MCA	N	33 5/8	34	-	3/8	-	1.10	36 1/4	25	6	17,445	586,588
MGM	MGM	N	14	14 3/8	-	3/8	-	2.60	15 3/4	12 7/8	7	13,102	183,428
TELETRONICS INTL.		O	5 3/4	5 3/4				.00	9 5/8	3 3/4	8	837	4,812
TRANSAMERICA	TA	N	13 3/4	13 1/8	+	5/8	+	4.76	13 3/4	8 1/4	9	64,973	893,378
20TH CENTURY-FOX	TF	N	9 7/8	9 1/2	+	3/8	+	3.94	15	8 3/4	11	7,568	74,734
WALTER READE	WALT	O	1/8	1/8				.00	3/8	1/8	6	4,296	537
WARNER	WCI	N	23 3/4	22 7/8	+	7/8	+	3.82	25	17 1/2	28	17,001	403,773
WRATHER	WCO	A	4 5/8	4 1/4	+	3/8	+	8.82	5 1/8	3 1/8	9	2,244	10,378
TOTAL										198,353		4,116,773	

Service

88DO INC.	ABDO	O	21 3/4	21 3/4				.00	22	16 3/4	8	2,513	54,657
COMSAT	CO	N	28 3/4	27 7/8	+	7/8	+	3.13	31 3/4	23 7/8	7	10,000	287,500
DOYLE DANE BERNBACH	DOYL	O	16 3/8	14 3/4	+	1 5/8	+	11.01	16 3/8	8 7/8	8	1,816	29,737
FOOTE CONE & BELDING	FCB	N	14 1/4	14	+	1/4	+	1.78	14 1/4	10 1/4	7	2,332	33,231
GREY ADVERTISING	GREY	O	15 1/2	14 1/4	+	1 1/4	+	8.77	15 1/2	6 7/8	7	1,104	17,112
INTERPUBLIC GROUP	IPG	N	27 7/8	25 1/4	+	2 5/8	+	10.39	27 7/8	16 3/8	7	2,290	63,833
MARVIN JOSEPHSON	MRVN	O	10	8 5/8	+	1 3/8	+	15.94	10 3/8	6 3/4	5	1,854	18,540
MCI COMMUNICATIONS**	MCIC	O	1 1/2	1 1/2				.00	3 3/8	1 3/8	5	16,795	25,192
MOVIELAR	MOV	A	1 1/4	1 1/8	+	1/8	+	11.11	2 5/8	1	5	1,409	1,761
MPO VIDEOTRONICS	MPO	A	3 5/8	3 3/8	+	1/4	+	7.40	4 1/4	2 3/8	6	537	1,946
NEEDHAM, HARPÉR	NDHMA	O	8 3/4	7 1/2	+	1 1/4	+	16.66	8 3/4	5 5/8	5	823	7,201
A. C. NIELSEN	NIELB	O	19 5/8	19 3/4	-	1/8	-	.63	24 5/8	16 3/4	13	10,598	207,985
OGILVY & MATHER	OGIL	O	26 1/4	26 1/4				.00	27 1/2	17	8	1,805	47,381
J. WALTER THOMPSON	JWT	N	14 3/8	13 1/2	+	7/8	+	6.48	14 3/8	7 7/8	10	2,649	38,079
TOTAL										56,525		834,155	

Electronics/Manufacturing

AMPEX	APX	N	6 3/8	6 1/4	+	1/8	+	2.00	9 1/4	4 3/4	10	10,885	69,391
ARVIN INDUSTRIES	ARV	N	13 7/8	13 1/4	+	5/8	+	4.71	16	9 5/8	5	5,959	82,681
CCA ELECTRONICS	CCA	O	3/8	3/8				.00	1/2	1/8	2	897	336
CETEC	CEC	A	1 7/8	1 7/8				.00	2 3/4	1 1/4	10	2,244	4,207
COHU, INC.	COH	A	2 3/8	2 1/2	-	1/8	-	5.00	3 5/8	2	13	1,617	3,840
CONRAC	CAX	N	21 7/8	21 3/8	+	1/2	+	2.33	29 1/8	20	7	1,427	31,215
EASTMAN KODAK	EASKD	N	84 7/8	85 1/8	-	1/4	-	.29	114 3/4	84	21	161,347	13,694,326
FARINON ELECTRIC	FARN	O	8 1/2	8 1/4	+	1/4	+	3.03	11 1/2	7	14	4,291	36,473
GENERAL ELECTRIC	GE	N	51 1/2	51 1/4	+	1/4	+	.48	58 3/4	46	14	184,581	9,505,921
HARRIS CORP.	HRS	N	53 7/8	50 3/8	+	3 1/2	+	6.94	54 3/8	33 3/4	12	6,071	327,075
HARVEL INDUSTRIES	HARV	O	5 1/2	5 1/2				.00	6 1/2	2 3/4	14	480	2,640
INTL. VIDEO CORP.**	IVCP	O	1 3/8	1 3/8				.00	3 1/8	1 1/8		2,701	3,713
MICROWAVE ASSOC. INC	MAI	N	18 3/4	16 7/8	+	1 7/8	+	11.11	21 7/8	13 3/4	11	1,320	24,500
3M	MMM	N	58 1/2	56 1/2	+	2	+	3.53	66 1/2	52 1/2	22	114,240	6,683,040
MOTOROLA	MOT	N	50 1/2	48	+	2 1/2	+	5.20	57 3/4	41 1/4	23	28,353	1,431,826
N. AMERICAN PHILIPS	NPH	N	29 1/2	28	+	1 1/2	+	5.35	33	19 7/8	8	12,033	354,973
OAK INDUSTRIES	OEN	N	9 1/4	8 1/2	+	3/4	+	8.82	12 1/4	7 1/4	8	1,639	15,160
RCA	RCA	N	25	24 3/8	+	5/8	+	2.56	30	18 7/8	13	74,728	1,868,200
ROCKWELL INTL.	ROK	N	28 1/8	28	+	1/8	+	.44	32 1/2	23 3/8	8	31,200	877,500
RSC INDUSTRIES	RSC	A	1 5/8	1 1/2	+	1/8	+	8.33	2 1/2	1 3/8	.9	2,690	4,371
SCIENTIFIC-ATLANTA	SFA	A	17 3/4	17 1/2	+	1/4	+	1.42	18 7/8	10 1/4	13	1,657	29,411
SONY CORP.	SNE	N	7 5/8	7 3/4	-	1/8	-	1.61	9 7/8	7 1/4	18	172,500	1,315,312
TEKTRONIX	TEK	N	62 3/8	60	+	2 3/8	+	3.95	67	44 1/4	17	8,671	540,853
TELEMATION	TIMT	O	1/2	1/2				.00	1	1/4	1	1,050	525
VARIAN ASSOCIATES	VAR	N	13	13 1/4	-	1/4	-	1.88	17 1/4	12	11	6,838	88,894
WESTINGHOUSE	WX	N	13 3/4	15 5/8	-	1 7/8	-	12.00	19 1/8	13	6	87,503	1,203,166
ZENITH	ZE	N	26 1/4	26 1/4				.00	38 1/4	23 5/8	13	18,818	493,972
TOTAL										945,740		38,693,771	
GRAND TOTAL										1,753,122		57,233,755	

Standard & Poor's Industrial Average 113.7 112.5 +1.2

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.

Don Johnston: riding atop Thompson's biggest year yet

In mid-October, Don Johnston, president of the J. Walter Thompson Co., New York, was smiling broadly and greeting friends and agency co-workers warmly during a party at a Burger King restaurant on East 59th Street.

Now Burger King is not Mr. Johnston's usual choice in restaurants. But the occasion was symbolic as well as festive. For Mr. Johnston and J. Walter Thompson, the party was more than a celebration for landing the \$30-million Burger King account in the face of sharp competition; it was the high point of a bonanza new-business year during which more than \$60 million was added in the first nine months of 1976 alone. At the same time, the atmosphere underscored the contrast between 1976 and 1975.

Mr. Johnston had reason to be jubilant. For the first nine months of 1976, Thompson had a net income of \$2,148,000 versus a net loss of \$530,000 in the same period last year (although the year as a whole was profitable).

At 49, G. Donald (Don) Johnston Jr. is a moderately tall, trimly built man, whom colleagues and business associates find "charming." But they caution he is "no back-slapper, no hail-fellow-well met." One close friend confided, "Don laughs easily and often but some people don't always see the sparkle."

The past two years have been hectic and sometimes chaotic for Mr. Johnston as he directed a reorganization of the agency. But he looks forward to a milestone year in 1976: Thompson may crack the \$1 billion mark in worldwide billings, the first U.S. agency to reach that figure. (In U.S. broadcast billings, JWT has been the perennial leader and is expected to retain that distinction with 1976 expenditures well in excess of \$300 million.)

In the peripatetic agency business, Mr. Johnston is a rarity: he has worked for one agency only—Thompson—and for 25 years. But he has been no stick-in-the-mud: his agency assignments have moved him to such locales as Bogota, Colombia; Amsterdam, The Netherlands; Tokyo; Frankfurt, Germany, and London, where exposure to a wide diversity of projects sharpened his skills in advertising and in advertising management.

Mr. Johnston was born in Elmira, N.Y., but was raised in Michigan and considers himself a Midwesterner. He worked briefly as a reporter for the *Durand* (Mich.) *Express* after he received his BA in journalism at Michigan State University in 1950. He joined Thompson in the mail room in



George Donald Johnston Jr., president and chief executive officer, J. Walter Thompson Co., New York; b. Elmira, N.Y., March 9, 1927; BA in journalism, Michigan State University, 1950; reporter, *Durand* (Mich.) *Express*, 1950-51; mail room trainee, JWT, Detroit, 1951; MA, international economics, Johns Hopkins University School of Advanced International Studies, 1952; with JWT continuously since 1952 as account service executive, New York, 1952-53; account service, Bogota, Colombia, 1953-56; account supervisor, New York, 1956-61; managing director, Amsterdam, 1961-64; managing director, Tokyo, 1964-66; VP, continental European operations, Frankfurt, 1966-69; senior VP-Europe, London, 1969-71; senior VP, administration and planning and in charge of Latin America, New York, 1971-72; executive VP, international, New York, 1972-74; president and chief executive officer since 1974; m. Sarita Behar Villegas of Bogota, 1954; children—G. Donald III, 21; Richard Mann, 19 and Michael Edward, 12.

Detroit, in 1951. Showing promise, he was given a scholarship to Johns Hopkins University's School of Advanced International Studies, where he earned his MA in international economics in 1952.

His career started to ascend. After a brief assignment in New York, he was transferred to Bogota in 1953 where he was responsible for service to JWT clients and adjoining countries, working through correspondent agencies. In 1956 Mr. Johnston was shifted to New York as an account supervisor on Pan American and Lever Bros.

With the account management training under his belt, Mr. Johnston was moved in 1961 to Amsterdam as managing director. In 1964 he was advanced to managing director of Thompson's Tokyo office. He was named vice president of JWT's continental European operations in 1966 and assigned to Frankfurt. He was elevated to

senior vice president-Europe in 1969 and relocated to London.

Mr. Johnston returned to New York in 1971 and assumed responsibility for administration and planning within the New York office and for the agency's operations in Latin America. He was named executive vice president-international in July 1972 and a member of the board of directors and of the executive committee a few months later. In August 1974 he was elected president and chief executive officer of Thompson.

Mr. Johnston oversees a staff that numbers more than 5,000, scattered in 27 countries throughout the world. In the U.S. alone the agency serves more than 100 accounts for advertising services and has a generous number of public relations clients. For many years, JWT has had the largest worldwide billings of any U.S. agency.

He is no 9-to-5 worker. He generally arrives at his office between 7 and 7:30 a.m. and often remains there until 9 p.m. He finds the early morning period is particularly useful to complete "the garbage work."

This schedule could be strenuous for a commuter, such as Mr. Johnston, who lives with his family in New Canaan, Conn. But he maintains an apartment in midtown Manhattan where he stays two or three nights a week.

He spends a considerable part of his time on new business activities, flying to different parts of the country on presentations. In addition to Burger King, good-sized accounts landed by Thompson this past year included Allegheny Airlines, Kawasaki Motors (motorcycles), W.A. Taylor (wines), Orkin and Abbott Laboratories. The agency also received a renewal of the U.S. Marine Corps account (\$10 to \$12 million), which is put up for assignment each year.

Mr. Johnston spent 16 years in the international sector for Thompson, but has been more or less home-bound in the past two and a half years. But he maintains close watch on overseas business, which is enjoying a brisk year in 1976.

He met his wife, the former Sarita Behar Villegas of Bogota, while he was stationed there for Thompson. His wife was a tournament tennis player and he has since become an avid devotee of the sport.

For relaxation Mr. Johnston also likes to play the piano and the guitar. He is a music enthusiast and the family often attends performances of the Metropolitan Opera, where he maintains a box.

Though he still has a long way to go before retirement, Mr. Johnston confides that after years at the top of the advertising world, he'd "like to own and put out a small newspaper. That would be fun."

... and where she stops, nobody knows

It is far too early to tell just what direction will be taken by Lionel Van Deerlin's projected rewrite of the Communications Act of 1934. That the chairman of the House Communications Subcommittee does indeed have in mind a "basement to attic" house-cleaning becomes increasingly apparent as he assigns his staff to various, and ambitious, areas of investigation (BROADCASTING, Nov. 22). That his new broom may sweep both ways is also apparent, from such "thinking out loud" as whether we really need all those local broadcast stations when so much TV programming is national, or whether broadcast licenses might be granted for 15 years.

We're not without opinions on those subjects, but prudence suggests keeping powder dry until the targets become more certain. In the meantime, it may be appropriate to remind Mr. Van Deerlin of what happened on another occasion when Congress set out to modernize old law. Twenty-one years ago, in 1955, the register of copyrights was asked to produce model legislation for amending the 1909 copyright law. It took eight years, until 1963, just to come up with a preliminary draft, and another year before the first bill was introduced. And *then* it took 12 years to reach congressional enactment.

If Mr. Van Deerlin and company really want to have a positive impact on what happens to telecommunications in this century, they may find it advisable to narrow the focus. They're dealing with media that move at the speed of light, not sound.

Score one for the marketplace

Back in the spring, the conventional wisdom in broadcasting was that if one network went to a longer evening news form, the other two would have to follow. Then, five weeks ago, one network (NBC) said it would *not* go to longer news. Domino-like, the other two now say they won't either. So much for conventional wisdom.

It may be just as well. Perhaps, as Rust Craft's Ralph Becker argues (BROADCASTING, Nov. 1), the reason television ranks first among the nation's news media is that it specializes in "abbreviated journalism." That he may be right is little consolation to those concerned that the president of the Radio Television News Directors Association (page 45) has to advise viewers to read the newspapers.

Now that it's all over, we confess to a measure of disappointment. Not because we were anxious to see the networks increase their share of tube time, or to siphon more dollars away from their affiliates. (We have always had a quiet confidence in the ability of affiliates to negotiate a fair quid for whatever quo the networks would have asked for a longer news segment.) And certainly not because we wanted to see local news operations circumscribed in covering their own beats. But because we felt those extra minutes—as few as 15, in the most probable configuration—might have made a significant difference in the quality and diversity of TV reporting. The network evening news, in the final analysis, is our national glue. All else being equal, we'd like it bigger and better.

None of this is to say that the affiliates may not be right in their collective opposition. Theirs, however, is not so much a position for as a consensus against, for a variety of reasons. Not the least of those is the consideration that local news, too, must be given opportunity to flourish and prosper. In many markets, management is already so ambitious that any more news flowing down from the networks might supersaturate the viewer's information appetite.

In the long run—or the short, depending on your view of

broadcast evolution—no one network turned out to have either the muscle or the stomach to insist. CBS and NBC are too preoccupied with their efforts to recapture prime-time position to demand concessions in news. ABC, which hasn't yet shown it can achieve parity in 30 minutes, is in no shape to press the advantage of its entertainment gains. Discretion became the better part of valor.

Ironically, if not coincidentally, the networks were beaten back on the longer-news front just as the Justice Department joined Westinghouse Broadcasting and other voices in demanding an investigation of whether the networks are too powerful. The imminence of that tussle may have played a part in lessening the networks' taste for battle, but it was not the decisive consideration. This is one industry confrontation that was decided in Peoria, not Washington. As we've said all along, that's where it belonged.

Lest we forget

A house ad in the *Washington Post* last week contained a claim that may have startled some of its readers. Proclaiming its primacy as an advertising outlet in that area, the *Post* announced that its revenues were nearly twice those of all five television stations there, and four times as much as those of 40 radio stations.

Television has been treated so long as vast, pervasive and monolithic that it must have come as a surprise to some to read that, compared with the newspaper in their hands, television is pretty small potatoes, and radio small potatoes indeed. The fact, although often overlooked, is that newspaper revenues have always exceeded television's, and they are apt to do so for some time to come.

The over-all disparity is not as extreme as in the *Post's* version of the Washington situation. Total newspaper advertising revenues in 1975 came to some \$8.44 billion, while television's were just under \$5.3 billion. Radio's totaled a little more than \$2 billion, so newspapers outsold TV and radio combined. And of course in retail advertising, the backbone of newspaper business, the superiority is much, much greater.

We mention all this as a reminder, again, that there's a big market out there that offers virtually unlimited potential for TV and radio growth. As the Television Bureau of Advertising and the Radio Advertising Bureau have been pointing out, broadcasters cannot find a bigger target than the retail money that now goes into newspapers. They've been plugging away at it, and making some inroads. But there is plenty of room for further gains. It may be a long time before broadcasters get as much retail business as newspapers do, but the gap should be narrowed as soon as possible—to a point where the newspapers can't brag about it.



Drawn for BROADCASTING by Jack Schmidt

"Betty, why don't you and the girls get us some sandwiches while we outline this program on sexism?"



Letters to a broadcaster.

Here are excerpts from letters WKZO has received in recent months:

"... our organization would like to extend its sincere thanks and appreciation for your help in making our spring tournament a success."

"... the success of our free blood pressure clinic can be attributed to your support of this community project."

"... your interest in the handicapped people in Van Buren County is greatly appreciated."

Striving to serve people better. It's all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac
				KMEG-TV Sioux City

GRANADA TELEVISION

LAURENCE OLIVIER

PRESENTS HIS FIRST PRODUCTION FOR TELEVISION

Natalie Wood as Maggie, Robert Wagner as Brick,
Maureen Stapleton as Big Mama and Laurence Olivier
as Big Daddy

IN

A TRIBUTE TO THE AMERICAN THEATRE

CAT ON A HOT TIN ROOF

by Tennessee Williams

Produced by Derek Granger and Laurence Olivier

Directed by Robert Moore

On the NBC TV Network, Monday December 6/9pm



Cat on a Hot Tin Roof, Pulitzer prize-winner of 1955 –
the blazing family drama of a birthday party that turned into
a night of shattering revelation . . .

A Tribute to The American Theatre is presented by
GRANADA TELEVISION OF ENGLAND in association with NBC TV NETWORK

Cat on a Hot Tin Roof is the fourth Tennessee Williams play to be produced by Granada, which gave the first television performance anywhere in the world of *The Rose Tattoo*, *The Glass Menagerie* and *Camino Real*. Among other outstanding American dramatists who first found a world TV audience for some of their works through Granada are Lillian Hellman, Arthur Miller, Reginald Rose and Dorothy Parker. The roll of honour of Granada 'firsts' from American playwrights also includes Thornton Wilder, Carson McCullers, Donald Ogden Stewart, Arthur Laurents, James M Cain and Edward Albee.

Granada Television International, Suite 3468, 1221 Avenue of the Americas, New York NY 10020.