

The debate over the Ford-Carter debate
PBS: Going head to head against the networks

Broadcasting Aug 30

The newswweekly of broadcasting and allied arts

Our 45th Year 1976

NEWSPAPER

KPRC TV SHOTS MORE NEWS FILM THAN ANY OTHER HOUSTON STATION.

KPRC TV believes our viewers should see the news instead of seeing an announcer read the news.

That's why we have more reporters and cameramen, in more places, shooting more film and doing more in-depth stories than any other Houston TV station.

But being the biggest isn't enough. We also pry harder. And more often than not we uncover important news like our story on price comparisons of prescription drugs.

Our reporting doesn't stop there. KPRC TV's air personalities write their own stories, help edit film and put together the newscasts.

The result is a factual, objective, informative news presentation by reporters who are involved in the news of the day.

Maybe that's why KPRC TV has won more news awards than all the other Houston stations combined.

If you'd like to know more, contact our reps. They know our news.

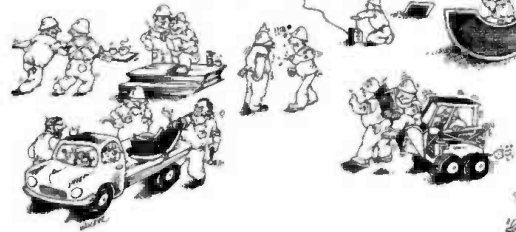
KPRC TV HOUSTON 



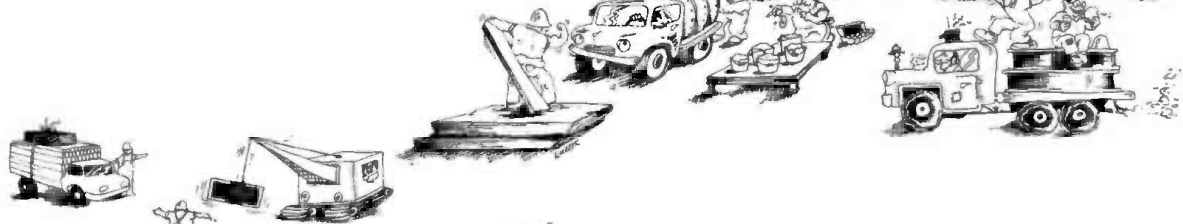
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Have we got something new for you!

A whole new Not For Women Only:

A new team. Bright, beautiful, vivacious Polly Bergen and one of New York's most popular TV personalities — Frank Field.

A new format. We've thrown out the panel and settled down for a lively talk with just one or two fascinating guests.

New locations. The studio one week. An operating room the next. Remotes from a beauty spa, a famous chef's kitchen, or a sex clinic.

A new look. A geodesic dome that could set a trend in sets.

A new look into everything you're concerned or curious about. With a new emphasis on do it yourself, make it yourself, try it yourself.

A new station line-up including major markets across the country.

WNBC New York; **KNBC** Los Angeles; **WSNS** Chicago; **WTAF** Philadelphia; **WLVI** Boston; **KBHK** San Francisco; **WKBD** Detroit; **WRC** Washington; **WKYC** Cleveland; **WPGH** Pittsburgh; **KXAS** Dallas; **KPLR** St. Louis; **KPRC** Houston; **WXIA** Atlanta; **WCIX** Miami; **KOMO** Seattle; **WHMB** Indianapolis; **WJZ** Baltimore; **WHNB** Hartford-New Haven; **WTMJ** Milwaukee; **WKRC** Cincinnati; **WGR** Buffalo; **KTXL** Sacramento; **WHGN** Denver; **WZTV** Nashville; **WMC** Memphis; **XETV** San Diego; **WCCB** Charlotte; **WDRB** Louisville; **WOTV** Grand Rapids; **WSWB** Orlando; **WOWK** Charlotte-Huntington; **WHP** Harrisburg-Lan-Leb-York; **WTAR** Norfolk-Portsmouth; **KMTV** Omaha; **WROC** Rochester; **WJNL** Johnstown-Altoona; **KHGI** Lincoln & Hastings; **WPBN** Traverse City; **WOAY** Beckley-Bluefield-Oak Hill; **WABI** Bangor; **WKTV** Utica; **KCOY** Santa Barbara; **KCRL** Reno; **KIEM** Eureka.

Not For Women Only

We put the show on.

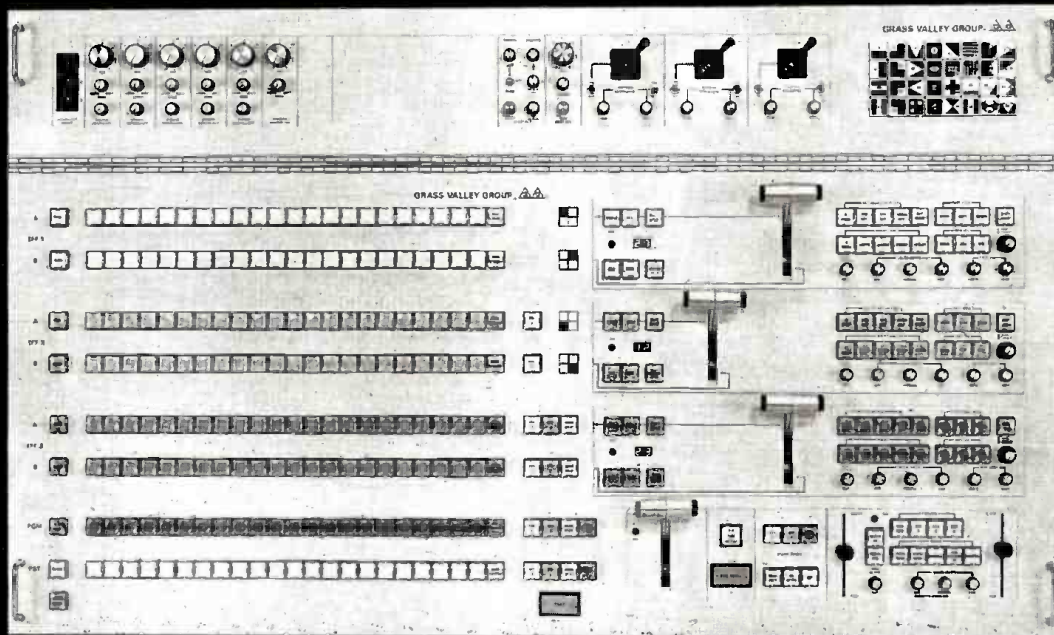


WNBC-TV

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Grey Productions, a division of
Grey Advertising Inc.

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Model 1600-7K is also available in PAL and PAL-M versions. For additional information on the system, including a demonstration video tape, contact your nearest Grass Valley Group field office.

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The Week in Brief

PRELIMINARIES □ There was more back-and-forth last week about how and if the Ford-Carter debates can be put on television than there ever will be if they do go on the air. But by week's end, it seemed all the parties of interest may be ready to go ahead. **PAGE 19.**

CANADIAN MATTERS □ Senator Magnuson gets Kissinger assurances that State Department will actively seek a solution to border problems and advertising policies that affect U.S. broadcasters. **PAGE 21.**

SMOOTH AND ROUGH WATERS □ Nomination of Joseph Fogarty to FCC sails smoothly at Hill hearing last week. However, as expected, choice of Margita White stirs up some stormy conflict-of-interest questions. **PAGE 22.**

TWO-DECADE COMPARISON □ Spot television's healthy growth and change over the past 20 years is traced in a report developed by the Television Bureau of Advertising. **PAGE 24.**

ANOTHER 'NO' TO VIOLENCE □ Samsonite Corp. is the latest JWT advertiser to refuse to place ads in shows it feels promote violence or sex. **PAGE 24.**

TOYOTA TURNS DOWN 'GODFATHER' □ As a result of pressure from one of its dealers, an Italian-American, Toyota won't advertise on NBC's telecast of "The Godfather—Parts I and II" in 1977-78 season. **PAGE 28.**

NEW RELATIONSHIP □ OTP Director Houser hopes to move agency away from its role of FCC critic to spend more time with Congress. He also sets November date for new OTP policy statement. **PAGE 30.**

RENOVATION □ The full revision of the Communications Act by the House Communications Subcommittee is set to begin in October with a completion date scheduled for early next year. **PAGE 30.**

AFFILIATE AUDIENCE □ Henry Kissinger will open CBS Radio affiliates convention on Sept. 14. Other speakers at Williamsburg, Va., include news and sports executives. **PAGE 31.**

POLE CONTROL □ Bill introduced in the House would give the FCC power to regulate pole attachment rates for cable TV. **PAGE 34.**

STATIONS RATED □ National Citizens Committee for Broadcasting study ranks Michigan and Ohio television stations according to their programing and employment efforts. **PAGE 35.**

GROSSMAN'S ENTRY □ Taking a more aggressive competitive stance, PBS releases its fall schedule. It's counterprogramed head-to-head with the commercial TV networks and the PBS president explains why he feels public television has made such great strides. **PAGE 38.**

WOMETCO'S NEW VENTURE □ Florida-based company adds pay television to its plans as it applies to buy 80% of WBTB-TV Newark, N.J. Though STV floundered under Blonder Tongue ownership of that station, Wometco believes it has a programing pattern for pay success. **PAGE 41.**

SYNDICATED SPORTS FARE □ Simmons-Parkes signs Jane Chastain for its new weekly half-hour *Sportsview* that will be sold, with help of Avery-Knodel, in a two-way deal. **PAGE 42.**

KANSAS CITY NUMBERS □ CBS-TV and NBC-TV finished in a dead heat in the Republican convention ratings. But ABC-TV came up with a plum Aug. 17 when a special preview of *The Captain and Tennille* captured the best audience of the week. **PAGE 42.**

SCHORR SUBPOENAED □ Suspended CBS reporter gets the word from the House Ethics Committee investigating the CIA report leak. Summons is for Sept. 15. **PAGE 42.**

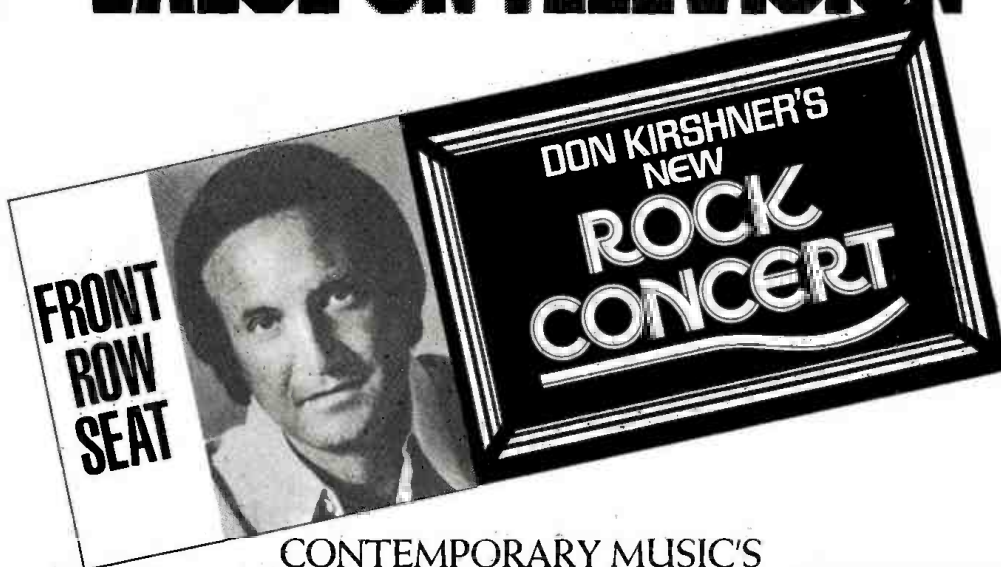
CIRCULAR POLARIZATION □ Despite reports of ABC's success in Chicago with test of that transmission pattern, broadcasters express misgivings about expense of changeover, and whether system should be tested more. Question is also raised whether it should be an option of the broadcaster, not an FCC requirement. **PAGE 43.**

U ANTENNAS ON SETS □ Council for UHF Broadcasting's proposal for attachments comparable to those for VHF draws favorable comment. **PAGE 44.**

CBS-TV'S RUNNING BACK □ Carrying the ball for the network's prime-time offerings this fall is Bud Grant, vice president, programs, since April. Associates praise his competence and feel his thorough schooling in daytime programing will be a key factor in CBS-TV's efforts to regain the ratings leadership. **PAGE 65.**

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CONTEMPORARY MUSIC'S
GREATEST IMPRESARIO, DON KIRSHNER, SWINGS INTO HIS FOURTH
TELECAST YEAR WITH A FABULOUS ANNIVERSARY GIFT
FOR YOUR LATE-NIGHT AUDIENCE.



The hottest comedians in the business, in live performance,
Including George Carlin, Jimmie Walker, Avery Schreiber, and many others.



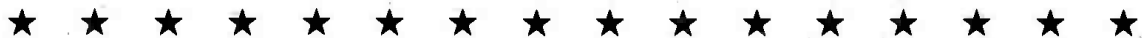
Musical performance in concert by contemporary entertainment greats such as
Elton John, Linda Ronstadt, Barry Manilow, Melissa Manchester,
Jim Stafford, Rod Stewart, George Benson, The Captain & Tennille,
John Travolta, and The Silver Convention.



Recurring appearances by such hilarious comedians as:
Mule Deer, Natural Gas, and Silber, Alto & Mantia.



Surprise guests that only Don Kirshner can deliver.



No wonder the NBC O&O's in New York, Los Angeles and Washington, D.C. are schedul-
ing **DON KIRSHNER'S NEW ROCK CONCERT** following NBC Saturday Night.

And no wonder nearly 100 other stations have selected the series for similar time periods
starting this Fall.

DON KIRSHNER'S NEW ROCK CONCERT—a variety/entertainment package
your late-night viewers will look forward to unwrapping every weekend.

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White hope

Some experienced observers are predicting that Senate will confirm nomination of Margita White to FCC, despite Democratic disinclination to approve Republican appointments and questions raised about communications practice of her husband's law firm (see page 22). It's pointed out that no doubts about her basic qualifications or integrity have been raised in responsible or influential quarters.

It's also assumed that Senate would be subject to criticism if it left seats unoccupied until next January on essential agencies like FCC. Beyond that, senatorial rejection of woman for agency that has been without one since Charlotte Reid, Republican, resigned some months ago could arouse repercussions from women's organizations. Confirmation of other FCC nomination now before Senate—Joe Fogarty, Democratic counsel to Communications Subcommittee—is believed assured.

Defections

Network sources say final counts aren't available but that preliminary reports indicate substantial numbers of NBC-TV and CBS-TV affiliates failed to carry full gavel-to-gavel coverage provided by those networks at this summer's political conventions. One top executive ventured that many stations, if not most, "joined us late or tuned out early—or both." Another source offered partial figures that tended to confirm late-and-early outages: He said first reports from stations indicated around 10% of line-up pre-empted network for early local news and about 15%-20% for late local—and that he wouldn't be surprised if final figures are twice as high.

Talk hurts

Mounting criticism of TV violence by likes of Jimmy Carter, American Medical Association and various advertisers, among others, has network authorities concerned—not about validity but about propaganda effect. They insist criticism is based on misinformation, to put it charitably. In case of AMA denunciation, for example, they say psychiatrist members—who presumably have clearest insights into violence causes—cast most of votes against it. But some also say they're having to spend more time these days making explanations to agencies whose clients have raised questions as result of "violence" publicity.

Study that had provided principal

ammunition in National Citizens Committee for Broadcasting's new antiviolence campaign has, in effect, substantially defused itself. Leaders of b.i. Associates, which monitored for NCCB and plan ongoing service (BROADCASTING, Aug 2), say they've done retribution, eliminating light and humorous violence, and that this cut their original count by 52%. They use so-called "Gerbner definition" of violence, which includes comedic, but say in future they'll also include counts of "serious" violence alone.

Legal brief

Front runner for general counsel's job at National Association of Broadcasters is Erwin G. Krasnow, 40, Washington communications attorney associated with Kirkland, Ellis & Rowe, Chicago-based law firm. Mr. Krasnow has been with firm since 1964. He is slated to succeed John B. Summers, NAB's new executive vice president-general manager, who reportedly recommended his appointment.

Less certain is selection of new NAB vice president for television, decreed in reorganization program now under way. There's faction of board members and officials supporting Bill Carlisle, now VP in government relations department, who was VP for television before job was abolished years ago.

Season for speculation

Guessing game as to who would be new chairman of FCC if Jimmy Carter becomes President has gone beyond speculation about Commissioner Ben Hooks, this on assumption that Mr. Hooks may be in line for bigger assignment, perhaps to federal bench, possibly cabinet post. (There's one black now in Ford cabinet—Secretary of Transportation William T. Coleman Jr.)

One clue to possible FCC appointment is seen in long-time friendship of Mr. Carter and Robert Marmet, Washington communications lawyer. They were both in class of 1947 at U.S. Naval Academy, have maintained contact since going different ways. It's doubtful Mr. Marmet, who succeeded to lucrative practice established by late Paul M. Segal, would want FCC job for himself, but it would be only natural for Mr. Carter to consult him on appointments.

Partisan movement

Donald Jones of KFIZ(AM) Fond du Lac, Wis., is putting together coalition of

broadcasters to support Gerald Ford in campaign for election to Presidency. Mr. Jones, vice chairman of National Association of Broadcasters radio board and one of kingpins in current reform activity inside NAB, is long-time Ford activist, having served as Republican chairman in his county and Ford delegate at Republican convention this year.

Mr. Jones thinks more broadcasters should be involved in partisan politics, especially since President Ford's opponent, Jimmy Carter, told forum staged by consumerist Ralph Nader that he thinks FCC should involve itself in setting TV program standards to cut down on violence (BROADCASTING, Aug. 16). Mr. Jones will raise his concern during NAB executive committee meeting Monday and Tuesday in Washington, but doesn't expect that organization to take partisan stance. NAB traditionally stays out of presidential contests.

Dislocations

Extensive changes in 1976-77 prime-time schedules made by ABC-TV and NBC-TV this month are disturbing some advertising agencies with heavy fall commitments on networks. Agitation is intensified by expectation that CBS-TV will make changes this week and speculation that ABC-TV may make more before Sept. 20 opening of new season. One agency executive said he was re-evaluating all scatter buys to determine whether promises of gross rating points and demographics can be delivered.

Honor for Bryan

D. Tennant Bryan, 70, chairman of Media General, owner of newspapers in Virginia, North Carolina and Florida and of WFLA-AM-FM-TV Tampa, Fla., soon will be nominated by President Ford as member of U.S. Advisory Commission on Information. He would succeed J. Leonard Reinsch, retired president of Cox Broadcasting and chairman of Cox Cable, who served tenures as chairman and member under Presidents Kennedy, Johnson and Nixon. Incumbent chairman is Hobart Lewis, chairman of *Reader's Digest*.

In letter to Mr. Reinsch, President Ford said, "your expert advice and sage counsel has been of invaluable assistance" to commission, which sits over United States Information Agency. Other incumbent commissioners are George Gallup, Arthur C. Nielsen and John M. Shaheen, oil millionaire who has talked of starting new newspaper in New York.

Business Briefly

Chrysler Corp. □ New Plymouth and Chrysler car lines for 1977 will have network-TV introduction Sept. 22, spotlighting Plymouth Fury, Volare, Cordoba and luxury model Chrysler New Yorker. Spokesmen for each model, respectively, are James Darren, Sergio Franchi, Ricardo Montalban and Jack Jones. Network time has been purchased in CBS Friday night movies, NBC Sunday night movies, football and World Series telecasts, and other regular shows on various networks. Young & Rubicam, Detroit, is agency. Introduction of Dodge



cars and trucks for '77 will make heavy use of TV late September into November. World Series and NFL telecasts will be supplemented by evening network participation on ABC and NBC (heavier around Oct. 1 announcement time); and spot TV in top 31 markets later in schedule, prime-time and daytime mix. Target audience is men, 18-49. Spokesmen are Louis Jourdan for Monaco, Rex Harrison and Chuck Connors return for Aspen and truck, respectively. BBDO, Detroit, is agency.

Metropolitan Life □ Insurance company is readying extensive radio flight to kick off Sept. 13 for four weeks. Markets include Boston, Milwaukee and Hartford, Conn. Demographic target is men, 25-34. Agency: Young & Rubicam, New York.

Hershey □ Company's Reese peanut butter product is preparing for 11-week, 24-market radio splurge beginning Sept. 13. Markets include New York, Los Angeles, Chicago, Philadelphia and Boston. In addition, Hershey's Mr. Goodbar candy will get 11-week, 17-market flight beginning Sept. 20. Latter markets include Boston, San Francisco, Washington and Baltimore. In both cases, demographic target is teen-agers, so contemporary-music stations will be prime purchase.

Beechnut □ Company's latest radio spots for Lifesavers will benefit from campaign in Northeastern radio markets

beginning Oct. 18 for five weeks. Agency, Dancer-Fitzgerald-Sample, has already placed spots in Boston, Syracuse, Rochester and Albany-Schenectady-Troy, all New York, and Hartford, Conn. Teen-agers are intended audience for these spots.

Avis □ Rent-a-car company, through Doyle Dane Bernbach, New York, is preparing coast-to-coast spot-radio flights, to kick off Sept. 13 for four weeks. Markets range from Miami and Boston on East Coast to Los Angeles and San Francisco on West Coast. Doyle Dane is gearing spots to men, 25-64.

Colgate □ Dermassage skin lotion will get 13-week campaign beginning Sept. 27 in number of markets. Daytime, fringe and prime-time TV 30's and 60's are geared to women, 18-49. William Esty, New York, is agency.

Nestle □ New baking product by Nestle will be given 10-week stint in limited number of TV markets for test beginning Sept. 27. Fringe 30's aiming for women, 25-49, are handled by Wilson, Haight, Welch, Greenwich, Conn., agency. And Nescafe coffee will get three-week push set to begin Sept. 13 in number of markets. Daytime TV 30's aim for women, 25-54. Leo Burnett, Chicago, is agency.

Peugeot □ TV campaign in 14 markets describing "quality controlled" Peugeot automobile are scheduled to begin Sept. 13 and continue through Thanksgiving. Target audience is upscale men, 35-54, to be reached through news and sports 30's. Van Leeuwen Advertising, New York, is agency.

Bristol-Myers Company has just signed for half-sponsorship of refurbished syndicated barter series, *Not for Women Only*. Series is 30-minutes-per-day, five-days-a-week; Bristol-Myers takes one minute in each half hour. Other national minute is still up for grabs but will probably be divided among clients of Grey Advertising, Bristol-Myers's agency, which is bartering series. Stations are accorded four minutes to sell to local advertisers. More than 50 stations have already accepted series (for 60% US coverage), among them WNBC-TV New York, KNBC Los Angeles, WSNB Chicago, WLVI-TV Boston, KPRC-TV Houston and WKBD-TV Detroit. Most of these stations will strip series mornings. New co-hosts are Polly Bergen and Frank Field. Target kickoff date is Monday, Sept. 20. Early topics for week-long discussion include "The Care of Your Heart" (with heart surgeon Michael DeBakey), "His and Her Hair Care" and "Cooking for Your Health." Series will be produced by WNBC-TV New York.

Sharp Electronics □ Two simultaneous campaigns, one for Sharp's CB radios in 25 markets and one for its color-TV sets in over 20 markets, begin Sept. 20 for 10 weeks. Fringe and sport TV 30's for both are supplemented by spot radio 30's for CB product. Target audience is men, 18-49. Isidore Lefkowitz & Elgort, New York, is agency.

Borden □ Comstock pie filling gets 10- to 15-week scatter campaign beginning Oct. 4. Daytime and fringe TV 30's are targeted to women, 18-49. Spot buy is handled by Grey Advertising, New York;

BAR reports television-network sales as of Aug. 15

ABC \$545,872,100 (32.1%) □ CBS \$592,107,200 (34.8%) □ NBC \$562,226,700 (33.1%)

Day parts	Total minutes week ended Aug. 15	Total dollars week ended Aug. 15	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.	149	\$ 636,400	4,449	\$ 22,532,000	\$ 20,703,100	+ 8.8
Monday-Friday 10 a.m.-6 p.m.	1,011	10,484,800	32,645	378,711,400	317,812,900	+19.2
Saturday-Sunday Sign-on-6 p.m.	265	3,633,000	9,832	184,816,000	136,668,900	+35.2
Monday-Saturday 6 p.m.-7:30 p.m.	99	2,350,800	3,318	92,358,700	75,369,300	+22.5
Sunday 6 p.m.-7:30 p.m.	23	714,700	693	27,766,700	11,537,500	+140.7
Monday-Sunday 7:30 p.m.-11 p.m.	425	22,566,900	13,615	871,688,600	744,864,300	+17.0
Monday-Sunday 11 p.m.-Sign-off	213	3,867,300	6,536	122,332,600	101,100,700	+21.0
Total	2,185	\$44,253,900	71,088	\$1,700,206,000	\$1,408,056,700	+20.7

Source: Broadcast Advertisers Reports

network is handled by Conahay & Lyon, New York.

Nabisco □ Twelve-week campaign for Chicken in a Biskit cracker begins Sept. 13 in substantial number of markets. TV 30's in daytime, access, news and prime time are targeted to women, 18-49. Parkson Advertising, New York, is agency.

National Airlines □ Carrier, now in midst of radio campaign in 13 major markets, will have new campaign flights coming up in late September and October, varying by market as current flight is completed. No indication that market list will be expanded. Adults, 25-49, are primary target. Ted Bates & Co., New York, is agency.

Air Canada □ Airline company begins early next month nationwide saturation radio-spot campaign, which will go for five weeks. Cities include Los Angeles, Chicago, Boston, San Francisco and Houston. Agency, Warwick, Welch & Miller is aiming spots at men, 25-49.

Rep appointments

- WKTP(AM) South Paris, Me.: The Queen Co., Boston, for New England.
- WPNH(AM) Plymouth, N.H.: Bill Dahlsten & Associates, Los Angeles, for Western states.

Allegheny Airlines □ Second flight of fall campaign lifts off Oct. 18 for five weeks in widespread and substantial number of markets. Fringe TV 10's and 30's are targeted to men, 18-49. J. Walter Thompson, New York, is agency.

Holly Farms Poultry □ Holly Farms chicken will be widely promoted in radio and TV campaign scheduled to start early October for at least four weeks. Radio messages aimed at women, 18-49, are contemplated in substantial number of major markets, predominantly in South and Southwest but including some in Midwest and Northeast. Some TV also is planned. Agency is Long, Haymes & Carr, Winston-Salem, N.C.

Hanes Hosiery □ Sheer Energy pantyhose is planning three-week radio campaign in major markets, starting Oct. 8. Target is women, 18-34. Agency is Dancer-Fitzgerald-Sample, New York.

Schmidt Beer □ Fall campaign in two-week flights begins Sept. 27 on and off through Christmas, in substantial number of markets. Fringe, access and sports TV 30's are targeted to men, 18-34. Rosenfeld, Sirowitz & Lawson, New York, is agency.

American Home Products

□ Company's American Home foods division will spotlight G. Washington's Seasoning & Broth in campaign to start Oct. 11 for eight weeks. Daytime and fringe TV 30's are aiming for women,

18-49. Cunningham & Walsh, New York, is agency.

Kellogg □ Company continues to line up stations—count has now reached 104—for family-oriented weekly first-run TV syndicated barter half-hour called *Ara's Sports World*. Kellogg's, through Leo Burnett, takes one-and-a-half national minutes in each half-hour; other national minute is bought by Burger King Corp., through BBDO. Stations are accorded three minutes to sell to local advertisers. Station line-up includes 22 of top-25 markets, among them WOR-TV New York, KABC-TV Los Angeles, WLS-TV Chicago, KYW-TV Philadelphia and WBZ-TV Boston. Series is targeted to boys and girls 17 and under. Featuring former Notre Dame coach Ara Parseghian, series will feature instructions on how to play various sports from such athletes as Pele, Johnny Bench, Kareem Abdul-Jabbar, Arthur Ashe and Jack Nicklaus.

Delaney Foods □ Company's boxes of frozen vegetables will be accorded \$350,000 TV-radio splurge beginning Oct. 4, with TV flight going for 15 weeks and radio flight for 13 weeks. Twenty markets are involved in campaign for this regional product, among them Norfolk, Va.; Greenville, S.C.; Charlotte, N.C., and New Orleans. This will be company's first advertising on radio. Reason: according to sources at Richardson, Myers & Donofrio, Baltimore-based agency, TV costs have gone up so precipitously that Delaney is trying to stretch its budget by going for 50 points in prime-time in those 20 markets and putting rest of budget in radio. Campaign is aimed at working women, 18-49.

Weavewood □ Handwoven woodenware is subject to two-week campaign with pre-holiday theme, to begin Nov. 22. TV 30's in early and late fringe time will aim to reach adults 18-and-over. Campbell-Mithun, Minneapolis, is agency.

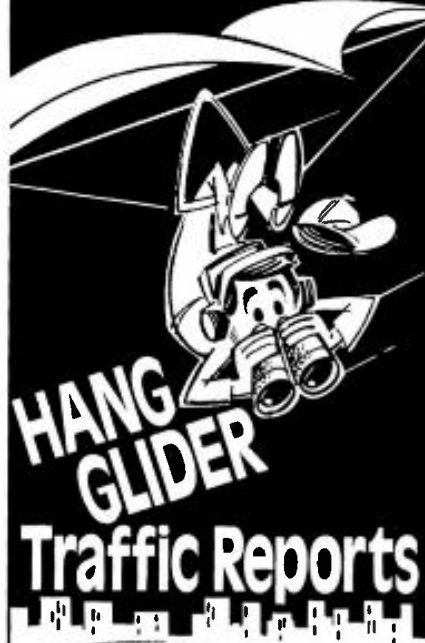
Guild Wineries & Distilleries

□ Cribari table wine uncorks six-week campaign beginning Oct. 11 in limited number of West Coast radio and TV markets. Both media will use 30's prime-time/drivetime and fringe time. Target audience is adults, 25-49. Dailey & Associates, San Francisco, is agency.

Hartz Mountain □ Bye-Bye bug repellent will be accented in spot-TV effort to be carried in selected markets for seven weeks, starting in early October. Hope Martinez Media Corp., New York, is concentrating on men and women, 18-49.

Gravymaster Co. □ Maker of Gravy Master seasoning sauce is setting up spot TV effort to run in 14 major markets in Northeast and Midwest as part of pre-Thanksgiving splurge, starting in early November for two weeks. Agency is Case & McGrath, New York, which is tilting its buys toward women, 18 and over.

A funny thing happened
on the way to the ratings...



Harvey Glidden will make a
smashing impact on the funny bone
of your listening body!

Hang Glider Pilot

Harvey Glidden has found a way to break up drive-time . . . and make it profitable. Let Harv guide your listeners with word/sound pictures up the highway of life with a smile. Perfect for markets with real traffic problems—it gives listeners something to laugh about in a traffic jam. Perfect for markets that never had a traffic jam—it gives listeners something to laugh about. 13 weeks of hang glider reports—all sixty seconds or less—tailored to your market—using your well known buildings in your city for take-offs—reporting over your streets and using your call-letters. Harvey's hangin' in there, waitin' to get up on your air . . . and believe us . . . his landings in your market will make quite an impact!

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Monday Memo[®]

A broadcast advertising commentary from John Watson, vice president, BritRail Travel International, New York

A British advertiser finds an American home

With the notable exception of several extremely large companies, British industry has remained basically uninvolved with television advertising in this country.

For the small British advertiser, U.S. television presents a tantalizing but frustrating vista. While a vast and lucrative market exists "out there" with many potential customers presumably ripe for our message, the economics of obtaining television time in this country generally puts this audience beyond our reach.

While smaller American advertisers can use local or regional advertising opportunities, for Britons (or, indeed, for any foreign interests) the only feasibilities are the largest U.S. markets or the networks, both of which are generally impracticable for us.

Another discouraging factor is the typical British firm's unfamiliarity with the American television program format and the styles of commercial presentation—in short, the way you do things here that differ from our practices at home.

These negative factors are especially dismaying to English companies that cater to the traveling and vacationing audience because so much of our export trade, to assure a favorable balance of payments, depends on the affluent American tourist business.

Now, a solution—albeit temporary—to our dilemma has appeared: On Sept. 6, for the first time, a British program-maker, Thames of London, will be showcased for five successive evenings over WOR-TV New York, giving New Yorkers a whole range of top-rated programs from the United Kingdom. The combination of programming and participating advertisers has made this unusual TV event a timely vehicle that clearly merited our investment.

Over the past six years that I've spent as an Englishman living and working in New York, we at BritRail watched the growth of the television medium with fascination. It was, however, mingled with despair at our not being able to join the parade. We were pleased and intrigued to notice a marked increase in the numbers of British programs being shown here, but because they were generally either noncommercial broadcasts or isolated events, they did not affect our advertising plans. But the innovative notion of a concentration of British TV over a five-day period, as Thames and WOR-TV are scheduling, immediately stimulated our active interest.

It is perhaps unfortunate that this week will represent my first use of television as an advertising medium for BritRail. Nevertheless, for a company with a 1975



John Watson is executive vice president and resident director of BritRail Travel International Inc., New York. He is responsible for marketing and advertising in North America the passenger services of British Rail and its steamship connections with Ireland and continental Europe. Mr. Watson joined British Rail in 1969 after 25 years representing in Europe the rail, steamship and airline services of Canadian Pacific. He is chairman of the Conference of European Railroad Representatives in New York and a fellow of the Institute of Certified Travel Agents. BritRail is one of the participating advertisers in "Thames on 9" a week of British programs from Thames Television that will be broadcast over WOR-TV New York Sept. 6-10, 5:30 p.m. to sign-off.

gross turnover slightly exceeding \$7 million, television advertising in normal circumstances was just out of the question.

There must be thousands of smaller advertisers—from commerce and industry as well as from the travel business—that find themselves in a predicament similar to ours. They are eager to reap the benefits of a medium that embodies the use of both sound and sight, a medium that captures the prospective buyer in his most receptive frame of mind.

In most cases however, the staggering cost of network television and the more limited scope of local television coverage force the exclusion of television from serious consideration during annual marketing reviews. The "Thames on 9" TV package, however, justifies our involvement, both because of the projected revenue return it offers and the chance for exceptional exposure to a quality market it creates.

This special event affords us an opportunity to promote the comprehensive railway network that exists in Britain to the television viewers who are most likely to have occasion to use it. Whether as tourists or on business, the majority of Americans visiting Britain commence

their stay in London. Should they wish to move elsewhere, we want them to know that with our intercity service they can reach every major city in Britain.

Our advertising message will stress that we can transport passengers from one city-center to another in fast, new, air-conditioned trains in a matter of hours. Our rail service also links with the major ports, should they want to extend their journey to Ireland or Europe.

In addition to the advantages of appearing within a totally British context, plus the reasonable prospects of good penetration in a top-dollar market, "Thames on 9" has further appeal on the basis of its content and mode of presentation.

The British system of using only natural breaking points in any given program for the airing of commercials and of creating less frequent interruptions is being maintained during this television week of close to 50 broadcast hours, containing approximately 40 different shows. One especially provocative feature of the week is the live transmission, via satellite, of Dick Cavett's American views on London set against our Eamonn Andrews's presumably quite British vision of New York. It is my belief that the novel and stimulating environment of "Thames on 9" will result in greater receptivity to our British Rail ads.

British TV programming is far more liberal in its treatment of sensitive or controversial subjects than is U.S. television. Moreover, the comedy is in a far different vein from the laugh shows to which Americans are accustomed. Therefore, we anticipate that the WOR-TV audience during the Sept. 6-10 week will really sit up and take notice of whatever transpires on their home screens; in the process, their recall of commercial messages supporting these shows should be correspondingly more memorable.

On balance, therefore, I believe the many impressive facets of this upcoming week of special programming make our initial approach to this medium sound marketing strategy.

Naturally we hope our participation in this project will catch the eyes of both Anglophiles and top business executives who may well have cause to use our services on their international travels. But, further, it can be hoped that a week such as this will be successful enough to warrant staging it again, in other cities, thereby affording another unusual opportunity to British advertisers, and to small advertisers in general.

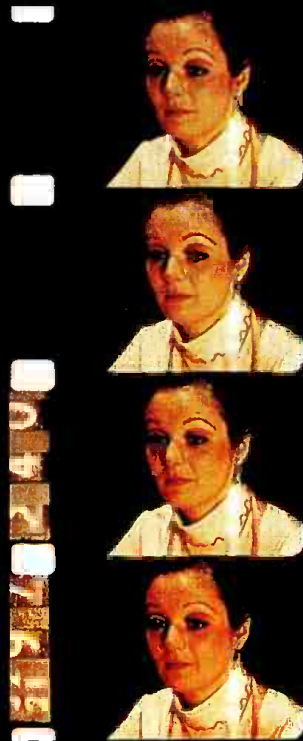
Perhaps "Thames on 9" may even stimulate other kinds of broadcast experiments in terms both of programming and of marketing.

The reality of 5 footcandles.

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



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



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



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

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

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

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

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



Film is good news.



Hartford-New Haven-Springfield Indivisible.

KELLOGG, ALLSTATE, NESTLE AND UNION CARBIDE BUY IT THAT WAY.

They program their computers to link Hartford, New Haven and Springfield together. They know this market is:

- 15th in Population. 2,617,200. Right ahead of Atlanta.
- 14th in Spendable Consumer Income.
- 16th in Total Retail Sales.
- 12th in Food Store Sales.
- 14th in TV Households. 860,340 to be exact.
- 11th in Drug Store Sales.
- 13th in Passenger Car Sales.

(Sources: 1 & 5: Neilson U.S. Television Ownership Estimates January, 1976.
2-4: SRDS 1/1/75
6-7: SRDS 1/1/75)

INVESTMENT CAPITOL:

52 billion dollars in stock investments are controlled in Hartford. Is your company well-represented in the capitol?

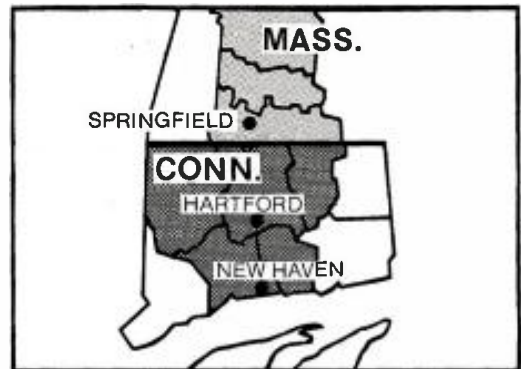
(Sources: Insurance Association of Connecticut. Connecticut Bankers Association.)

THE SURE WAY TO REACH THIS MARKET



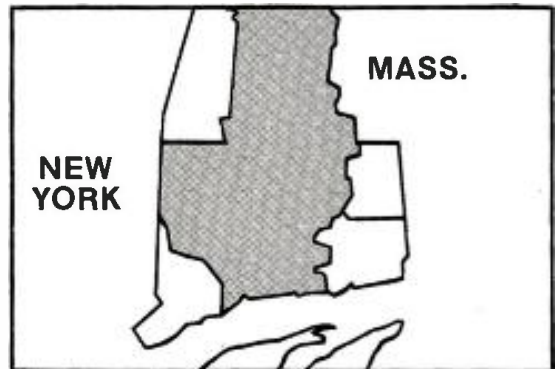
You see, Hartford, New Haven and Springfield is one market. WFSB-TV defines the market in terms of the multi-city area we cover. And in terms of how we cover it for the 2½ million people who live here. We call it The Land of the 3.

THE GREAT ADI/DMA WALL. STOP BEATING YOUR HEAD AGAINST IT.



This is how some people still see us. As two separate ADI/DMA areas. Hartford and New Haven as one. Springfield as another. That's not the way it has to be. With WFSB-TV you can penetrate the walls between them.

THE OLD BLIND SPOT. NOW YOU SEE IT.



There are still computers that can't find the one big market between New York and Boston. They've got a great big blind spot: Southern New England. We've got a sure cure.

Springfield is one Market.



WFSB-TV is the only CBS affiliate in Southern New England. The only station with a one hour local news program. The only station with an hour service magazine every weekday morning.

The station with Dinah, Celebrity Sweepstakes and the most public affairs in prime time every week. And editorials every day. The station that originates the only weekly show about business on commercial television. The station that made room for 8 special programs exploring public education in depth. And the Connecticut State Lottery program, too. And also threw a picnic so hundreds of retarded kids and adults could play ball, enjoy music and just get outside for a change.

Day after day. On and off the air. WFSB-TV is Southern New England.

Hartford-New Haven-Springfield. WFSB-TV. One market, Indivisible, with CBS and Service for all.

There's a lot more going on...

PNS
POST-NEWSWEEK STATIONS, INC.

REPRESENTED NATIONALLY BY

TMT
Top Market Television

■ indicates new or revised listing

This week

Sept. 1—FCC's deadline for comments on its inquiry into the relevancy of its license requirements for broadcast stations operators (Docket 20817). Replies are due Sept. 15. FCC, Washington.

Sept. 1—FCC's deadline for comments on request by Public Media Center of San Francisco to institute inquiry and rulemaking on airing of public service announcements by broadcasters (RM-2712). FCC, Washington.

Also in September

Sept. 8-11—*International Musexpo '76*, market place for international record and music industry. Fairmont hotel, New Orleans. Information: 1350 Avenue of the Americas, New York 10019; (212) 489-9245.

Sept. 9—*International Radio and Television Society's* annual newsmaker luncheon. FCC Chairman Richard E. Wiley will speak on "The Year Ahead at the FCC." Americana hotel, New York.

Sept. 9—FCC's deadline for comments on amendment of cable television rules to make definition of "legally qualified candidate for public office" consistent with definition recently adopted for broadcast services. Replies due Sept. 20. FCC, Washington.

■ **Sept. 9**—One day seminar on "Politics and Television 1976: A Mid-Term Assessment," sponsored by

The Aspen Institute, League of Women Voters of the U.S. and Post-Newsweek Stations. Conference is to provide an opportunity for journalists, advertisers and members of other interested publics to assess the implications of TV effects for their work. Waldorf-Astoria hotel, New York.

Sept. 10-12—Annual conference of *NBC Television and Radio Networks* and *NBC Radio's News and Information Service* news directors. Hotel Drake, Chicago.

Sept. 12-14—Fall convention, *Louisiana Association of Broadcasters*. Royal Sonesta hotel, New Orleans.

Sept. 12-14—*Southern Cable Television Association* convention. Fairmont Colony Square hotel, Atlanta. Contact: Otto Miller, executive secretary, P.O. Box 465, Tuscaloosa, Ala. 35401; (205) 758-2157.

Sept. 12-14—Annual convention of Western chapter of *The National Religious Broadcasters*. Sheraton hotel, Los Angeles airport.

Sept. 12-15—Sixteenth annual conference of the *Institute of Broadcasting Financial Management*. FCC Chairman Richard Wiley will be Monday luncheon speaker; Cox Broadcasting President Clifford Kirtland will be Tuesday luncheon speaker. Sheraton-Boston hotel, Boston.

Sept. 13—Public hearings begin in Chicago on first phase of *Federal Trade Commission's* proposed trade regulation regarding information and claims in food advertising. FTC regional office, 55 East Monroe Street.

Sept. 14—*Television Bureau of Advertising* corporate advertising workshop. Theme: "The Pressure Upon Business to Explain Itself." Biltmore hotel, New York.

Sept. 14—Oral argument in case in which Action for Children's Television is appealing FCC's 1974 policy statement on children's TV. U.S. Court of Appeals, Washington.

Sept. 14-16—Hearings on license renewal legislation before *House Communications Subcommittee*. Washington.

Sept. 14-16—*Illinois Broadcasters Association* convention. Holiday Inn East, Springfield.

Sept. 14-17—*CBS Radio Network* affiliates convention. Williamsburg, Va.

Sept. 15—Deadline for entries for Ohio State Awards competition that annually recognizes meritorious achievement in educational, informational and public affairs broadcasting between Sept. 1, 1975 and Aug 31, 1976. Competition is sponsored by the *Institute for Education by Radio-Television* and is held under auspices of Ohio State University Telecommunications Center, Columbus. Winners will be announced in March 1977. Contact: IERT, 2400 Olentangy River Road, Columbus, Ohio 43210.

■ **Sept. 15-17**—*Tennessee Association of Broadcasters* annual convention. Speakers include Tennessee Governor Ray Blanton; Dr. Paul Stevens, president, Radio and Television Commission of the Southern Baptist Convention; NAB President Vincent Wasilewski, FCC Commissioner Ben Hooks and Herminio Travesas, NBC vice president, broadcast standards. Glenstone Lodge, Gallatinburg.

Sept. 17-19—*American Women in Radio and Television* West Central area conference. Clayton Inn, Clayton, Mo.

Sept. 17-19—*Maine Association of Broadcasters* annual convention. Sebasco Estates.

■ **Sept. 18**—*Radio Television News Directors Association* board meeting. Benson hotel, Portland, Ore.

Sept. 19-22—*National Radio Broadcasters Association* Conference & Exposition. (For agenda, see BROADCASTING, Aug. 23). Hyatt Regency Embarcadero, San Francisco.

Sept. 20-21—*National Retail Merchants Association* retail advertising workshop and seminar. Biltmore hotel, New York.

Sept. 21—FCC's new deadline for comments on AM clear channel proceedings to allow 1-A clears to operate with greater than 50 kw (Docket 20642). Replies are now due Nov. 22. FCC, Washington.

Sept. 21-22—Northeast Cable Television Technical Seminar, sponsored by *New York State Commission on Cable Television* in cooperation with *Upstate chapter of Society of Cable Television Engineers*. State University College, Oswego, N.Y.

Sept. 21-23—*National Association of Broadcasters* black management seminar, for black station owners. NAB headquarters, Washington.

Sept. 22-24—1976 Biennial International Broadcasting Convention, sponsored by the *Electronic Engineering Association, Institution for Electrical Engineers, Institute of Electrical and Electronics Engineers, Institution of Electronic and Radio Engineers, Royal Television Society* and *Society of Motion Picture and Television Engineers*. New techniques and equipment for the whole spectrum of the industry will be exhibited. More than 60 technical papers will be presented in 14 sessions. Grosvenor House, London. Information: The secretariat, International Broadcasting Convention, ISS, Savoy Place, London WC2R 0BL.

■ **Sept. 22-25**—*Michigan Association of Broadcasters* annual fall conference. Hidden Valley, Gaylord, Mich.

Sept. 23-28—*Videcom, International Market of*

Doubleday
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Offers:

ART & SCIENCE

The proper assessment of media property is both an art and a science.

The art being the years of experience in the industry and the professional ability to apply meaningful values to intrinsic market factors.

The science of an appraisal is the ability to harness the known financial facts and apply tax, legal and regulatory interpretations in a constantly changing industry.

To this end, Doubleday Media has just concluded an appraisal analysis on:

WRR-AM

for the city of Dallas leading to the station sale through public bids.

For information call:

Dick Anderson 214/233-4334



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**Rod Laver is one of the best at what he does.
So is Katz.**

Rod Laver became a tennis great by mixing a big serve with a deft volley.

In the rep business Katz has the resources to score with a big smash or a little finesse. Take computers for example. Katz has a big computer that can do most anything but make a sales call — and a mini-computer to help with that job.

With more salesmen in more offices than any other rep, Katz can afford to link all of this selling power together in a nationwide on-line computerized spot sales system.



By year end an automated avail preparation system will give Katz TV salesmen more time to sell. Katz Radio will be transmitting "Probe" reports to all of its offices. Both station and Katz salesmen will be getting the facts they need faster to sell retail and agency timebuyers.

Even the little things at Katz are big. Being big helps Katz build bigger station billing.

Come to Katz. Be with the best. Call Gordon Hastings, Vice President, New Business Development. (212) 972-2422.

Katz. The best.



the first
reel to reel
with the rugged
reliability of
itc

The makers of premium quality tape cartridge equipment in the reel-to-reel market? It had to happen! The result is what you, Mr. Broadcaster, have been looking for. All the features you demand plus a few innovative optionals of our own. And all with the rugged reliability inherent in the International Tapetronics' name. Check out these plusses in your own studios. We offer a 30 day guarantee of satisfaction plus a one year warranty. Just call collect and say you want to try the "850" series. We'll do the rest.

Phone 309-828-1381



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TAPETRONICS CORPORATION**
2425 South Main Street Bloomington, Illinois 61701
Marketed exclusively in Canada by
McCurdy Radio Industries Ltd., Toronto

Major meetings

- Sept. 12-16—*Institute of Broadcasting Financial Management* annual conference. Sheraton-Boston hotel, Boston. 1977 conference in mid-September in Regency-Chicago hotel.
- Sept. 19-22—*National Radio Broadcasters Association* 1976 Conference & Exposition. Hyatt Regency Embarcadero, San Francisco. Chicago will be 1977 site.
- Oct. 13-16—Annual meeting. *Association of National Advertisers*. Broadmoor hotel, Colorado Springs. 1977 annual meeting will be Oct. 23-26 at the Homestead, Hot Springs, Va.
- Oct. 24-27—*National Association of Educational Broadcasters* 52d annual convention. Conrad Hilton hotel, Chicago.
- Nov. 9-11—*Television Bureau of Advertising* annual meeting. Shoreham Americana hotel, Washington.
- Nov. 10-13—*Society of Professional Journalists, Sigma Delta Chi*, national convention. Marriott hotel, Los Angeles.
- Dec. 11-16—*Radio Television News Directors Association* international conference. Americana hotel, Miami Beach, Fla. 1977 conference will be Sept. 14-18 at Hyatt Regency hotel, San Francisco; 1978 conference at Atlanta Hilton hotel, Atlanta; 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. 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 12-16, 1977—*Broadcast Promotion Association* 22d annual seminar. Beverly Hilton hotel, Los Angeles.

Videocommunications software/hardware exhibit. Palais des Festivals, Cannes, France. U.S. contact: John Nathan, Meryll Levow, 30 Rockefeller Plaza, suite 4535, New York 10020.

Sept. 24—*American Women in Radio and Television* Western area conference. Brown Palace hotel, Denver.

Sept. 24-25—Annual meeting of *Public Radio in Mid-America*. Speakers will include Lee Frischnecht, president of National Public Radio; Tom Warnock, director of radio activities at Corporation for Public Broadcasting, and Dan Toohey, Washington communications attorney. Forum 30 hotel, Springfield, Mo. Contact: Dale K. Ouzts, PRIMA president, Sangamon State University, Springfield.

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

Sept. 25—*Radio Television News Directors Association* regional workshop for Western states. Las Vegas.

Sept. 26-28—*Nebraska Broadcasters Association* convention. Vincent Wasilewski, National Association of Broadcasters president; John Salisbury, president, Radio Television News Directors Association, and FCC Commissioner Abbott Washburn will speak. Lincoln Hilton, Lincoln.

Sept. 26-28—*Nevada Broadcasters Association* convention. Stockmen's Motor Hotel, Elko, Nev.

Sept. 26-29—*Pacific Northwest Cable Communications Association* annual convention. Davenport hotel, Spokane, Wash.

Sept. 27-28—Annual convention of Midwest chapter of *The National Religious Broadcasters*. Charles Colson, former White House adviser, is among speakers. Chicago O'Hare Airport Exel Inn, Chicago.

Sept. 27-29—Conference on "News Trends in Pay Television," sponsored by *Cable TV Administration and Marketing Society*. Marriott hotel, Perimeter Center, Atlanta.

Sept. 27-30—*Electronic Industries Association* annual fall conference. Century Plaza hotel, Los Angeles.

Sept. 29-Oct. 2—*Information Film Producers of America* film and video communicators conference, trade show and Cindy Awards festival. Palm Springs Spa hotel, Palm Springs, Calif. Information: IFPA, 3518 Cahuenga Boulevard West, suite 313, Hollywood 90068; (213) 874-2266.

Sept. 30—Seminar on advertising law, problems and trends, jointly sponsored by *American Advertising Federation, Federal Bar Association and International Library* (publishers of *National Advertising Law Anthology*). Hyatt Regency hotel, Washington.

October

Oct. 1—Deadline for entries, *U.S. Television Commercials Festival*. Eligible are film or taped commercials produced or aired in U.S. within 1976. Information: 1008 Bellwood Avenue, Bellwood, Ill. 60104, (312) 544-3361.

Oct. 1—Deadline for entries in media awards program of *American Cancer Society*. Categories include multiple classifications in local and network radio-television. Information: ACS Mass Media Awards Committee, 801 Second Avenue, New York 10017;

Oct. 1—Regional convention and equipment show, *Society of Broadcast Engineers, Chapter 22*. Syracuse-Hilton Inn, Syracuse, N.Y. Information: Paul Barron, WCNY-TV-FM, Syracuse.

Oct. 1—FCC's deadline for comments on amendment of noncommercial FM broadcast rules. Reply comments are due Nov. 16. FCC, Washington.

Oct. 1-3—*Massachusetts Broadcasters Association* annual convention. Veteran radio personalities Bob Elliott and Ray Goulding will receive MBA's Distinguished Service Award. Sheraton-Boxborough Inn, Boxborough. Contact: Douglas Rowe, MBA, 16 West Main Street, Marlborough, Mass. 01752.

Oct. 1-3—*American Women in Radio and Television* Northeast area conference. Gideon-Putnam hotel, Saratoga Springs, N.Y.

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

Oct. 2-3—*Illinois News Broadcasters Association* fall meeting with sessions on future of broadcast news, federal election laws, legal/ethical concerns, ERA. Guests include Lloyd Bobyns, NBC-TV "Weekend" anchor. Northern Illinois University Student Center, DeKalb. Contact: Bob Woggon (815) 753-1681.

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

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

Love's labors won

EDITOR: Your Aug. 2 "Closed Circuit" headlined "No Love Lost" was based on the assumption that my letter to radio broadcasters asking them to contact the House Judiciary Committee was critical of the National Association of Broadcasters because I said, "Don't depend on the so-called Washington lobby to do it for you."

I was not being critical of NAB's Washington lobbying efforts any more than I was of our own or that of any other organization. I was simply trying to tell radio broadcasters that they must personally and individually act to protect their interests and not rely on any Washington lobby to do it for them.

The National Radio Broadcasters Association knows how effective individual broadcasters, acting in concert, can be. The "right-to-sue" issue is a good example. As a result of NRBA's alerting radio broadcasters, several hundred of them wrote to congressmen (we have copies of their letters) and the inequity was eliminated. We give NAB full credit for all it did and we're pleased to have had the opportunity to work on the same issue with NAB, even if we didn't officially combine our efforts.

The important thing is that for once the interest of the radio broadcaster was protected and we're happy to have been involved in this successful effort.—*Abe Voron, executive director, National Radio Broadcasters Association, New York.*

What Sauter said

EDITOR: In the Aug. 16 issue in an article concerning a fairness doctrine dispute relating to Texaco's latest piece of propaganda, Van Gordon Sauter, CBS vice president for program practices, said: "We have a policy of not carrying commercials or PSA's that relate to controversial issues of public importance."

That seems to imply that the only ones he will allow are those that have no public importance. Such cop-outs, if Mr. Sauter is representative of this nation's programing chiefs, are responsible for the indoctrination of America with a policy, or propaganda if you will, in direct violation of the media's duty to the public interest—*Barry Vaughn, South Royalton, Vt.*

The Carter-Nader axis

EDITOR: Jimmy Carter's alignment with Ralph Nader (BROADCASTING, Aug. 16) is an interesting opening to what appears to be Mr. Carter's switch from his promise to return our government to the people. He

now wants to pull the regulatory agencies up from "... the low estate to which they have fallen."

At a time when more people are buying and listening to radio than ever before, buying and viewing more television and clamoring for more CATV so that they can have more channels to listen to and view one should logically conclude that they are satisfied. "If I should call on the parents of this nation to express displeasure ... I think this would have a beneficial effect," says Mr. Carter. If he wants to poll the American people, send him the rating books.

Following Mr. Nader is comparable to hooking your caboose to a locomotive with a full head of steam and no track to run on.—*Chick Monti, general sales manager, WPRC-AM-FM Lincoln, Ill.*

Side effects?

EDITOR: The Aug. 16 "Open Mike" from Patti Johnson referring to sexist practices in broadcasting touches on a trend that is becoming increasingly more disturbing in our business—reverse discrimination.

Ms. Johnson apparently would prefer to ignore the pronouns his, he and him and substitute hers, she and her or better yet their, they and them. Despite the scramble to hire women, some men still do work as announcers and newsmen. More and more the "special, sustained efforts" to seek out women leave in their wake men who were fired because of a quota or token women who are marginally qualified. I'm not saying stop hiring women. I am saying hire the qualified person, whether it be a man or a woman.

With good, solid, communications courses and majors being offered at many colleges and schools, there is a larger pool of qualified people to fill jobs. So, don't merely hire women because they're women. The backlash will not only leave resentment, but also make it difficult for those women who are qualified to get jobs and be accepted.—*Robert B. Graham, Darien, Conn.*

It used to be

EDITOR: In giving the details of Hall Communications' proposed purchase of W GAL-AM-FM Lancaster, Pa. ("Changing Hands," March 29) and proposed sale of WETE(AM) Knoxville, Tenn. ("Changing Hands," Aug. 9), you refer to Hall's WCTY(FM) Norwich, Conn. by its former call, WICH-FM. WICH-FM became WCTY in July 1975 to reflect its separate programming from its AM counterpart.—*Charles E. Everett, Bridgewater, Conn.*

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The newsweekly of broadcasting and allied arts

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Hollywood: 1880 North Vine

Street, 90028. Phone: 213-463-3148.

Bill Merritt, Western sales manager.

Sandra Klausner, editorial-advertising assistant.

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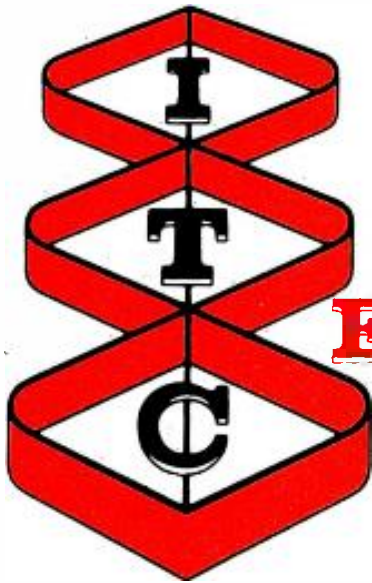
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Broadcasting Aug 30

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Top of the Week

Still on: Ford-Carter TV debates

Despite the number of obstacles thrown up last week, it looks like go for the confrontation

Although there remain a number of competing interests to reconcile, at the end of last week the odds still favored Great Debates II.

It won't be easy, however. Problems raised at meetings and in communications last week involving Congress, the networks, the Federal Election Commission, the two major candidates and their representatives, at least one unhappy third-party candidate and the League of Women Voters showed that the path to the debates is strewn with obstacles.

Still, the major hurdles are behind. First, the mechanism for TV coverage of the debates was provided when the FCC ruled that candidate debates, when sponsored by someone other than broadcast stations and broadcast live and uncut, are exempt from the equal time requirement of Section 315 of the Communications Act. The League of Women Voters has offered itself as the nonbroadcast sponsor. Second, the candidates, President Ford and Jimmy Carter, and vice presidential nominees Robert Dole and Walter Mondale, have agreed to debate, and have not backed out yet. And now—and third—if the league-sponsored arrangement falls apart, it appears that Congress will step in with the remedy: a temporary suspension of 315 to make possible all manner of broadcast coverage—of debates and otherwise—exempt not only from equal time but from mandated fairness obligations as



Behind it. Jim Karayn (l), director of the debates project for the League of Women Voters Education Fund, and Peggy Lampl, league executive director, were unscheduled witnesses at a hearing before Senator John Pastore's Communications Subcommittee Tuesday. Senator Pastore wanted them on record saying their plans for the debates would fall apart if the networks were given the suspension they seek of the equal time requirement of the Communications Act. On the force of their remarks, Senator Pastore said he will not press for the suspension unless the league sponsorship of the debates is jeopardized.

well. Both Senator John Pastore (D-R.I.) and Representative Lionel Van Deerlin (D-Calif.), chairmen of their respective Communications Subcommittees, say they will start that ball rolling if they have to. "Should the thing fall apart," Senator Pastore said Friday, "I'd be the first one . . . to introduce a resolution." Said Representative Van Deerlin: "We'll be ready to move" if the league arrangement is challenged or runs afoul of the campaign law. Both men said they thought such legislation could be cleared in committee for quick action by both houses.

All three networks are willing to cover the debates under league sponsorship. The plan the league offered calls for four debates in various cities, beginning in St. Louis Sept. 28, in auditoriums with live audiences. If the networks had their way, however, they would carry the debates as they did in 1960—in their own studios, where the best production values would be available.

The networks are not yet together on their approach to the debates controversy. To date, CBS and NBC have wired Senator Pastore and Representative Van Deerlin

seeking suspension of the equal time provision of the Communications Act, Section 315, permitting them to carry the debates without having to include third party candidates and without having to rely on nonbroadcasters such as the League of Women Voters to sponsor them. NBC argued additionally for a permanent repeal of Section 315 for presidential and vice presidential candidates.

Later in the week, both NBC and CBS said their efforts to secure suspension of Section 315 are not aimed at wresting the debates from the League of Women Voters. Both, however, continue to press for the suspension and toward that end, CBS Washington Vice President William Leonard will meet privately with Senator Pastore Monday (Aug. 30).

ABC supports suspension of 315 but isn't counting on that happening.

Both Senator Pastore and Representative Van Deerlin requested additional information and argument from the networks about suspending Section 315. Absent an independent disruption of the League of Women Voters approach, however, neither chairman is likely to initiate legislation to do that. "I don't think it's proper, I don't think it's decent and I don't think it's dignified," to undercut the league's work, Senator Pastore told BROADCASTING.

In response to Representative Van Deerlin's questions, wired to the three network heads last week, NBC said that if Section 315 were suspended, it would offer free time for candidate appearances (four half hours for each party) in addition to the free debates. It would also include "direct and substantial appearances" by the candidates in a planned series of cam-

Let's talk. Democratic presidential nominee Jimmy Carter struck some nerves in the broadcasting industry with his remarks at a Ralph Nader Public Citizen Forum in Washington three weeks ago, and prompted National Association of Broadcasters President Vincent Wasilewski and Chairman Wilson Wearn to request a meeting with him "in the near future." In a joint letter to the candidate last week, Mr. Wearn and Mr. Wasilewski announced their wish to discuss major issues in radio and TV "and to dispel some of the unease within the industry resulting from your recent remarks. . . ." At the Nader Forum, Mr. Carter said that if elected he would appoint to the FCC and other regulatory commissions consumer advocates that would appeal to Mr. Nader. He also said the FCC should have a direct role in cutting down the amount of violence on TV (BROADCASTING, Aug. 16). Mr. Wearn and Mr. Wasilewski requested that Mr. Carter meet with "a small group" from the NAB board, meaning probably, the executive committee.



A short history. The misnamed "Great Debates" of 1960 consisted of four one-hour joint appearances by the Republican and Democratic presidential nominees, Vice President Richard M. Nixon and Senator John F. Kennedy (D-Mass.). In each program, the candidates were questioned by broadcast newsmen, not by each other. The first program originated at CBS-owned WBBM-TV Chicago at 9:30-10:30 p.m. New York time Sept. 26. Moderator was Howard K. Smith, then with CBS News, now with ABC, and panelists were Sander Vanocur, NBC; Charles Warren, Mutual; Stuart Novins, CBS, and Bob Fleming, ABC. Arbitron estimated the audience at 29.6 million homes, the most attracted to a television program up to that time. The second confrontation originated at NBC-owned WRC-TV Washington at 7:30-8:30 p.m. Oct. 7. It was moderated by the late Frank McGee of NBC News, and panelists were Edward P. Morgan, ABC;

Paul Niven, CBS; Alvin Spivak, UPI, and Harold Levy, *Newsday*. The third originated at 7:30-8:30 p.m. Oct. 13 in ABC-TV studios in New York where Senator Kennedy appeared and in Los Angeles where Mr. Nixon was campaigning. The moderator, Bill Shadei, ABC, and the panelists, the late Charles Von Fremd, CBS; Mr. McGee of NBC; Roscoe Drummond, *New York Herald-Tribune*, and Douglass Cater, *Reporter* magazine, were in Los Angeles. The fourth put both candidates in ABC-TV's New York studios for broadcast at 10-11 p.m. Oct. 21. The late Quincy Howe, ABC, moderated, and panelists were John Edwards, ABC; Walter Cronkite, CBS; Frank Singiser, Mutual, and John Chancellor, NBC. The principal television advisers to the candidates for the joint appearances were J. Leonard Reinsch of Cox Broadcasting for Senator Kennedy and Fred Scribner of the Nixon campaign staff for the Vice President. They and other aides held 15 negotiating sessions (not 12 as commonly reported) before agreeing on procedures for the first debate.

The debates were made possible by the suspension of the equal-time law for presidential and vice-presidential candidates (although the latter, Henry Cabot Lodge, Republican, and Lyndon B. Johnson, Democrat, refused to debate). The Senate passed a suspension resolution on June 27, 1960, but the House waited until Aug. 22, after both parties had picked their candidates, before following suit. The debates did not constitute the first candidate appearance to take advantage of the lifting of restraints. Mr. Nixon seized that honor with an interview on NBC-TV's *Jack Paar Show* on the day President Eisenhower signed the measure.

paign news specials.

In its responses, CBS said it would try to arrange its own debates, in addition to the league's, if Section 315 were suspended. In its own debates, "significant minor parties . . . would be taken into consideration," CBS President Arthur Taylor said. CBS would include the league-sponsored debates in the eight hours free time it says it would offer the candidates. NBC, on the other hand, said its league debate coverage would be in addition to the four half hours it would offer each side.

ABC said it will withhold responding to Mr. Van Deerlin's questions until after the Federal Election Commission decides whether the league's sponsorship of the debates is legal under the campaign laws.

The FEC considered that question in a meeting Thursday. The issue, raised by the commission's general counsel, is whether the league's sponsorship would amount to an in-kind contribution to both presidential candidates. Such contributions are prohibited under the law. The FEC postponed its decision until today, but the commission appears ready to say that the league's record of nonpartisanship moots the question of contributions.

The same general counsel posed another problem, however, suggesting that the league's plans to accept corporate and union contributions to pay for the debates—the league estimates it will need \$150,000—might be illegal. Peggy Lampl, executive director of the league, told Senator Pastore at a hearing Tuesday, however, that the league would use its own money, primarily from foundation sources, for the project.

Still another threat to the debates comes from former Senator Eugene McCarthy, an independent candidate for the Presidency, who says he will file a fairness doctrine complaint with the FCC if he is not included. His reasons are several, not the least being that the debates will "distract the viewers from what I or other third parties might be saying." He told BROAD-

CASTING he thinks if the press has done a good job of informing about the candidates there is no need for debates, and that for the press to permit the debates between just the two parties without including other significant viewpoints is to "surrender in much the same way as a totalitarian press surrenders to a totalitarian government."

Mr. McCarthy said his attorney is currently drafting a legal brief for a possible fairness complaint. The candidate's aim is to prevent the debates from happening at all. For the moment, the FCC has no role in all this. According to John Sturm, legal assistant to Chairman Richard Wiley, the commission will act if it receives a request for declaratory ruling or if it receives a request for advice from Congress. It has received neither yet, however. "The ball is not in our court," Mr. Sturm said.

Under the assumption that it will be permitted to run the debates, the League of Women Voters continued its negotiations between the Carter and Ford camps over formats, places and dates for the meetings. Early in the week, President Ford urged starting the debates next week, a suggestion Mr. Carter's press secretary, Jody Powell, denounced before the league-Ford-Carter meeting Thursday. Mr. Powell is paired with the Carter campaign's TV expert, Barry Jagoda, to represent Mr. Carter in the negotiations. Mr. Ford's representatives are Dean Burch and William Ruckelshaus. Mr. Burch, now with the Washington law firm of Pierson, Ball & Dowd, is a former chairman of the Republican National Committee, of the FCC, and was a White House counsel. Mr. Ruckelshaus is the former deputy attorney general. Although neither side would disclose the points on which they agreed or disagreed during the three-and-a-half hour session, both said they were confident there will be debates. Jim Karayn, major domo for the league project, said more was accomplished than he had anticipated. Negotiations resume Wednesday.

315 exemption sought for delayed airing of candidate debates

There was a radio twist to the increasingly involved pretzel of political debates last week. The Radio Television News Directors Association asked the FCC to review an FCC Broadcast Bureau decision forbidding WILM(AM) Wilmington, Del., to broadcast a taped political debate without providing equal time to other candidates.

The RTNDA said the Broadcast Bureau's ruling is "arbitrary and violative of the First Amendment" and that the decision to broadcast a debate when the public would most benefit from it should be left to journalistic discretion.

WILM is an all-news station and was planning to cover and tape debates between Republican and Democratic candidates for Congress before the Rotary Club of Delaware. In a letter requesting advice on the applicability of the FCC's equal-time requirements, the WILM president and general manager, Sally V. Hawkins, wrote that the station's all-news format did not "lend itself easily to a half-hour block of programing." She said WILM wanted to tape the debate and broadcast excerpts during afternoon newscasts and the entire debate that evening or within a few days. The Broadcast Bureau ruled that "the broadcast of a taped debate even if broadcast in its entirety cannot be considered 'on-the-spot coverage of a bona fide news event' within the meaning of Section 315."

The RTNDA said the Broadcast Bureau erred in its interpretation of commission rules allowing unrestricted, on-the-spot coverage of appearances by candidates "live" and "in their entirety." The commission "cannot reasonably say that these events cease to be newsworthy if their broadcast from tape recordings is delayed for a few minutes or hours or even days," the RTNDA said.

The RTNDA noted that during the recent Democratic and Republican conven-

tions, all the networks, particularly ABC, included taped excerpts of convention activities. The association said the conventions were indeed news events and that speeches and debates should be considered the same kind of news.

Canadian matters will be pursued, Kissinger reassures Magnuson

Letter to senator from State says talks will proceed on tax exemption and commercial-deletion policies

Even though a tax bill unfavorable to American broadcast stations near the Canadian border has been passed by both houses of the Canadian parliament and the Canadian government has given indication it will take the final step of promulgating the measure, the U.S. State Department said last week it will work to stop the bill.

That assurance, from Secretary of State Henry Kissinger through State's assistant secretary for congressional relations, Robert McCloskey, was precisely what Senate Commerce Committee Chairman Warren Magnuson (D-Wash.) and 17 other senators asked for in a letter to Dr. Kissinger in July (BROADCASTING, Aug. 2). Senator Magnuson has led a campaign in the Senate to prod the State Department to press the tax issue with the Canadians at the same time it is negotiating for a reversal of another troublesome action, the Canadian policy of deleting commercials from U.S. TV signals carried on cable TV.

A meeting between the two countries will take place in Washington "in the near future," Mr. McCloskey wrote Mr. Magnuson last week. On Aug. 18, Allan MacEachen, Canadian secretary of state for external affairs, told reporters in Washington, "we have undertaken to meet as soon as possible, and I believe that means late in September or early October." Mr. MacEachen, however, said the meeting would cover the commercial deletion problem and added that the tax bill "is not negotiable."

The tax bill would remove the tax exemption for advertising bought on American broadcast stations.

But, in his letter to Senator Magnuson, Mr. McCloskey said "it is our firm expectation" that the meeting will cover the tax bill as well as the commercial deletion problem.

The 18 senators in their July letter had proposed retaliating against Canada with legislation prohibiting the importation of Canadian movie and TV films and sound recordings into the United States or to tax heavily American TV products exported to Canada.

The State Department rejected that alternative for now, however, saying "it is premature while discussions are proceeding."

Senator Magnuson found the State Department's letter "reassuring," according to an aide to the senator.

In Brief

- **Big shakeup in market rankings** is in store in revision of ADI (area of dominant influence) market lists currently in preparation by Arbitron Television, expected to be released in early to mid-September. New top 25 said to be ranked in descending order as follows, with changes as indicated: **1** New York, **2** Los Angeles, **3** Chicago, **4** Philadelphia, **5** San Francisco (up from 6), **6** Boston (down from 5), **7** Detroit, **8** Washington, **9** Cleveland, **10** Dallas-Fort Worth (up from 11), **11** Pittsburgh (down from 10), **12** Houston (up from 14), **13** Minneapolis-St. Paul, **14** Miami (up from 15), **15** St. Louis (down from 12), **16** Atlanta, **17** Tampa-St. Petersburg, Fla., **18** Seattle-Tacoma, Wash., **19** Indianapolis (up from 20), **20** Baltimore (down from 19), **21** Milwaukee (up from 22), **22** Hartford-New Haven, Conn. (down from 21), **23** Denver (up from 28), **24** Sacramento-Stockton, Calif. (up from 25), **25** Portland, Ore. (down from 24). Kansas City, Mo., formerly 23, drops to 26.
- **Omnibus copyright revision** cleared full House Judiciary Committee last Friday by vote of 27 to 1. There were no amendments. National Association of Broadcasters, displeased with cable section of bill, is trying to get language inserted in committee's report to prevent bill from opening door to spread of pay cable and increased number of distant signals (BROADCASTING, Aug. 2). Bill has one month to clear full House, be resolved with Senate version in House-Senate conference committee and sent back to both Houses for passage.
- United States Court of Appeals for District of Columbia **remanded FCC's 1975 denial of Teleprompter Corp.'s certificate of compliance for Johnstown, Pa.**, cable franchise. FCC had denied Teleprompter request because of conviction of company and its then president, Irving Kahn, for bribery of local officials in obtaining cable franchise in 1966 (BROADCASTING, May 12, 1975). FCC said it wanted to protect its certification process and not allow Teleprompter to profit from illegal deal, but court said commission is trying to vindicate regulatory scheme that did not exist in 1966. Court said FCC's 1972 cable rules may set precedent for FCC to deny franchise granted by local authorities when corruption affects agreement, but that in Johnstown case president of Teleprompter had been sentenced to jail, company had paid fine and new management had taken over before FCC's 1972 institution of rules and 1975 denial of certificate. Teleprompter President Russell Karp called decision "victory [that] does justice in a real as well as a strictly legal sense..."
- **WNDB(AM)-WDNJ(FM)** Daytona Beach, Fla., sold by Quality Broadcasting Corp. (trust of Fred M. Ayres, widow Janice N. Ayres, Victor Knight and five others) to Broadcast Management of Florida (Joel M. Thrope and Thomas H. Green) for \$700,000.



Doar

Rupp

Van Konyenburg

Haeg

Headley

Lewis

- **W.T. Doar Jr.**, president of MTC Properties, Minneapolis, which has acquired 100% ownership of Midwest Radio-Television, licensee of WCCO-AM-FM-TV Minneapolis (BROADCASTING, Aug. 23), elected president and chief executive officer of Midwest. **James M. Rupp**, former group vice president, Cox Broadcasting Corp., Atlanta, elected executive vice president and chief operation officer of Midwest. **F. Van Konyenburg**, chairman of Midwest executive committee, and **Lawrence F. Haeg**, Midwest president, retire Oct. 1, Mr. Haeg continuing as consultant to WCCO-AM-FM. **Sherman K. Headley**, general manager, WCCO-TV, and **Philip Lewis**, general manager, WCCO Radio, named vice presidents. **C.J. Mulrooney** elected chairman of Midwest board; **H.W. Dornseif**, vice president and treasurer, and **J.E. Murphy**, secretary. New directors: **Harry L. Holtz**, chairman, First Trust Co. of St. Paul; **Michael J. Hughes**, attorney, Helena, Mont., and **John F. McIlwain**, vice president, Merchants National Bank & Trust, Syracuse, N.Y.
- **Lawrence Carino**, VP-government affairs, Storer Broadcasting, Washington, is slated to join WBAL-TV Baltimore (Hearst Corp.) as VP-general manager, succeeding **Jack Beauchamp**, who will move to Phoenix where his wife has acquired interest in KMEQ-AM-FM.

Clear sailing for Fogarty; troubled water for White

Republican can't shake problem with conflict of interest and lame-duck attitude toward her party; subcommittee counsel finds all sweetness and light

The nominations of Joseph Fogarty and Margita White to the FCC were in hearings before the Senate Commerce Committee last Tuesday. During that proceeding, it became apparent that Senate confirmation of Mr. Fogarty, the Democratic counsel to the Senate Communications Subcommittee and protege of its chairman, John Pastore (D-R.I.), is virtually assured. It also became apparent that the appointment of the Republican Mrs. White, White House assistant news secretary, is in trouble.

How much in trouble should be clearer this Tuesday (Aug. 31), when the Senate Commerce Committee meets in executive session to consider both nominations.

At the hearing, Mr. Fogarty met no opposition from committee members or other witnesses. He sat behind the witness's microphone only long enough to read a three-page statement praising Senator Pastore, who retires the end of this session, and was asked no substantive questions.

Mrs. White's appearance lasted considerably longer, however, long enough for her to respond to a barrage of questions and later to listen from the audience to testimony from representatives of citizen groups strongly critical of her.

A few criticized Mrs. White's qualifications for the job. "She is a well educated and bright woman whom I have enjoyed meeting socially," said former FCC Commissioner Nicholas Johnson, "but there is really nothing in her background that demonstrates any preparation or inclination for this type of policy-making position." Mr. Johnson spoke as head of the National Citizens Communications Lobby.

But Senator Pastore brushed aside such

comment, saying he was "not too much impressed" when another witness, Roger Hickey of the Public Media Center, charged Mrs. White lacked experience and was not informed on issues important to his group.

The more important issue in Mr. Pastore's mind, the one that occupied most of the hearing time, was the possible conflict of interest between Mrs. White's appointment to the FCC and the communications practice of her husband's law firm. Her husband, Stuart White, is a partner in Hamel, Park, McCabe & Saunders in Washington, which includes AT&T and some broadcast stations among its clients.

To remedy the conflict problem, Mrs. White promised to disqualify herself from any proceeding in which her husband's firm participated. At the hearing she said that would amount to a "very small" proportion of the FCC's business. And she promised to separate herself from any contact with members of Mr. White's firm. Further, Mr. White although a tax lawyer and not involved with communications, agreed not to share in any income from the law firm's FCC practice.

"It is inconceivable to me," Mrs. White said in her own defense, "that anyone would think that my husband's law firm associates, whom I see only rarely on social occasions, would influence my thinking or that the assumption prevails that a husband makes his wife's decision for her."

Her and her husband's arrangements to resolve the possible conflict were adjudged sufficient by the White House, the FCC and the Justice Department, all of which were consulted earlier by the Senate Communications Subcommittee (BROADCASTING, Aug. 9). A fourth opinion, from the General Accounting Office, found, however, that although the Whites' actions had removed the "fact of conflict," the "appearance" of conflict might still exist. The latter, it said, would have to be a judgment call by the Senate.

The Whites' actions were also considered sufficient by the two Republican senators at Tuesday's hearing, Howard Baker (Tenn.) and Ted Stevens (Alaska).

But Mr. Pastore was not moved. "I haven't made up my mind," he said. Calling Mr. White to the witness table, Mr. Pastore asked what Congress's remedy

would be if Mr. White went back on his word not to share in any communications income. Mr. White said the Congress has his word of honor. But with Mrs. White at the FCC, "don't you think there will be a gravitation of business to your firm?" Senator Pastore asked. "I really don't know," Mr. White said.

"I think you're an honorable man," Mr. Pastore said to Mr. White. "I think you will live up to your word. But on the other hand, is it our position as elected servants of the people to take your word?"

Mr. Pastore said: "We're raising these questions because the record has to be very, very exhaustive and clear... We want to be fair. If I've ever agonized over a nomination, I've agonized over this one."

He added later, "For the life of me, I don't know why the administration didn't take up my suggestion of putting her [Mrs. White] on some other commission."

Several citizen group witnesses argued that the conflict they alleged in Mrs. White's appointment would hurt the commission. In effect, she would be a "part-time commissioner," said Charles Firestone of the Citizens Communications Center. Mr. Johnson wondered how the public could be assured the Whites would not receive remuneration from Hamel, Park's communications practice from the period of Mrs. White's tenure either during those seven years or in delayed payment afterward. "Will Hamel, Park open their books to public inspection for such a purpose?" he asked.

The closest examination of the conflict problem was given in a 23-page statement by Harvey Shulman, executive director of the Media Access Project. He raised the possibility that "once Mrs. White's position on an issue is generally known, parties can play 'firm shopping' or 'alter ego shopping' to either have her recused or allow her to participate." He said, "If AT&T wants her to vote, it might decide to let another party 'front' for it, or it might use another law firm. If, however, Mrs. White's vote is detrimental to AT&T, or any other party, it could affirmatively use Mr. White's firm to represent it, thereby knowing that it has eliminated an unfavorable vote."

Mr. Shulman argued that there would be an additional conflict between a seat for Mrs. White at the FCC and her current job under the President, particularly during



Three make a crowd. The nomination of Joseph Fogarty (at right), counsel to the Senate Communications Subcommittee, received a warm family welcome at the subcommittee's hearing last week. But the appointment of White House assistant news secretary Margita White ran into a real family problem: Her husband, Stuart, is a member of a law firm that practices before the FCC, and that raises the question of conflict of interest.



this year's presidential election campaigns. "The specter of having the previous director of the White House Office of Communications rule on Section 315 or Section 312 complaints only three months after leaving office in an election year is not acceptable," he said. Mrs. White replied from the audience that it would take her a month or two to orient herself to the new job, and so probably she would not vote on anything before the end of the election campaign.

There was another side to the problem of conflict of interest—other than the financial and political sides—that was discussed at the hearing, the problem of women's rights. Mrs. White raised the issue herself, saying, "As this committee evaluates the circumstances of my situation, I know it will recognize that as more women pursue professional careers, there will be many more so-called 'conflict' issues. Husbands and wives who have been pursuing independent careers in separate orbits will enter coincidentally related spheres ... When precautionary measures can insure a sufficient degree of separation to avoid such a conflict, I hope it will not be necessary to abort either spouse's professional mission."

Senator Baker, in urging the committee to resolve the conflict question in Mrs. White's favor, noted her concern. "We don't want to discourage wives from entering government service," he said.

There are other pressures on the White nomination, the straight party-politics kind that comes, for instance, from three prominent members of the House Commerce Committee, Chairman Harley Staggers (D-W.Va.), John Moss (D-Calif.) and John Dingell (D-Mich.), who asked in a recent letter to the Senate that no Republicans be confirmed for agency jobs during the election campaign (BROADCASTING, Aug. 16).

Opposition to both the White and Fogarty nominations came from a fifth citizen group witness, Grace Castro Nagata, representing the National Latino Media Coalition, among other groups. She argued that one of the two nominations should have gone to a Hispanic American. Senator Pastore said he would ask both Mr. Fogarty and Mrs. White to say in writing what they would do to hire more Latinos. He also said the President should be urged, next time there is an opening at the FCC, to appoint a Hispanic American.

Both Mr. Fogarty and Mrs. White answered written questions from the committee about their stands on issues. In her responses, Mrs. White said: Congress should decide questions of open meetings at agencies and of reimbursement of citizen participants in FCC proceedings; the FCC's current approach toward regulating cable television is the wisest; "I am troubled" that the FCC's decision to exempt small stations from filing affirmative action employment programs exempts more than half of all stations; access for citizens should be encouraged on local stations but not regulated by the FCC; the fairness doctrine has encouraged discussion of local issues, but

the equal-time provision, Section 315, has had "some inhibiting effect upon broadcast coverage, especially at the national level," although any changes in the law should come from Congress; extending the broadcast license period beyond three years may help expedite the removal process.

Mr. Fogarty said: FCC meetings should be open to the public unless voted closed by the commission, "for good and substantial cause"; he favors reimbursing citizen groups for "substantial" contributions in commission proceedings; "I think the policy of the FCC should be to encourage the growth of the cable industry through enlightened regulation while at the same time protecting the legitimate rights of over-the-air broadcasters"; the FCC should encourage licensees to cooperate with citizen groups to ascertain and program for local needs; "there should be broader access to the broadcast media," and to further that goal, the spectrum should be augmented with VHF drop-ins, cable growth and parity for UHF; he supports the fairness doctrine and would expect broadcasters to initiate coverage on their own of controversial issues; he thinks good broadcasters should get a plus at renewal time, but should be subject to hearing if competing applications are filed.

Although the common assumption until last week was that Mr. Fogarty was sponsored by Senator Pastore, the ranking Republican on the subcommittee, Mr. Baker, claimed responsibility for recommending him. He did that, he said, before Senator Pastore was aware of it. And when he told Mr. Pastore, the latter expressed "great reservations" about the appearances of that situation, reservations Mr. Baker said he helped the chairman overcome.

Mr. Fogarty's appointment is to the remaining two years of the unexpired term of Republican Charlotte Reid, who resigned from the commission in June. Mrs. White's nomination is to a full seven-year term, succeeding Democrat Glenn Robinson.

Three networks' sold-out status indicates potential for a fourth, says BBDO

BBDO's programming department said last week that "the talk of a fourth TV network" could become "a reality in the future."

This conclusion was based on the fact that there simply aren't enough commercial minutes on the existing three networks to meet advertiser demand, according to the BBDO document which is titled "Report on Prime-Time Network Television 1976-77."

Despite the fact that prices are higher than ever—30-second spots range from a low of \$28,000 to a high of \$62,000, the report says, with the average prime-time fourth-quarter minute selling at \$90,000—"all three networks have already posted

record sales levels" for the first three quarters of 1976 and "for the time being the networks are resisting putting additional commercials into programs."

BBDO cites the success of Norman Lear's *Mary Hartman, Mary Hartman*, Don Fedderson's *The Lawrence Welk Show* and Yongestreet's *Hee Haw* as proof that "the fourth network can be a viable concept."

Another area the report focused on was family-viewing time, which caused programs "containing violence" to be "scheduled later into the evening and even after prime time," as the report put it. Within family hour, the "action/adventure/mystery category is down 17% from last year," the report continued, "and the newest storylines for shows in this category focus on a 'superhero' (like the *Bionic Woman* or *Gemini Man*) or they tend more to portray cops as human beings rather than as enforcers." BBDO also pointed out that, as a category, situation comedy "has had tremendous growth during the past two years, with the number of sitcoms on the air almost doubling. Again, the family hour has been partly responsible for this change. Sitcoms have found a cozy home during the family hour, drawing large audiences of children and teens."

NBC jockeys for fall starting position

Following ABC lead, it shifts time periods for six shows

Industry insiders say it's the biggest schedule upheaval this late in the season in the history of prime-time television: Last Thursday (Aug. 26), in response to ABC's extensive prime-time schedule changes 10 days ago (BROADCASTING, Aug. 23), NBC shifted time periods on six shows, added a 90-minute *Movie of the Week*, and announced a push-back into the second season of two series that had been slotted for September; the sitcom, *Snip*, and the 60-minute drama, *Gibbsville*.

CBS sources said that CBS would take a few days to digest its competitors' changes before deciding whether to respond with some fine-tuning of its own.

NBC changes: *Little House on the Prairie* moves from Wednesday (8-9 p.m., NYT) to Monday at 8. *The Practice* (Thursday, 9-9:30 p.m.) travels to Wednesday (8-8:30 p.m.) and NBC will create a new *Movie of the Week* time-slot on Wednesday, from 8:30 to 10 p.m., with "The Francis Gary Powers Story," starring Lee Majors (*The Six Million Dollar Man*), as the kickoff movie.

By slotting the new Wednesday movie, NBC is forced to push back its 60-minute Western series *Quest*, from Wednesday at 9 to Wednesday at 10. *The Gemini Man*, displaced by *Little House*, shifts to Thursday (8-9 p.m.), the 60-minute *Best Sellers* moves up an hour, from Thursday at 10 to Thursday at 9, and the 60-minute *Van Dyke and Company* flops back two hours, from Thursday at 8 to Thursday at 10.

The difference 20 years has made in spot TV

**TVB compares 1956, 1965, 1975
to dramatize two decades'
growth of an advertising medium**

With spot-TV billings at an all-time high and still rising, the Television Bureau of Advertising has prepared a report that tracks both the billings growth and many of the other changes in spot television's evolution over the last 20 years.

The special report will be published shortly along with TVB's annual estimates of advertisers' spending in spot TV for the past year. It will contrast the 1975 records with those of 1956, the year of its first such report, and those of the intermediate year, 1965. There've been a lot of changes.

In addition to a 325% increase in annual spot spending, TVB President Roger D. Rice noted, the years since 1956 have produced "a shift to new commercial lengths, new classifications of day-parts, new spot-using categories of advertisers, new budgets from long-term users—a 20-year record of explosive growth with even bigger gains projected for the future."

Among the changes singled out:

■ **Investments by day-parts**—In 1956 there were three day-parts; daytime, nighttime and late night, and over half (56%) of all spot investments went into nighttime, with daytime getting 34% and late night 10%. By 1965, early evening had been created out of pieces of daytime and nighttime, and was getting 23.1% while nighttime's share had dropped to 32.5%. Daytime's was down to 25.1% and late night's had increased to 19.3%. By 1975,

early evening was spot TV's second most popular day-part, accounting for 25.8% of spot billings as compared with 33.6% for nighttime, 21.1% for daytime and 19.5% for late night.

■ **Message lengths and classifications**—In 1956, 44.4% of all spot dollars went into announcements, usually 60 seconds long and scheduled, like ID's, between programs. In-program participations represented 22.8%, program sponsorships 21.1% and ID's 11.8%. By 1965, emphasis had shifted more to commercial length, and 67.9% of the money went into one-minute commercials. By 1975, the 30-second message was the norm, accounting for 81.5% of all dollars, and the 60-second length was down to 15.6%.

■ **Multimillion-dollar spot advertisers**—No spot-TV spender was up to the \$20-million level in 1956, or anywhere close. In fact, 94% of those spending over \$20,000 a year (the minimum budget for inclusion in TVB's count) spent less than \$1 million in 1956. By 1965, seven were spending \$20 million or more; in 1975 the total reached 12, and the number spending \$1 million or more had almost quadrupled since 1956, totaling 303. One thing remained constant: Procter & Gamble's supremacy as the biggest spot spender.

■ **"Entrance fees"**—In 1956, a spot-TV investment of \$800,000 could get an advertiser onto the list of the top-100 spot spenders. By 1965 it took \$2 million to make the list. In 1975 it took \$3.4 million.

■ **Food and food products** was spot television's biggest category in 1956, 1965 and 1975—but its spot-TV billings totals rose from \$107.6 million to \$264.1 million to \$388.3 million in the 20 years. Automotive spending, among other major categories, went from \$12.9 million in 1956 to \$38.9 million in 1965 and \$135.9 million last year. And some small categories in 1956 have become substantial: Records and tapes, for instance, went from \$800,000 in 1956 to \$60.2 million last year.

Big oaks from little acorns. This table, illustrating the dramatic growth of spot-television advertising over the past 20 years, shows the leaps and bounds by which 1975's top-10 spot-TV spenders reached the head of the pack. The story for spot TV as a whole is equally impressive: From a total of \$400 million in 1956, the year of the Television Bureau of Advertising's first such report, to \$1.63 billion in 1975 and projected now to rise a record 32% to \$2.15 billion this year (BROADCASTING, Aug. 16).

	1956		1965		1975	
	Rank	Spot billings	Rank	Spot billings	Rank	Spot billings
Procter & Gamble	1	\$17,522,450	1	\$75,171,080	1	\$99,869,100
General Foods	3	9,415,940	2	36,485,270	2	48,754,300
American Home Products	32	1,965,900	15	11,571,540	3	33,585,000
Lever Brothers	13	4,535,010	5	27,611,730	4	32,791,400
Coca-Cola	18	3,697,460	4	27,711,210	5	24,817,400
General Mills	—	669,040	8	18,904,630	6	23,631,900
William Wrigley Jr.	82	999,070	7	20,855,140	7	23,420,300
Colgate Palmolive	6	7,314,700	3	31,255,010	8	21,574,300
Pepsico	30	1,993,000	10	14,545,100	9	21,435,600
AT&T	17	3,800,990	—	*	10	21,313,700

Source: Television Bureau of Advertising, based on N.C. Rorabaugh Co. figures, 1956 and 1965, and Broadcast Advertisers Reports (BAR) figures, 1975.

*Note: Rorabaugh did not record a total figure for AT&T. Investments were listed by subsidiaries of AT&T.

Samsonite steers away from violent programs

**Luggage maker is third JWT client
to shun such shows for its ads**

The Samsonite Corp., Denver, says it will not place commercials for its luggage in television shows "promoting excessive violence, sex or matters of poor taste."

The company's president, Richard W. Hanselman, declared in a statement that "as a responsible advertiser and a concerned corporation, we reserve the freedom and privilege to determine the atmosphere in which our commercials will be shown. Given the possible link between televised violence and actual aggressive behavior by some individuals, we feel it is important to encourage those programs which, in our judgment attempt to achieve high standards in television performance."

Samsonite Corp. spent an estimated \$1.8 million in advertising last year, mostly in TV.

The firm's agency, J. Walter Thompson Co., New York, has been encouraging clients to avoid placing spots in shows perceived to be violent (BROADCASTING, June 14)—and not only for humanitarian reasons. JWT believes negative viewer reaction takes away from the spot's selling power, no matter what the gross rating points indicate.

Samsonite follows in the steps of Kraft and Eastman Kodak, also JWT clients, who have said they will refuse to advertise in "violent" programs.

Compu/Net sets target date for new TV-station service

Compu/Net Inc., New York, announced last week that it expects to have its new computer-based traffic and sales reporting, invoicing and management service for television stations in operation by mid-1977. A.J. Aurichio, president of the Control Data Corp. subsidiary, said Joseph V. Chaplinski, who joined Compu/Net from Storer Broadcasting Co. several weeks ago, had been named product manager to oversee the system's transition from drawing board to active operation.

Compu/Net operates a similar service for radio stations. It formerly had offered a TV service as well, but halted that last fall to develop the new system, which Mr. Aurichio describes as the first step toward television's "first truly complete system for broadcast automation."

NAD's July record

Nine television commercials were among 17 challenges to national advertising resolved during July by the National Advertising Division of the Council of Better Business Bureaus.

Two of the claims were against Allen Products Co. for TV commercials involv-

Harris' new TF-100 for highest quality color film reproduction.

You won't find another top-of-the-line automatic color film camera that equals the TF-100 for quality, adaptability or overall performance.

But you will find that a basic TF-100 camera system is priced considerably below the major competition.

Like all Harris products, the TF-100 is built in accordance with strict standards of quality, and offers such unique features as:

- multiple input port locations for interfacing with any film island;
- true film gamma correction for uncompromised scene reproduction;
- optional internal diplexer to allow dual inputs without additional multiplexing.

Compare the performance. And the specifications. And the price. See for yourself that the TF-100 is unsurpassed in quality and value. Write Harris Corporation, Broadcast Products Division, 123 Hampshire Street, Quincy, Illinois 62301.



HARRIS

COMMUNICATIONS AND
INFORMATION HANDLING

**Now available
in syndication...**

**...the most
successful series
in weekend
network history.**

"The Archies"



Eight Years on CBS

Longest & Most Successful Run in Weekend Network History.

- **Consistently beat** the strongest shows NBC and ABC could throw against it, including such hopefuls as **The Flintstones**, Spiderman, Jackson 5, The Jetsons, and H.R. PufnStuf.
- **Outperformed** the average weekend network show by 69% from 1968-1973*
 - Millions of records sold on RCA... Archie comics sell 36,000,000 copies a year!
- Destined to **dominate** your local ratings, just as it did for CBS.
 - Available for tele-casting Jan. 1977 by advertiser trade with Mattel Toys and ITT Continental Baking Co.

Call or wire now!

Valerie DeSanti
Vitt Media International
437 Madison Ave.
New York, NY 10022
(212) 751-1300

*NTI Annual Average Kids 2-11

‡Package includes 16 EDUCATIONAL
74-75 season U.S. of Archie.

ing Alpo Beef Chunks Dinner (a dog food). In both instances the advertiser advised NAD the commercials have been discontinued.

Other TV commercials that have been discontinued or modified were: Coca-Cola U.S.A. on behalf of Fresca; Majestic Drug Co. for Youhair Hair Color and Warner-Lambert for Dynamint.

Reviewed and found acceptable by NAD were TV commercials of Bristol-Myers Co. for Datriil and Vitalis Super Holders, pump spray; Drackett Co. for Behold furniture polish and Gillette Co. for Trac II shave cream.

Broadcasters vote against monopoly in radio measurements

Preliminary results of a survey conducted by the Radio Ratings Task Force indicate that most broadcasters want more than one widely accepted radio audience measurement service.

The survey was conducted for the task force by the Radio Advertising Bureau, which canvassed more than 3,000 stations. On the basis of 1,000 returns, 75.2% said they did not support the concept of a single radio measurement service; 16.8% were agreeable and 8.0% replied "don't know."

The task force now intends to solicit proposals from a number of research firms on

costs for a package of basic information, and for additional data applicable to local and retail advertising. Arbitron Radio is the acknowledged leader in radio research, and station operators have proposed concern at the decline of advertising agency acceptance of other services.

Advertising briefs

Black market reports. Fifteen TV markets, with ADI ranks ranging from one to 98, will be included in Arbitron Black Market Reports for the May 1976 sweep. Markets to be covered: New York; Los Angeles; Chicago; Philadelphia; Detroit; Washington; Atlanta; Baltimore; New Orleans; Memphis; Norfolk, Va.; Birmingham, Ala.; Richmond, Va.; Jacksonville, Fla., and Baton Rouge.

Here's the plan. Blair Television and Blair Radio, station rep divisions of John Blair & Co., have published their 1976-77 media planning calendars, which conform to uniform billing week system endorsed by agency, station-rep and TV and radio station trade associations and were designed specifically for use by buyers and sellers of broadcasting time. They come in two sizes: a 24-by-36-inch four-color poster edition that covers 18 months, and an 8-by-10-inch desk-top version covering 24 months. Copies of both are available from any Blair office or by writing: Blair Media Planning Calendar, John Blair & Co., 717

Fifth Avenue, New York 10022.

On target. Data Communications Corp. of Memphis has introduced new program for its BIAS computerized accounting, billing and traffic clients called AIM (Automatic Inventory Maximization). After program or commercial changes are made by computer, AIM automatically upgrades station's spot inventory by taking spots from file of those waiting to be placed and inserting them in most desirable break by removing lower priority ones. Those removed are put in file and placed later so that maximized inventory is assured. Two stations testing project, wjw-TV Detroit and WFAA-TV Dallas, are reported as enthusiastic.

Rams' advertiser line-up. Listing of sponsors for Los Angeles Rams football broadcasts originated by KMPC(AM) Los Angeles (BROADCASTING, Aug. 9) incorrectly identified as ingame sponsors the adjacency sponsors. Ram play-by-play sponsors should have read: Chevrolet (Campbell-Ewald), Budweiser (D'Arcy, MacManus & Masius), Continental Airlines (Benton & Bowles), Standard Oil (BBDO), and Bank of America (Grey Advertising). Pregame and postgame sponsors are correct as listed.

Toyota refuses offer NBC hasn't made

Under pressure from big dealer who's Italian-American, motor firm will stay out of 'Godfather' on TV

Toyota Motor Sales authorities confirmed last week that, because of hostility from an Italian-American pressure group, the company will buy no commercial time in NBC-TV's multipart telecast of "The Godfather—Parts I and II" during the 1977-78 season.

"We don't regard this as censorship," said Chuck Burlingame, Toyota's public-relations service manager, from the company's headquarters in Torrance, Calif. "We're simply bowing to the desires of a large segment of the American public—in this case, the Italians—who think that a particular program casts them in a negative light."

Toyota bought spots in NBC's two-part "The Godfather—Part I" in November 1974.

Mr. Burlingame acknowledged that the prime mover in changing Toyota's corporate mind about future "Godfather" participation was an El Monte, Calif., Toyota dealer named Dominick Longo, a member of Unico National, The Italian-American Organization that is spearheading the "'Godfather'-as-negative-stereotype" protest.

NBC has set no date for its "Godfather" telecast and has begun no advertiser solicitations, according to various sources. But NBC is confident of finding advertisers to participate, even though the price may be in the neighborhood of \$300,000 for one commercial minute.



Strengthening its sales hand. Blair Television, TV station rep division of John Blair & Co., began phasing into its New York sales operations last week its new in-house Hewlett-Packard minicomputer, with which all of its 12 sales offices across the U.S. are due to be linked by Oct. 30. In-house unit replaces a shared-time system that Blair had been using, for its New York office alone, since 1974. It provides instantaneous access to constantly updated sales inventory data, including availability proposals and sales-support rationale, packages, rankings, competitive availabilities in Blair markets and wide variety of management aids. One of its printouts is examined by (l-r) Jack W. Fritz, president of John Blair & Co.; James R. Kelly, vice president and general sales manager, Blair Television; Walter A. Schwartz, president, Blair Television, Station Division; Marjorie A. Bittel, director of data systems, and William A. Morris, director of Blair Television's sales strategy division. Other Blair offices will be tied into the minicomputer by Telenet, computer data transmission network.



KETV OMAHA

**Pulitzer Publishing Company's
KETV 7 the ABC station
consistently number one
among Omaha's young adult
viewers is now represented
by the sales organization
consistently number one
in the nation.**



BLAIR TELEVISION
A DIVISION OF
JOHN BLAIR & COMPANY

Blair Television also represents Pulitzer Publishing Company's other television stations: KSD-TV, St. Louis; KOAT-TV, Albuquerque.
Source: ARB F/M '76. Audience ratings are estimates subject to qualification of rating service.

OTP seeks less friction in its dealings with other agencies and broadcasters

Houser tells first news conference that office will have better ties with FCC, among others; policy statement due in November

Thomas J. Houser, director of the Office of Telecommunications Policy, last week set a new course for the agency's relationship with the FCC.

"OTP is moving away from the role of critic of the FCC to one of long-range planner, proportionately spending more time with Congress and less time with the FCC," Mr. Houser told a Washington news conference where he was joined by six of his top-level staff members. It was Mr. Houser's first news conference since he assumed his post seven weeks ago.

Recalling when he was an FCC commissioner in 1971, he noted that he had been "very unhappy" with the way former OTP Director Clay Whitehead "took off after the FCC." Mr. Houser—whose tenure may depend on the outcome of the upcoming election—added: "I don't see my job to be critical of them." Mr. Houser's statement and answers to the questions that followed formalized sentiments he had expressed after being nominated to the post by President Ford (BROADCASTING, June 14). At that time he said he looked forward to a harmonious relationship with the commission, noting that he and FCC Chairman Richard E. Wiley are personal friends.

During his "Opening Remarks," Mr. Houser also said that OTP plans its first "national telecommunications policy document." The paper, to be available by mid-November, is to include a statement of OTP principles, a "look into the

future" and a statement of principles from the industry on such subjects as broadcasting, cable and satellite.

Mr. Houser cited his two basic goals for OTP: (1) "To make OTP an efficient, credible player in the formulation and implementation of telecommunications policy"—he especially stressed implementation—and (2) "to press always for deregulation—a necessary effort to get the collective weight of government off of the backs of industry."

On the subject of broadcast deregulation, Mr. Houser said he supports it. But he refused to get down to specifics and recommendations. That will have to wait, he said, until he has conferred with Mr. Wiley and with members of Congress. And he plans to restrict his statements on deregulation of the industry until he testifies on Capitol Hill. (His first appearance before Congress as OTP director is to be during the Sept. 14-16 House Communications Subcommittee hearings on license renewal.)

Among the issues that he said are currently being reviewed at OTP include broadcast-license renewal, the 1979 World Administrative Radio Conference, broadcast captioning for the deaf, cable versus satellite, direct broadcast satellite and translator versus cable for local signal distribution.

Absent from that list was mention of VHF drop-ins. While previously an OTP concern, Mr. Houser said, the matter is now in the hands of the FCC. He said he expects some new allocations will be made but that "we're not pressing" any longer on that issue.

Mr. Houser also said that OTP must allow industry and private initiative to develop to its full potential and must also avoid duplication of other agencies' efforts. OTP's "key" function should be to gather data and "anticipate" long-range implications of "more near term" policies in what he said is now called the "Age of Information."

He said that OTP has established a new Office of Planning and Policy which supervises a common carrier office, a new information policy office, a new office of outreach and a research office. Closer cooperation with the FCC, State Depart-

ment and the Commerce Department's Office of Telecommunications is also being sought, he said.

Mr. Houser noted that OTP has advised the White House on legal questions regarding debates between President Ford and Jimmy Carter but that, otherwise, it will not be involved.

Whole new law is job faced by House unit

Communications subcommittee staff sets deadline early next year for rewrite of Communications Act including cable TV regulations

Work on the "basement-to-penthouse" revamping of the Communications Act, ordered by House Communications Subcommittee Chairman Lionel Van Deerlin, should be completed in the first months of the next session of Congress, in 1977. The subcommittee's work on revising the regulation of cable television, which seemed a monumental task when first conceived, will be but a piece of that.

"It's not a patch job," the subcommittee's counsel, Harry M. (Chip) Shooshan, said last week of the new undertaking. "It's not amending the act. It's rewriting the act."

The task will begin soon, likely after Congress adjourns this session in October. The subcommittee anticipates taking on additional personnel for the job, at least another full-time lawyer, according to Mr. Shooshan.

The subcommittee's cable study will not be left in the lurch, however. The subcommittee staff will put out another document on the subject, something like the original staff study released last January, except that this one will be with the approval of the subcommittee members. The first was merely a reflection of the staff's views.

Mr. Shooshan said the document will contain recommendations to the FCC for its regulation of cable TV. Legislation, if any results, would become a part of the Communications Act revision project. The new cable report ought to be finished in late fall. The subcommittee's weeks-long hearings on cable TV will conclude this week (Sept. 2) with testimony from the FCC commissioners.

Still another document will be in the works at the House subcommittee, a report and recommendations for revision of the FCC's license renewal procedures. There are 70 license renewal bills now pending in the House, including versions by Commerce Committee Chairman Harley Staggers (D-W.Va.), Communications Subcommittee ranking Republican Louis Frey (R-Fla.) and Commerce Committee member Richard Ottinger (D-N.Y.). Despite Mr. Van Deerlin's admonishment that no new renewal legislation will leave



Mr. Houser meets the press.

the subcommittee this year, the subcommittee will hold three days of hearings on the pending measures, Sept. 14-16.

Staff coordinator of the hearings and the follow-up document is Barry Cole, half-time consultant with the subcommittee until the end of the year. Mr. Cole is a former consultant with the FCC, principally on license renewal matters.

Mr. Cole plans hearings with a mix of testimony from individuals and three panels. The latter will include broadcasters and nonbroadcasters, and will be broken down into discussions of the comparative renewal process, petitions to deny process and the simple renewal process where there is no challenge. The last will get into discussions of license term and paperwork burden.

The report that follows the hearings will be chiefly a guide to the next Congress, with recommendations to the FCC and, again, legislative recommendations that might be included in the bottom-to-top revamping of the Act.

Kissinger tops list of speakers for CBS Radio affiliates

Network executives and newsmen also sprinkled throughout agenda

Secretary of State Henry Kissinger will open the 20th CBS Radio affiliates convention at Williamsburg, Va., with an after-dinner address on Tuesday, Sept. 14, Sam Cook Digges, president of the CBS Radio division, announced last week.

Mr. Digges said other featured speakers at the biennial affair, Sept. 14-17, will include William O. Beers, chairman and chief executive of the Kraftco Corp.; Arthur R. Taylor, president of CBS Inc.; Lee Loevinger, Washington attorney and former FCC commissioner; Bill Leonard, CBS Inc. Washington vice president, and CBS News correspondent Charles Kuralt. Mr. Digges will also be one of the principal speakers.

Participants in panel and other sessions are slated to include Baseball Commissioner Bowie Kuhn; Football Commissioner Pete Rozelle; CBS News President Richard S. Salant and Vice Presidents William Small and Emerson Stone; correspondents Walter Cronkite, George Herman, Ed Bradley and Sharron Lovejoy, and Sylvia Westerman, deputy director of news.

Thad M. Sandstrom of WIBW(AM) Topeka, Kan., chairman of the affiliates group, and Al Sanders of WMAZ(AM) Macon, Ga., chairman of the convention, will be among the speakers at the opening business session Sept. 15. Among network executives who will be heard are George Arkedis, vice president of the radio division and general manager of the radio network; Sherril W. Taylor, affiliate relations vice president; Tom Dawson, division services vice president; Bernard Krause,



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Give your listeners (and sponsors) a different dose of fright, every night, for five nights before Halloween. Then, block-program five shows on Halloween night! Everything about HALLOWEEN HORRORTHON will scare you, except the price. Lock-up exclusive market rights before another medium gets the message!

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**Twice
the jackpot.**

**Twice
the thrills.**

**The greatest
prize
in television
history.**

This September, we're rolling into production with the hottest, most exciting game show ever on television.

When you've got a cliffhanger, you don't need gimmicks.

We've gotten rid of all the flashing lights and clanging bells: "The \$128,000 Question" has got tension a-plenty. And audiences will love it. Which is why they'll tune in week after week to watch people like their next-door neighbors turn special areas of knowledge into a small fortune. (Small?)

What would you say to a 40% share?

"The \$128,000 Question" is born natural for prime access time. Not to mention being a ready-made format for a slot after 8pm. In fact, we think our expected 40% share may even be on the conservative side!

And now we want to ask you "The \$128,000 Question": Wouldn't your fall schedule hit the jackpot with the greatest prize in television history?



"The \$128,000 Question" from Viacom.

director of broadcast operations; Frank Miller, director of network programming; Harper Carraine, director of radio research, and Scott Schanzenbach, director of marketing services.

FCC would get power over poles in Wirth bill

Van Deerlin and Rose co-sponsor measure giving commission authority to regulate attachments, and set standards, although states would be asked into act

Legislation granting the FCC authority to regulate pole attachments for cable systems was introduced last Wednesday by Representative Timothy Wirth (D-Colo.).

The bill, co-sponsored by Lionel Van Deerlin (D-Calif.), chairman of the Communications Subcommittee, of which Mr. Wirth is a member, and Representative Charles Rose (D-N.C.), would require the FCC to set minimum standards for regulation of rates, terms and conditions for the use of space on telephone poles by cable operators. Actual regulation, however, would be encouraged at the state level, but with adherence at least to the minimum

federal standards.

There are no federal standards governing pole attachments now, although the FCC has been wrestling with the problem for six years.

A hearing will be held by the Communications Subcommittee Wednesday (Sept. 1) on the Wirth bill and on one Mr. Van Deerlin is expected to introduce Monday. Mr. Van Deerlin's will combine the Wirth bill with a bill giving the FCC authority to fine cable systems for rule violations. A version of the latter has already passed the Senate.

The following day, Sept. 2, the FCC commissioners will be asked to comment on both bills, and on the regulation of cable in general (see story, page 30). Working under a Sept. 10 deadline for all new legislation imposed by the House Rules Committee, the subcommittee will mark up the Wirth and Van Deerlin bills immediately following the Sept. 2 hearing.

Mr. Wirth said he introduced the pole-attachment bill because he became convinced from testimony at the subcommittee's cable hearings that utility companies have been "behaving in the classic monopolistic manner. Utility companies have consistently, on a nationwide basis, presented the providers of cable television service with 'take-it-or-leave-it' contract terms." In one instance, he said, an electric company is demanding a fixed percent of the gross revenue of a cable system

on top of a rental rate almost double the national average.

He quoted a survey by the cable industry saying that pole rental fees amount to 53.8% of the cable industry's net income before taxes.

"The exploitation of the monopoly power possessed by utilities with regard to cable television conduit attachments not only is a threat to consumers who are presently receiving cable service," Mr. Wirth said, "but also threatens to deny this promising new communications medium to additional consumers who would benefit from the services offered by cable television."

United Broadcasting rebuffed by FCC

Commission gives former WOOK frequency to new licensee; turns down rehearing of TV denials

Last week was a bad one at the FCC for United Broadcasting Co. and its subsidiaries.

The commission granted Washington Community Broadcasters the 1340 khz frequency where United operated WOOK(AM) until its license was lifted a year ago. At the same time, the commission denied a United petition for remand of the case to look further at Community's financial qualifications. The FCC also turned down petitions by United Television Co. and United Television Co. of Eastern Maryland for rehearing of its 1974 decisions taking away their licenses for WFAN-TV Washington and WMET-TV Baltimore, respectively.

In turning down the United petition for remand of the WOOK case, the FCC said no valid objections had been raised to Community's financial set-up. The commission had lifted WOOK's license a year ago for broadcasting lottery information and false and misleading advertising. United has taken that decision to court, but no stay has been issued and the case is still pending.

The WFAN-TV and WMET-TV licenses were dismissed by the commission for United's failure to keep the stations on the air. Those denials of license have been upheld in court appeals.

Changing Hands

Announced

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

■ WBAC(AM) Cleveland, Tenn.: Sold by WBAC Inc. to Thomason Broadcasting Inc. for \$530,000. Seller is Citizens & Southern National Bank (Atlanta) as executor of estate of James W. Ayers. Estate includes sole ownership of WZAP(AM) Bristol, Va. Buyer is owned by Clyde W. Thomason, vice president of WBAC and applicant for new FM in Cleveland. WBAC is

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AMERICA'S OUTSTANDING
MEDIA BROKER**

**Mid-Atlantic
\$135,000**

Fulltime AM serving populous three-county area at break even under absentee ownership; needs attention an owner operator can provide. Combination site with real estate included. Excellent living conditions. Down payment of \$50,000 required.

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Suite 510
(404) 892-4855

BEVERLY HILLS 90212
9485 Wilshire Blvd.
(213) 274-8151

8-30

on 1340 khz with 1 kw day and 250 w night.

■ **KROW(AM)** Dallas, Ore.: Sold by KROW Broadcasters Inc. to KROW Radio Inc. for \$140,000. Seller is owned by Sheldon E. Robbs (28.28%) and wife, Patricia K. Robbs (21.76%), Arthur Johnstone (16.02%), and wife, Anne E. Johnstone (15.62%), and two other minority stockholders. Sellers have no other broadcast interests. Financially troubled station is requesting waiver of FCC's three-year rule. Buyer is owned by Lloyd B. Ericsson (52%) and Edward P. Charapaia (48%), neither of whom has other broadcast interests. Mr. Ericsson is Portland, Ore., attorney and Mr. Charapaia is nursing-home operator in Molalla, Ore. KROW is 5 kw daytimer on 1460 khz. Broker for sale was William A. Exline, San Rafael, Calif.

■ Other sales reported at the FCC last week include: **KKEG(FM)** Fayetteville, Ark.; **KAPL-AM-FM** Moscow, Idaho; **WREV(AM)** Reidsville, N.C.; **KTHE(AM)** Thermopolis, Wyo. (see page 50).

Approved

■ Sales approved by the FCC last week include: **KKAM(AM)** Pueblo, Colo.; **WJSR(FM)** Athens, Ga.; **WVPC-FM** Monmouth, Ill.; **WMIK-AM-FM** Middlesboro, Ky.; **KASO(AM)** Minden, La.; **WNRS(AM)** Saline-WIQB(FM) Ann Arbor, Mich.; **KJAS(AM)** Jackson, Mo.; **WNNC(AM)** Newton, N.C.; **KTIL(AM)** Tillamook, Ore.; **WBFD(AM)-WAKM(FM)** Bedford, Pa.; **WCID(AM)** Juncos, P.R.; **WRSG(AM)** San German-WBOZ-FM Hormigueros, P.R.; **KGFX(AM)** Pierre, S.D.; **KKLS-AM-FM** Rapid City, S.D.; **KWMC(AM)** Del Rio, Tex.; **KDHN(AM)** Dimmitt, Tex.; **WBOY(AM)** Clarksburg, W.Va. (see page 51).

Ammunition offered license challengers in Ohio and Michigan

NCCB rates and ranks programing, minority records of stations there, which are up for October renewal

Hoping that the results will help "reward the best and reprimand the worst" and "be of use to individuals and citizen groups trying to improve the performance of a local television station through negotiation or license challenge," the Washington-based National Citizens Committee for Broadcasting has released an analysis and ranking of Ohio and Michigan commercial television stations.

The study compares programing and employment figures for the 42 stations (chosen because licenses in both states are up for renewal in October). The programing criteria measures the amount of news, public affairs and other nonentertainment offerings; the number of public service announcements aired; the amount of commercials in excess of 12 minutes per hour,

and the amount of locally produced programing.

For the employment comparisons, the study lists the percentages of minority and female employes on the station staffs and the percentages holding one of the FCC's four upper level job descriptions.

In an over-all ranking, **WHIO-TV** Dayton, Ohio, and **WGTU(TV)** Traverse City, Mich., were rated number one in employment with **WBNS(TV)** Columbus, Ohio, and **WWJ-TV** Detroit first in programing. Coming in last in those categories were **WLIO(TV)** Lima, Ohio, and **WPBN-TV** (and its satellite, **WTOM(TV)**) for employment and **WUAB(TV)** Lorain, Ohio, and **WUHQ-TV** Battle Creek, Mich., for programing.

After this general ranking, the study lists specific breakdowns of the different categories and concludes with a combined chart of all the findings.

Media briefs

In the meantime. FCC has granted interim authority to operate facilities of former **WVON(AM)** Cicero, Ill., to **WFMT Inc.**, licensee of **WFMT(FM)** Chicago until permanent licensee is chosen. Frequency of 1450 khz went silent last year (BROADCASTING, March 3, 1975) after former licensee, **McLendon Corp.**, bought another station there and FCC turned down its request for 90 days to find buyer for **WVON**. FCC granted interim authority

to **WFMT** since station was not competing applicant for regular authority.

He'll be there. Thomas J. Houser, Office of Telecommunications Policy's new director, will be luncheon speaker Tuesday, Sept. 21, at National Radio Broadcasters Conference and Exposition in San Francisco (BROADCASTING, Aug. 23). Convention runs Sept. 19-22.

Daytona decision fought. Central Florida Enterprises Inc. is appealing FCC's denial of its construction permit to operate on channel 2 at Daytona Beach, Fla., and commission's decision to renew license of **WESH-TV**, now operating contested facility. FCC renewed license on principal that **WESH-TV**'s past programing had been superior, despite dissenting statements by Chairman Richard E. Wiley and Commissioner Glen O. Robinson (BROADCASTING, July 5).

Go-ahead. FCC has dismissed racial discrimination charges against **KWFK-FM** Tucson, Ariz., and renewed station's license. Station employe, Michael Hester, had alleged unfair treatment due to racial prejudice on part of owner, Alvin Korngold. Local human rights agency investigated charges and found no basis for them; FCC agreed.

Second job. FCC Chairman Richard E. Wiley has been reappointed chairman of American Bar Association's special committee on lawyers in government. Com-

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mittee studies and reports to association on lawyers in federal, state and local government service.

CBS move. Corporate offices of CBS in Washington are now located in Suite 300, 1800 M Street, N.W. 20036; telephone, (202) 457-4321.

Dore bought. Bob Dore Associates, New York, has been bought by Walton Associates, Chicago, and will be known as Dore/Walton Associates. Address continues at 25 West 43d Street, New York 10036. Telephone has been changed to 212-575-5020-1. Bob Dore becomes consultant to company and Adrian P. Becker becomes general manager. Robert J. Walton is president of Dore/Walton, Walton Farm Network and Weed/Walton Network.

Deal. Firstmark Financial Corp. has executed \$765,000 financing package for four subsidiaries of UltraCom Inc. Financing covers systems in Wilmington and Blanchester, Ohio, and Elizabeth City, N.C., and allows UltraCom subsidiary to construct new CATV system in Okeechobee, Fla.

Just in case. RCA announced it is establishing \$20 million reserve during third quarter to reflect estimated loss on possible sale of its British food companies, Oriel Foods Ltd. and Morris & David Jones Ltd. This will probably mean RCA's third-quarter net income will be about same as 1975 third-quarter (\$32.8 million, or 42 cents a share), RCA said. Food companies are profitable but do not contribute significantly to RCA revenues and earnings, and RCA is considering selling them in belief that "their retention is not compatible with the corporation's long-term foreign business investments."

Hang it up. ABC has opposed tariff revisions filed by New York Telephone Co. that would charge participants in call-in contests and promotions in New York metropolitan area whose calls reach only recorded messages when lines are busy ("Closed Circuit," July 26). ABC said this amounts to charging audience for busy signal, and is first step on road to charging general public for all busy signals to all numbers.

Moving violations. FCC fined Broadcasting Service of America, licensee of KBSA(TV) Guasti, Calif., \$5,000 for changing its main studio location twice without prior commission approval. Station was also cited for using remote pickup station as studio transmitter link without FCC authorization.

Time doubles. Board of Time Inc. authorized two-for-one split of Time Inc. common stock to holders Aug. 30, with the additional shares to be distributed around Oct. 1. Board also increased quarterly dividend on pre-split stock to 57.5 cents per share from 50 cents, payable Sept. 13 to holders of record Aug. 30. Shareholders approved doubling of authorized shares last April, bringing total to 25 million.

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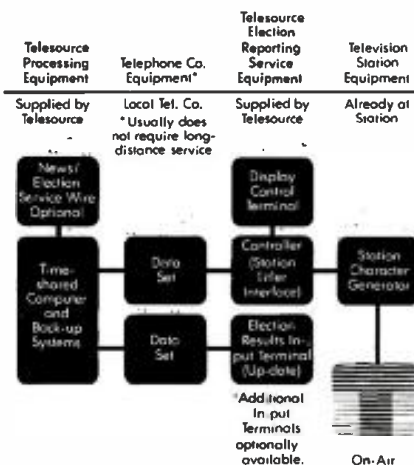
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Public TV goes pro

There'll be a new competitor in the prime-time television arena this fall; Larry Grossman has positioned PBS for a run for the audience, if not for the money; no-holds-barred it may not be, but head-to-head you can count on

Larry Grossman thinks he's riding a rocket. "Public television is the fastest growing medium in the history of communications," he says. "Our audiences are up 34% at night and 50% over two years . . . This year we crossed the big divide where more than 50% of television homes are watching public television in the course of a single rating period. That's a helluva jump."

Last week the Public Broadcasting Service Mr. Grossman heads put more muscle where his mouth is. It released PBS's first-ever competitive network schedule—that is, a seven-nights-a-week, coordinated, promoted, counterprogramed, head-to-head-with-the-commercial-networks program schedule that he's counting on to carry public broadcasting into an even higher—and wider—orbit.

The master plan centers on "theme" nights. "For the first time in public television," he explains, we took the program schedule . . . into consideration." Left behind was the "hodge podge" scheduling of the past.

Beginning in September, Sunday night is devoted to "The Performing Arts," with *Evening at Symphony* at 8, *Masterpiece Theatre* at 9 and *Great Performances* at 10. Monday is classified "Variety" with *The Adams Chronicles* at 8, *In Performance at Wolf Trap* at 9 and *Soundstage* at 10. Tuesday is for "Specials," Wednesday is for "Arts and Sciences," Thursday for "Drama," Friday for "Public Affairs" and Saturday, "Something for Everyone."

The greatest attention has revolved around Friday nights, which grew out of Larry Grossman's push for increased emphasis on public affairs (BROADCASTING, May 10). Prime time begins with *Washington Week in Review* at 8, *Wall Street Week* at 8:30, *USA: People and Politics* (until Nov. 5 when *Documentaries* will begin) at 9. The 10 o'clock show has yet to be announced.

Larry Grossman doesn't expect to conquer the ratings world with his new schedule. Indeed, public broadcasting has a long way to go and he'll be the first to admit it. "Most of the programs that are broadcast on public television have historically achieved below-minimum standards"; many have scored high enough to be measured by rating services. But he believes noncommercial television is on its way. He notes that for the second quarter this year, 126 public stations were

reportable in the rating services.

While he claims that "there's no rational basis" for setting goals, Mr. Grossman would like to see public television eventually capture 10% of the total viewing audience. "I don't mean we should get 10% all the time," he explains, "but certainly on [the] average." He says WNET(TV) New York, one of the system's VHF stations, is reaching that goal now.

As for demographics, Mr. Grossman acknowledges that they remain elitist. "We do very badly with blacks and minorities. We do well with the well-educated. We do well with kids, with *Sesame Street*. And it's a legitimate complaint about public television that it's an elitist medium.

But admitting to the charge's legitimacy doesn't mean he takes it lying down. "I resent it," he says, "being attacked on that basis. That is to say, if we're going to present the best in culture and art and music and literature and dance, then of course we're going to tend to be attracting an elitist audience. The trick for us is to make it available and to bring in a wider audience—which we're beginning to do—that wouldn't normally be exposed to this kind of thing. "At the same time there must be programs for minorities and blue-

are being attracted to them are being taken by the most attractive commercial programs."

Financial considerations have caused much of the new season to be reruns. Among them are *The Adams Chronicles*, which itself had been subject to financial controversy. Although the first episodes went well over budget, Mr. Grossman calls it "the cheapest program we ever ran" on a cost efficiency basis. The 13-hour series cost \$5.2 million and reached an average four million viewers, four times the average prime-time audience for noncommercial programs. That figures to \$1.33 per viewer so far. More typically, Mr. Grossman says, public television programs don't bring in those results.

Yet *The Adams Chronicles* also demonstrates a classic problem that PTV faces: "The great tragedy of this is that once we have an *Adams Chronicles*, and these people get good at it . . . , they've all been disbanded. They have nothing to keep going." As a successor to that series, Mr. Grossman is looking toward *The Best of Families*, a \$4.2 million effort by Children's Television Workshop. "It's taken them three or maybe four years to get the money" for that series, Mr. Grossman notes.

There's a lack of big-ticket programming that Mr. Grossman is quick to admit. "There's very little in the pipeline there and it's a cause of great concern. We've started the major production centers working on that."

The new season also will include only one series—*Masterpiece Theatre*—which is "pure import," although other series may have imported episodes. Currently the balance of trade within noncommercial television is favorable. This year public broadcasting sold 113½ programming hours to 29 countries, as opposed to buying 89½ from seven countries. Last year, the difference was less pronounced. The stations sold 115 hours to 13 countries but bought 103½ from five foreign countries.

Larry Grossman has no hesitancy about talking about a fourth network, although the word has admittedly been "an anathema" to many in public television.

"The fact is we are a network. In broadcasting terms, a network is a national distribution system." But, he continues, "we're very different from the [commercial networks] . . . because we have no hold over our stations. . . . There's no way of requiring them to run things at a particular time or to run it altogether. We've got to earn our way.

"Originally public television, or educational television, was looked upon as an extension of the classroom—the same way an automobile was looked upon as a horseless carriage and electricity was looked upon as candle power. . . . Where we are now is in a wholly different era. . . . The only thing that counts is what . . . comes on the screen [and] into the home. . . . We're not in the business of getting audience for the sake of getting audience. But we are in the broadcasting business."

And being in that business, he ex-



Grossman

collar types." "And that's very hard" says Mr. Grossman.

"There's a lot of conventional wisdom that has to be overcome, political wisdom like if [we] schedule some of our minority programs off prime time, we get attacked for it. The fact is it's a disservice to their programming to put it on opposite *The Jeffersons* or *All in the Family*. It does better at 6 or at 11 than it does at 8 [in] prime time because it is not prime time for those programs. Because the very audiences that

plains, there is a certain amount of cross-pollination between segments of the industry. "I'm here. Right?" he notes, then adding the names of others who have made the transition to or from public broadcasting. Yet, over-all, he says, "on executive talent we're not at all competitive. The salaries don't compare." (Mr. Grossman, who earns \$63,350 a year, took a substantial pay cut when he left his New York advertising agency to join PBS.)

But as a market for creativity, he

believes public television to have its lure. "We're very competitive in the sense of giving people the freedom . . . to do things they've always wanted to do." Apparently the freedom has limits, however. Mr. Grossman continues, "Norman Lear is dying to do something. So far . . . we haven't been too happy with the proposal so we're asking him to go back and do something else." Mr. Lear, who received a \$20,000 research and development grant last year, was told to revamp

his proposed series on the works of American writers. Mr. Grossman says, "I've gotten calls from a lot of the agents for the major actors and writers." Still he admits that those interested can afford to earn less than they would for a commercial project.

But even if public television had the same resources, it apparently would not become a direct competitor. Take hard news. "I don't think there's very much we can or should do about hard news. If you look upon public television as an alterna-

What's in store. With a program schedule dominated with the works of more than 12 U.S. public television production centers, PBS has introduced a new concept in scheduling—"theme nights." Sunday, for example concentrates on "The Performing Arts" while Friday is devoted to

"Public Affairs." The evening feed consists of 65% new shows, with certain programs repeated on different days of the week as indicated by an (R) in the chart below. The following also includes a glimpse at the new season.



Adams Chronicles



In Performance at Wolf Trap

	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
6	Consumer Survival Kit	Zoom	Zoom	Zoom	Zoom	Zoom	To be announced
6:30	World Press	Villa Allegre	Once Upon a Classic (R)	Villa Allegre	Once Upon a Classic (R)	Carrascolendas	Zoom
7	Regional programming	MacNeil/Lehrer Report (two feeds)	MacNeil/Lehrer Report (two feeds)	MacNeil/Lehrer Report (two feeds)	MacNeil/Lehrer Report (two feeds)	MacNeil/Lehrer Report (two feeds)	Rebop
7:30							Once Upon a Classic
8	Evening at the Symphony	The Adams Chronicles	PBS Specials	Nova	Masterpiece Theatre (R)	Washington Week in Review	Oasis in Space
8:30						Wall Street Week	
9	Masterpiece Theatre	In Performance at Wolf Trap		Great Performances	Visions	USA: People and Politics (until Nov. 5)	PBS Specials (R)
9:30						Documentaries (after Nov. 5)	
10	Great Performances	Soundstage	PBS Movie Theater	Book Beat	Jeanne Wolf With		Visions (R)
10:30				Anyone for Tennyson?	Woman	Black Perspective on the News	
11							
11:30		Captioned ABC Evening News	Captioned ABC Evening News	Captioned ABC Evening News	Captioned ABC Evening News	Captioned ABC Evening News	
12							



Madame Bovary (Masterpiece Theatre)



Plain Speaking (PBS Special)



Staff. These four—and two others not in Washington last week—are Larry Grossman's key lieutenants in running PBS. L to r: Charles Lichenstein, VP-public information and national affairs; Dan Wells, VP-technical functions; Bill Reed, director, station relations, and Chloe Aaron, senior VP-programing. Not pictured: Norman Sinel, VP-corporate management and general counsel, and Neil Mahler, director of administration. Reporting to PBS Vice Chairman Hartford Gunn Jr. are Michael Hobbs, VP-corporate secretary, and Frank Little, VP-development.

tive resource, the one thing that the commercial . . . [networks] are terrific about is hard news." Take Walter Cronkite. "There's no point in hiring somebody away from commercial television to do the same thing he's doing there. That's not our role." However, if Mr. Cronkite had a different vehicle to explore, he says, that would be a different matter.

No matter what the programing goals may be, the bottom line is funding. With-

out the ability to accrue advertising revenue, public television must depend on the support of government, underwriters and the viewing public. And while "putting together pots of money from all different kinds of sources" has its drawbacks, Mr. Grossman believes that "in a funny way we have a very healthy situation." (On that score, he says he's "probably alone in the whole public television area" and "maybe it's because I come out of [a] commercial background.")

At present, public television receives 1 dollar in federal matching funds for every \$2.50 it can come up with. In fiscal 1975 26.4% of public television's revenues came from federal sources and 34.2% from state governments and state educational organizations.

"You notice that the stations that are the most vital and the most vigorous are the ones that have gone out to their communities to raise money. They start becoming more in tune with their communities. And that's a new development in public television. It used to be that we were the most arrogant sort of medium there was. . . . Now even the institutional station licensees are going out because the money is drying up," he says.

On the subject of corporate underwriting, Mr. Grossman doesn't believe that it is commercializing the medium. He also isn't concerned that it might be channeling money from the commercial networks. "First of all," he explains, "PBS has very severe guidelines so that the credits are restricted enormously. When you tune in our air, all you see is a credit . . . that says made possible by a grant from. . ." And as for the print advertisements that corporate underwriters take out to promote their contribution, "that has nothing to do with what goes up on our screen."

The "real issue," he contends, "is the question of control. Do they dictate or can they in some way influence . . . program judgments?"

His answer: "Of course they do. . . . They have a very important influence because they will pay for certain kinds of programs. . . . We know they're going to

pay for cultural programs; they're not going to pay for highly controversial programs that are going to get people angry. But knowing that, we have a responsibility . . . to redress that imbalance—to put our money first and foremost into public affairs and into controversy. And to make sure that they stay out of our control rooms. And if we don't do it, it's a failure, not of the system, but a failure in leadership."

Corporate funds may, however, eventually be funnelled into public affairs programing. PBS has set up a public affairs fund which would serve as a buffer between underwriter and producer. Such a fund would be mutually advantageous, Mr. Grossman explains. Corporations would have no direct connection and by not having to roll an individual credit, PBS would not look "like we're bought."

Yet it isn't the corporations that Mr. Grossman believes would attempt to control content. He says that they are wise enough to know the trouble that would result.

It is influence from the federal government he perceives as "a much more serious danger," claiming that public television's major funder tends "to be much less sophisticated about the control."

Pressure has also come from Congress, Mr. Grossman adds. He says he has received letters from congressmen suggesting that works of their constituents be aired. "We've got to stand by the gate and tell [them] absolutely not."

There also appear to be major sources of funding that have yet to be tapped. Mr. Grossman says that money has been allocated in certain federal agency budgets for public television but never seen. "We ought to know about it and secondly that money should be brought in under the right constraints." PBS is working to uncover these potential funders.

Despite the problems, he claims that the variety of contributors "gives us a lot more freedom than almost any other medium in this country. . . . There isn't a single dominant force that can open or close our doors." One door is about to be closed. The Ford Foundation has indicated that its \$40-million allocation, which is nearly exhausted, will be its final big funding effort. Mr. Grossman, however, claims, "I find [it] hard to believe that [the foundation] will stay out just when it's getting fun and important."

After six months on the job, Larry Grossman claims that the most dramatic thing he has encountered is "the incredible affection that people hold [for] public television . . . The only thing people know are programs. We have the greatest children's programing in the history of television—*Sesame Street*, *Electric Company*, *Zoom*, *Misterogers*. For the first time children treated with respect by television. Apart from Captain Kangaroo. Thank God for Captain Kangaroo. Programs that go beyond the daily grind of action, situation comedy, which people watch like crazy but nobody's terribly enamoured of in terms of the kind of

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affection I'm talking about. What are they? *Masterpiece Theatre*, *Ascent of Man*, *Evening at Symphony*, *Adams Chronicles*, the Watergate trials in prime time. . . .

"It's a new phenomenon in this country. It's clear that suddenly, people are waking up to what the promise of this thing is."

Wometco blueprint for N.J. success

In purchase application for WBTB, it details daytime shows for kids, nighttime movies, sports and special-interest programming for pay

Wometco Enterprises Inc. has a plan it thinks will work. Subscription television featuring sports and movies, some facilities changes and a lot of daytime children's programming, Wometco hopes, will put WBTB-TV Newark, N.J. on sound footing.

The New Jersey television station (ch. 68) with subscription television authority has been in financial trouble under the ownership of Blonder Tongue Broadcasting since it went on the air in 1974. The application for transfer of 80% of its stock to Wometco (BROADCASTING, March 15) has been tendered to the FCC, with Wometco picking-up \$1.6 million in debts for its controlling interest.

Although Isaac Blonder and Ben

Tongue couldn't really get WBTB-TV's pay television off the ground, Wometco, until recently a bitter foe of pay television, is anxious to undertake the subscription authority. Besides its involvement in broadcasting, cable television, bottling and automatic vending, Wometco is also a major motion picture exhibitor. Wometco had a poll conducted of the Newark service area, and believes it has found a substantial market for subscription pay television for the showing of movies less than two years old, and professional and other sports not shown or blacked-out on other television stations. Wometco said it also found interest in televised stage shows, plays, musical concerts, operas and other special programming.

Daytime nonsubscription programming will be devoted in a large way to "meet the needs of children of all ages," according to Wometco's transfer application. One program Wometco hopes will be popular is a two-hour "daily magazine format" called *Playhouse*, aimed at pre-school children. The show will feature a local host and a small studio audience of children from various backgrounds and races. For example, Wometco said, a local police officer who is proficient in simple magic tricks might help children associate the image of a policeman with something they like. The officer would suggest tips for the day on subjects like traffic safety and not opening doors to strangers.

The Skipper Chuck Show, designed for children between pre-school age and 12, Wometco said, has been successful for

over 15 years on its WTVJ(TV) Miami, and is being proposed for inclusion on WBTB-TV. The show relates and describes occupations in the community and discusses youth problems, crime, race relations, education and other "events or objects interesting to children," Wometco said.

To implement its STV system Wometco said it will purchase 500 decoders from Blonder-Tongue Laboratories prior to operation of its subscription television system for \$60,000 and an additional 9,500 decoders during the first year's operation for \$1,060,000. The decoders will be leased by subscribers for a fee to unscramble the pay television picture and sound.


In its programming proposal for the subscription television authority Wometco said it will devote not more than 90% of its time to entertainment and sports on an annual basis and not more than 95% in any one month. The balance, Wometco said, will be made up of programs on cooking, sewing, secretarial skills, beauty, language instruction, historical and educational documentaries and other special interest subjects.

Too much to ask?

Viacom doubles the amount in its '\$64,000 Question'

On the premise that \$64,000 is small potatoes in these inflationary times, Viacom Enterprises has changed the title

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of its weekly syndicated series, *The \$64,000 Question*, to *The \$128,000 Question*.

In addition, Viacom confirmed that the U.S. and Canadian TV personality Mike Darow will be the host.

The series, which CBS-TV removed from the network in the late 1950's in the wake of the quiz-show scandals, is being resuscitated in a new format by Viacom, which will try to prevent cheating by the installation of "two electronic security systems, which store the questions and answers so they cannot possibly be read by anyone without a special electronic device," according to sources at the production firm.

More than 100 stations will begin telecasting the series next month, among them WNEW-TV New York, KTTV Los Angeles, WAGA-TV Atlanta and WBAL-TV Baltimore. The series will be taped in New York by Steve Carlin, the executive producer, who was in charge of the original *\$64,000 Question*.

'Sportsview' signs Chastain, opts for two-way sales deal

Show will have national and regional segments; advertising will be sold accordingly

Simmons-Parkes Inc. has signed former CBS-TV sports reporter Jane Chastain as co-host of its new syndicated weekly half-hour series, *Sportsview* ("Closed Circuit," Aug. 23). The other host will be Doug Layton, the play-by-play man for the University of Alabama's football and basketball games.

Sportsview, which Simmons-Parkes will produce in cooperation with *Sport* magazine at Metromedia's studios in Los Angeles, will be structured around two reportorial segments in each half-hour: one will be a feature of national interest; the other will, for the most part, encompass four different segments aimed at four separate geographical regions of the country—Northeast, Southeast, Midwest and West.

Simmons-Parkes, with the help of Avery-Knodel, the TV rep firm, will buy a half-hour's worth of time on stations within each geographical region in weekend daytime periods adjacent to the station's sports coverage and then try to sell the eight 30-second spots within each half-hour to advertisers seeking to reach either a full national audience or an audience within one of the four regions.

The producers say they'll probably shell out about \$100,000 each week (\$35,000 for production costs, \$55,000 for the time buys on the various stations and \$10,000 for Avery-Knodel's commission). But if all the 30-second spots are sold out each week, the revenues could reach upwards of \$130,000 per week, the producers say.

Target air date for the series is Saturday, Jan. 8, 1977.

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CBS and NBC split TV audience for conventions

They receive identical ratings and shares for total hours; meanwhile, NBC evening news is catching up on Cronkite

CBS-TV and NBC-TV finished in a dead heat during the 25.5 hours of prime time and late-fringe time of head-to-head coverage of the Republican convention.

Each of the two scored a 9.4 rating and 24 share for the total hours. ABC's 16 hours of competitive coverage managed only a 7.4 rating and 18 share, but Fred Silverman, the president of ABC Entertainment, was crowing about the 26.1 rating and 51 share harvested by a special preview of *The Captain and Tennille* (Aug. 17, 8:30-9:30 p.m., NYT), a variety series that begins its regular fall run on Monday, Sept. 20 (8-9 p.m.). These numbers made *Captain and Tennille* the highest-rated show for the week ended Aug. 22. In addition, ABC's *What's Happening* (Thursday, 8:30-9 p.m.), the new Bud Yorkin-produced sitcom about black high-school students, got a 17.5 rating and 34 share against convention coverage on CBS and NBC, its third week in a row of solid Niensens. As the only summer-replacement show on all three networks so far to get above-average ratings, *What's Happening* is at the top of the list of shows being readied for second-season duty, according to sources at ABC.

By finishing even with CBS for Republican convention coverage, NBC re-



Reporting on the reporters. Doug Sheer, JVC Industries advertising and sales promotion manager, was at the Republican convention in Kansas City to cover ENG activities. Along with a local JVC dealer, Mr. Sheer shot pictures and recorded about 20 hours of interviews with video crews and news personnel from stations and the networks to gather opinions and suggestions on ENG equipment design and performance. President Ford's staff used three JVC videocassette recorders, cameras and monitors to record action at different areas of the convention floor for review later.

bounded from its showing at the Democratic convention, when it ended up second to CBS. For the 20 hours of common prime-time and late-fringe Democratic convention coverage, CBS wound up with a 9.2 rating and 20 share to NBC's 8.4 rating and 19 share. ABC received a 7.8 rating and 17 share for 10 hours of Democratic convention coverage.

NBC researchers estimated that 110 million people watched some part of the Republican convention, a boost over the 100 or so million that tuned in to some part of the Democratic convention.

In a somewhat parallel situation, the *NBC Nightly News* has made solid gains against Walter Cronkite ever since it brought in David Brinkley to co-anchor the newscasts with John Chancellor on June 7. For example, during the two weeks ended May 23, Mr. Cronkite scored a national Nielsen rating of 12.7 and a 29 share to NBC's 10.4 rating and 23 share with Mr. Chancellor as sole anchorman. ABC's nightly newscasts, with Harry Reasoner as sole anchor, got an 8.5 rating and 19 share.

But for the two weeks ended Aug. 8, CBS's nightly news lead had been narrowed considerably. CBS had an 11.3 rating and 27 share for those 10 newscasts to NBC's 10.1 rating and 25 share. ABC had an 8.7 rating and 21 share.

Schorr showdown is set in House

CBS correspondent, subpoenaed on CIA leak, says he won't talk

The House Ethics Committee investigating the leak of the House Intelligence Committee's secret report on the Central Intelligence Agency last week subpoenaed Daniel Schorr, the suspended CBS correspondent who has admitted receiving the report and passing it on to *The Village Voice*, which published it.

The committee also voted to subpoena Clay Felker, editor-in-chief of the *Voice*; Aaron Latham, who wrote the preface to the *Voice* article on the CIA report, and Shelly Zalaznick, senior editorial director of *New York* magazine, which Mr. Felker publishes.

Mr. Schorr, who has refused to appear voluntarily before the committee and who has said previously that if subpoenaed he would appear but not testify as to his source, said last week in a statement: "If subpoenaed I will appear, but in appearing I will under no circumstances disclose or discuss my sources. I feel that I have a moral and professional obligation to protect my source and in so doing I rest on my First Amendment rights."

In the same closed session in which the Schorr subpoena was voted, the committee voted to subpoena 18 Intelligence Committee staff members, who are scheduled to testify Sept. 8. Mr. Schorr and the *Voice*-connected people are set to appear Sept. 15.

The committee has spent four months

and \$150,000, and interviewed more than 400 persons in a vain attempt to trace the source of the leak. Mr. Schorr, though still salaried by CBS, has been relieved of reporting duties while the case is pending (BROADCASTING, July 26).

Local Bicentennial efforts recognized by NBC-TV

Eleven NBC-TV affiliated stations and their promotion managers were named winners last week in the network's competition for local promotion of network and local Bicentennial programing. Contestants were divided into two groups based on market size, and winners were announced as follows by John Scuoppo, NBC-TV vice president, creative services:

Group One—first place, WHNB-TV Hartford-New Britain, Conn., Howard Wry, promotion director; second, KYTV(TV) Springfield, Mo., Clarence Martin, promotion director; third, WOTV(TV) Grand Rapids, Mich., Phil Bandy, audience development director; fourth, WGEM-TV Quincy, Ill., Leo Henning, promotion manager; fifth, KCMT(TV) Alexandria, Minn., John Perino, promotion manager.

Group Two—first place, KING-TV Seattle, Ron Lorentzen, advertising director; second, WTMJ-TV Milwaukee, Ken Taishoff, promotion director; third, KXAS-TV Fort Worth, Paul Witengier, advertising director; fourth, WSB-TV Atlanta, Jean Hendrix, promotion director; fifth, WCMH(TV) Columbus, Ohio, Bob Wheat, promotion director; sixth, WRC-TV Washington, Michael Artist, promotion and advertising manager.

Journalism Briefs

Guam guarantee. Governor Richardo Bordallo of Guam signed bill into law that provides that journalists cannot be held in contempt for refusing to reveal sources of information. Law extends privilege to persons "connected with or employed by" newspapers, periodicals, press associations, wire services and radio and television.

Healthy concern. American Chiropractic Association has inaugurated Health Journalism Awards program in which radio and television will be among five categories. Winners will receive \$200 cash plus ACA distinguished journalism plaque. Runners-up will get recognition plaques. Eligible will be public affairs broadcasts or sponsored presentations in 1976 year that motivate public to good health habits or inform public of health-care advances. March 1, 1977, is deadline. Winners will be announced on or before next June 1; presentations will be made at ACA's 1977 convention in Albuquerque. Rules and entry forms: Journalism awards, ACA, 2200 Grand Avenue, Des Moines, Iowa 50312.

Some misgivings on new pattern for TV signals

Despite ABC Chicago success, comments mixed on FCC proposal to OK circular polarization

Broadcasters seem to like the idea of circular polarization for transmission of television broadcast signals, but most don't think they're quite ready for it.

In response to an FCC notice of proposed rulemaking, broadcasters supported the development and technical efforts leading to antenna equipment that will transmit television signals in a spiraling, elliptical pattern rather than the horizontally polarized transmissions now employed.

But broadcasters differed as to whether circular polarization is at a practical or theoretical stage of development.

ABC, optimistic over the proposal it first asked the FCC to consider over a year ago (BROADCASTING, Feb. 24, 1975), said "it is seldom that a significant improvement in broadcasting is obtainable without adverse effects which must be weighed against it," but that circular polarization "appears to fall into such a category."

ABC said tests it conducted at WLS-TV Chicago in 1974 revealed that circular

polarization can improve picture reception and minimize ghosting effects while lessening the likelihood of co-channel interference.

Many broadcasters agreed with CBS, however, that more data is necessary before the FCC institutes rules that could lead the public and broadcasters into expenditure of large sums of money for service that might never materialize.

The National Association of Broadcasters said the transition to circular polarization would entail considerable expense. A new antenna would be required by virtually every station electing to use the system, the NAB said. Transmitter power would have to be doubled and antenna power would have to be replaced or reinforced to accommodate the additional load.

All broadcasters filing comments urged that the decision to use circular polarization should be left to the individual broadcaster and not an FCC requirement.

The Association of Maximum Service Telecasters predicted problems for circular polarization systems. ABC has envisioned a system, according to its proposal, in which viewers who wished to purchase special antennas for the enhanced picture potential circularly polarized transmissions offer could do so, while viewers unwilling to buy new equipment would receive slightly better or unaffected signals. "Rabbit ear" antennas, for instance, would present a significantly improved pic-

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ture, according to ABC, while traditional outdoor antennas would experience "no change in the quality of reception." AMST said ABC's data was not comprehensive enough, and seemed to indicate that in some cases reception for outdoor antennas could be adversely affected. AMST said more complete experimentation, analysis and evaluation were needed before the commission adopts a rule that "would lead to heavy promotion of circular polarization, with broadcasters and the public lacking the information to make informed judgments as to the value" of circular polarization.

AMST said if the FCC acts prematurely in permitting the use of circular polarization, it would "remove the incentive" for properly investigating the technique from "those who are in the best position to make the necessary studies . . . the antenna and transmitter manufacturers."

NBC supported the principle of circular polarization, but agreed that "much more experimental and developmental work is needed."

One way for four way

CBS has asked the FCC to adopt uniform standards for quadrasonic broadcasting. Existing practices allowing quadrasonic broadcasting encoded in a 4-2-4 matrix have created a "proliferation" of 4-2-4

encoding techniques, CBS said, resulting in varying degrees of broadcast compatibility, confusion and unnecessary equipment costs to the consumer. CBS urged the commission to adopt standards that would maximize the compatibility of quadrasonic broadcasts with monophonic and stereophonic receivers and provide for an identification signal that would distinguish quadrasonic transmissions from other types of broadcasting. CBS said its own SQ system exemplified a modern, technically viable approach to quadrasonic broadcasting.

Most in agreement with petition on UHF antennas

CUB request of FCC for rule requiring attached fixture meets broadcaster approval

A Council for UHF Broadcasting proposal that the FCC require television receiver manufacturers to give equal treatment to UHF television set antennas received the support of most of the broadcasting industry last week.

The CUB proposal, joined by such competitors as the Corporation for Public Broadcasting, the National Association of Broadcasters and the Association of Maximum Service Telecasters Inc., seeks an FCC ruling that all television sets equipped with an attached VHF antenna come equipped with an affixed UHF antenna.

In its comments, CUB said television sets now come to the purchaser with either no UHF antenna or an unattached antenna that is frequently discarded or overlooked by the consumer. This puts UHF stations at a significant disadvantage, CUB said.

In a survey it sponsored in the Washington market, CUB said, it was found that 19.2% of the viewers had no UHF antenna attached to their television sets as compared with 4.4% that had no VHF antennas attached. Eighty-four percent had rabbit-ear or outdoor VHF antennas, CUB said, while only 63.4% had UHF loop antennas, bow ties, both or outdoor UHF antennas.

ABC said that it supports the commission proposal that if a VHF antenna is provided, a UHF antenna must also be provided, and the FCC distinction that if the VHF antenna is attached the UHF antenna must also be attached. ABC and many other broadcasters, however, disagreed with the commission's deletion of the term an "effective" UHF antenna. ABC said that "while the term effective is somewhat imprecise . . . some standard is desirable and that a standard of effectiveness is probably the most satisfactory at this time."

One joint comment urged that the commission require mechanical and technical comparability in VHF and UHF antennas. The comment representing several television stations in California, Alabama, Con-

necticut, Wisconsin and Illinois said the commission's rule "may be inadequate" if in its attempt to promote "comparability" as it did in its ruling on the comparability of UHF and VHF tuners it does not insure comparability in antenna requirements as well.

Some broadcasters agreed with Storer Broadcasting Co. in challenging commission reluctance to indulge in technical specifications for UHF antennas. Storer said the ruling should go farther in specifying the quality of the antenna. Storer recommended the bow-tie configuration antenna as opposed to "the relatively worthless simple loop now furnished."

The Consumer Electronics Group of the Electronic Industries Association said that it supported the proposed antenna rule. EIA-CEG said it "considers that at best a flimsy relationship exists between the number of UHF viewers and the operation of affixing the UHF antenna," but that it would support the measure. EIA-CEG recommended an effective date of 18 months for the rule to allow manufacturers time for the tooling and shipping requirement changes. CUB has suggested an effective date of September 1977 for the same purpose.

The only complaint registered by last week's Monday deadline at the FCC was by GTE Sylvania. GTE complained that adoption of the rule could lead to increased costs to both manufacturers and consumers, and that CUB's allegations did not contain enough concrete data to warrant this result.

GTE also said that the FCC should refrain from an exercise "in the outermost fringes of its regulatory jurisdiction," and that the matter should be left to "the sound business judgment of individual manufacturers."

Technical briefs

Dish disagreement. National Association of Broadcasters has filed opposition at FCC to proposal by Community Antenna Television Association to allow construction of receive-only earth stations smaller than nine meters (BROADCASTING, July 5). NAB claims plan, if adopted, would "jeopardize the most efficient usage" of 4/6 ghz band spectrum space and should only be considered in "context of broader ranging proceedings concerning all policy aspects of domestic satellite communications."

More muscle. WFIE-TV Evansville, Ind., has ordered new RCA transmitting system, valued at \$650,000, designed to almost double its coverage area when installation is completed early next year. Channel 14 station's current system will be replaced with RCA 55 kw TTU-55 UHF transmitter and custom-built high-gain antenna to produce selected directional signal of more than 2.2-million watts effective radiated power. Antenna will be installed on new 1,000-foot tower.



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The Broadcasting Playlist™ Aug 30

Contemporary

Playback

Over-all-rank	Last This week	Title (length) Artist—label	Rank by day parts				
			6-10a	10a-3p	3-7p	7-12p	
1	1	Don't Go Breaking My Heart (4:23) Elton John & Kiki Dee—Rocket/MCA	1	1	1	1	
2	2	Let 'Em In (5:08) Paul McCartney & Wings—Capitol	2	2	1	2	
3	3	You'll Never Find Another Love... (3:36) Lou Rawls—Phila. Int'l.	3	5	4	4	
6	4	(Shake...) Shake Your Booty (3:06) K.C. & Sunshine Band—T.K. Records	4	3	3	3	
5	5	You Should Be Dancing (3:23) Bee Gees—RSO/Polydor	5	6	5	5	
7	6	I'd Really Love to See You... (2:36) England Dan & John Ford Coley—Big Tree	6	4	6	6	
11	7	A Fifth of Beethoven (3:02) Walter Murphy—Private Stock	7	10	7	7	
4	8	Afternoon Delight (3:10) Starland Vocal Band—Windsong	8	7	8	8	
12	9	Play That Funky Music (3:12) Wild Cherry—Epic	10	8	9	9	
14	10	Lowdown (3:15) Boz Scaggs—Columbia	9	12	10	13	
17	11	With Your Love (3:33) Jefferson Starship—Grunt	13	11	11	10	
18	12	If You Leave Me Now (3:40) Chicago—Columbia	11	9	14	11	
9	13	Heaven Must Be Missing an Angel (3:28) Tavares—Capitol	12	13	13	15	
21	14	Say You Love Me (3:58) Fleetwood Mac—Reprise	15	14	12	12	
16	15	Summer (3:59) War—United Artists	17	15	15	14	
10	16	This Masquerade (3:17) George Benson—Warner Bros.	14	17	16	17	
8	17	Kiss and Say Goodbye (2:24) Manhattans—Columbia	16	16	17	16	
38	18	Getaway (3:38) Earth, Wind & Fire—Columbia	19	18	18	20	
15	19	Turn the Beat Around (3:21) Vicki Sue Robinson—RCA	18	20	19	21	
19	20	Baby, I Love Your Way (3:28) Peter Frampton—A&M	20	19	20	18	
24	21	Devil Woman (3:21) Cliff Richard—Rocket	21	22	21	19	
20	22	Get Closer (3:45) Seals & Crofts—Warner Bros.	25	21	22	22	
25	23	A Little Bit More (2:56) Dr. Hook—Capitol	22	23	23	24	
26	24	Still the One (3:42) Orleans—Asylum	23	24	24	25	
13	25	Rock N' Roll Music (2:26) Beach Boys—Reprise	24	26	25	27	
-	26	Disco Duck (Part 1) (3:15) Rick Dees & His Cast of Idiots	26	27	26	29	
28	27	Wham Bam Shang-A-Lang (3:32) Silver—Arista	29	25	27	28	
23	28	I'm Easy (2:59) Keith Carradine—ABC	28	29	29	30	
30	29	Young Hearts Run Free (3:51) Candi Staton—Warner Bros.	27	31	28	32	
35	30	She's Gone (3:24) Hall & Oates—Atlantic	30	28	33	31	
34	31	I Can't Hear You No More (2:49) Helen Reddy—Capitol	31	30	31	34	
-	32	I Only Want to Be with You (3:20) Bay City Rollers—Arista	·	·	32	23	
27	33	Love Is Alive (3:24) Gary Wright—Warner Bros.	33	32	35	36	
-	34	Do You Feel Like We Do (14:15) Peter Frampton—A&M	35	37	34	33	
-	35	Magic Man (2:45) Heart—Mushroom	·	·	30	26	
33	36	Don't Stop Believin' (3:24) Olivia Newton-John—MCA	32	36	38	38	
-	37	Fernando (4:11) Abba—Atlantic	39	38	39	39	
-	38	Howzat (3:43) Sherbet—MCA	37	39	40	40	
-	39	Who'd She Cop (3:18) Ohio Players—Mercury	40	34	·	·	
32	40	Let Her In (3:03) John Travolta—Midland Int'l.	34	·	36	·	

Giant step. Earth, Wind and Fire provides the major mover on the "Playlist" with *Getaway* (Columbia) which takes a 20-position leap. "The different rhythm changes make it more rockand uptempo. It's well produced and all-around very good," says Diane Cartwright of KNDE(AM) Sacramento, Calif. **Quack.** *Disco Duck* by Rick Dees (a WMPS(AM) Memphis disk jockey) and His Cast of Idiots enters "Playlist" as the fastest debut. Most mentioned in a random survey by BROADCASTING, this novelty record combines duck talk with synthesizers. Among those adding the tune are WLAC(AM) Nashville, WNCI(AM) Columbus, Ohio, KOMA(AM) Oklahoma City and KCPX(AM) Salt Lake City. Why the excitement? "You just don't find many records that sound like Donald Duck," says Gary Waldron of KCPX. **Olympic record.** Still familiar sound to viewers of the 1976 summer Olympics is *Nadia's Theme* (A&M) by Peter Botkin. It's beginning to show up on station playlists, and Jay Clark of WPRO(AM) Providence, R.I., and Craig Lutz of KREM(AM) Spokane, Wash., both call it a "beautiful record." It's actually the theme from the CBS soap opera, *The Young and the Restless*.

Country

Over-all-rank	Last This week	Title (length) Artist—label	Rank by day parts				
			6-10a	10a-3p	3-7p	7-12p	
1	1	(I'm a) Stand By My Woman Man (2:57) Ronnie Milsap—RCA	1	1	1	1	
7	2	Say It Again (2:56) Don Williams—ABC/Dot	2	3	3	4	
5	3	Misty Blue (2:36) Billie Jo Spears—United Artists	3	2	2	2	
6	4	Bring It on Home to Me (2:20) Mickey Gilley—Playboy	4	4	5	5	
2	5	You Rubbed It in All Wrong (2:32) Billy "Crash" Craddock—ABC/Dot	5	5	4	3	
8	6	One of These Days (3:03) Emmylou Harris—Reprise	7	8	6	7	
17	7	Afternoon Delight (2:56) Johnny Carver—ABC/Dot	6	9	8	8	
3	8	Golden Ring (3:01) George Jones & Tammy Wynette—Epic	8	6	12	6	
4	9	I Wonder If I Ever Said Goodbye (3:30) Johnny Rodriguez—Mercury	11	10	7	9	
14	10	If You've Got the Money... (2:05) Willie Nelson—Columbia	13	7	10	12	
12	11	Rocky Mountain Music (3:32) Eddie Rabbitt—Elektra	10	12	9	10	
23	12	Can't You See (3:43) Waylon Jennings—RCA	9	11	11	11	
9	13	Cowboy (3:10) Eddy Arnold—RCA	12	13	14	15	
13	14	I Met a Friend of Yours Today (3:09) Mel Street—GRT	14	18	13	13	
11	15	Teddy Bear (5:03) Red Sovine—Starday	15	20	15	16	
10	16	Here Comes That Girl Again (2:54) Tommy Overstreet—ABC/Dot	20	14	16	14	
18	17	Here I Am Drunk Again (2:27) Moe Bandy—Columbia	16	15	18	18	
21	18	Solitary Man (2:39) T.G. Sheppard—Hitsville	21	17	19	17	
-	19	Butterfly for Bucky (3:42) Bobby Goldsboro—United Artists	17	23	25	19	
-	20	All I Can Do (2:23) Dolly Parton—RCA	24	16	17	28	
20	21	Love Revival (2:58) Mel Tillis—MCA	19	21	24	20	
22	22	Save Your Kisses for Me (3:04) Margo Smith—Warner Bros.	18	·	22	21	
14	23	The Letter (2:53) Conway Twitty & Loretta Lynn—MCA	·	19	23	22	
16	24	I Don't Want to Have to... (3:03) Jim Ed Brown & Helen Cornelius—RCA	·	19	23	22	
19	25	See You on Sunday (3:33) Glenn Campbell—Capitol	·	22	21	·	

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

Fates & Fortunes

Media



Chairs

Griffiths

Joseph T. Chairs, business manager, WDBO-AM-FM-TV Orlando, Fla., appointed VP, business affairs, of owner, Outlet Broadcasting, Providence, R.I. **Frederick R. Griffiths**, director of broadcast administration, promoted to VP, administration. **Leonard S. Davey Jr.**, general manager, Outlet's WJAR-TV Providence, and **Charles F. Kennedy**, general manager, WNYS-TV Syracuse, N.Y. (Outlet owns 80%), named Outlet VP's.

Robert J. Leeder, program manager, WPAT-AM-FM Paterson, N.J., named Eastern manager, affiliate relations, CBS Radio Network, New York. He replaces **Briggs Baugh** who left to form his own company.

Nicholas C. Gilles, VP, financial planning and treasury operations, NBC, New York, named to newly created position of VP, finance, NBC. **James E. Way**, VP/controller, named VP/financial services, succeeding—and reporting to Mr. Gilles. **David K. Bivins**, director, pricing/financial evaluation, NBC-TV, New York, named director, business administration/business affairs.

Patrick Lofaro, assistant business manager, ABC-TV, New York, promoted to director of financial controls, East Coast, ABC-TV and ABC Entertainment.

John M. Haberman, president, WESH-TV

Daytona Beach, Fla., and **William H. Hippee**, president, KCCI-TV Des Moines, Iowa, named directors of licensee, Cowles Communications. Both men are VP's of Cowles.

Robert W. Holmgren, business manager for ABC-owned AM radio stations, and **James Trohatos**, who holds same post for ABC-owned FM stations, named to new positions of director of business analysis and planning for their respective station groups.

Scott Marriner, sales manager, KCAU-TV Sioux City, Iowa, named general manager, KFBB-TV Great Falls, Mont., and VP of licensee, HarriSCOPE Broadcasting Corp.

Pat Pantolini, advertising/promotion director, WABC(AM) New York, appointed creative services director.

Tom Moran, WKAP(AM) Allentown, Pa., program director, named operations manager, WEZI(FM) Memphis.

Tom Eshbaugh, assistant director of creative services, WABC(AM) New York, appointed director of advertising/promotion, KGBS-AM-FM Los Angeles.

Don Langford, assistant operations director, KLAC(AM) Los Angeles, promoted to operations director.

George G. Campise, account executive, WKBS-TV Burlington, N.J. (Philadelphia), appointed general manager, WTTM(AM) Trenton, N.J., succeeding **Donald Kirby**, named operations director.

David Pollei, sales manager, WCLR(FM) Skokie, Ill., promoted to assistant station manager.

Molly S. Burke, KWGN-TV Denver assistant promotion manager, appointed promotion manager.

Patty Parker and **Ellen Hopkins**, account executives in Dallas sales office of KXAS-TV Fort Worth, elected president and member of board, respectively, Dallas chapter of American Women in Radio and Television.

Tom Abernathy, program director, WSTV(AM)

Steubenville, Ohio, appointed operations director.

Marcy Merns, freelance writer/researcher, joins WMCA(AM) New York as assistant to president.

Tom Webster Chauncey II, associated with Phoenix law firm, Gust, Rosenfeld, Divilbess & Henderson, joins KOOL-AM-FM-TV there as administrative counsel.

Helen Dudman, public relations director, Post-Newsweek Stations, Washington, joins noncommercial WETA-FM-TV there as special assistant to president, responsible for public information, advertising and promotion.

Thomas W. Hurley, public information director, noncommercial WMHT-TV Schenectady, N.Y., named promotion/public relations director, noncommercial WKAR-TV East Lansing, Mich.

Broadcast Advertising

C.A. Wolfe, executive VP/general manager, Wells, Rich, Greene, New York, joins N.W. Ayer ABH International there as executive VP. **Dennis W. Bigelow**, J. Walter Thompson, New York, account executive, joins N.W. Ayer ABH as senior account executive.

Newly elected board members, Leo Burnett, Chicago: **Hall (Cap) Adams Jr.**, senior VP/management director; **Thomas D. Heath**, senior VP/management director; **Norman L. Muse**, senior VP/executive creative director; **Hal W. Weinstein**, senior VP/executive creative director and **Wayne A. Wiggins**, senior VP/assistant to president. Newly elected VP's: **John Klingner**, associate creative director; **Ron Sims**, account supervisor, and **Peter Weber**, head of broadcast business department.

William M. Peniche, general manager, Los Angeles office of J. Walter Thompson, appointed Western region director, corporate communications division.

Geraldine Donini, daytime manager, programming department, BBDO, New York, joins Foote, Cone & Belding there as network buyer.

Robert Ovies, VP/associate creative director, Campbell-Ewald, Detroit, appointed senior VP/executive creative director. **Robert Shannon**, executive producer, named director of broadcast, replacing **Molly Hudson**, senior VP, named executive creative services director.

Hal Riney, executive VP/creative director, Botsford Ketchum, San Francisco, joins Ogilvy & Mather as VP and head of its new office there, 120 Green Street, as of Oct. 15. **David Lamb**, associate creative director of Leo Burnett Co., Chicago, named VP/creative director of Ogilvy & Mather, Chicago, effective Sept. 13.

David T. Hablsch, national sales manager, WLW(AM) Cincinnati, named general sales manager, KSTP(AM) Minneapolis-St. Paul.

William A. Morris, director, sales strategy divi-

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sion, Blair Television, New York, named VP.

Sid Gurkin, manager, San Francisco office, MMT Sales, and **Tom Rice**, manager, Detroit office, elected VP's. **Delores White**, business manager, New York, elected VP, financial administration there. **Roger Goldhamer**, account executive, Chicago office, named sales manager there.

Rick Rock, associate media director, Benton & Bowles, New York, elected VP.

Brian Dunbar, with Buckley Radio Sales, New York, named VP/general sales manager.

Joseph Cohen, account executive in New York for ABC Television Spot Sales, named Eastern sales manager. **Larry H. Friedman**, business manager, ABC-owned WPLJ(FM) there, named business manager, ABC-FM Spot Sales.

Thomas R. Ward, sports/corporate promotions coordinator, Eastman Kodak, Rochester, N.Y., appointed director, advertising planning, advertising and customer services, consumer markets division, U.S./Canadian photographic division.

Cyril Penn, media group head, Ross Roy of New York, named VP/media director, Keenan & McLaughlin there. **Paulette Taylor**, K&M media buyer, promoted to media planner, succeeded by **Bob Morton**, also from Ross Roy of New York.

Grace Fortune, senior broadcast buyer, Lee King & Partners, Chicago, promoted to media group supervisor.

Don Pauly and **Chris Corr**, account executives, KPHO-TV Phoenix, named sales manager and national sales manager, respectively.

Philip S. Parker, on production staff, KPHO-TV Phoenix, appointed television/audio visual producer, Parker, Wilcox, Fairchild & Campbell Advertising, Saginaw, Mich.

Doug Auerbach, general sales manager, WBZ(AM) Boston, named to same post, WINS(AM) New York; both are Westinghouse Broadcasting stations.

Danny R. Thompson, KETV(TV) Omaha local sales manager, named general sales manager.

Dan McCarthy, with Leo Burnett, Chicago, joins KHOU-TV Houston as national sales manager.

Joseph P. Tamney, director of special projects, Burlington Industries, New York, named advertising manager, Monticello Carpet Mills there.

Joseph Provenzano, station manager, KODE(AM) Joplin, Mo., named general sales manager, co-owned KODE-TV.

Fred M. Hutching, account executive, KODE-TV Joplin, Mo., appointed general sales manager, KOLR(TV) Springfield, Mo.

Thomas M. Wald, local sales manager, WPRI-TV Providence, R.I., appointed general sales manager, WEHT(TV) Evansville, Ind.

John Nagle, sales manager, KTLK(AM) Denver, joins KADX(FM) there in same position.

Steve Koestner, account representative, KMNS(AM) Sioux City, Iowa, named sales manager, KWAT-AM-FM Watertown, S.D.

Jerry L. Pound, sales manager, KITE(AM) Terrell, Tex., joins KAFG(FM) Oklahoma City in same capacity.

Programming

Burton J. Morrison, VP/entertainment group controller, Twentieth Century-Fox, Beverly Hills, Calif., named VP, finance and administration, feature film division.

Michael Peacock, executive VP in charge of network television, Warner Bros. Television, Los Angeles, elected president, Video Arts Inc., newly formed American branch of British company that produces and distributes films for television.

John Monarch, unit manager, ABC-TV, named production administrator for tape production operations and administration, West Coast, ABC-TV. **Michael R. Graham**, attorney, named program attorney, West Coast contracts department, ABC-TV, Los Angeles.

Lance B. Taylor, unit manager, ABC Television, Los Angeles, named program administrator, ABC Entertainment.

Josh Kane, director, public information, NBC, New York, appointed general program executive, NBC-TV. Mr. Kane will report to Paul Klein, VP, programs, NBC-TV.

Sylvester N. Weaver, crew chief, WMAL-TV Washington, promoted to production director. **Dan Lovett**, sports anchor, WABC-TV New York, joins WMAL-TV as sports director.

Wallace Ashby, production manager, WJZ-TV Baltimore, named executive producer of special projects.

Curtis L. Pierce, special projects VP, Broadcast Services Inc., Evanston, Ill., joins Catholic Television Network of Chicago as engineering director.

William Wolfe, noncommercial KUAT-TV Tucson, Ariz., production manager, named to same post, KGUN-TV there.

Lee Arthur, sports anchor, KDKA-TV Pittsburgh, named sportscaster, WTVJ(TV) Miami.

Bill Struck, assistant program director/air personality, KLZ(AM) Denver, named program director.

Steve Kayne, operations director, WHTG-AM-FM Eatontown, N.J., joins WTTM(AM) Trenton, N.J., as program director.

Joe Feurey, news editor, WNEW-TV New York, appointed director of editorials, WCB(AM) there.

Helen Howe, sales representative, American Cyanamid Co., Lubbock, Tex., joins KDAV(AM) there as assistant farm/ranch director.

Beverly Sills, Metropolitan Opera star, New York, will host weekly program this fall on WNBC-TV there. *Lifestyles with Beverly Sills* will examine variety of ways people live in urban society (Saturdays, 5-6 p.m. beginning Oct. 16).

William H. Kratch, from NBC-TV sales, and former VP of NBC International, joins Radio Free Europe/Radio Liberty, Washington, as production center director, based in New York.

Re-elected officers, Concert Music Broadcasters Association: **Ray Nordstrand**, WFMT(FM) Chicago, chairman; **Vianne Webb**, WGH-FM Newport News, Va., president; **Myron Bennett**, noncommercial WGUC(FM) Cincinnati, VP, and **C.K. Patrick**, WCLV(FM) Cleveland, secretary-treasurer.

Richard Crew, senior producer/director, non-commercial WHYY-TV Wilmington, Del., named executive producer.

Broadcast Journalism

Mark Harrington, associate producer in Washington, CBS Evening News with **Walter Cronkite**, named producer, CBS Morning News with **Hughes Rudd** and **Bruce Morton**, New York, beginning late this year. He replaces **Tom Bettag** who leaves on sabbatical. **David Fitzpatrick**, producer, special events unit, CBS News, Radio, named night news manager, CBS News, New York. He succeeds **Stephen Miller**, who becomes assistant news director, WTOP-TV Washington (CBS affiliate).

Art J. Peterson, news director, WFBL(AM) Syracuse, N.Y., named assistant news director, WNYN-TV there.

David E. Henderson, news director, WOTV(TV) Grand Rapids, Mich., joins KETV(TV) Omaha in same capacity. **Linda Weaver**, KETV news assistant, named assignment editor.

Dave Preston, reporter, KOVR(TV) Stockton, Calif., named news director, WEHT(TV) Evansville, Ind.

Dave Rye, KFBB-TV Great Falls, Mont., co-anchor, appointed news director.

Vincent L. Gibbens, anchorman, KCRA-TV Sacramento, Calif., named reporter/anchor, WJAR-TV Providence, R.I.

Gregory C. Risch, reporter, KNXT(TV) Los Angeles, joins WMAL-TV Washington in same position. **Neal J. Friedman**, WMAL-TV news writer, named news researcher.

Terrence Bynum, reporter/editor, WWAM(AM)-

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WJKF(FM) Cadillac, Mich., appointed reporter/photographer, WEYI-TV Saginaw, Mich.

Clyde Lee, co-anchor, WMC-TV Memphis, appointed to same post, WRTV(TV) Indianapolis.

Howard Murphy, assignment editor, KSAT-TV San Antonio, Tex., joins WVUE(TV) New Orleans as reporter/weekend producer, replacing **Paul Amos**, who joins WPLG(TV) Miami as news producer. **Lynn Gansar**, WVUE news department intern, joins station as reporter, filling vacancy left by **Barth Byrd**, who joins KBTW(TV) Denver as reporter/weekend assignment editor.

Al Warlick, anchorman, WRCB-TV Chattanooga, assumes additional responsibility as news director.

Norm MacDonald, WBZ-AM-FM-TV Boston meteorologist, joins WCAU(AM) Philadelphia in same capacity.

Bob Harris, meteorologist, WOR(AM) New York, rejoins WCBM(AM) there as meteorologist/science reporter.

Jeff Stone, anchorman/news director, Ceracche Television Corp. cable franchise, Ithaca, N.Y., named associate news producer, WENY-TV Elmira, N.Y.

Duane Bock, aide to Portland (Ore.) city commissioner, rejoins KOIN-TV there as anchor/producer. **Wendy Gordon**, reporter/anchor, WRUA-TV Peoria, Ill., named KOIN-TV co-anchor/assistant producer. **Kevin Slaten**, University of Missouri graduate, appointed KOLN-TV sports anchor/reporter. **Norm Gunning**, KOIN-TV anchor/producer, appointed assignment editor, succeeding **Floyd Smith**, named county government reporter. **Craig Kuhlman**, news producer, named executive producer.

Bob Bray, weather reporter, KTHV(TV) Little Rock, Ark., named assignment editor, news bureau succeeded by **Jocelyn White**, who will continue duties as reporter. **Sam Jones**, reporter, promoted to anchorman. **Chuck Dobvish**, film librarian, ABC-TV Chicago, joins KTHV as reporter.

Bob Scott, news director, WFAA(AM) Dallas, joins KLX(AM) Denver in same post.

Sue McNett, WSOY(AM) Decatur, Ill., reporter, named to same post, WEMP(AM) Milwaukee.

Jay Frank, news/program director, WNBE(AM) Orlando, Fla., joins WSTV(AM) Steubenville, Ohio, as news director as station begins all-news format. **Sandra Mason**, WWSA(AM) Wheeling, W.Va., reporter, and **Ellen Jan Kleinerman**, noncommercial WTTW(TV) Chicago intern, join WSTV as reporters.

Bob Brunner, Charleston bureau news director, WSAZ-TV Huntington, W.Va., appointed news director, succeeded by **Debbie Thomas**, anchorwoman.

Bob Lewis, with WKBN(AM) Youngstown, Ohio, joins WBKC(AM) Chardon, Ohio, as news editor/anchorman.

Lex Reis, anchorman, KARM(AM) Fresno, Calif., named reporter, KRRX(AM) San Jose, Calif.

Rick Taylor, graduate, Illinois State University, Normal, appointed reporter/weather forecaster, WNGE(TV) Nashville.

Norm MacDonald, meteorologist, WBZ-AM-FM-TV Boston, joins WEEI(AM) there in same capacity. He will continue to broadcast on WBZ-TV.

Cable



Thorne



Johnson

John C. Thorne, president/general manager, TV Cable of Myrtle Beach and Conway, S.C. (Cox Cable subsidiary), named general manager of Cox Cable systems now under development in Norfolk, Portsmouth and Virginia Beach, all Virginia. **Mason C. Johnson**, operations manager of Myrtle Beach system, succeeds Mr. Thorne as manager.

Nicholas Worth, director of engineering, Telecable Corp., Norfolk, Va., elected VP, engineering.

Equipment & Engineering

John M. Boatman, RCA regional sales manager with responsibility for sale of broadcast product line in Europe, Middle East and Africa, joins Harris Corp., Quincy, Ill., as international sales manager.

Bert Wolf, VP/general manager, distributor

sales division, Jerrold Electronics, Horsham, Pa., named VP, sales, responsible for CATV, MATV and consumer electronics sales forces. **Raymond G. Pastle**, general sales manager, CATV systems division, appointed general sales manager, headquarters sales group, responsible for coordinating sales activities for broadband customers with cable installations.

James T. Ragan, Washington area VP, Western Union, appointed VP, broadcast services, traveling between Washington and corporate headquarters in Upper Saddle River, N.J. Responsibilities include satellite, network TV, cable and pay cable.

John F. Clark, director of NASA's Goddard Space Flight Center, Greenbelt, Md., named director, space applications and technology, corporate engineering staff, RCA, Princeton, N.J.

Charles W. Crum, director of engineering, Catholic Television Network of Chicago, rejoins Ampex Corp., Redwood City, Calif., as production manager, marketing department.

J. Preston Windus Jr., assistant treasurer, Comtech Laboratories, Smithtown, N.Y., elected secretary-treasurer.

Jeff Gulick, senior engineering technician, Burroughs Co., electronic memory systems organization, Elizabeth, N.J., joins KFIN(FM) Jonesboro, Ark., as chief engineer.

Allied Fields



Megroz

Pete Megroz, VP, television sales and marketing, Arbitron, New York, named VP, broadcast sales and marketing (adding radio station sales and marketing to his current responsibilities).

Alice E. Samuels, account executive, Nielsen Television Index, New York, named VP of A.C. Nielsen.

Gary J. Jacobson, client service executive, Data Command Services, NTI, named national coordinator for Data Command Services. **Roy H. Anderson**, Eastern regional manager, agency and advertiser sales/service, Nielsen Station Index, New York, appointed product manager.

John Angelides, news director, KMOX(AM) St. Louis, named visiting professor of journalism, University of Missouri-Columbia for 1976-77 academic year.

Claude Stevens, VP, Stevenson & Associates advertising, Minneapolis, appointed executive VP, Haworth Group, marketing/media services firm there. **Jeanne Smith**, Haworth broadcast purchasing manager, named VP.

Robert S. Sagan, public relations director, Armour Dial Co., Phoenix, appointed account supervisor, Botsford Ketchum Public Relations, San Francisco.

Nancy Dickerson, independent television producer, formerly news correspondent with NBC-TV and CBS-TV, elected member of board of directors, Hospital Corp. of America.

Gary S. Fisher, WABC(AM) New York account executive, appointed instructor of broadcast-

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18 TO 49
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PROGRAMMED TO THE ADULT WHO ENJOYS THE VERY BEST AND OFTEN BUYS THE VERY BEST

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CBS RADIO FOR GRAND RAPIDS AND WESTERN MICHIGAN

ing, New York University, division of business management.

Lowell Thomas, veteran broadcaster, named recipient of Samuel Adams Bicentennial Award for outstanding contribution to American communications from Advertising Club of Boston.

Bob Elliott and **Ray Goulding**, veteran radio personalities, will receive Distinguished Service Award from Massachusetts Broadcasters Association at group's annual meeting in October.

Lén Chaimowitz, account executive, A.A. Schechter Associates, division of Hill and Knowlton, New York, named media relations

director, National Multiple Sclerosis Society.

Deaths

Adeline B. Rines, 89, president and director, Maine Broadcasting System, Portland, Me., died at her home in Cape Elizabeth, Me., Aug. 24. Mrs. Rines was president of system, which was founded by her late husband, Henry, from 1938 until her death. She is survived by one daughter, Mrs. Phillip P. Thompson Jr.

William D. Geer Sr., 70, one of originators of *March of Time* radio programs, died after stroke Aug. 20 at his home in Gilsum, N.H. Former publisher of *Fortune* magazine and

associate publisher of *Life* magazine in 1950, he was producer of television series, *Crusade in Europe*. Survivors include three daughters and two sons.

Guy E. Yeldell, 72, retired station manager, KSO-TV St. Louis, died of pneumonia Aug. 19 at Bonne Terre (Mo.) hospital. He joined station in 1947 as sales manager, was named station manager in 1961 and retired in 1968. He is survived by two daughters.

Roy Luby, 71, producer/film editor, *The Family Film* for Lutheran church, died Aug. 19 after heart bypass operation at Cedars-Sinai hospital, Los Angeles. Survivors include his wife and one daughter.

For the Record

As compiled by BROADCASTING for the period Aug. 16 through Aug. 20 and based on filings, authorizations, petitions and other actions announced by the FCC.

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

New stations

AM license

Broadcast Bureau granted following license covering new station:

- WPTB Statesboro, Ga. (BL-14123). Action Aug. 20.

FM applications

■ Redding, Calif.—Colgan Communications Corp. seeks 104.3 mhz, 24 kw, HAAT 3582 ft. P.O. address: Box 2378, Redding 96001. Estimated construction cost \$47,839; first-year operating cost \$21,000; revenue: none none given. Format: Modern country. Principal: John A. Colgan is president of corporation formed to own and operate KCLM(FM) Redding, and has done sales work at *U.S. News and World Report*. Ann. Aug. 5.

■ Galesburg, Ill.—Coleman Broadcasting Co. seeks 92.7 mhz, 3 kw, HAAT 300 ft. P.O. address: 245 Seminole Dr., Galesburg 61401. Estimated construction cost \$101,256; first-year operating cost \$162,006; revenue \$75,000. Format: MOR. Principals: Roger H. (70%) and wife Marilyn J. (30%) Coleman. Mr. Coleman has realty interests, and until recently was president of Galesburg Broadcasting Co., licensee of WGIL(AM)-WAAG(FM) Galesburg. Ann. Aug. 9.

■ Rockville, Ind.—Parke-Vermillion Broadcasting seeks 104.9 mhz, 1.2 kw, HAAT 440 ft. P.O. address: RR 2, Box 138, Rockville 47872. Estimated construction cost \$56,700; first-year operating cost \$48,840; revenue \$96,000. Format: Soft rock, country & western. MOR. Principal: R. Keith Spencer until recently had interest in Spencer and Freeland Broadcast-

ing, licensee of WFWA-FM Sullivan, Ill., and presently is employe at WTHR-TV Indianapolis, Ind., and has farming interests. Ann. Aug. 18.

■ *Baton Rouge, La.—Easton Baton Rouge Parish School Board seeks 90.1 mhz, 10 w. P.O. address: 1050 South Foster Dr., Baton Rouge 70821. Estimated construction cost \$16,800; first-year operating cost \$700. Format: Variety. Principal: Applicant is educational institution. Ann. Aug. 18.

■ *Boston, Mass.—University of Massachusetts at Boston seeks 91.9 mhz, HAAT 168 ft. P.O. address:

Harbor Campus-Columbia Point, Boston 02125. Estimated construction cost \$16,790; first-year operating cost \$8,710. Format: Variety. Principal: Applicant is higher educational institution, whose officers and trustees are same as those of University of Massachusetts in Amherst, licensee of *WMUA Amherst. Ann. July 7.

■ Portage, Mich.—Air-Bourne Group, Ltd. seeks 107.7 mhz, 50 kw, P.O. address: Box 13, Portage 49081. Estimated construction cost \$104,000; first-year operating cost \$64,072; revenue \$170,090. Format:

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Rock, soul, folk, jazz. Principals: Richard C. Doering, Edward J. Sackley III, Richard J. Fruin, Mark Rubin, John N. Strandin and Robert L. Trobough Jr. (16.67% each). All applicants have worked at WPGU(FM) Urbana, Ill. in various capacities. Mr. Fruin is presently in programing department of WEA(FM) Jacksonville, Ill. Mr. Trobough is presently engineer at WRRM(AM)-WJKL(FM) Elgin, Ill. Ann. Aug. 9.

■ Portage, Mich.—Circle Corp. seeks 107.7 mhz, 50 kw, HAAT 500 ft. P.O. address: 2315 Shippers Lane, Kalamazoo, Mich. 49001. Estimated construction cost \$150,187; first-year operating cost \$131,800; revenue \$135,000. Format: Adult contemporary. Principals: Emil J. Popke Jr. (66%), Robert J. Van Beck (19%), and Donald T. Mathes as joint tenant with Bernice K. Mathes (15%). Circle Corp. is licensee of WYYY(AM) Kalamazoo, Mich. Mr. Popke and Mr. Van Beck have interests in bowling center, Mr. Mathes owns investment corporation. Ann. Aug. 9.

■ Grand Haven, Minn.—Sear Broadcasting Co. seeks 107.7 mhz, 50 kw, HAAT 500 ft. P.O. address: 113 Emmett St., Grand Haven, Minn. 49417. Estimated construction cost \$169,521; first-year operating cost \$144,374; revenue \$175,000. Format: Contemporary progressive. Principals: James R. Searer (80%) and son and daughter James M. Searer and Susan L. Homan (10% each). James R. Searer until several years ago had interests in WUHQ-TV Battle Creek, Mich., and presently is officer, director and stockholder of Channel 3 Inc. Jackson, Miss. Ann. Aug. 9.

■ Town of Saugerties, N.Y.—Kingston Broadcasters seeks 100.1 mhz, 2 kw, HAAT 349 ft. P.O. address: 212 Fair St., Kingston, N.Y. 12401. Estimated construction cost \$58,500; first-year operating cost \$51,500; revenue \$18,000. Format: Beautiful music. Principals: Dorothy Martin Moore (46.8%) and Robin B. Martin (47.2%). Martin family owns or controls Regional Broadcasters, licensee of WGW(AM)-WZPR(FM) Meadville, Pa.; Sharon Broadcasting Co., licensee of WPIC(AM)-WYFM(FM) Sharon, Pa.; Regional Broadcasters of Mich., licensee of WGRO-AM-FM Grand Rapids, Mich. and WTRU(AM) Muskegon, Mich.; WOLF Broadcasting Service, licensee of WOLF(AM) Syracuse, N.Y.; Butternut Broadcasting Co., licensee of WAAL(FM) Binghamton, N.Y.; and Kingston Broadcasters, licensee of WKNY(FM) Kingston. Ann. Aug. 9.

■ Woodstock, N.Y.—Woodstock Radio seeks 100.1 mhz, 1.3 kw, HAAT 463 ft. P.O. address: Box 254, Woodstock 12498. Estimated construction cost \$77,934; first-year operating cost \$98,000; revenue \$70,000. Format: Classical, jazz, folk, rock, blue grass. Principals: Kristin Booth Glen, Michael D. Ratner, Bruce C. Ratner, and Ellen F. Ratner (23.4% each). Kristin Glen is general council and board member of WNCN Listener's Guild, and Citizen's Commission to Save Jazz Radio, New York citizen groups. Bruce Ratner is director of Consumer Help, of New York. Ann. Aug. 9.

■ Beaufort, N.C.—Emerald Communications seeks 103.3 mhz, 100 kw, HAAT 457 ft. P.O. address: Suite 105, first Colonial Rd., Virginia Beach, Va. 23454. Estimated construction cost \$95,466; first-year operating cost \$65,100; revenue \$70,000. Format: Popular. Principals: 17 small stockholders, many of whom have worked and/or presently work at various radio stations. Ann. Aug. 9.

■ *Edmond, Okla.—Oklahoma Foundation for Research and Development Utilization seeks 91.3 mhz, 10 w. P.O. address: Box 461, Oak Ridge, Tenn. 37830. Estimated construction cost \$5,400; first-year operating cost \$6,000. Format: Variety. Principal: Applicant is nonprofit organization. Ann. July 7.

■ *Malvern, Pa.—Delaware Valley Noncommercial Broadcasting seeks 88.1 mhz, 2 kw, HAAT 511 ft. P.O. address: 1501 East of Mt. Airy Ave., Philadelphia 19150. Estimated construction cost \$8,645; first-year operating cost \$32,000. Format: Variety. Principal: Applicant is nonprofit educational corporation. Ann. Aug. 18.

FM actions

■ Davis, Calif.—Dorf and Horrigan Broadcast Bureau granted 105.5 mhz, 3 kw, HAAT 300 ft. P.O. address: c/o Richard C. Dorf, 1124 Bucknell Dr., Davis 95616. Estimated construction cost \$54,276; first-year operating cost \$39,800; revenue \$50,000. Format: Variety.

Principals: Ricahrd C. and Joy M. Dorf, and Bruce and Doris M. Horrigan (25% each). Mr. Dorf is dean at U.C. Davis. Ms. Dorf is clergywoman. Mr. Horrigan owns corporation for practice of orthodontics. Mr. Horrigan is housewife (BPH-9730). Action Aug. 16.

■ Howell, Mich.—B&H Broadcasting Co. Broadcast Bureau granted 93.5 mhz, 3 kw, HAAT 300 ft. P.O. address: 201½ West Grand River, Howell 48843. Estimated construction cost \$73,029; first-year operating cost \$11,500; revenue not given. Format: MOR. Principals: Ann H. Bignell (60%) owns 60% of WHMI(AM) Howell. Bernice C. and Benedict C. Hovel (20% each) are vice presidents of travel bureau (BPH-9722). Action Aug. 17.

■ *Chapel Hill, N.C.—Student Educational Broadcasting. Broadcast Bureau granted 89.3 mhz, 400 w. P.O. address: Carolina Union, Box 40, Chapel Hill 27514. Estimated construction cost \$20,998; first-year operating cost \$8,750. Format: Variety. Principal: Applicant is nonprofit corporation organized to operate noncommercial educational station (BPEd-2165). Action July 12.

■ Medford, Ore.—Rogue Valley Broadcasting Corp. Broadcast Bureau granted 1300 khz, 5 kw-D. P.O. address: 1601 Serenity Dr., Medford 97501. Estimated construction cost \$42,252; first-year operating cost \$68,760; revenue \$87,360. Format: good music, inspirational. Principals: Marion F. Ravan, Richard K. Mead, J.P. Jones, John W. Sanders and Robert L. Vickers (each 20%). Mr. Ravan is pastor. Mr. Mead owns electrical contractor, real estate firm, and buildings. Mr. Jones owns dress shop and is car salesman. Messrs. Sanders and Vickers own real estate firm (BP-20182). Action Aug. 6.

■ Walla, Walla, Wash.—ComCast Media Services. Broadcast Bureau granted 93.3 mhz, 27.9 kw. HAAT —128 ft. P.O. address: Box 244, Milton-Freewater, Ore. 97850. Estimated construction cost \$41,982; first-year operating cost \$44,510; revenue \$88,000. Format: MOR. Principals: Dennis L. Widmer, John H. Farrar, Dervuni Fortenberry (33.3% each), et al. Messrs. Widmer, Farrar and Fortenberry are, respectively, sales executive at KPAM(AM) Portland, Ore.; grocery clerk, and pharmacist. In granting ComCast's application, Bureau waived rules (minimum mileage separation requirement), and denied objection by VBR Broadcasters, licensee of KUJ(AM) Walla Walla (BPH-9327). Action Aug. 9.

Broadcast Bureau granted following CP modification to extend completion time to date shown:

■ KUOE El Paso, Tex. to Jan. 15, 1977 (BMPH-14875).

FM start

■ WMRQ-FM Brookhaven, Miss.—Authorized program operation on 92.1 mhz, ERP 3 kw, HAAT 285 ft. Action July 29.

Ownership changes

Applications

■ WAGF(AM) Dothan, Ala. (1320 khz, 1 kw)—Seeks assignment of license from Dothan Broadcasting Co. to B.C. Eddins and Clark Jones for \$350,000. Principals in seller are Julian C. Smith and Fred C. Moseley (50% each), who have no other broadcast interests. Mr. Eddins owns WFMH-AM-FM Cullman, Ala., Cullman cable TV system and 50% of WMCP(AM) Columbia, Tenn. Mr. Jones is Fort Lauderdale, Fla., businessman. Ann. Aug. 10.

■ KZAZ(TV) Nogales, Ariz. (ch. 11)—Seeks 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. Ann. July 26.

■ KKEG(FM) Fayetteville, Ark. (92.1 mhz, 3 kw)—

Seeks transfer of control of Little Chief Broadcasting Co. from Omer Thompson and L.M. "Jack" Beasley (61% before; none after) to Levoy Patrick Demarce and Norman McChristian. Consideration: \$8,200 for Beasley stock plus assumption of Thompson's corporate obligations. Buyers: Mr. Demarce (15% before, 90% after) also has interests in Big Chief Broadcasting Co., licensee of KFAY(AM) Fayetteville; Big Basin Broadcasters, licensee of KRBB-AM-FM Sallisaw, Okla.; and Demarce Enterprises, incorporated to buy KRBB. Mr. McChristian (none before, 10% after) also has interest in KFAY. Ann. Aug. 11.

■ KAVA(AM) Burney, Calif. (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Hermiston Broadcasting Co. to Thomas C. and Essie L. Collins for \$67,000. Principals in seller are Robert Chopping (30%), his wife, Margaret Chopping (30%), Dudley Goff (30%) and Harmon Springer (10%). Seller also owns KOHU(AM) Hermiston, Ore., and is applicant for new FM there. Mr. Chopping is general and commercial manager of KAST(AM) Astoria, Ore. Buyers own marine radio business in San Francisco. Ann. Aug. 10.

■ KKAR(AM) Pomona, Calif. (1220 khz, 250 w-D)—Seeks assignment of license from KYOR Inc. to JATO Communications for \$17,500 plus assumption of more than \$200,000 in debts and liabilities. Principals: Seller is owned by Joseph J. Bassett (80%) and Kenneth C. Reeth (20%) and is requesting waiver of FCC's "three-year" rule for sale of financially troubled station which was purchased Sept. 28, 1973. Buyer is owned by Jack L. Siegal (49.99%), Allan Kaufman (49.99%) and two minority stockholders. Mr. Siegal is self-employed broadcast consultant in Los Angeles and Mr. Kaufman is president of La Jolla, Calif. investment firm. Ann. Aug. 18.

■ KWKF(AM) Key West, Fla. (1600 khz, 500 w)—Seeks assignment of license from Mary S. Spottswood to Key West Broadcasting for \$235,000. Principals: Seller is executrix of estate of husband, John M. Spottswood, and has no other broadcast interests. Buyer is owned by E. Stratford Smith (85%), John M. Spottswood Jr., William B. Spottswood and Robert A. Spottswood (5% each). Mr. Smith is general partner in Washington law firm of Smith & Pepper and owns 43.5% of WLOU(AM) Louisville and WSTM-FM St. Matthews, both Kentucky. Spottswoods are sons of Mrs. Spottswood. Buyers are also applicants for assignment of constructio permit for FM in Key West. Ann. Aug. 18.

■ KAPL-AM-FM Moscow, Idaho (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 103.9 mhz, 180 w)—Seeks 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. Ann. Aug. 19.

■ KRMO(AM) Monett, Mo. (990 khz, 250 w-D)—Seeks assignment of license from Lloyd C. McKenney to Monett Broadcasting Corp. for \$180,000. Seller also owns 25% of KMDO(AM) Fort Scott, Kan., with wife, Dorothy N. McKenney, owning 25% and son, Lloyd James McKenney, 50%. McKenney family also has interests in cable systems in Fort Scott, Kan., and Branson, Mo. Buyer is owned by Dewey Johnson, who also owns KZRK(AM) Ozark, Ark., and, with his mother, Ethel Johnson, owns KSPR(AM)-KCIZ-FM Springdale, Ark. Ann. Aug. 10.

■ WSSB(AM) Durham, N.C. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from 1490 Inc. to Airways of Durham for \$600,000. Seller is subsidiary of Woods Communications (John Woods, principal) which also owns WRUN(AM)-WKGW(FM) Utica, N.Y., and WTOB(AM) Winston-Salem, N.C. Buyer, principally owned by Richard G. Glover, also owns WCCR(AM) Urbana-WLRW(FM) Champaign, Ill. Ann. Aug. 10.

■ WFMY-TV Greensboro, N.C. (ch. 2)—Seeks transfer of control of WFMY Television Corp. from Landmark Communications to Harte-Hanks Newspapers. Consideration: about \$19 million. Principals: Seller owns *Greensboro Daily News and Record*, WTAR-AM-TV and WKEZ(FM) Norfolk, Va., two Norfolk newspapers and two Roanoke, Va. papers. Buyer owns WTLV(TV) Jacksonville, Fla. and KENS-TV San Antonio, Tex., and operates 25 daily newspapers and 39 weekly publications in 27 markets. Ann. Aug. 11.

■ WCTI-TV New Bern, N.C. (ch. 12)—Seeks assignment of license from Continental Television to Malrite of North Carolina for \$2 million. Seller: Principally owned by Quanta Systems Corp., Rockville, Md., communication, electronic and mechanical engineering equipment production company. Quanta has been buy-

ing up stock in financially troubled seller to protect its original 20.76% investment. Buyer, group owner voted 100% by Milton Maltz, owns WBAB-AM-FM Mount Clemens, Mich., KEEY-AM-FM St. Paul, WNYR (AM)-WEZO (FM) Rochester, N.Y., WHK (AM)-WMM (FM) Cleveland and WZUU-AM-FM Milwaukee. Ann. Aug. 11.

■ WREV (AM) Reidsville, N.C. (1220 khz, 1 kw-D)—Seeks assignment of license from Reidsville Broadcasting Co. to MHR Broadcasting Co. for \$135,000. Seller: Reidsville Broadcasting is licensee of WWMO (FM) Reidsville. Buyer: MHR Broadcasting is owned by Walter V. Roberts, Jerry B. Huskey and Caswell D. Mullins (33-1/3% each). Mr. Huskey is sales manager of WREV and Mr. Mullins is announcer and sales program director at that station. Mr. Roberts has realty interests. Ann. Aug. 10.

■ *WBGU-TV Lima, Ohio (ch. 57)—Seeks assignment of license from Ohio Educational Television Network Commission to Bowling Green State University. Principals: Governmental body of Ohio wishes to assign station to educational institution, in accordance with original intentions concerning station. Ann. Aug. 20.

■ KBMT (TV) Beaumont, Tex. (ch. 12)—Seeks assignment of license from Liberty National Corp. of Oklahoma City to Texas Telecasting for \$2.4 million. Seller, publicly traded holding company which owns Liberty National Bank & Trust Co. of Oklahoma City, received waiver of FCC's "three-year" rule to sell station which it received as payment for debts owned by previous owner, Harbour Television Systems Inc. (BROADCASTING, Feb. 23). Principals in buyer are Michael G. and Clinton McKinnon who also own KIII (TV) Corpus Christi, Tex., and KSON (AM) San Diego. Ann. Aug. 13.

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

■ WLSD-AM-FM Big Stone Gap, Va. (AM: 1220 khz, 1 kw-D; FM: 93.5 mhz, 120 w)—Seeks assignment of license from Gap Broadcasting Co. to Big Stone Broadcasting Corp. for \$321,500. Principals: Seller is owned by William H. Wren Jr. who has no other broadcast interests. Buyer is owned by J.D. Nicewonder Jr. (75%) and Charles Gary Rakes (25%). Mr. Rakes is nephew of Mr. Nicewonder's wife and is present advertising manager of WLSD-AM-FM. Mr. Nicewonder has coal, engineering, real estate and other business interests in and around Clintwood, Va. Ann. Aug. 11.

■ WYNE (AM) Appleton, Wis. (1150 khz, 1 kw-D)—Seeks assignment of license from Total Radio to Ned Hughes Broadcasting for \$347,500. Seller is owned by Melvin Andre (40%), Carl Como Tuteria (40%) and Earl Gillling (20%). Seller also owns WYXE (FM) Sun Prairie, Wis., and Mr. Tuteria is 20% owner of WBOO (AM) Baraboo, Wis. Buyer is owned by Ned H. Hughes (21.25%), his wife, Diane D. Hughes (21.25%), Carter W. Dennis (37.50%) and Carter Ray Dennis (20%). Diane Hughes and Carter Ray Dennis are children of Carter W. Dennis. Mr. Hughes owns Ned Hughes Advertising Agency of Green Bay, Wis. Dennises have banking and business interests in Iowa and Kansas. Ann. Aug. 10.

■ KTHE (AM) Thermopolis, Wyo. (1240 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Big Horn Basin Broadcasting Co. from James A. Ostby (100% before; none after) to Bruce B. Long (none before; 100% after). Consideration: \$74,000. Principals: James A. Ostby has farming-ranching interests in Montana. Mr. Long is employed at KISD (AM) Sioux Falls, S.D. Ann. Aug. 6.

Actions

■ KWOW (AM) Pomona, Calif.—Broadcast Bureau granted transfer of control of Wickstrom Inc. from Dean H. and Florence E. Wickstrom (50% each) to Dean H. and Florence E. Wickstrom (100% jointly). Principals: Mr. and Mrs. Wickstrom, who have individually been licensees of KWOW, now own corporation which is licensee of station (BTC-8087). Action

Aug. 9.

■ KZST (FM) Santa Rosa, Calif.—Broadcast Bureau granted assignment of licenses from Gordon D. and Susan L. Zlot and Marvin A. Sosnick, limited partnership (Redwood Empire Stereocasters) to Redwood Empire Stereocasters. Principals: Mr. and Mrs. Zlot, who previously had 75.5% interest in limited partnership, now own corporation, Redwood Empire Stereocasters. Mr. Sosnick gave his share of licensee to daughter, Mrs. Zlot, and son-in-law (BALH-2325, BALST-313). Action Aug. 9.

■ KKAM (AM) Pueblo, Colo. (1350 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from KKAM Inc. to Thomas Farley and Bret Kelly to Heptarchy Inc. for \$285,000. Sellers: Thomas T. Farley and W. Bret Kelly who have no other broadcast interests. Principals in buyer are Ric Thom, John Graham Finley, David Sevier, Leon Peterson and Ray Moran. Mr. Moran has interests in KTEZ (FM) Lubbock, Tex., and KRZY (AM) Albuquerque, N.M. Messrs. Thom, Sevier and Peterson work at KRZY, and Mr. Finley is Albuquerque attorney (BAL-8708). Action Aug. 6.

■ KOAA-TV Pueblo, Colo. (ch. 51)—Broadcast Bureau granted assignment of license from Sangre de Cristo Broadcasting to Sangre de Cristo Communications for \$4,050,000. Sellers: Mahlon T. and Helen White and William Grant. Buyer: Evening News Publishing Co., which owns Charleston (S.C.) News & Courier and Post KDBC-TV El Paso, Tex., and papers in Maryland, Virginia and Buenos Aires (BTC-8059). Action Aug. 6.

■ WJSR (FM) Athens, Ga. (1104.7 mhz, 50 kw)—Broadcast Bureau granted assignment of license from University City to Broadcasting Properties for \$370,000, including 10 year consulting agreement and 10 year covenant not to compete. Seller: Herschel M. Rivers (100%) is selling for health reasons. Mr. Rivers also owns 16% of WJTH (AM) East Point, 17-2/3% of WJIZ (FM) Albany and WDOL (AM) Athens, all Georgia. Broadcast Properties is principally owned by Charles A. McClure (65%) and Charles E. Giddens (30%). Mr. McClure has interests in WHYD (AM)-WCGQ (FM) Columbus and WCHK-AM-FM Canton, all Georgia (BALH-2303). Action Aug. 13.

■ WWMM (FM) Arlington Heights, Ill. (92.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Community Broadcasters to Northwest Community Broadcasting for \$500,000. Seller: Assignor wishes to devote time to other broadcast interests. Buyers are Bennett P. Trapani and Jack P. Whisler (50% each). Both have varied business interests, none of which are broadcast (BALPH-193, BASCA-749, BALRE-3041). Action Aug. 13.

■ WVPC-FM Monmouth, Ill.—Broadcast Bureau granted assignment of license from Richard P. Lamoureux to Midwest Radio Group for \$125,000. Principals: Seller is Mr. Lamoureux. Buyer is owned by Kendall M. Light (60%) and four other stockholders. Mr. Light has interests in KCII (AM) Washington, Iowa and in SW low Stereo in Clarinda, Iowa (BALH-2301, BALRE-3038). Action Aug. 9.

■ KJLS (FM) Hays, Kan.—Broadcast Bureau granted assignment of license from Lawrence E. Steckline and Mack Sanders to Lesso Inc. Principals: Mr. Steckline (60%) and Mr. Sanders (40%) have formed corporation to be licensee of KJLS (BALH-2314, BASCA-756). Action July 29.

■ WMIK-AM-FM Middlesboro, Ky. (AM: 560 khz,

500 w-D; FM: 92.7 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Cumberland Gap Broadcasting from Maurice and Helen Henry (96% before; none after) to James and Mary Bollard (4% before; 100% after). Consideration: \$240,000. Principals: Sellers have no other broadcast interests. Buyers are son-in-law and daughter of sellers and are general manager and program director respectively (BTC-8013). Action Aug. 6.

■ KASO (AM) Minden, La. (1240 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of Cook Enterprises from Harold Ray Cook (51% before; 50% after) to Mr. Cook and M.S. O'Dell Jr. (50% each). Consideration: \$100. Principals: Mr. Cook wishes to reward Mr. O'Dell for many years of service to station by making him equal partner (BTC-8061). Action Aug. 6.

■ WNRS (AM) Saline-WIOB (FM) Ann Arbor, Mich. (AM: 1290 khz, 500 w-D; FM: 102.9 mhz, 10 kw)—Broadcast Bureau granted assignment of license from Community Music Service to Ann Arbor Radio for \$235,000. Principals: Seller, also licensee of WCMF (FM) Rochester, N.Y., is principally owned by James Trayhern and Richard Wissell. Mr. Trayhern also has interest in KLIV (AM) San Jose-KARA (FM) Santa Clara, Calif. Buyer is owned by John Casciani, former general manager of WBNY (FM) Buffalo, N.Y. Action July 29.

■ KWAD (AM)-KKWS (FM) Wadena, Minn. (AM: 920 mhz, 1 kw-U; FM: 105.9 mhz, 50 kw) and KBMW (AM)-KKWB (FM) Breckenridge, Minn. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 104.9 mhz, 3 kw) and KOVC (AM) Valley City, N.D. (1490 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from KWAD Broadcasting, Interstate Broadcasting Corp. and KOVC Inc. to Ingstad Broadcasting. Sale represents reorganization of family interests after death of Robert Ingstad, husband and/or father to various stockholders of licensees (BAL-8685, BALH-2291, BALRE-3016; BAL-8684, BALH-2288, BALRE-3017; BAL-8683, BALRE-3015). Action Aug. 2.

■ WGUD (FM) Pascagoula, Miss.—Broadcast Bureau granted assignment of license from Broadcasters and Publishers Inc. to WGUD/Stereo/Inc. Principals: Broadcasters and Publishers, owned by Houston L. Pearce and Don Partridge (50% each), is licensee of WDAL-AM-FM Meridian, Miss. WGUD/Stereo, newly formed corporation and permittee of WGUD, is also owned equally by Messrs. Pearce and Partridge (BALH-2326). Action Aug. 13.

■ KJAS (AM) Jackson, Mo. (1170 khz, 250 w-D)—Broadcast Bureau granted transfer of control of Jackson Broadcasting Co. from Robert Neathery Jr. and Ann Rebecca Raymond (100% before; none after) to Rainbow Broadcasting Co. (none before; 100% after). Consideration: \$181,000. Principals: Mr. Neathery also owns 33% of KTGR-AM-FM Columbia, Mo., and has interests (with his father) in KUKU (AM) Willow Springs; KALM (AM) Thayer; all Missouri; KAMS (FM) Mammoth Springs, Ark., and is principal in five Missouri CATV systems. Buyer is owned by James Smith, KJAS sales manager; and three Jackson businessmen—Vernon Werner, owner of plumbing and heating firm; Bruce Dokins, undertaker, and John Ellis, owner of wholesale auto parts company (BTC-8050, BAL-8744). Action Aug. 5.

■ KCAP-AM-FM Helena, Mont.—Broadcast Bureau granted transfer of control of KCAP Broadcasters from

Summary of Broadcasting

FCC tabulations as of July 31, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,454	4	23	4,481	45	4,526
Commercial FM	2,773	0	53	2,826	137	2,963
Educational FM	815	0	31	846	70	916
Total Radio	8,042	4	107	8,153	252	8,405
Commercial TV	699	1	7	707	56	763
VHF	509	1	3	513	10	523
UHF	190	0	4	194	46	240
Educational TV	233	9	11	253	16	269
VHF	90	3	5	98	6	104
UHF	143	6	6	155	10	165
Total TV	932	10	18	960	72	1,032

*Special temporary authorization

**Includes off-air licenses

Dale G. Moore to Western Broadcasting Co. Principals: Transfer indicates corporate reorganization (BTC-8074). Action Aug. 10.

■ **KGVO-TV Missoula, KCFW-TV Kalispell, KTFM-TV Butte**, all Mont., and **KMVT-TV Twin Falls, Idaho**—Broadcast Bureau granted transfer of control of **KMSO-TV Inc.** from Dale G. Moore (100% before, none after) to Western Broadcasting Co. (none before, 100% after). Principals: Mr. Moore owns 100% of outstanding stock of Western Broadcasting (BTC-8072). Action Aug. 2.

■ **WNNC(AM) Newton, N.C.** (1230 khz, 5 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of **Newton-Conover Broadcasting Co.** from Earl and Phyllis Holder and Willie Dellinger to **Newton-Conover Communications**. Consideration: \$255,000. Principals: Seller is owned by Earl Holder who has no other broadcast interests. Buyer principals are David B. and Charles R. Lingafelt and Edmond B. Fitzgerald. David Lingafelt is promotion manager at **WMNC-AM-FM Morgantown, N.C.** Mr. Fitzgerald has interest in **Gretna, Va.**, telephone company, and Charles Lingafelt is employe there (BTC-8044). Action Aug. 6.

■ **KTIL(AM) Tillamook, Ore.**—Broadcast Bureau granted acquisition of positive control of **Beaver Broadcasting System** to Philip Tonken (50% before, 100% after) for \$267,462. Principals: Through purchase of stock by licensee from **United States National Bank of Oregon**, trustee under trust of Robert Douglas. Philip Tonken is now sole stockholder in **Beaver Broadcasting (BTC-8055)**. Action Aug. 13.

■ **WBFD(AM)-WAKM(FM) Bedford, Pa.** (AM: 1310 khz, 5 kw-D; FM: 100.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from **Inquirer Printing Co.** to **Bedford Broadcasting Co.** for \$265,000. Sellers: John H. Biddle and Hugo K. Frear. Mr. Biddle

is officer and director of **WCPA-AM-FM Clearfield, WHUN-AM-FM Huntingdon** and **WDAD(AM)-WQMV(FM) Indiana**, all Pennsylvania. Mr. Frear is publisher of **Bedford Inquirer**. Buyer is owned by Paul D. Imgrund who is sports director at stations **(BAL-8701, BALH-2297, BALRE-3030)**. Action Aug. 6.

■ **WCID(AM) Juncos, P.R.** (1460 khz, 500 w-D, DA)—Broadcast Bureau granted assignment of license from **Juncos Broadcasting Corp.** to **Aerco Broadcasting Cor.** for \$130,000. Seller: No other broadcast interests; selling due to financial difficulties. Buyer is Angel E. Roman, who owns construction interests and 25% ownership of **WRSG(AM) San German, P.R.**, and permittee of **WBOZ-FM Homigueros, P.R.** (BAL-8638, BALRE-2992). Action Aug. 12.

■ **WRSG(AM) San German and WBOZ-FM Homigueros, both P.R.**—Broadcast Bureau granted acquisition of positive control of **Southwestern Broadcasting Corp. (WRSG)** and permittee corp. (**WBOZ-FM**) from Angel E. Roman (25% before, none after) to Pedro R. Roman-Collazo (50% before, 75% after) for \$15,000. Principals are brothers; transfer represents readjustment of intra-familial stock ownership (BTC-8085). Action Aug. 5.

■ **KGFX(AM) Pierre and KKLS-AM-FM Rapid City, all S.D.**—Broadcast Bureau granted transfer of control of **James River Broadcasting** from Mary Jean Ingstad Salie (52% before; none after) to Robert E. Ingstad (48% before; 100% after). Consideration: \$104,257. Principals: Ms. Salie is selling controlling interest of stations to son, following death of husband and father. Robert E. Ingstad Sr. Ingstads have several applications before commission with reorganization of ownership as goal (**BROADCASTING, May 31**) (BTC-8063). Action Aug. 12.

■ **WIRJ-AM-FM Humboldt, Tenn.**—Broadcast Bureau granted assignment of licenses from **Gibson County Broadcasting Co.** to **Courier-Chronicle Inc.** Principals: Licensee and three other companies, all owned by J. Frank Warmath and sons John Franklin and James Clinton Warmath, merged to form corporation (BAL-8703, BALH-2299, BALRE-3029). Action Aug. 8.

■ **KWMC(AM) Del Rio, Tex.** (1490 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from **Amistad Broadcasting Co.** to **Val Verde Broadcasting** for \$150,000. Seller: Amistad cannot afford more station losses. Buyers are: Donald K. and Jeane M. Funkhouser (25.5% each) and Ralph Jackson Jr. and Philip L. Pacheco (24.5% each). Mr. Pacheco is engineer, Mr. Jackson is attorney. Mr. Funkhouser owns (60%) and manages **KIBL(AM)-KJDF(FM) Beeville, Tex.** (BAL-8671). Action Aug. 13.

■ **KDHN(AM) Dimmitt, Tex.** (1470 khz, 500 w-D)—Broadcast Bureau granted assignment of license from **High Plains Broadcasting** to **Plains Media** for \$90,000 plus \$10 covenant not to compete. Seller: Assignor wishes to devote more time to cattle interests. Buyers are Gerald and Susan Hanners. Hanners are employed by **KDHN (BAL-8681, BALRE-3014)**. Action Aug. 5.

■ **WBOY(AM) Clarksburg, W.Va.** (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from **Northern W.Va. Radio Broadcasting** to **WBBN Broadcasting Co.** for \$90,000. Sellers: Max and Marion Ascoli and Nathan W. Levin who have also sold **WBOY-TV** there for \$750,000. Buyer: Lee R. Dixon, has interest in **WSOM-AM-FM Salem, Ohio (BAL-8721)**. Action Aug. 12.

Facilities changes

TV actions

■ ***KEET** Eureka, Calif.—Broadcast Bureau granted modification of CP to change estimated radiated power to 63.9 kw vis., 12.8 kw aur.; make changes in ant. structure; and ant. height 1540 ft. (BMPET-838). Action Aug. 12.

■ **KVDO-TV** Salem, Ore.—Broadcast Bureau granted CP to change ERP to 19.5 kw vis., 3.89 kw aur.; and to change type ant. (BPCT-4949). Action Aug. 5.

■ **WPCB-TV** Pittsburgh—Broadcast Bureau granted modifications of CP to change ERP to 1740 kw vis., 174 kw aur.; change trans. and ant. and height of ant. to 970 ft.; conditions (BMPCT-7614). Action Aug. 5.

■ **KXON-TV** Mitchell, S.D.—Broadcast Bureau granted CP to change type ant.; ERP 100 kw vis., 10 kw aur.; ant. height 1510 ft. (BPCT-4928). Action Aug. 12.

■ **WEZF-TV** Burlington, Vt.—Broadcast Bureau granted CP to change ERP to 309 kw vis., 46.8 kw aur.; make changes in ant.; ant. height 2740 ft. (BPCT-4927). Action Aug. 12.

AM application

■ **KUKA** San Antonio, Tex.—Seeks CP to change frequency to 1240 khz; increase nighttime power to 500 w and daytime power to 1 kw. Ann. Aug. 19.

AM actions

■ **WEQO**, Whitley City, Ky.—Broadcast Bureau granted CP to increase power to 1 kw; change type trans. (BP-20.068). Action Aug. 11.

■ **KHRT** Minot, N.D.—Broadcast Bureau granted CP to increase daytime power to 2.5 kw, change type trans.; redescibe trans. and studio location to 6.4 km (4.0 miles S.E. of Minot on U.S. Highway 52, Minot) (BP-20.064). Action Aug. 11.

■ **KRGO** Salt Lake City—Broadcast Bureau granted CP to add nighttime operation with 500 w power; change hours of operation to unlimited; change station location to Granger, Utah; remote control permitted; conditions (BP-20095). Action Aug. 17.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KIUP** Durango, Colo. (BP-20008), Aug. 9; **KOKL** Okmulgee, Okla. (BP-20205), Aug. 11; **WDLB** Marshfield, Wis. (BP-19992), Aug. 11; **WSTA** St. Thomas, V.I. (BP-15113), Aug. 9; **WVL** New Orleans (BP-19.599), Aug. 10.

FM actions

■ **KIMN-FM** Denver, Colo.—Broadcast Bureau granted CP to increase ERP to 50 kw (H&V); remote control permitted (BPH-9781). Action Aug. 17.

■ **KNBQ(FM)** Takoma, Wash.—Broadcast Bureau granted modifications of CP to change trans. location to South 29th & Alder Streets, Tacoma; change trans. and ant.; make changes in ant. system; ERP 100 kw (H), 36 kw (V); ant. height 370 ft. (H&V); remote control permitted; condition (BMPH-14772). Action Aug. 11.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **WAYV** Atlantic City, N.J. (BMPH-14.289), Aug. 11; **WCJO** Jackson, Ohio (BPH-9420), Aug. 5; **WFAW** Ft. Atkinson, Wis. (BPH-9574), Aug. 9; **WYBR** Rockford, Ill. (BPH-9544), Aug. 11; ***KFCF** Fresno, Calif. (BPED-2148), Aug. 9.

In contest

Case assignments

■ **Homewood, Birmingham, Ala., TV proceeding:** **Chapman Radio and Television Co.** and **Birmingham Broadcasting Co.** (Docs. 15461, 16761)—Commission assigned **ALJ James K. Cullen Jr.** to preside over proceeding since previously assigned judge found it necessary to recuse himself from proceeding. Action Aug. 11.

■ **WMJX(FM) Miami, renewal proceeding:** **Bartell Broadcasting of Florida (Doc. 20826)**—Commission designated **ALJ Thomas B. Fitzpatrick** to serve as presiding judge; scheduled prehearing conference for Sept. 28 and hearing for Nov. 16 in Miami. Action Aug. 17.

■ **Detroit, renewal proceeding and competing applications:** **WCAR-AM-FM (WCAR Inc.) and Hall Broadcasting Co.**, respectively, competing for 1130 khz and 92.3 mhz (Docs. 20849-52)—Commission designated **ALJ Chester E. Naumowicz Jr.** to serve as presiding judge; set prehearing conference for Sept. 21 and hearing for Nov. 3. Action Aug. 9.

■ **Lubbock, Tex., FM proceeding:** **William Henry Britt (Doc. 20824)**—Commission designated **ALJ Reuben Lozner** to serve as presiding judge; scheduled prehearing conference for Sept. 29 and hearing for Nov. 10. Action Aug. 18.

Procedural rulings

■ **WHBB(AM) Selma, Ala., renewal proceeding:** **Talton Broadcasting Co.** (Doc. 20723)—**ALJ Joseph Stirmer** on request of parties, canceled Aug. 24 hearing date; set Sept. 28 as date for commencement of hearing in Selma; set certain procedural dates. Action Aug. 12.

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- Rochester, N.H., **FM proceeding:** J. Sherwood Inc. and Stafford Broadcasting Corp., competing for 96.7 mhz (Docs. 20618-9)—ALJ Chester F. Naumowicz Jr. granted motion by Stafford to cancel hearing and set aside established procedural dates pending further order of judge. Action Aug. 11.
- Dickinson, N.D., **AM proceeding:** Badlands Broadcasting Co. and Roughrider Broadcasting Co., competing for 1460 khz (Doc. 20691-2)—ALJ James F. Tierney. Cancelled dates previously filed for proposed findings and conclusions; set certain procedures and procedural dates; ordered that unless other disposition is made, hearing on added issue shall be commenced Sept. 8. Action Aug. 6.

Initial decision

- Sault Ste. Marie, Mich., **FM proceeding:** Radio Soo seeking 101.3 mhz (Docs. 20627-8)—ALJ John H. Conlin granted application of Radio Soo. On Dec. 12, 1975, Broadcast Bureau designated mutually exclusive applications of Miami County Broadcasting Co. and Q Communications Corp. for hearing. Issues included extent to which duopoly considerations would preclude future expansion of WCBY-FM Cheyboygan, Mich., and proposed station of Miami County Broadcasting; whether Miami proposal represents fair, efficient and equitable use of channel; and efforts made by both applicants to ascertain community needs and interests of area to be served and means by which they would meet those needs and interests. On March 2, 1976, Miami and Q filed joint petition for approval of agreement, requesting dismissal of Q's application and amendment of Miami's application to substitute Radio Soo as remaining applicant. Judge Conlin concluded that Soo satisfied duopoly issue and met burden of proof under ascertainment of community needs issue. Ann. Aug. 20.

FCC decision

- WKYZ(AM) Madisonville, Tenn., **renewal proceeding:** Monroe Broadcasters (Doc. 19829)—FCC denied application of Monroe Broadcasters, because of false billing practices which occurred at station between 1967 and 1973. Unless appeal is taken, WKYZ must cease operating on Nov. 1. In April, 1973, commission conducted field investigation of WKYZ, and uncovered fraudulent billing practices. Hearing was ordered Sept. 19, 1973. ALJ Reuben Lozner released initial decision Aug. 29, 1975. He denied WKYZ's renewal application for violations of Rule 73.1205, which prohibits broadcast licensee from issuing false documents which can be used to defraud national advertisers. Action July 27.

Fines

- KTTN(AM) Trenton, Miss.—Broadcast Bureau notified licensee of apparent liability of \$500 for violation of rule which provides that logs shall be kept by employees competent to do so having actual knowledge of facts required. Action Aug. 13.
- KRXL(FM) Kirksville, Mo.—Broadcast Bureau notified licensee of apparent liability of \$200 for failing to maintain station maintenance log. Action Aug. 11.

- KTTR Rolla, Mo.—Broadcast Bureau notified licensee of apparent liability of \$250 for violation of rules, which require entries to be made in logs by persons with actual knowledge of fact and require remote reading antenna current meter to be calibrated to within two percent of regular antenna current meter. Ann. Aug. 16.
- WMBL-AM-FM Morehead City, N.C.—Broadcast Bureau ordered licensee to forfeit \$200 for failing to submit license renewal applications on time. Action Aug. 4.
- WDRK(FM) Greenville, Ohio—Broadcast Bureau notified licensee of apparent liability of \$1,000 for violations of rules, including measurement, logging, operating and operator violations. Action Aug. 13.
- KMMC(TV) Lubbock, Tex.—Broadcast Bureau notified licensee of apparent liability of \$350 for failing to enter daily tower light inspections in operating logs and failing to perform power calibrations. Action Aug. 11.
- WPRW Manassas, Va.—Broadcast Bureau notified licensee of apparent liability of \$1,000 for broadcasting lottery information. Action Aug. 2.

Other actions

- WQBX(AM) Blacksburg, Va.—Broadcast Bureau granted licensee waiver of rules to identify as Blacksburg-Christiansburg, Va. Action Aug. 10.
- WEZR(FM) Manassas, Va.—Broadcast Bureau granted licensee waiver of rules to identify as Manassas-Fairfax, Va. Action Aug. 16.

Allocations

Petitions

- Faith Media Inc., Oxnard, Calif.—Seeks assignment of ch. 212B to Oxnard (RM-2738). Ann. Aug. 17.
- Stoner Broadcasting System, Fort Myers Beach, Fla.—Seeks assignment of ch. 257A to Fort Myers Beach (RM-2736). Ann. Aug. 17.

Actions

- Red Oak, Iowa—Broadcast Bureau proposed assigning FM ch. 237A (95.3 mhz) to Red Oak, and substituting ch. 257A (99.3 mhz) for ch. 237A at Maryville, Mo. Action was in response to petition by Red Oak Broadcasting Co., licensee of daytime-only AM station KOAK, Red Oak. Nodaway Broadcasting Corp., licensee of KNIM-FM ch. 237A, Maryville, opposed proposal. Red Oak receives local service only from KOAK and has no FM assignments. Nodaway argued that, in changing channels, it would lose large number of listeners who would not know where KNIM-FM is located on radio dial. Red Oak stated that in event ch. 237A is assigned as requested, it would apply for channel. It added that it was willing to reimburse KNIM-FM for reasonable expenses incurred in changeover from its present channel (Doc. 20891). Action Aug. 13.

- Taos, N.M.—Broadcast Bureau proposed substituting either FM ch. 288A (105.5 mhz) or 296A (107.1 mhz) for ch. 257A (99.3 mhz) at Taos. Action was in response to petition by Fontana Media Corp., licensee of KMYR(FM), ch. 258 (99.5 mhz), Albuquerque, N.M. KMYF(FM) said it planned to relocate to site which it would share with KHFM(FM) and KRHE-FM, also Albuquerque. It pointed out that engineering study showed that substitution of either ch. 288A or 296A would eliminate nine mile short-spacing between its proposed trans. site and reference point of ch. 257A assigned to Taos (Doc. 20893). Action Aug. 13.
- Green Bay and Sturgeon Bay, both Wis.—Broadcast Bureau proposed assigning FM ch. 240A (95.9 mhz) to Green Bay, and substituting ch. 261A (100.1 mhz) for unoccupied ch. 240A at Sturgeon Bay. Action was in response to petition by Communications Properties, licensee of WNFL(AM) Green Bay. Green Bay is served locally by three standard broadcast stations, two commercial FM stations, and two noncommercial educational FM stations (Doc. 20892). Action Aug. 13.

Rulemaking

Petitions

- Midwest St. Louis Inc. et al., St. Louis, Mo.—Seeks rulemaking to provide for uniform standards for designation for hearing of applications requesting subscription television authorization (RM-2737). Ann. Aug. 17.
- National Translator Association—Seeks amendment to allow VHF television translator stations to undertake originations limited to solicitation of contributions toward defrayal of costs of installation, operation and maintenance of translator stations or acknowledgements of financial support for those purposes (RM-2739). Ann. Aug. 17.
- National Translator Association—Seeks amendment to allow FM and television translator stations to originate oral emergency warnings (RM-2740). Ann. Aug. 17.

Translators

Applications

- Board of Cooperative Educational Services of Allegany County, New York—Seeks CP for following translators: 1) ch. 56 rebroadcasting WNED Buffalo, N.Y. via BPTT-3056 Centerville (Belfast), N.Y.; 2) as above for Rushford; 3) as above for Allentown; 4) ch. 52 rebroadcasting as above via BPTT-3047 (for Andover, N.Y.); 5) as above for Friendship; 6) ch. 64 rebroadcasting WNED Buffalo, N.Y. via BPTT-3047 Wellsville, N.Y. (for Whitesville, N.Y.); 7) ch. 65 rebroadcasting WNED Buffalo, N.Y. via BPTT-3056 Centerville, Belfast, N.Y. (for Angelica, N.Y.); 8) as above via BPTT-3049 Allentown, N.Y. (for Bolivar, N.Y.); 9) ch. 67 rebroadcasting WNED Buffalo, N.Y. (direct) for Centerville, Belfast, N.Y. Ann. Aug. 16.
- Educational Television Association of Metropolitan Cleveland, Ohio—Seeks CP for following translators: 1) ch. 59 rebroadcasting WVIZ-TV Cleveland (for Kirtland, Ohio); 2) ch. 63, as above for Wloughby Hills area; 3) ch. 65, as above for Chagrin Falls; 4) ch. 67, as above for Gates Mills. Ann. Aug. 12.
- Lonerock Television, Lonerock, Ore.—Seeks ch. 13 rebroadcasting KGW-TV Portland, Ore. (BPT-TV-5639). Ann. Aug. 17.
- W66AC Waymart, Pa.—Seeks CP to change frequency from ch. 66, 782-788 mhz to ch. 56, 722-728 mhz (BPTT-3058). Ann. Aug. 17.
- University of Utah, Utah—Seeks CP for ch. 57 rebroadcasting KUED Salt Lake City via K69BG Long Valley Junction, Utah (for Alton and rural Kane county, Utah). Ann. Aug. 12.
- Shell TV Association, Shell, Wyo.—Seeks CPs for: ch. 5 rebroadcasting KULR-TV Billings, Mont.; ch. 12 rebroadcasting KTVQ-TV Billings, Mont. (BPTT-5637-8). Ann. Aug. 17.

Actions

- K12GO Coulterville and Greely Hill, Calif.—Translator authorization canceled and call letters deleted, at request of licensee. Ann. Aug. 17.

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- K80CN Mariposa, Cathey's Valley & Hornitos, Calif.—Translator authorization canceled and call letters deleted, at request of licensee. Ann. Aug. 17.
- K10AS Big Timber, Boulder Creek area, Otter Creek, Big Timber Creek area and Melville, all Mont.—Broadcast Bureau granted CP to change frequency of VHF TV translator station to ch. 11 (198-204 mhz); change call sign to K11NL; change trans. and increase output power (BPTTV-5559). Action July 23.
- K10KC Colstrip, Mont.—Broadcast Bureau granted CP for new VHF TV translator station to operate on ch. 10 (192-198 mhz) rebroadcasting KYUS-TV (ch. 3) Miles City, Mont. (BPTTV-5528). Action July 21.
- K51AD Ely, Nev.—Broadcast Bureau granted CP for new UHF TV translator station to operate on ch. 51 (692-698 mhz) rebroadcasting KTVN (ch. 2) Reno (BPTT-2901). Action July 21.
- W62AN Nedrow and Onondaga Indian Reservation, N.Y.—Broadcast Bureau granted CP for new UHF TV translator station to operate on 758-764 mhz (ch. 62) rebroadcasting WCNY-TV (ch. 24) Syracuse, N.Y. (BPTT-2976). Action June 22.
- K83BX Lind and Connell, Wash.—Translator authorization canceled and call letters deleted, at request of licensee. Ann. Aug. 12.
- K70EJ Oakesdale & Steptoe, Wash.—Translator authorization canceled and call letters deleted, at request of licensee. Ann. Aug. 12.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Aug. 17 (stations listed are TV signals proposed for carriage):

- Tioga TV Cable Company, for (village of) Owego, N.Y. (CAC-05934): WPIX New York.
- Missouri Valley Communications, for Sweet Springs, Mo. (CAC-06110): To delete KDNL-TV, KPLR-TV, St. Louis, Mo.
- Valley Cable Television, for Browns Valley, Minn. (CAC-07025): KXJB-TV Valley City, N.D.; WDAY-TV, KTHI-TV, Fargo, N.D.; KCMT Alexandria, Minn.; KDLO-TV Florence, S.D.; KWCM-TV Appleton, Minn.; KABY-TV Aberdeen, S.D.
- Multiple Channels of Alabama, for Wetumpka, Carrville, (town of) Eclectic, and (town of) Coosada, all Ala. (CAC-07026-29): WCOV-TV, WKAB-TV, WSFA-TV, WAIQ, Montgomery, Ala.; WTCG, WHAE-TV, Atlanta.
- Multiple Channels of Alabama, for Tallahassee and (specified unincorporated areas of) Elmore county, both Ala. (CAC-07030-31): WCOV-TV, WKAB-TV, WSFA-TV, WAIQ, Montgomery, Ala.; WTCG, WHAE-TV, Atlanta.
- H.C. Ostertag Cable Television Co., for Hellam township, Pa. (CAC-07032): WMAR-TV, WBAL-TV, WJZ-TV, WBFF, Baltimore; WITF-TV Hershey, Pa.; WGAL-TV, WLYH-TV, Lancaster, Pa.; WTPA, WHP-TV, Harrisburg, Pa.; WPHL-TV, WCAU-TV, Philadelphia; WKBS-TV Burlington, N.J.; WSBA-TV York, Pa.
- Community Cablevision, for Belvidere and (unincorporated areas of) Boone county, both Ill. (CAC-07033-34): WSNS Chicago and delete WVTW Milwaukee.
- Tele-Media of Williams County, for Bryan, Pulaski township, and (village of) West Unity, all Ohio (CAC-07035-37): WLJO Lima, Ohio.
- Zozo Cable T.V., for Carrizozo, N.M. (CAC-07054): KDBC-TV, KTSM-TV, KELP-TV, El Paso, Tex.; KOB-TV, KNME-TV, KOAT-TV, KGGM-TV, Albuquerque, N.M.; XEJ-TV Juarez, Mexico; KSWs-TV, KBIM-TV, Roswell, N.M.; KRWG-TV Las Cruces, N.M.
- Communicable of Texas, for Monahans, Tex. (CAC-07055): Requests certification of existing operations and to add KXTX-TV Dallas.
- Republican Valley Cable, for Clyde and Clifton, both Kan. (CAC-07056-57): KTSB, KTWU, WIBW-TV, Topeka, Kan.; KHNE-TV, KHAS-TV, Hastings, Neb.; KSNB-TV Superior, Neb.; KBMA-TV, KMBC, Kansas City, Mo.; KOLN-TV Lincoln, Neb.
- Cablevision of Hendersonville, for Hendersonville, Henderson county, and (town of) Laurel Park, all N.C.

(CAC-07058-60): Requests certification of existing operations and to add WTTG, WDCA-TV, Washington, D.C.

- Community Cables, for Enid, Okla. (CAC-07048): Requests certification of existing operations.
- Tex-Video, for N. Charleroi borough, Pa. (CAC-07049): Requests certification of existing operations.
- Dudley Cablevision; for Dudley, Mass. (CAC-07050): WOR-TV New York.
- Greater W-D Cablevision Co., for Webster, Mass. (CAC-07051): WOR-TV New York.
- Pine Bluff Cable Television Co., for Pine Bluff, Ark. (CAC-07052): Requests certification of existing operations and to add WHBQ-TV Memphis; WTCC Atlanta; KBMA-TV Kansas City, Mo.
- Grant Cable TV, for Grant, Neb. (CAC-07053): KNOP-TV, KPNE-TV, North Platte, Neb.; KTVS Sterling, Colo.; KWNB-TV Hayes Center, Neb.; KOMC McCook, Neb.; KLOE-TV Goodland, Kan.
- Warner Cable of Ft. Walton Beach, for Ft. Walton Beach, Cinco Bayou, and Mary Esther, all Fla. (CAC-07038-40): WDTB Panama City, Fla.
- Bedford Cable TV, for Bedford and Oolitic, both Ind. (CAC-07041-42): WGN-TV Chicago.
- Bedford Cable TV, for Lawrence county, Ind. (CAC-07043): WGN-TV Chicago.
- Midwest Video Corp., for Bryan, Tex. (CAC-07044): Requests certification of existing operations.
- Cablecom-General, for Childress, Tex. (CAC-07045): Requests certification of existing operations.
- Montrose Telecable Co., for Montrose, Colo. (CAC-07046): Requests certification of existing operations.
- Quinebaug Valley Cablevision, for Southbridge, Mass. (CAC-07047): WOR-TV New York.

Certification actions

- Jenkins County CATV, Millen, Ga.—CATV Bureau, at applicant's request, dismissed without prejudice application for certificate of compliance filed by Jenkins County CATV (CAC-06499). Action Aug. 12.
- Hampden, Me.—Maine Cable Television—CATV Bureau granted certificate of compliance for proposed cable system to carry signals of WLBZ-TV (NBC), WABI-TV (CBS), WEMT (ABC), Bangor, *WMEB-TV Orono, *WCBB Augusta, WMTW-TV (ABC) Poland Spring, WSSH-TV (NBC), WGAN-TV (CBS), Portland, Me.; CHLT-TV (Specialty) Sherbrooke, Quebec, CHSJ-TV (CBC) St. John, New Brunswick, KCVW-TV (CTV) Moncton, New Brunswick; and WSBK-TV (Ind.) Boston and denied opposition by Eastern Maine Broadcasting System, licensee of WEMT (CAC-6063). Action July 19.
- Muskegon Heights Cable TV, Muskegon Heights, Mich.—CATV Bureau dismissed application for certificate of compliance, for failure to supplement in timely manner (CAC-05476). Action Aug. 12.
- Galaxie Cablevision Corp., W.Va.—Commission conditionally granted Galaxie Cablevision certificates of compliance for cable television systems to be operated in 18 unincorporated communities in W.Va. At

same time, FCC denied partial opposition to Galaxie certification by Rollins Telecasting, licensee of WCHS-TV (ch. 3) Charleston, W.Va., and denied petition for order to show cause filed by Rock Cablevision, operator of competing cable systems. Eighteen communities to be served, with total population of less than 8,000, are Boomer, Burnwell, Cannelton, Carbondale, Charlton Heights, Falls View, Gallagher, Glen Ferris, Hansford, Holly Grove, Hughston, Jodie, Livingston, London, Mammoth, Standard, Ward, and Winifrede. All are located within 35-mile specified zone of Charleston-Huntington major television market, as well as within Bluefield-Beckley-Oak Hill smaller market, commission said. Galaxie proposes to carry signals of WCHS-TV (CBS, ch. 8) Charleston, WOWK-TV (ABC, ch. 13) Huntington, WSAZ-TV (NBC, ch. 3) Huntington, WHIS-TV (NBC, ch. 6) Bluefield, WOAY-TV (ABC, ch. 4) Oak Hill, *WSWP-TV (ch. 9) Grandview, *WMUL-TV (ch. 33) Huntington, and WDTV (CBS, ch. 5) Clarksburg. Action Aug. 5.

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Tele-Vue Systems, for Corte Madera, Calif. (CAC-04648); Teleprompter of Clarksburg, for Anmoore, Clarksburg, Stonewood (town of), Bridgeport, and Nutter Fort (town of), all W.Va. (CAC-05889-93); Warner Cable of Hiawatha, for Hiawatha, Kan. (CAC-06091); Warner Cable of Roaring Springs, for Martinsburg, Pa. (CAC-06329); Centre Video Corp., for North Charleroi borough, Pa. (CAC-06362); Clear-View Cable TV, for Radford and Christiansburg, both Va. (CAC-06459-40); Retel TV Cable Co., for Canton borough and Canton township, both Pa. (CAC-06574-5); Ellendale Cable TV, for Ellendale, N.D. (CAC-06605); Wilerness Cable Co., for Eleanor, Poca, and Bancroft (town of), W.Va. (CAC-06606-8); Texas Cablevision, for San Angelo, unincorporated areas of Tom Green county, Goodfellow Air Force Base, and Ballinger, all Tex. (CAC-06614-17); DeKalb Cable Co., for Auburn and Waterloo, both Ind. (CAC-06664-5); DeKalb Cable Co., for Garrett, Ind. (CAC-06666); Cablevision of Oklahoma, for Sulphur and Davis, both Okla. (CAC-06669-70); Micro-Wave TV, for Jesup, Ga. (CAC-06671); Jackson Hole Cable Telecommunications, for Turner-ville, Bedford, Freedom, Etna, Alpine Junction, Alta Targhee, Hoback Junction, Kelly, Jackson Lake Lodge, Coulter Bay and Flagg Ranch, all Wyo. (CAC-06690-700); Retel TV Cable Co., for Ralston, Pa. (CAC-06771); Wolverine Cablevision, for Springfield, Minn. (CAC-06796).

Other actions

- Alamo, Danville, Diablo, Lafayette, Orinda village, Moraca, Walnut Creek, and San Ramon, Calif., Cablevision—CATV Bureau denied petition for waiver of rules, and directed cable operator to begin carriage of KDTV San Francisco on its eight cable systems within 30 days (CSR-880). Action Aug. 9.
- Sulphur, La., Continental Communications Corp.—CATV Bureau denied petition for waiver of rules insofar as they require Continental to afford network nonduplication protection to KPLC-TV (NBC) Lake Charles, La., against signal of KJAC-TV (NBC) Port Arthur, Tex., on Sulphur cable system and granted opposition by Calcasieu Television and Radio, licensee of KPLC-TV (CSR-954). Action July 15.

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Illinois FM station with easy-listening live format is now accepting applications for an announcer with mature voice. Equal Opportunity Employer. Send resume to Box V-275, BROADCASTING.

South Florida Coastal station needs accomplished sales person from small or medium market. 2 years experience. Prefer female but well qualified male will be considered. An Equal Opportunity Employer. Send billing history, resume and salary requirements to Box V-292, BROADCASTING.

Sales manager. Polished, high calibre, non smoker for Calif. 150 market, country with ABC info. Great opportunity for self starter who can build and direct sales force. Can also use a good voice announcer salesperson. Resume: Guy Erway KKIO, Santa Barbara, CA 93111.

Monterey, California. Excellent sales opportunity with growing group for successful local sales person. Outstanding 24-hour contemporary serving the fantastic Monterey Bay area. EOE/MF. Resume to Mike Schultz, Box KMBY, Monterey, CA 93940.

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Adult contemporary station with strong numbers wants aggressive salesperson. What's your track record? Write WBVM, Box 1550, Utica, NY.

HELP WANTED SALES CONTINUED

Excellent opportunity for experienced account executive in Tampa-St. Petersburg market with major group broadcaster. No snowflakes please. Only interested if you're capable of handling major list at top MOR. Startling salary negotiable, major benefits, etc. Send resume to Phil Costin, sales manager, WDAE Radio, 101 North Tampa Street, Tampa, FL 33602. An Equal Opportunity Employer.

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Creative sales manager who knows how to set up the packages for major midwest market daytimer. No salary, no draw but fabulous commission on your own sales plus overwrite. Great chance for big money for the right person. Write Bill Graves, 4378 Lindell, St. Louis, Mo. 63108 or call 314-652-7800 (no collect calls).

HELP WANTED ANNOUNCERS

Program director for Midwest Stereo FM. Should know automation, promotions, and be able to produce top production. Opportunity for advancement with chain. Box V-245, BROADCASTING.

Opportunity: experienced announcer, 3rd, with mature ability. Texas station, growing D/FW area, small market. EOE. Box V-263, BROADCASTING.

Announcer-production person wanted for east coast major market station. Are you small or medium market looking to move up? Send cover letter, resume, and salary requirements to: Box V-271, BROADCASTING.

Southern top 75 market powerhouse station, changing ownership and format. Experienced contemporary jock/production people and music director/jock. Box V-279, BROADCASTING.

Professional no. 1 morning person with proven track record for country AM. Resume, and salary requirements to Box V-287, BROADCASTING.

Immediate opening for 5-Midnight jock on top rated country music leader. KRZY, Albuquerque. Rush tape and resume to Alan Boyd, Box 3280, Albuquerque, NM 87110.

Smooth personality DJ needed for growing operation. Call or write KVOR/KSPZ, 303-632-3536, Box 966, Colo. Springs 80901.

Announcers who have had at least a year in part-time sales and really like sales work have a great opportunity at our Radio Station to receive daily sales training and earn a lot more income. If you fit the above and live in the midwest, call me collect and let's discuss your future. J.A. Shepherd, KWIX, Moberly, MO 816-263-1230.

WASK, Lafayette, Indiana, EEO, immediate opening contemporary DJ minimum two years commercial experience. Tape, resume, salary. Jerry Collins, Box 880, 47905.

Experienced announcer. Good voice and personality. Send tape and resume to WBLV 1711 W. Main St. Springfield, OH 45501.

HELP WANTED ANNOUNCERS CONTINUED

Experienced professional with good production. Adult contemporary disciplined 18+ format. Tape and resume: WBVM, Box 1550, Utica, NY 13502.

Adult contemporary morning personality needed now. Must have strong 25-49 appeal. Heavy production. Music director experience helpful. Tapes and resumes to Bob Sherman, WCLG, Box 885, Morgantown, W.V. 26505.

Experienced personality/production. Immediate. Contemporary WDEC. Group expanding. Good chance for hustler, with no hassles. Tape, resume. Box 1307, Americus, GA 31709.

One announcer combo; one salesperson. Contemporary; serving rural area near metro. WEEO Box 339, Smithfield, VA 23430. E.O.E.

WEZI, beautiful music in Memphis is currently auditioning for a warm, personable, one on one announcer. Rush tape and resume to Tom Moran, Operations Manager, WEZI, 5900 Poplar Avenue, Memphis, TN 38138. (Calls accepted between 10:00 a.m. and 12 noon, 901-767-6532). EOE.

Strong news organization needs versatile news, talk show, PA person. Regional market demands good on-air presentation. Send tape, resume to WILO AM/FM, P.O. Box 255, Frankfort, IN 46041.

WIOS Radio AM, Tawas City Michigan. Small Market. Northeastern Mich. Automated contemporary MOR format. Good production required. Tape, resume to: John Carroll WIOS Tawas City, MI.

Announcer-PD-copywriter. Station sounds good and you must also. Tape and resume: WKHJ, Box 1087, Holly Hill, SC 29059. An EOE.

50kw FM-stereo beautiful music station has immediate opening for experienced mellow voiced announcer with production and news abilities. Automation background preferred. Contact: Gene Almeida or Paul Levesque, WMYS, New Bedford, MA, 617-996-9666.

Experienced morning jock. WSUS Sussex County, N.J., 24 hour FM. Jay Edwards or Peter Bardach 201-827-2525. Personal interview required.

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.

Dynamic southern New England station seeking experienced news personalities and announcers. Many fringe benefits. Excellent future in chain of stations. Send tape and resume to Ken Dawson, P.O. Box 1480, Windsor, CT 06095.

Announcer/engineer Excellent opportunity at C&W daytimer in beautiful central Virginia. Tape, resume, requirements to P.O. Box 5085, Charlottesville, VA 22903.

Immediate opening at top station in area for sports announcer plus board shift. 5kw operation in southwestern Wyoming. Tapes and resumes to Al Loehr, general manager, P.O. Box 432, Kemmerer, WY 83101.

Group broadcaster looking to add personnel. Needs solid experienced contemporary/MOR personality jock and combo DJ/news. Tape and resume to Box 482, Newburgh, NY 12550.

Personality-oriented radio station needs DJ for request time evening shift starting at 6 PM. Secretary takes request calls for you. Located in growing Washington DC suburban market, AM & FM, playing modern C/W. Good ARB ratings. Salary negotiable. EOE. Send tape & resume to Frank Manthos, Box 19, La Plata, MD 20646.

HELP WANTED TECHNICAL

Chief Engineer. Upper Midwest, directional AM, 5 KW days, 1 KW nights. Separate patterns, FM Stereo. Automated remote control. Experienced professional required. Ability to do occasional air work helpful, but not required. Excellent situation. Lovely small city for "the good life." Box T-131, BROADCASTING.

Chief Engineer wanted for AM/FM combination in one of midwest's finest medium sized cities. Need knowledge and experience on non-directional AM, Stereo FM, automation. Equal Opportunity Employer. Send resume to Box V-76, BROADCASTING.

Chief engineer, northeast. Must have good knowledge of audio and be able to run a one-man engineering department. Equal Opportunity Employer, group ownership, all benefits. Send resume to Box V-143, BROADCASTING.

Chief engineer, Eastern Penna. 1,000 watt, 3-station group owner, all the benefits. Box V-210, BROADCASTING.

Chief engineer, experience in high power FM. Credentials should include experience in high quality audio, RF, STL, and digital. FCC First Class required. Send resume and references to: Thomas L. Mann, Tech. Dir., WEZS, 5900 Midlothian Pike, Richmond, VA 23225.

Need chief engineer immediately for AM directional, and automated FM. Only experienced trouble shooter and person dedicated to good maintenance need apply. Station needs individual who wants a career, not a job. Excellent fringe benefit package, great area for person interested in outdoor sports, good family community. Call Jack Gennaro, General Manager, WFHR/WWRW, 715-424-1300, Wisconsin Rapids, WI.

Immediate opening for assistant chief engineer for remote operated AM and FM. 5 kw, two tower directional. 20 kw RCA transmitter. Five studios, 24 hour operation. Maintenance experience required. Contact Robert Gass, WKTO, Broadcast Plaza, Pittsburgh, PA 15220.

Experienced chief engineer, kilowatt directional with automated FM. 607-733-5626.

Engineer/announcer, excellent opportunity at C&W daytimer in beautiful central Virginia. Tape, resume, requirements to P.O. Box 5085, Charlottesville, VA 22903.

HELP WANTED NEWS

Full time news station in major market needs news person with first phone. Good benefits, minimum two years experience. Midwest. Send resume and salary requirements to Box V-139, BROADCASTING.

News director. Some PBP. Emphasis news. Salary, talent, fringe benefits. Medium market, Central Plains. EOE. Box V-244, BROADCASTING.

Major market Florida station with strong news image looking for two experienced street reporters. Some anchor work possible. Applications from woman and minorities encouraged. Box V-274, BROADCASTING.

Southern top 75 market powerhouse station, changing ownership and format. Experienced newspeople. Box V-280, BROADCASTING.

KMPL, Sikeston, Mo. 5,000 watt CBS affiliate. Looking for a fulltime news director. Salary open. Send tape and resume to John David, P.O. Box 907, Sikeston, MO. 63801.

KSO-Des Moines needs a newsperson who is a digger, is in tune with community news, who knows local news and is willing to work. Send tape, resume, and salary requirements to Ed Anderson, Stoner Broadcasting, 3900 N.E. Broadway 50317.

Announcer-Engineers for 10,000 watt 24 hour facility. Experienced in production. First Class ticket. Also interviewing for experienced news editor and newspersons. Salary negotiable. Send resume and tape or call to Operations Manager, KTRB, P.O. Box 3839, Modesto, CA 95352, 209-523-0737.

**HELP WANTED NEWS
CONTINUED**

Manager of news/informational programming for WHA-AM. Responsible for planning, supervision, coordination and evaluation of WHA and the University of Wisconsin-Extension Telecommunications Center radio news, public affairs, and informational programs and staff. Major duties include: personnel management of three executive producers, one producer, one associate producer and part time personnel; news editorship: ascertainment coordination; program evaluation; related fiscal responsibilities. Bachelor's degree in broadcast journalism or related field; four year's full time work experience as a radio news and public affairs editor, writer producer and presenter; including one year's experience in news staff supervision required. One year experience at a CPB Qualified Public radio station preferred. Salary: \$17,000. Application deadline: September 17. Write for application and details to: Ronald Bornstein, General Manager, WHA Radio, 821 University Avenue, Madison WI 53706. An Equal Opportunity Employer.

News director needed immediately. Experience necessary. Send tape, resume to Ed Owens, WCHV, Box 5387, Charlottesville, VA 22903. 804-977-5566.

Opening for an experienced news person. Must gather, write and deliver with authority. Excellent salary and benefits. Send tape, resume to news director, WSOY, P.O. Box 2250, Decatur, IL 62526.

Only Black Programmed radio station in Connecticut seeking experienced, aggressive self-starter. Must be able to relate to local community. Salary negotiable. Liberal benefits. Send tape and resume to Lou Brown, P.O. Box 1480, Windsor, CT 06095.

News Director for 5 KW eastern station. Experienced news person to dig, write and deliver local newscasts authoritatively. Opportunity for PBP. Good pay and fringe benefits with established adult operation. Equal Opportunity/ Affirmative Action Employer. 215-696-3690.

News person to head up news operation. 607-733-5626.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

KSO/KGGO, Des Moines wants a production/continuity person. Send tapes, resume, and salary requirements to Perry St. John, Stoner Broadcasting, 3900 N.E. Broadway 50317.

News/production person wanted for suburban New York AM/FM combination. Excellent facilities, benefits. Excellent opportunity for hard-working person compatible with our high level of community involvement. An Equal Opportunity-Affirmative Action Employer. Tape, resume and salary requirements to John Benedict, WVIP, Radio Circle, Mt. Kisco, NY 10549.

National Public Radio is seeking an on-air promotion coordinator. Produce and direct radio and TV on-air promotion for member stations for NPR programs or series; video promos will be distributed to proper agencies or stations; work with engineering/production personnel in preparation of promotional material. Prepare NPR submissions for award competitions, work with appropriate personnel to select entries, assemble tapes, transcripts and support data for entries. Assist other department personnel with special productions, presentations. Editing and writing experience a must. Four years college, 2 years experience including experience TV and radio spot production; minimum salary \$13,500, excellent company benefits. AA/EEO. Send resume and audio tape to Kate Roe, Personnel, Promotion Coordinator, National Public Radio, 2025 M Street, NW, Washington, DC 20036.

P.D. announcer for afternoons at a coastal Maine AM/FM rock station that's no. 1 in the market. Must be strong in production. Salary negotiable. Call Turner Porter, G.M., 207-443-5542.

Metropolitan New York radio station seeking part-time help for weekend and vacation relief. Send tapes to P.O. Box 2727, Grand Central Post Office, New York, NY 10017. Tapes will not be returned. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Southeast, vast experience in management, personnel, public relations. Box V-162, BROADCASTING.

GM-midwest FM seeking new challenge with moving operation. Let me make \$ for the both of us. Presently employed. Box V-260, BROADCASTING.

If you are looking for a manager with ability, determination and a man willing to set a goal and then reach that goal, I am willing to work, work hard, for myself and for you! Write me at Box V-282, BROADCASTING.

General manager-Veteran broadcaster, 26 years radio and TV. Experienced in management, ownership, strong sales, community involver, College, family, small to medium market preferred. Minimum 20m. Box V-288, BROADCASTING.

Eleven years experience, first phone. John Bowles, 606-293-0770.

Radio is my life, not a job! Will manage your station as I would my own. 14 years experience, sales oriented. 35, married. Excellent references including present employer. Northern part of country preferred. Bob Clark, 703-371-3840.

Dynamic husband/wife team (general manager and sales). Looking to relocate along east coast. Owner/operator of five successful stations. Might be interested in investment. Also interested in buying FM or AM/FM combination. Phone 203-628-4157.

Young aggressive take charge manager strong on sales, programming and promotion. Any size market PA, NY, NJ, DEL, MD. Available immediately. Call 717-696-3559.

SITUATIONS WANTED SALES

Creative professional street fighter wants Texas or southwest major market. Box V-205, BROADCASTING.

Young Pennsylvania announcer wants training in radio sales with future. Management training. Write to Rob at Box V-215, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Classical announcer. Ten years in the business. Worked as commentator for major symphony orchestra series. Good production. Seeking full time fine arts station that can make classical music pay. Top references. Reply Box V-100, BROADCASTING.

Experienced jock. Any market, any format. Stable, dependable, workhorse. Box V-133, BROADCASTING.

Capable PBP, announcer seeks employment for hockey, basketball, baseball, B.A., 3 years experience, tapes, resume, Box V-173, BROADCASTING.

Experienced, dependable announcer wants to relocate, settle in northeast. Sales. Box V-202, BROADCASTING.

News oriented staff announcer available. Good interviewer 1st/2 yrs. Conscientious. Desire album rock. Box V-231, BROADCASTING.

Good board, good production, good taste in AOR and progressive; experienced go-getter jock wants larger market, midwest. Box V-232, BROADCASTING.

Available today. FCC First ticket P.D., morning copywriter-production-news. 7 years experience. Pleasant, relaxed delivery. Seeking permanent home with northeast growing medium market station. Immediate opening only. State salary, opening first letter. Box V-258, BROADCASTING.

Announcer/program director/sports director/sales with a good track record. Not a clock watcher, married, 3rd phone, willing to relocate preferably northeast to a country, MOR, or rock station with immediate opening. Box V-262, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Thank you for responding to "heavy thinker, light touch" ad (August 9th). Still looking for right situation doing all night music and talk show with honesty, good taste and wit. Extraordinary knowledge of music. Talent for creating exciting listening through explorations of lifestyles, higher consciousness, sexuality and human potential. 716-244-3426 evenings, or Box V-283, BROADCASTING.

23 year old DJ, good communicator, tight board, production, BA, broadcast school grad, one year experience looking for small market situation. Available now. Box V-290, BROADCASTING.

From KIMN, Denver, WLS, Chicago, and KFRC, San Francisco, I'd like to talk with you about joining your rocker or pop adult station. Chuck Buell 415-820-3333.

Northeast, Florida, Top-40, contemporary nite-man. 1 year experience, 3rd endorsed, and college. Worked Cocoa Beach market. Call 305-721-0582.

Christian College-Vocational training. Over 2 years P.D. experience. Dependable, competent, 3rd endorsed. Single. Doug Olson 605-886-6415. After 3 p.m.

Sportscaster strong PBP; DJ, sales, 3 years experience. 1st phone. Prefer Washington, Oregon. Contact Steve Query, 303-925-7383, evenings 303-925-2516.

Top 40 or AOR, AC jock with brains, good pipes, prod. ace, plus potential to get numbers. Med. up. 617-872-5532.

Married, contemporary/MOR personality needs a job by 8/30/76. Want to grow with good organization. Have 1st, 4years experience, B.A. pending. Salary open. Resume, check avail. Steve Ambrose, 410 Pierson Dr., State College, Pa. 16801, 814-238-7371. Will relocate in Pa., Ohio, Va., W. Va., Md., N.Y., N.J. & Del.

Experienced 3rd phone seeking MOR, top 40, or contemporary station. Sales or production, also. Frank Rybicki, 412-224-4052.

DJ, 25, 3rd endorsed, college radio, BSEE, 6 mos. pro. news, copy, production, seeks small market top 40 or contemporary. Resume, tape. Frank Cavaliere, 31-38 74 St., Jackson Heights, NY 11370 212-446-8649.

Versatile: MD/afternoon morning drive programmer available. Lines are open at 501-534-1578. (I'll take the 6th caller) Ask for Jim. P.S. I do not wash windows.

DJ, 3rd phone, 1 year Richmond market, looking for second break. Can do a little of it all. Will relocate. Jim Wood 202-234-7243.

Enthusiastic young DJ seeks advancement, 2 years experience, 1st phone, relocate anywhere. 612-339-2697.

Classical personality announcer, interviewer. Current morning drive losing to automation. Also extensive jazz, MOR experience. Obie Yadgar, 414-964-8841.

Please read. Then call. Top 40/rock announcer. 3 yrs experience. 3rd endorsed. Work any shift. Prefer Louisiana, Ark, Miss., Ala., S.C., Ga, Tex. states. Ready now. 919-346-9009. Paul Hunner.

Dedicated announcer, 2years experience. Looking for long term employment. Experience in MOR/CONT, top 40, copywriting, remotes. David Zingle, 11 Locke Drive, Enfield, CT 06082 or 203-749-6631.

Young DJ with college radio experience. Tight board. Willing to work any shift. Steve. 314-432-8988.

Experienced broadcaster, 31, currently programming country station in top 100 market, seeking stable position with Florida Country or MOR station. Call after 6 p.m. (C.D.T.) 601-373-8139.

6 year pro. All formats. Will relocate for better family support I know I'm worth. Air, sales, programming, news, engineering, 1st. 904-761-6920. Leave message.

SITUATIONS WANTED TECHNICAL

Engineer experienced chief AM-FM. First phone, tech school. CET. Box V-253, BROADCASTING.

Seven years of extensive experience in all phases of AM, FM, CATV studio maintenance and construction. Reply Box V-255, BROADCASTING.

B.S.E.E., 1st Public. FM experience, maintenance, profits. Desire full-time engineering position. 213-450-3243.

28 yrs broadcast 18 yrs chief AM FM DA Mobile radio or allied fields. Western states. George Donahue, 1069 East St., Redding, CA 96001.

After 5 years programming, returning to first love, engineering. First phone, automation exp. Ric Hubbard 509-545-9102.

SITUATIONS WANTED NEWS

ND-Ed-motivator looking for medium market growth opportunity. Covered city hall to statehouse, politics, court and consumer. Tape, phones, documentary. Invest in a stamp. Box V-165, BROADCASTING.

Communicator. News or sports reporter, anchor, talk, PBP, B.A. communications, 3rd endorsed, Young but mature and experienced. Bob Jacobs, 26 University Place, Port Chester, NY 10573, 914-939-5714.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Film director/producer. Commercials, public affairs, documentaries, R-TV degree, experienced, self starter. Box V-178, BROADCASTING.

Automation wiz, general manager chief engineer, out-standing credentials. Box V-204, BROADCASTING.

Producer-documentaries, public affairs. Female with major market experience. Prefer east coast. Box V-251, BROADCASTING.

Religious communication is the field I wish to enter. Eight years experience in all phases of radio and TV news and public affairs. B.A. Box V-259, BROADCASTING.

AOR (progressive) PD/MD. Excellent knowledge of music, programming, and the research, promotions, advertising, and PR needed to sell your station to adults, 18-34. Six years in radio plus BBA. Excellent ratings and references. Top 40 positions also considered. Greg Thomas 512-442-7606.

Production wizard at 25. Programming included in my bag of tricks. 1, 2, 3, pool! Your station is a winner. Lower eastern seaboard preferred. No small markets please. 803-773-4870.

TELEVISION

HELP WANTED MANAGEMENT

General manager for west coast small market TV station. Write: Box V-214, BROADCASTING.

Attractive southeastern coastal market looking for professional promotion director. Minimum of three years experience as manager or assistant in television only. Box V-291, BROADCASTING.

HELP WANTED SALES

Local sales manager. Strong local sales background for a group-owned, VHF, net affiliate. Prestige operation in a growing, 3-station, southeastern market. Unusual opportunity for an aggressive professional who can supply innovative leadership. An Equal Opportunity Employer. Send resume, references and salary requirements in complete confidence to Box V-195, BROADCASTING.

Advertising salesperson for VHF network television station. Advertising or intangible sales experience required. Equal Opportunity Employer. Send resume to Box V-289, BROADCASTING.

HELP WANTED TECHNICAL

TV studio maintenance engineer. First class license required. Job offers opportunity and challenge to aggressive engineer. Good company benefits and working conditions. Sunny Gulf Coast. Complete details to Box V-265, BROADCASTING.

HELP WANTED TECHNICAL CONTINUED

Chief engineer for modern full color VHF located in the sunny south. Experience with late model RCA equipment required. Group owned facility with excellent fringe benefits including profit sharing. Salary open. Please send resume with references and salary history. Equal Opportunity Employer. Box V-268, BROADCASTING.

Maintenance Chief with superior technical qualifications wanted immediately by New York City facility house. Operational maintenance experience on RCA quad recorders and PC 70 cameras essential. Pay is excellent and an opportunity for advancement to management level with stock participation. Contact Director Engineering, Box V-278, BROADCASTING.

Transmitter engineer. First class license required. Good working conditions in air conditioned modern facility on the warm Gulf coast. Advancement opportunity. Experienced Radio Engineers considered. Write C.E., KPLC-TV, P.O. Box 1488, Lake Charles, LA 70601 or phone 318-439-9071.

Director Engineering. Public VHF-TV FM. Direct staff of five. Plan satellite earth station facilities. Modern equipment. Write for details to: Don Upham, General Manager, KUAC, University of Alaska, Fairbanks 99701. The University of Alaska is an Equal Opportunity Employer.

Videotape editor/master control technician needed at well established major market CBS affiliated VHF station in new facility. Both first class license and minimum four years experience in commercial TV technical operation required. Excellent benefits, profit sharing, health/life insurance, etc. An Equal Opportunity Employer. Write or call: T. Arthur Bone, WPRI-TV, 25 Catamore Blvd., East Providence, R.I. 02914, 401-438-7200.

Transmitter and Maintenance engineer needed. 1st class license required. Transmitter eng. to maintain remote control UHF transmitter. Maintenance eng. for control room equipment. Write or call WRBT-TV, Baton Rouge, LA., 504-766-3233.

Transmitter supervisor to maintain remote control UHF transmitter. Minimum 5 years maintenance experience on RCA TTU 50-60. FCC first class license required. Contact chief engineer at WTOG-TV, St. Petersburg, FL, 813-576-4444. An Equal Opportunity Employer!

Closed circuit TV technician. Operate and maintain closed circuit TV facility in College of Veterinary Medicine. Must be technically competent and able to work with faculty and production personnel. Minimum qualifications: completion of two-year technical school in electronics and three years experience in a television station or video production facility. Send resume to Personnel Office, Room 16 Beardshear Hall, Iowa State University, Ames, IA 50011. An Equal Opportunity Affirmative Action Employer.

TV maintenance engineer, must have heavy Ampex VTR background and knowledge of logic. Also need good general tech. Resume ASAP or call Chief Engineer, 1534 Kapiolani, Honolulu, HI. 96814 808-941-3011.

Assistant chief capable of planning, developing, and maintaining transmitting facilities for UHF California station. Call Loren Foster, 209-527-3060. An Equal Opportunity Employer.

Help wanted engineer in Florida to work late shift only. 11:00 p.m.-7:00 a.m. First class license and two years experience required. Write Chief Engineer, P.O. Box 999, Orlando.

HELP WANTED NEWS

Strong anchor/journalist needed by midwest net affiliate. Must have ability to attract and hold audience. Must have good voice, credibility, and ability to shoot, write, and edit. An Equal Opportunity station. Send resume and salary requirements to Box V-256, BROADCASTING.

Growing consultant firm needs good news writer, quick learner, experienced in news room. Substantial growth opportunities. Send resume and samples of writing. Box V-277, BROADCASTING.

**HELP WANTED NEWS
CONTINUED**

Two reporters needed. Lots of air time and occasional anchor work involved. Experience preferred but not mandatory. Send resume, VTR to Jim Holland, News Dir., KAAL-TV, Austin, MN 55912.

Weekday anchor. Network VHF beats competition 5 to 1. Seeks anchor that can improve on that. Top operation, all ENG. Limited street requirements. Tape or photo with contact. KFSM, Box 369, Fort Smith, AR 72901. E.O.E.

Reporter/photographer for news department. Journalism and/or English background helpful but not necessary. Contact Chris Clackum, News Director, WRDW-TV, Augusta, GA 30903 with resume and tape.

Meteorologist or perhaps even a weatherman. Must be a solid pro who knows what he's talking about. Contact: News Director, WYTV 3800 Shady Run Rd., Youngstown, Oh 44502. Equal Opportunity Employer.

South Florida growth station requires an experienced co-anchor person. Send resume and 3/4 inch video cassette to 240 Seabreeze Avenue, Palm Beach, FL 33480. Equal Opportunity Employer.

Immediate opening for experienced weatherperson with number one news team. If you are a weather pro and can help improve an established 33% share, contact News Director 219-483-0584. Or send resume, photo and tape to 3401 Butler Road, Fort Wayne, IN 46808. Equal Opportunity Employer.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

Wanted TV graphic artist. Experienced in all phases of photography, i.e., 35mm slide production, and graphic art design and layout techniques. Equal Opportunity Employer. Send resume to Box V-269, BROADCASTING.

Film editor-conformer for lab, Editorial dept. Steenbeck experience and ability to select music preferred. We are an Equal Opportunity Employer. Send resume to Box V-270, BROADCASTING.

Promotion manager for major market group owned independent. An important and challenging position for creative person experienced in both print and TV production. Equal Opportunity Employer. Send complete resume and salary requirements in confidence to Box V-272, BROADCASTING.

Studio manager to handle all commercial and program scheduling for one studio and one remote vehicle. Must have strong management experience, administrative background. Box V-273, BROADCASTING.

Top rated mid-south station with strong local commitment wants experienced producer/writer to set up and run documentary unit. Air work not required. Want someone with award winning track record. Box V-281, BROADCASTING.

Strong independent needs Executive Producer. Must have recent directing-producing experience, be a self starter, be familiar with all phases of film and video tape production, and able to work without supervision to accomplish varied assignments. Send application and resume to Edward G. Aiken/John Smith, KPHO-TV, 4016 North Black Canyon, Phoenix, AZ 85017. No phone calls please.

Promotion manager. Experienced in all areas of station advertising, audience and sales promotion, rating analysis, including establishing department operating budget. Mail resume to KTVY, Tom Parrington, 500 E. Britton Road, Okla, City, OK 73114. Equal Opportunity Employer.

Production manager for Radio-TV-Film operation, with faculty status requires teaching undergraduate class in department. Minimum BA degree or equivalent, and professional experience. Contact Wes Marshall, KUAT-TV-AM/FM, University of Arizona, Tucson 85721. An Equal Opportunity/Affirmative Action Employer under state and federal laws and regulations including Title IX, 1972 education amendments.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS, CONTINUED**

Creative commercial producer-director with strong experience in film and VTR production techniques. Ability to work with top national agencies. Base pay plus talent fees. Send resume and tape to Senior Producer. WVUE-TV, New Orleans 70185. Equal Opportunity Employer.

Director, PTV station. Handle nightly alternative news, public affairs, house programs. Should have experience directing studio and remote. Knowledge of portable video helpful. Salary \$8,770-11,746. An Equal Opportunity Employer. WXXI, Box 21, Rochester, NY 14601.

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. 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 Services Writer/producer. Bachelor's degree in related field or equivalent professional experience with at least two years experience in cinematography or broadcast news media. Skill in script writing, 16mm filming, editing and film production techniques required. University of Oklahoma Health Sciences Center, 405-271-2323.

Wanted prod. manager for medium market CBS V. Advancement opportunity for experienced Prod/Dir. or small market production manager. Strong management and proven creative commercial ability necessary. Background must include video tape and film, studio/location work from conception to final product. Equal Opportunity Employer. 614 282-0911 Ext. 240 9-5 weekdays.

Coordinator, electronic media services. Directs educational Radio/TV production, provides lab. experience for Mass Communication students, may teach occasional applied courses, liaison with community cablevision, Minnesota Public Radio, local stations. Faculty status. PhD in Radio/TV or Masters plus significant commercial and/or educational production experience. 12-month salary \$14,000-19,000. Send resume by Oct 15 to John Robson; Southwest State University; Marshall, MN 56258. 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 V-137, BROADCASTING.

SITUATIONS WANTED SALES

Specialist in retail accounts and direct sales! Account executive from top fifty market; utilizing TvB, Starch, and other sophisticated marketing techniques. seeking major account list as stepping stone into management. Box V-252, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

3 yrs radio/3 TV weather/booth annrc. Station PR. Young personality, looks shark; miles of achievements in community involvement. Offer must include shot as talk show host. Box V-218, BROADCASTING.

Professional, 20 years, sports, weather, news, directing. Excellent voice and appearance. 609-883-8990.

SITUATIONS WANTED TECHNICAL

Available immediately. Completed training program and worked as summer replacement in technical operation of major market network station. Willing to relocate. Box V-219, BROADCASTING.

Experienced chief engineer, BSEE, good at manpower and money management as well as equipment. Don't smoke or drink. Present salary is mid 20's in a top 5 market. Box V-229, BROADCASTING.

Engineer with 25 years experience in planning installation and operation of television and radio interested in chief or assistant position. Box V-233, BROADCASTING.

**SITUATIONS WANTED TECHNICAL
CONTINUED**

First phone, college and broadcast school graduate, 25, seeks production technician position. Opportunity to learn my first concern. Mature, dependable, will travel. Box V-236, BROADCASTING.

Operations engineer. Radio/Television network experience. 1st phone. Specialized video tape editing and electronic journalism. Box V-264, BROADCASTING.

SITUATIONS WANTED NEWS

Best play-by-play man around. 3 sports. News director and anchorman of all-news format. Box V-99, BROADCASTING.

Cameraman with film and ENG experience. Presently employed in major market. Seeks new challenge. Box V-130, BROADCASTING.

25 year old, attractive, experienced female television anchor-reporter-producer in 30's market with background in state government and congressional campaigns seeks a reporter or anchor position with a smaller market. Box V-146, BROADCASTING.

News Director/Anchorman: Ratings success. Creative. Competitive. Solid experience. Now in major market. Box V-243, BROADCASTING.

Experienced producer currently in top 16. Seeks position with strong news operation at major market affiliate. Prefer stations with ENG emphasis. Master's degree. Box V-261, BROADCASTING.

Management shuffle is displacing this small market news director. Long and good rating record in anchor spot. Very security conscious now. 35 years old. I can do practically any job in the station. Feature-oriented. Box V-266, BROADCASTING.

Former NBC newsman seeks ND/anchor slot. Opportunity is more important than money. Have been involved in "talk" last few years so it will take me two days to break in rather than one. Anchoring approach is "personalized." Am available now. Box V-276, BROADCASTING.

News photographer with 8 yrs newspaper, 3 yrs TV seeks position as general assignment photographer. Vehicle is 2 way radio equipped VHF-high band. Film and VTRs are available. Any area OK, prefer SW or Texas area. J.L. Keener 4337 Clyde Park SW 49509.

Investigative reporter with considerable anchor experience. 8 years in broadcasting. Awards in writing and photography. References. Don Smith 813 977-1119 evenings.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS**

Creative producer-director. Experienced in commercials, local programs, promos, announcing, copywriting. Lots of good ideas. Interesting background, degree. Box V-284, BROADCASTING.

Production work, news or sports, live, tape, or film, sought by 1976 Temple University graduate with experience. B.A. in R/TV production and management. Available now. Bill Seesselberg, 1726 Kenyon Avenue, South Plainfield, NJ 07080 201 753-5305.

Puppeteer, four years TV experience. Larry Frost, 2662 So. Marion, Denver, CO 80210. Call 303 733-7110.

Young talented puppeteer, actor, writer. Seeks position as talent, childrens programming or related. Top credits. Network experience. Inquire: Steven Hansen, 1420 45th St. Studio 46, Emeryville, CA 94608.

Aggressive, young, ambitious television graduate seeks employment in production operations or in news coverage. Photography, low-tech, and film experience. Dependable Man Friday. Michael Silgei, 604 Hillsboro, Edwardsville, IL 62025. 618-656-7264.

WANTED TO BUY EQUIPMENT

Translators wanted. 100 watt UHF and 1-10 watt VHF also 4' or 6' 6975 MHz Microwave dish. Jack Smith, KVVU TV-5, 1800 Boulder Hiway, Henderson, NV 89015. 702-565-9755.

WANTED TO BUY EQUIPMENT CONTINUED

Eastman Kodak Proj. no. 285 or 275, Spindler and Sauppe-Slide proj, RCA-Slide proj-TP-7, Scully Metrotech-Logger. Call WBFV-TV-Channel 45. 1-301-462-4500, David Smith.

Wanted: used automation equipment for FM station. Schafer or SMC preferred. No dealers. 412-821-4100.

We need used 250, 500 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

FOR SALE EQUIPMENT

Schafer no. 903 automation system complete with instacart. (2-years old). Contact: Ted Quale, WCDQ 203-288-3561.

SMC DP-1 automation system, 7 carousels time announce, 3 reels, 5 decks, all accessories, 5 years old. Call or write: WHIT Radio, P.O. Box 1049, New Bern, N.C. 28560, 919-637-4450.

BTA-5T1 RCA 5 KW AM transmitter in service on 1310 Khz. WNIC, Dearborn, MI 48126, 313-846-8500.

2 Norelco LDH-1 cameras w/lenses both updated, includes Broadcast Plumicons. Excellently maintained to factory specs. ABC management, 9034 Sunset Blvd., Los Angeles, CA 90069, 213-550-0533.

Color television equipment liquidations, our specialty, appraisals, consultation, auctioneering. Maze, Box 6636, Birmingham, AL 35210. 205 956-5800.

Ampex 2000B videotape recorders, Two VTR's in exceptional condition. Equipped with Amtec, Colortec, Velocity Comp., Auto Chroma, Head Optimizer, Editor, Auto Comp., Venturi Va-cuum, Oversize Reel Mod., Dual remote control, 3M dropout compensator, and modifications for CMX and EECO interface cards. Manuals, spare heads and parts available. Asking \$58,500 each. Contact Rod Hall: 213 577-5575.

Ampex 350 and 351 audio recorders. Excellent condition. Have fourteen recorders at \$650.00 each. Package price considerations. Contact Rod Hall: 213 577-5575.

Ampex 440-2, excellent condition, priced to sell—\$1800. Phone 318 757-4200.

TMI Model no. 640 and model no. 388 Time Base Corrector, demonstrators, in like new condition, both reduced in price. Write or call: Larry Ehnstrom, H&B Inc. 2629 30th Avenue So., Mpls., MN.

Videotape supersale! 20 Memorex 2", 4800 foot reels. Unopened, unspliced. \$500.00 lot of 20. David Castellano, 415-937-9566.

Power to spare: ITA-7500C FM Transmitter with built-in mono exciter, \$6,000. Also available with Moseley LPE-10 stereo exciter for \$6,750. Call collect 609-345-4100.

Convert to stereo for under \$8,000.00: RCA BTE-10C Exciter, Gates M6146 Stereo Generator, McMartin TBM 4500A/TBM 4019A 19kc Modulation Monitors, 6 position Stereo "Transistorized" Console, Gates Dual Limiter 2 Scully 280 Stereo-Record/Playback recorders. Package cost \$7,400. Call collect 609-345-4100. Units available separately at higher cost.

CBS 8400 Image Enhancer \$1,500, Dolby 324 B Processor \$750, Scully 270 Playback, Gates SCA Generator, Bill Massey, 504-523-4753.

Hellax-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

New Broadcast equipment at cost. McMartin 1 each-Console B501 w/5 steps attenuators, \$920.00. Compressor-Limiter Amplifier LR-1004A \$115.00. Spotmaster 2 each- BETMS-200 Turntable Preamp, \$262.00, 500D Record/Playback Unit Compact, \$1,412.00. Russco 2 each-Q-Master Turntable, \$386.00. Contact Christine Broussard, P.O. Box 17252, Wash. D.C. 20041. 703-471-1588.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

Contemporary comedy! Most usable deejay service available! Hundreds have renewed! Freebie! 5804-B Twineing, Dallas, TX 75227.

OBITS, No hype. You be the judge. Free comedy sample! OBITS. 366-C West Bullard, Fresno, CA 93704.

ACME RADIO CO. brings it all, news, humor, sports, trivia, much more. Published weekly for radio personality who wants more than gags or news service rewrites. Free sample, 1660 First Ave., Marion, IA 52302.

Personality papers, a new joke and information monthly for todays radio personality. Send one dollar for sample issue to: Personality Papers, One Barnes Road, Hingham, MA 02043.

Without a doubt, Foohy and Ferraro is the funniest material on the market today. Send me a buck and I'll prove it! Jim Foohy, 710 Rhine Blvd., Raritan, N.J. 08869.

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.

For Sale Private record collection. Over 7,000, all categories LP's, 45's, oldies, new mint bid. Ed Gould 1258 Pickwick Flint MI 313-233-0822.

Wanted P 1-OR guaranteed result advertising 24 hour ABC-1000 watt. Send proposition. KFRO-1370, Box 792, Longview, TX 75601.

Christmas gifting solved! TV Guides from TV's Golden Age, 1952 to 1956. Metro NY. Mint Condition. \$5.00 each or ten for \$35.00. Quantities limited. Jack Schanker, 105 Colony Lane, Rochester, NY 14623.

Free! One issue of "Hot Tips!", the only exclusive Radio-TV employment listing you'll ever need. Compare! Box 1115, Daytona Beach, FL 32019. 904-761-6920.

TECHNICAL OPPORTUNITIES

MATV installation business your city, part time. \$200.00 day possible. Melvin Cohen, Box 809, Boynton Beach, FL. 33435.

PLACEMENT SERVICE

ATTN: broadcasters! I have qualified trained personnel, with 3rd phone, endorsed, to fill any entry level position in either radio or TV. Save time & placement fees (there isn't any!) Call me immediately, or write David Privitera, Director of Placement, Advanced Training Center, Tonawanda, NY 14150. 716 835-4410.

INSTRUCTION

Cassette recorded first phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia, Chicago, Los Angeles. Our twentieth year teaching FCC license courses. Bob Johnson, Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266. Telephone: 213-379-4461.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45326 Telephone 513 791-1770.

FCC license. New course material, new low prices. Free home study catalog. Genn Tech. 5540 Hollywood Bv., Hollywood, CA. 90028.

1st Class FCC, 6 wks, \$450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St, N. Hollywood, CA 91606.

Free booklet demonstrates "Job Power" of our FCC 1st class license preparation. Write Announcer Training Studios (A.T.S.), 152 West 43 St, New York City, 10036 (Vets benefits). 212-221-3700.

INSTRUCTION CONTINUED

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 Sept. 13, and October 25. 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.

Get your first to get there first! Don Martin School of Communications! Since 1937, training broadcasters for Broadcasting! 1st phone training using latest methods and completely equipped transmitter studio. Call or write for details and start dates. Don Martin School, 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. Call 213-462-3281 or 213-657-5886.

Broadcasting FCC license in three weeks. We come to you. 301-559-1325 day, 864-4382 anytime. Broadcasting-Modeling Institute. 3001 Hamilton St., Hyattsville, MD 20782.

RADIO Help Wanted Announcers

WSB ATLANTA has hired away our 7PM-12M talk show host! We're now accepting applications for a permanent replacement for this No.1 rated two-way talk program. Send tapes and resumes immediately to Mike Anderson, WTRX, PO Box 1330, Flint 48501. EOE.

Help Wanted Technical

Director of Engineering
Expanding radio group offers unique opportunity to ambitious Chief Engineer with exceptional technical and management qualifications. Candidates must be thoroughly familiar with all phases of AM/FM and enjoy building new state of the art facilities. Little Rock or Tulsa base. Send resume and salary requirements to Ronald E. Curtis, Suite 635, O'Hare Plaza, 5725 E. River Road, Chicago, Illinois 60631. All replies answered.

Situations Wanted Management

MAJOR MKT RADIO GM
AVAIL FOR NEW MJR MKT CHALLENGE
I've increased bottom line at two mjr mkt stns, and turned one completely around, in nations toughest top mkt! Sales are my specialty, prgmg by bknd, and bldg people my pride. I'm in mid-30's. Present stn just sold. Want top 15 mkt stn with opprt for growth and challenge. Nat'l refncs. Write now!
Box V-294, BROADCASTING.

DOES YOUR STATION NEED

A SHOT IN THE ARM???
Al Picinni is an outstanding broadcaster with 20 years experience in C&W Radio. In 18 months he doubled one of our station's billing and was No.1 in a 5 station market... Call Al at 805/323-4282.

David M. Jack
Cascade Broadcasting
Oaks Park, Portland, Oregon
97202

Situations Wanted Announcers

Just laid off, but ready to go! I write, I rap and I get listened to. Seven years in radio. A legend at AFN, Europe. A real bargain! Let's help each other. Northeast pref. Call anyway: Tom Lisella (812) 299-4094.

Situations Wanted News

TALK TALK TALK

Opinionated-Controversial

One of the best is available due to mkt. change. Daily four-hour show highly successful Top 20 mkt. past year.

WRITE: P.O. BOX 20273
St. Petersburg, Fla. 33742

Situations Wanted Programing, Production, Others

REMOTE SPORTS BROADCAST GROUP
Will produce complete schedules in any sport. Group provides full service talent, engineering, spotting, statistics. Group works as a unit to give cohesive, top quality product. Prefer Top 50 market. For tapes and details, write: Box V-254, BROADCASTING.

TELEVISION

Help Wanted Management

NEWS MANAGEMENT—Dynamic, creative person with solid TV news experience who wants to move to top management. Broad knowledge of TV news operations, ability to work with people, make decisions, think and work hard a must. Management oriented reporters, producers and executives are preferred. Resume and photograph to Box V-156, BROADCASTING.

GENERAL MANAGER

For Established Mid-Atlantic Cable Television System.
Send Resume to Box V-200, BROADCASTING.

Help Wanted Sales

VIDEO SWITCHER SALES:

Locate L.A. area, willing to travel West Coast. Like to sell quality products. Video technical background essential.

Write: Nubar Donoyan
3700 N.E. 53rd Avenue
Gainesville, FL 32601
Tel: 904-378-1581

TELEVISION ACCOUNT EXECUTIVE

We are a top-rated network affiliate in a medium-size Central California area, and would like to hear from experienced retail television salespersons interested in making a new association. An additional prime requirement is that the person have a very aggressive "sales attitude", a definite hard-worker. Also, the ability to bring in the small orders as well as the large contracts. A solid account list is available, and its actual size will depend upon the experience of the successful applicant, and can grow based upon the "on street" performance after 90 days. Guarantee is in \$10,000 to \$15,000 range to start—depending on experience. Fine fringe benefit plan. If qualified and interested, send complete resume (in confidence) to: Lloyd Chappel, Director of Personnel, KSBW-TV, 238 John Street, Salinas, CA 93901.

EQUAL OPPORTUNITY EMPLOYER MIF

Help Wanted Technical

We have an immediate opening for an experienced television technician to work in VTR, MC Switching and maintenance. Requires a minimum of two years experience in these areas in a large-market television operation. Modern plant; good salary and benefits. Reply only in writing to: Larry Messenger, Director of Engineering, Pennsylvania Public Television Network, P.O. Box 397, Hershey, Pennsylvania 17033.
PPTN is an equal opportunity M/F Employer.

Help Wanted Programing, Production, Others

GREAT OPPORTUNITIES IN THE GREAT LAND

Young, growing VHF public TV station in Alaska's population center has immediate openings due to increased local programming. Director of Development/Public Information
Producer/Director
Reporter/Producer
Associate Producer
Broadcast Engineer

Send letter and resume to KAKM, 3211 Providence Drive, Anchorage, Alaska, 99504. (An Equal Opportunity Employer)

Situations Wanted Management

TELEVISION EXECUTIVE

Creative administrator with 20 years experience in station (including O & O) production, programing, news, and management. Experience in agency programming syndication. Seeks station or group operation that can utilize skills. Now employed. Excellent references.
Box V-248, BROADCASTING.

General Manager/Group Executive Radio/TV

My results speak for themselves. Have produced profits never thought possible. Strong in all areas; excellent in sales. More than 12 years in top radio and TV management, all in major markets. Impressive references. Box V-286, BROADCASTING.

Situations Wanted News

ANCHORMAN

30, 8 yrs experience Anchor/Street
Currently weekend anchor Top 40
Desires Mon-Fri Anchor.
Looks—intelligence to keep or make you No.1.
Box V-257, BROADCASTING.

RADIO OR TELEVISION NEWS DIRECTOR

25 years major markets. Aggressive track record as: Administrator, Anchorman, award winner, reporter, photographer, writer. Total involvement. I need a station that CARES ABOUT NEWS. (518) 482-2221.

Placement Service

RADIO-TELEVISION-CATV STATION OWNERS & MANAGERS

We will recruit your personnel at no charge to you. Call the

"PERSONNEL HOTLINE"
305-659-4513

Miscellaneous

Broadcast Sales Training:

Here's a mini-course in broadcast selling. Boiled to 15 pages of 28 key tips and suggestions based on years of experience. If you don't benefit, return within 10 days and receive your money back. Total cost \$9.95. Yes, it's well worth it. You'll see. Send check today to:

Palmquist Creative Services
1300 S. Green Bay Rd., Racine, Wis. 53406

Programing

THE ACCESSORY KIT No.2

Jingles, production music, electronic news logos, and sound effects...50 stock cuts...\$19.95. Also custom client jingles...\$125.00. Jingle/record intros...\$50.00. For a demo, and other information on our other packages, send \$1.00 (refundable with order) to Studio 4 Productions, PO Box 68, Grand Blanc, Mich. 48439.

Employment Service

WE HAVE THE JOBS!!!
Subscribe To:



Box 61, Lincolndale, N.Y. 10540
Number "One" in Weekly Nationwide Employment Listings for Radio, TV, DJ's, PD's.
News, Announcers, Sales & Engineers.
\$15.00 3 mo. (12 issues); \$30.00 12 mo. (50 issues) No C.O.D.'s, Please

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

Buy-Sell-Trade

NO CASH

CHARGE-A-TRADE
Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. FREE BOOKLET

AVAILABLE-CALL TOLL FREE 800-327-5555(except Florida)

3081 E. Commercial Blvd., Ft. Lauderdale, FL 33309 (305)491-2700
FT. LAUDERDALE-MEMPHIS-ORLANDO-N.Y.-ATLANTA-GREENVILLE,SC-COCCA BCL

Wanted To Buy Stations

"Interested in purchasing a full-time AM station in a community of 18,000 to 40,000 in the following areas: New York, New Jersey, Connecticut, New Hampshire, Massachusetts, Pennsylvania, Maryland, or Virginia."
Box V-199, BROADCASTING.

Broadcast group wishing to expand immediately seeking FM or AM/FM properties up to \$2,000,000.

Box V-267, BROADCASTING.

For Sale Stations

FOR SALE OR MERGER
3 FULL TIME AM FACILITIES
Top 50 Markets
Principals only
Reply to Box V-75
BROADCASTING

"Medium size southeastern fulltime Class II AM priced at under twice gross at \$575,000. Real estate owned and included. Terms preferred are cash. Indicate financial qualifications first letter.
Box V-237, BROADCASTING.

"Major 5 kw fulltime facility in southwest growth market available for \$2,300,000. Price is 2x revenues plus excess value of two real estate parcels. Present operations are profitable. Trend is up substantially. Qualified principals only need apply. For complete details write.
Box V-238, BROADCASTING.

ROCKY MOUNTAIN
Exclusive. AM-FM. Ideal for owner-operator. \$150,000.00. 29% down. Good terms to qualified buyer.
Box V-285, BROADCASTING.

PROFITABLE NEW ENGLAND daytimer, in single station market of 60,000. Excellent terms including 7-1/4 percent interest, covenant not to compete, and large amount of cash in bank. \$100,000.00 down.
Box V-293, BROADCASTING.

"WIOQ(FM) Philadelphia, Pa. will be sold in a sealed bid auction on September 27, 1976. Pertinent data, including financial statements, equipment lists, information pertaining to leases and personnel, as well as details of the terms required of prospective bidders or purchasers, are available to qualified prospects through R.C. Crisler and Company at the address listed below.
All assets shall be sold free and clear of encumbrances and liens and the terms of all offers considered shall be cash at the closing. The sale is subject to final approval of the Federal Communications Commission's transfer of a valid and current license to the successful high bidder.
For full information about the station and details of the terms of Public Sale, please contact:
R.C. Crisler & Co.
580 Walnut Street
Cincinnati, Ohio 45202
513/381-7775"

MOBILE SUBURBAN DAYTIME
\$168,000
Coastal town with beaches & gracious living.
Includes real estate. Cash preferred.
J. Russell Kilgore, Box AS, Fairhope, AL 36532
205-928-2384

For Sale Stations Continued

GET AWAY FROM THE RAT RACE
FOR SALE
5,000 WATT FULL TIME
HAWAIIAN STATION
Excellent facility - 3 1/4 acres of land. Ideal for owner-operator. Only qualified buyers reply.
P.O. BOX 5066
SAN BERNARDINO, CALIFORNIA 92408

Buyer wanted for \$1,100,000 AM & FM properties in Midwest. Terms available. Call 606-864-7438, Thursdays and Fridays only.

California garden spot.
Full time AM
\$265,000 Terms
John Grandy
Western Business Brokers
773 Foothill Boulevard
San Luis Obispo, California 93401
805-541-1900

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

For Sales Stations Continued



Brokers & Consultants to the Communications Industry
THE KEITH W. HORTON COMPANY, INC.
1705 Lake Street • Elmira, New York 14902
P.O. Box 948 • (807) 733-7138

MEDIA BROKERS APPRAISERS
RICHARD A. **SHAHEN** INC.
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



- 1000 Watt daytimer. Greater Chattanooga area. 100% automated. Real estate. Positive cash flow with \$3,000 per month billing. \$29,000 down. Total \$200,000.
 - AM/FM in Mississippi. These are the only two stations in a two county area. About \$115,000 annual sales. Terms.
 - 1000 Watt day, 250 night in Western Montana. Nice size modern city. Sales about \$200,000 per year. Great opportunity.
- BUSINESS BROKER ASSOCIATES**
615-894-7511

East MW	Metro Small	Fulltime AM	\$850K	Cash \$25K
Mid At	Metro	Fulltime	\$425K	29%
NE MW	Metro Small	Single Daytime	\$240K \$180K	\$98K \$80K

Atlanta - Boston - Chicago - Dallas
New York - San Francisco

CHAPMAN ASSOCIATES
nationwide service

1835 Savoy Drive, Atlanta, Georgia 30341

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 _____
City _____ State _____ Zip _____
Insert _____ time(s). Starting date _____ Box No. _____
Display _____ (number of inches).
Indicate desired category: _____

- 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 Wed. Aug. 25	Closing Wed. Aug. 18	Net change in week	% change in week	High	Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	N	35 3/8	37 5/8	- 2 1/4	- 5.98	38 1/2	19 7/8	31	17,519	619,734	
CAPITAL CITIES	N	51 3/4	52 1/4	- 1/2	-.95	55 1/8	42 1/4	15	7,759	401,528	
CBS	N	55 5/8	59	- 3 3/8	- 5.72	60 3/8	46 3/4	13	28,313	1,574,910	
COX	N	34 5/8	35 1/2	- 7/8	- 2.46	37 3/4	28 3/4	13	5,861	202,937	
GROSS TELECASTING	A	12	11 3/4	+ 1/4	+ 2.12	12 3/8	10	8	800	9,600	
KINGSTIP COMMUN.	O	3 1/2	3 1/2		.00	3 1/2	2 1/4	13	461	1,613	
LIN	O	15 7/8	16 5/8	- 3/4	- 4.51	17 3/4	9 5/8	9	2,382	37,814	
MOONEY	O	2 1/4	2 3/8	- 1/8	- 5.26	3 7/8	2 1/4	4	425	956	
RAHALL	O	5 1/2	5 1/2		.00	5 3/4	4 1/2	11	1,297	7,133	
SCRIPPS-HOWARD	O	27	27 1/4	- 1/4	-.91	28 1/2	20 1/2	8	2,589	69,903	
STARR**	M	3 3/4	4 1/4	- 1/2	- 11.76	5	2 1/2		1,202	4,507	
STORER	N	28 3/4	30 3/4	- 2	- 6.50	30 3/4	15 7/8	10	3,902	112,182	
TAFT	N	27 1/4	28 7/8	- 1 5/8	- 5.62	31 1/2	23 1/4	10	4,070	110,907	
TOTAL									76,580	3,153,724	
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	3 1/2	3 5/8	- 1/8	- 3.44	4 3/4	2	8	1,258	4,403
AVCO	AV	N	12 1/2	13 3/8	- 7/8	- 6.54	14 1/2	4 1/2	2	11,541	144,262
JOHN BLAIR	BJ	N	10 1/2	11 1/4	- 3/4	- 6.66	11 1/4	5	8	2,403	25,231
CHRIS-CRAFT**	CCN	N	4 5/8	4 7/8	- 1/4	- 5.12	6 3/8	4 5/8		4,162	19,249
COMBINED COMM.	CCA	N	16 1/4	17 1/4	- 1	- 5.79	20	12 5/8	9	6,269	101,871
COLLES	CWL	N	10 1/2	11 1/8	- 5/8	- 5.61	11 3/8	6 1/8	14	3,969	41,674
DUN & BRADSTREET	DNB	N	25	25 7/8	- 7/8	- 3.38	33 3/4	24 5/8	15	26,581	664,525
FAIRCHILD IND.	FEN	N	10	10 1/8	- 1/8	- 1.23	11 1/2	6 1/8	14	5,708	57,080
FUQUA	FOA	N	8 1/2	8 7/8	- 3/8	- 4.22	9 3/4	4 1/2	19	8,844	75,174
GANNETT CO.	GCI	N	37	38 3/4	- 1 3/4	- 4.51	40	32 7/8	19	21,108	780,996
GENERAL TIRE	GY	N	21 3/8	23	- 1 5/8	- 7.06	23 1/4	17 5/8	6	21,853	467,107
GLOBE BROADCASTING**	GLBTA	O	2 3/8	2 1/2	- 1/8	- 5.00	2 7/8	1 1/2		2,783	6,609
GRAY COMMUN.	O	6 1/4	6 1/2	- 1/4	- 3.84	6 1/2	6	5		475	2,968
HARTE-HANKS	HNN	N	24 3/8	25 3/8	- 1	- 3.94	25 3/4	17 1/8	13	4,381	106,786
JEFFERSON-PILOT	KP	N	29 1/4	29 7/8	- 5/8	- 2.09	31 1/4	25 5/8	12	24,078	704,281
KAISER INDUSTRIES	KI	A	15 3/8	16	- 5/8	- 3.90	16	8	8	27,598	424,319
KANSAS STATE NET.	KSN	O	4	3 7/8	+ 1/8	+ 3.22	4 7/8	3	5	1,815	7,260
KNIGHT-RIDDER	KRN	N	34 1/4	35	- 3/4	- 2.14	37	28 7/8	15	8,305	284,446
LEE ENTERPRISES	LNT	A	16 1/2	16 1/2		.00	25 1/2	15 3/8	11	3,352	55,308
LIBERTY	LC	N	18	18 5/8	- 5/8	- 3.35	18 5/8	9 1/2	7	6,762	121,716
MCGRAW-HILL	MHP	N	15	16	- 1	- 6.25	17	12 3/4	10	24,700	370,500
MEDIA GENERAL	MEG	A	16 1/2	16 3/4	- 1/4	- 1.49	19 1/2	14 1/4	4	7,276	120,054
MEREDITH	MOP	N	14 1/8	15 1/2	- 1 3/8	- 8.87	17 5/8	10 1/4	8	3,064	43,279
METROMEDIA	MET	N	27 1/8	28 3/8	- 1 1/4	- 4.40	29 3/4	15	10	6,721	182,307
MULTIMEDIA	MMED	O	20	20		.00	20	14 1/4	12	4,390	87,800
NEW YORK TIMES CO.	NYKA	A	12 5/8	14 1/8	- 1 1/2	- 10.61	17 3/8	11 1/2	12	11,203	141,437
OUTLET CO.	OTU	N	15	15 1/8	- 1/8	- .82	19	12 7/8	5	1,433	21,495
POST CORP.**	POST	O	11	11		.00	11	8		873	9,603
REEVES TELECOM**	RBT	A	2 3/8	2	+ 3/8	+ 18.75	2 3/8	1 1/8		2,376	5,643
ROLLINS	ROL	N	22 7/8	23 3/8	- 1/2	- 2.13	27 3/8	20 3/4	15	13,404	306,616
RUST CRAFT	RUS	A	7 7/8	9 1/8	- 1 1/4	- 13.69	9 7/8	5 5/8	6	2,291	18,041
SAN JUAN RACING	SJR	N	8	8		.00	9 1/4	7 1/4	6	2,509	20,072
SCHERING-PLOUGH	SGP	N	53 1/4	54 1/8	- 7/8	- 1.61	59 3/4	47 1/2	20	54,023	2,876,724
SONDERLING	SDB	A	10 7/8	11 1/2	- 5/8	- 5.43	13	6 3/4	5	729	7,927
TECH OPERATIONS**	TO	A	2 5/8	2 3/4	- 1/8	- 4.54	3 3/4	2 5/8		1,344	3,528
TIMES MIRROR CO.	TMC	N	20 1/2	21 1/2	- 1	- 4.65	23 3/4	18 1/4	13	33,895	694,847
WASHINGTON POST CO.	WPD	A	39	40 1/2	- 1 1/2	- 3.70	40 1/2	21 3/4	14	4,546	177,294
WOMETCO	WOM	N	11 3/4	11 5/8	+ 1/8	+ 1.07	13	8 7/8	8	8,634	101,449
TOTAL									376,656	9,283,881	
Cablecasting											
ACTON CORP.	ATN	A	2 7/8	3 1/4	- 3/8	- 11.53	3 3/4	1 1/8	24	2,608	7,498
AMECO**	ACO	O	1 1/2	1 1/2		.00	1 1/2	3/8		1,200	600
AMER. ELECT. LABS**	AELBA	O	1 1/8	1	+ 1/8	+ 12.50	2 1/8	3/4		1,672	1,881
AMERICAN TV & COMM.	AMTV	O	20	20 3/4	- 3/4	- 3.61	21 3/4	13 1/2	22	3,330	66,600
ATHENA COMM.**	O	1/4	1/4		.00	1/2	1/8			2,125	531
BURNUP & SIMS**	BSIM	O	3 1/2	3 1/4	+ 1/4	+ 7.69	6 1/2	3 1/4	70	8,349	29,221
CABLECOM-GENERAL	CCG	A	5 1/4	4 1/8	+ 1 1/8	+ 27.27	8 1/8	4 1/8	5	2,560	13,440
CABLE INFO.	O	1	5/8	+ 3/8	+ 60.00	1	1/4	5		663	663
COMCAST	O	3 1/8	3 1/8		.00	3 1/8	1 7/8	39		1,708	5,337
COMMUN. PROPERTIES**	COMU	O	3 1/2	3 5/8	- 1/8	- 3.44	3 7/8	1 7/8		4,761	16,663
COX-CABLE	CXC	A	16 1/2	16 3/4	- 1/4	- 1.49	17 3/4	13	19	3,560	58,740
ENTRON	ENT	D	1 3/4	1 5/8	+ 1/8	+ 7.69	1 3/4	1 1/2	2	979	1,713
GENERAL INSTRUMENT	GRI	N	14 1/2	15 1/2	- 1	- 6.45	17 5/8	8 1/4	60	7,178	104,081
GENVE CORP.	GENV	D	9 1/4	9 1/2	- 1/4	- 2.63	10	6 1/2	62	1,121	10,369
TELE-COMMUNICATION	TCOM	O	3 3/4	4	- 1/4	- 6.25	5 1/4	2 7/8	75	5,181	19,428
TELEPROMPTER**	TP	N	7 1/2	7 5/8	- 1/8	- 1.63	9 3/8	5 3/4		16,634	124,755
TIME INC.**	TL	N	64 1/4	63 1/2	+ 3/4	+ 1.18	69 1/2	28 7/8	13	25,000	1,606,250
TOCOM	TOCM	O	2 5/8	2 5/8		.00	3 1/4	1 5/8	9	617	1,619
UA-COLUMBIA CABLE	UACC	O	14	14 1/2	- 1/2	- 3.44	14 1/2	9	13	1,700	23,800
UNITED CABLE TV**	UCTV	O	2 1/4	2 1/4		.00	3	1 5/8		1,879	4,227
VIACOM	VIA	N	9 1/8	10 1/8	- 1	- 9.87	11 3/4	7 7/8	10	3,701	33,771
TOTAL									96,526	2,131,187	

Stock symbol	Exch.	Closing Wed. Aug. 25	Closing Wed. Aug. 18	Net change in week	% change in week	High	1976 Low	P/E ratio	Apprx. shares out (000)	Total market capitalization (000)			
Programming													
COLUMBIA PICTURES	CPS	N	5 1/8	5 1/2	-	3/8	-	6.81	7 7/8	4 1/2	5	6,748	34,583
DISNEY	DIS	N	48 3/8	48 7/8	-	1/2	-	1.02	63	48 3/8	22	31,010	1,500,108
FILMWAYS	FWY	A	6 1/2	6 3/4	-	1/4	-	3.70	10 1/4	5 1/4	6	2,121	13,786
FOUR STAR			1/2	1/2				.00	5/8	3/8	5	666	333
GULF + WESTERN	GW	N	18	19	-	1	-	5.26	26 7/8	18	3	30,058	541,044
MCA	MCA	N	28 3/4	29 3/4	-	1	-	3.36	79 1/8	28 3/4	5	17,344	498,640
MGM	MGM	N	13 1/8	13 1/4	-	1/8	-	.94	15 3/4	12 7/8	7	13,102	171,963
TELETRONICS INTL.		O	8 1/4	7 1/2	+	3/4	+	10.00	9 5/8	3 3/4	14	837	6,905
TRANSAMERICA	TA	N	12 5/8	13	-	3/8	-	2.88	13	8 1/4	10	64,947	819,955
20TH CENTURY-FOX	TF	N	9 5/8	10	-	3/8	-	3.75	15	8 7/8	6	7,558	72,745
WALTER READE**	WALT	O	1/8	3/8	-	1/4	-	66.66	3/8	1/8	6	4,296	537
WARNER	WCI	N	18 7/8	19 7/8	-	1	-	5.03	24	17 1/2	29	17,001	320,893
WRATHER	WCO	A	4 7/8	5 1/8	-	1/4	-	4.87	5 1/8	3 1/8	10	2,244	10,939
									TOTAL			197,932	3,992,431
Service													
8800 INC.	8800	O	21	20 3/4	+	1/4	+	1.20	21	16 3/4	8	2,513	52,773
COMSAT	CO	N	26 1/2	27 1/8	-	5/8	-	2.30	31 3/4	23 7/8	6	10,000	265,000
DOYLE DANE BERNBACH	DOYL	O	13 5/8	13 1/2	+	1/8	+	.92	13 5/8	8 7/8	8	1,816	24,743
FOOTE CONE & BELOING	FCB	N	13 3/4	13 1/2	+	1/4	+	1.85	14	10 1/4	7	2,332	32,065
GREY ADVERTISING	GREY	O	12 3/4	12 1/4	+	1/2	+	4.08	12 3/4	6 7/8	6	1,104	14,076
INTERPUBLIC GROUP	IPG	N	22 7/8	24	-	1 1/8	-	4.68	26 5/8	16 3/8	7	2,290	52,383
MARVIN JOSEPHSON	MRVN	O	7 7/8	7 3/4	+	1/8	+	1.61	10 3/8	6 3/4	8	1,952	15,372
MCI COMMUNICATIONS**	MCIC	O	2	1 7/8	+	1/8	+	6.66	3 3/8	1 3/8	8	15,826	31,652
MOVIELAB	MOV	A	1 3/8	1 1/2	-	1/8	-	8.33	2 5/8	1	6	1,409	1,937
MPO VIDEOTRONICS**	MPO	A	4	4 1/4	-	1/4	-	5.88	4 1/4	2 3/8	5	537	2,148
NEEDHAM, HARPER	NDHMA	O	7 5/8	7 3/4	-	1/8	-	1.61	7 3/4	5 5/8	5	816	6,222
A. C. NIELSEN	NIEL8	O	19 7/8	19 3/8	+	1/2	+	2.58	24 5/8	16 3/4	13	10,598	210,635
OGILVY & MATHER	OGIL	O	26 1/2	26 3/4	-	1/4	-	.93	27 1/2	17	9	1,805	47,832
J. WALTER THOMPSON	JWT	N	13 1/4	13 1/8	+	1/8	+	.95	13 7/8	7 7/8	12	2,649	35,099
									TOTAL			55,647	791,937
Electronics/Manufacturing													
AMPEX	APX	N	7 5/8	8 1/2	-	7/8	-	10.29	9 1/4	4 3/4	12	10,885	82,998
ARVIN INDUSTRIES	ARV	N	14 7/8	15 1/4	-	3/8	-	2.45	16	9 5/8	8	5,959	88,640
CETEC	CEC	A	1 5/8	1 1/2	+	1/8	+	8.33	2 3/4	1 1/4	10	2,244	3,646
COHU, INC.	COH	A	2 1/2	2 1/2				.00	3 5/8	2	13	1,617	4,042
CONRAC	CAX	N	20 1/4	22 1/8	-	1 7/8	-	8.47	29 1/8	20	8	1,427	28,896
EASTMAN KODAK	EASKO	N	95 3/8	97 1/4	-	1 7/8	-	1.92	116 3/4	93 5/8	24	161,347	15,388,470
FARINON ELECTRIC	FARN	O	10	11	-	1	-	9.09	11 1/2	7	20	4,059	40,590
GENERAL ELECTRIC	GE	N	54 1/8	55 1/2	-	1 3/8	-	2.47	58 3/4	46	16	184,427	9,982,111
HARRIS CORP.	HRS	N	51	52 1/4	-	1 1/4	-	2.39	54	33 3/4	13	6,071	309,621
HARVEL INDUSTRIES	HARV	O	5	5				.00	6 1/2	4	13	480	2,400
INTL. VIDEO CORP.**	IVCP	O	1 3/4	1 3/4				.00	3 1/8	1 1/8	12	2,701	4,726
MICROWAVE ASSOC. INC	MAI	N	19 3/8	20	-	5/8	-	3.12	21 7/8	13 3/4	12	1,320	25,575
3M	MMM	N	62	63 3/4	-	1 3/4	-	2.74	63 3/4	52 1/2	26	114,240	7,082,880
MOTOROLA	MOT	N	52 1/8	52 3/8	-	1/4	-	.47	57 3/4	41 1/4	29	28,323	1,476,336
N. AMERICAN PHILIPS	NPH	N	20	32 1/2	-	12 1/2	-	38.46	33	19 7/8	6	12,033	240,660
OAK INDUSTRIES	OEN	N	10 1/8	10 5/8	-	1/2	-	4.70	12 1/4	7 1/4	14	1,639	16,594
RCA	RCA	N	26 7/8	28 7/8	-	2	-	6.92	30	18 7/8	16	74,728	2,008,315
ROCKWELL INTL.	ROK	N	27 3/4	29 1/8	-	1 3/8	-	4.72	32 1/2	23 3/8	8	31,200	865,800
RSC INDUSTRIES	RSC	A	1 1/2	1 1/2				.00	2 1/2	1 3/8	8	3,440	5,160
SCIENTIFIC-ATLANTA	SFA	A	16 1/4	17 3/8	-	1 1/8	-	6.47	18 5/8	10 1/4	13	1,601	26,016
SONY CORP.	SNE	N	9 1/8	9 5/8	-	1/2	-	5.19	9 7/8	7 1/4	28	172,500	1,574,062
TEKTRONIX	TEK	N	61 1/8	63 3/4	-	2 5/8	-	4.11	66 1/4	44 1/4	19	8,671	530,014
TELEMATION	TIAT	O	5/8	5/8				.00	1	1/2	1	1,050	656
VARIAN ASSOCIATES	VAR	N	13 5/8	14 1/8	-	1/2	-	3.53	17 1/4	12	12	6,838	93,167
WESTINGHOUSE	WX	N	16 5/8	17 1/8	-	1/2	-	2.91	17 3/4	13	8	87,498	1,454,654
ZENITH	ZE	N	31 1/8	32 3/4	-	1 5/8	-	4.96	38 1/4	23 5/8	18	18,799	585,118
									TOTAL			945,097	41,921,147
									GRAND TOTAL			1,748,438	61,274,307

Standard & Poor's Industrial Average 113.6 117.1 -3.5

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

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.

*Stock did not trade on Wednesday, closing price shown is last traded price.
**No P/E ratio is computed, company registered net loss.
***Stock split.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.

Less active stocks. Trading in the following issues is too infrequent for weekly reporting. This listing reports the amount and date of the last known sale:

CCA Electronics	1/8	11/20/74
Concert Network	1/4	6/4/75
Elkins Institute	1/8	11/20/74
Heritage Communications	3	3/8/76
Lamb Communications	1 1/4	3/6/74
Tele-Tape	1/4	2/5/75
Universal Communications	1/4	4/2/75
Woods Communications	1/2	1/29/75

The difference between day and night for CBS's Grant

When Bud Grant, the head of programming at CBS-TV since April, is asked whether the corporation has given him a mandate to finish first in prime time for CBS's 50th anniversary in 1977, he answers, "I've got my own internal mandate. The pressure I feel is mainly the pressure I'm putting on myself to succeed in this job."

CBS is facing its severest challenge in prime time since the 1970-71 season, when NBC ended up with a 19.5 rating to CBS's 19.4. The new-season network to beat, however, is expected to be ABC, which has finished a consistent first since last January, when the winter Olympics, a 12-hour *Rich Man, Poor Man* and a trio of hit second-season shows (*Laverne and Shirley*, *The Bionic Woman* and *Donny and Marie*) generated the momentum that could well keep it on top right through the fourth quarter of 1976.

Mr. Grant is quite cognizant of the competitive challenge, and for the last couple of months has been hard at work doctoring series on the schedule he inherited from Lee Currilin, his predecessor.

Spencer's Pilots, for instance, a series that's running into clearance problems from disenfranchised affiliates, "is being given a new tone," according to Mr. Grant. "We'll focus more on the relationship between the two male leads. The background of stunt flying, with its strong adventure possibilities, will give the show a lot of appeal to kids, a natural for the 8 o'clock time period.

Another series whose pilot didn't go over well with affiliates, the *Ball Four* sitcom, "still has the elements of a good gang comedy," Mr. Grant says. "We're putting a lot of work into it, sharpening the material and writing in stronger character delineations."

And among returning programs that showed dangerous signs of softness last year, *Good Times* will undergo a shift of emphasis toward the Evans children (the character of the father, played by John Amos, has been dumped) to try to rope in more young viewers, according to Mr. Grant.

"We need more youth appeal for *Tony Orlando and Dawn*," he continues, "so we've added a company of comic regulars," headed by George Carlin, who will contribute five-minute satirical bits each week.

"Bud is so concerned about his network's product that he won't hesitate to get deeply involved in the creative aspects of a show," says Mark Goodson, the game-show entrepreneur, who worked closely with Mr. Grant as a supplier of



Buddy Donald Grant—vice president, programs, CBS-TV New York; b. Feb. 7, 1934, Baltimore; BS in business administration, Johns Hopkins University, 1956; U.S. Coast Guard, 1956-58; executive-training program, NBC, New York, 1958-60; various programming jobs, NBC-TV, New York, 1960-67; national director of daytime programs, NBC-TV, New York, 1967-72; vice president, daytime programs, CBS-TV, New York, 1972-76; present post, April 19, 1976; divorced; children: David, 14, and Katie, 8.

product to CBS's daytime schedules. "Bud has a real gut instinct for what will or will not play to mass audiences, and he's such a stickler for detail he will stay with a project from its initial outline on paper to the final run-through of the opening episode. If Bud has any problems as head of nighttime programs, it'll be that he just won't have time to get that wrapped up in every single program on the prime-time schedule."

Mr. Grant first got hooked on media at Baltimore's Johns Hopkins University. He majored in business engineering but says his real love was announcing for the college radio station (WJHU-FM) and working summers and after school "shlepping and painting scenery" and doing other odd jobs at WAAM-TV in Baltimore (which subsequently became WJZ-TV).

After graduation and two years in the Coast Guard, Mr. Grant joined the 2,000 or so other young men applying to NBC for one of the eight spots that year (1958) in its executive-training program. "Bud went through a battery of some of the most grueling tests ever devised," says Arthur Sarnoff, the president of Bruno New York Inc. and a friend of Mr. Grant's since their fraternity days at Hopkins.

Mr. Grant survived the winnowing process, though, and spent the next 18 months going through the entire corpora-

tion from top to bottom. "Bud spent time in accounting, advertising and various business departments of NBC," Mr. Sarnoff says, "but I know his goal was programming."

Throughout the sixties, Mr. Grant was working his way up NBC's executive ladder. In 1967, he was named national director of daytime programs, and by the time he left that post for the same slot at CBS in 1972, he'd turned NBC from daytime also-ran to spirited challenger of CBS. It was as head of daytime at NBC, he says, that "I developed a profound respect for the serial as one of the most powerful forms of drama ever created."

He started *Days of Our Lives*, which subsequently became the linchpin of NBC's daytime-serial schedule, and worked hard (and eventually successfully) at stimulating mass-audience interest in the characters on *The Doctors* and *Another World*.

After five years as head of daytime at NBC, "I felt that a lateral move would be the right way to go, and CBS seemed to offer greater career potential," Mr. Grant says. CBS had actually sounded out Mr. Grant for the job, and, in best cloak-and-dagger fashion, he met with a New York programming executive of CBS, Oscar Katz, at a Central Park restaurant called Tavern-on-the-Green, "where, because it was the dead of winter, nobody would spot us," according to Mr. Grant. Although he says that both of them almost froze to death, they had a good session ("I spent a half hour telling him what was wrong with CBS's daytime schedule," Mr. Grant remembers, "and he spent a half hour telling me why I'd be better off working for CBS") and on Jan. 10, 1972, he became vice president, daytime programs, CBS-TV.

Although it took a few years, and there were many detours in the process, Mr. Grant did shoulder CBS's daytime schedule back into a strong number-one position by, among other moves: creating a hit contemporary serial called *The Young and the Restless*, pulling out of mothballs the old *Price Is Right* game show, expanding CBS's most popular soap opera, *As the World Turns*, to a full hour, and scheduling *All in the Family* reruns in the heart of the afternoon.

With that kind of a track record, Mr. Grant was tapped by the new president of CBS-TV, Robert Wussler, to head CBS's programming department on April 19, 1976. Both Lawrence White, the head of production at Columbia Pictures Television, and Mark Goodson say they think Mr. Grant will succeed in his new post because, as Mr. White puts it, "daytime is the perfect grounding" for coping with the challenges of a network prime-time schedule.

It's a flop

A fortnight ago the Republicans adopted a platform containing a call for "citizen action" against violence on television. A week before that Jimmy Carter vowed to subdue the programming on TV if he became President. Two months ago the American Medical Association declared television violence to be a menace to health and outlined a campaign to keep children away from it.

How can this issue be so lively now when it was supposed to have been stilled in April 1975 with the adoption by the National Association of Broadcasters of family viewing time in the television code?

There is no intention here to recall the circumstances leading to the code amendment. They have been recalled, in somewhat varying details, in the testimony taken during trial of the family-viewing suit brought against the FCC, NAB and television networks by the Hollywood creative community and will presumably be sorted out in the court's decision. The results of the code amendment, however, are beyond dispute. Violence is a more troublesome subject now than it was before it and sex were banished from 7 to 9 p.m.

What is to be the broadcasters' next action? Banning violence from 7 to 10 p.m.? To 10:30 p.m.? Putting a quantitative limit on blows exchanged or shots fired or pints of blood spilled?

It is difficult, isn't it, to codify taste or its application to television programming.

Long shot

For the first time since 1960, the major-party candidates for President and Vice President have declared a willingness to participate in televised debates. For purposes of the following comments, a natural disbelief in politicians' utterances will be momentarily suspended.

It was a simpler world back in 1960 when Richard Nixon and John Kennedy captured the national broadcasting system for four prime-time joint appearances. Mr. Nixon was the incumbent Republican Vice President with a national reputation cultivated over many years. Mr. Kennedy was a relatively unknown senator. A Congress controlled by Democrats had no trouble at all in suspending the equal-time law to give the party's candidate the exposure he was lacking. Mr. Kennedy at once accepted the invitation to debate, leaving Mr. Nixon the choice of accepting also or risking national opprobrium for cowardice.

Times are different now. Through television coverage of the long primary campaigns, Jimmy Carter has acquired visibility denied Mr. Kennedy at this stage of the latter's campaign. There are Democrats with long experience in politics and broadcasting who wonder whether Mr. Carter would be wise to match himself against an incumbent President in the full view of the whole country. The same Senator John O. Pastore (D-R.I.) who was instrumental in the suspension of Section 315 in 1960 was raising doubts last week about a suspension now. The assumption may be made that Mr. Pastore was hearing no clamor for suspension from Plains, Ga.

Without suspension of the law, broadcasters will expose themselves to all of the hazards of Section 315 if they have anything to do with arranging Ford-Carter debates and to at least some if they merely accord live coverage to debates arranged by others, the League of Women Voters, for example. The latter prospect was largely ignored in early reactions to the league's offer to provide a Ford-Carter forum.

In the FCC's latest interpretation, political debates over which

broadcasters have no control are bona fide news events and thus exempt from the equal-time requirements of Section 315. They are not, however, exempt from the fairness doctrine that is also in the law. Broadcasters who air a Ford-Carter appearance are destined to be the objects of fairness complaints filed by, say, Eugene McCarthy and Lester Maddox, not to mention other candidates too obscure to come to mind. It will be interesting to see how an FCC that has increasingly leaned toward complainants in fairness cases will define the "reasonable opportunity" that the law requires for the presentation of views that conflict with those of the principal candidates.

There is, of course, a possibility that the Federal Election Commission will rule that the presentation of a forum by the League of Women Voters is in itself a violation of the new election law, a forbidden contribution to the candidates. That would as effectively end the prospect of debates this year as would a decision from still another authority, and a higher one, the U.S. Supreme Court. As Mr. Carter and his advisers are presumably aware, the Democratic National Committee has appealed the FCC ruling that freed League-of-Women-Voters-type debates from the equal-time requirement. That is hardly the action of a party chafing to send its candidate into the pit.

Whatever comes of it all, the politicians have once again demonstrated their determination to manipulate broadcasting to their own ends, in outright contempt of its journalistic rights. At some point the courts will surely recognize the continuing offense to the First Amendment.

Best feet forward

The Department of Defense has taken the first step toward realistic selection of media for recruitment advertising by authorizing the services to include radio and television. The allocation of money suggests, however, that the department is counting on broadcasters to continue the generous carriage of unpaid "public service" messages. Of a total budget for Army, Navy, Air Force and Marines of \$91 million, \$8.5 million is to be spent on the air.

There is some doubt that broadcast advertising would even now be authorized by the Department of Defense if Representative F. Edward Hebert (D-La.) had not been deposed as chairman of the House Armed Services Committee early last year. Mr. Hebert, a one-time newspaperman, was adamantly opposed to paid broadcast advertising and personally thwarted it while he had the power. Credit must also be given to the National Association of Broadcasters which has tirelessly courted the recruiting officials and their agencies. For broadcasters it is both a break and a breakthrough.



Drawn for BROADCASTING by Jack Schmidt

"If we're going to expand the evening news, you'll have to start reading slower."