

The boom goes on in billings  
Broadcasting's top 50 advertising agencies

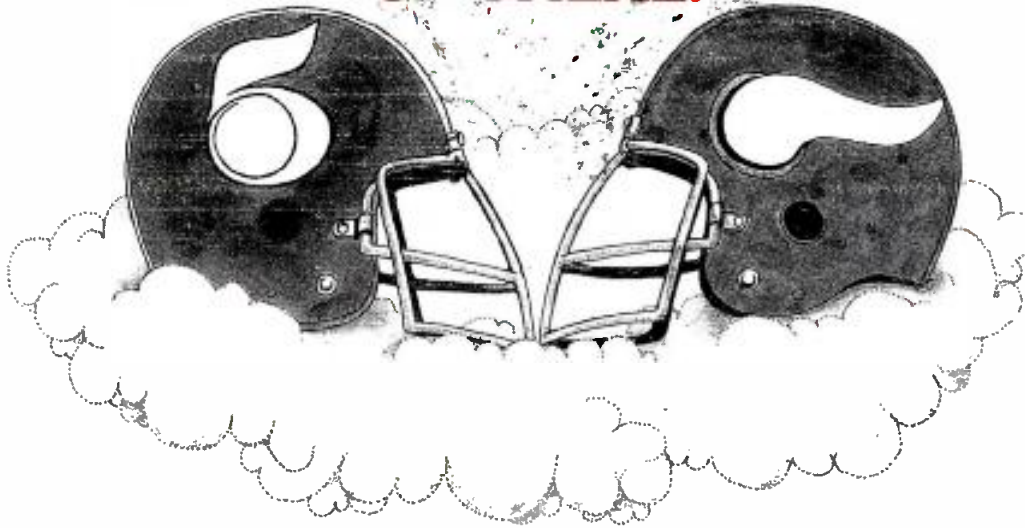
# Broadcasting Dec 6

the newsweekly of broadcasting and allied arts

Our 46th Year 1976

NEWSPAPER

**SOME TEAMS  
ARE ALWAYS  
UP THERE.**



One of them is Minnesota's Vikings. Another is Minnesota's number one news team, Eyewitness News. According to the most recent Arbitron and Nielsen Reports, Eyewitness News is number one again at both six and ten.\* And not just by a little bit. At 6:00, we swept most ratings categories. And at 10:00, we swept every category in Arbitron and all but one in Nielsen (Women, 50+). Eyewitness News. In this league, we're the powerhouse.

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**KSTP-TV** 

MINNEAPOLIS-ST. PAUL'S  
NUMBER ONE NEWS  
AT 6 AND 10.

Division of Hubbard Broadcasting, Inc. For complete information call KSTP-TV's Jim Blake or Dave Garvin at (612) 645-2724.

\*Source: Arbitron, Minneapolis-St. Paul, Oct. 1976; Nielsen, Minneapolis-St. Paul, Oct. 1976. 6-day program audience averages for 6:00 P.M. 7-day program audience averages for 10:00 P.M. ADI. Estimates subject to limitations of said reports.

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Animated Commercials during 1976.



# The Week in Brief

**BETTER THAN EXPECTED** □ Media optimists become even more euphoric about the business outlook. M-E's Moon and TVB's Spiegel, speaking at a New York conference, make their earlier bright predictions even rosier. **PAGE 20.**

**ABLE ON THE COAST** □ Western CATV convention covers range of issues, provides forum for announcement of new venture in fiber optics. **PAGE 20.**

**HOWDOWN** □ The CPB-PBS confrontation heads toward high noon. **PAGE 21.**

**OPENING FLOOR** □ A survey by Common Cause finds house members favor radio and television coverage of hamber proceedings. Poll also finds consensus for restrictions on members going to regulated industries and for "sunset" legislation. **PAGE 22.**

**ROSSOWNED CASES** □ FCC keeps its big stick on multimedia holdings in the closet as it acts on WSYR-TV and WGAL-AM-FM protests. **PAGE 23.**

**BELL WARNING** □ The Consumer Communications Reform Act of 1976, the Bell bill, is drawing opposition from the cable industry and public broadcasting while commercial broadcasting remains silent. Many opponents of the bill say, if passed, it would put all communications in the hands of one company, and broadcasters could suffer in the long run. **PAGE 24.**

**RESTRICTIONS** □ Plans are being worked on by Carter team to slow the so-called "revolving door" between government and regulated-industry jobs. **PAGE 24.**

**PROGRAMMING PREDICTIONS** □ John Mitchell of Columbia Pictures Television sees the disappearance of the present series system, which will be replaced by miniseries with fewer reruns, and other programming changes in store for the future. **PAGE 35.**

**FAMILY FEUDING** □ The battle goes on regarding Judge Ferguson's family-viewing decision, and this perspective on the issue offers insight on where things stand. **PAGE 36.**

**BACK ON TOP** □ After a three-week respite, ABC-TV recaptures the lead from NBC-TV in the weekly ratings. **PAGE 39.**

**MORE RADIO DRAMA** □ CBS Radio lines up its *General Mills Radio Adventure Theater* as Monday-Saturday offering for the young. **PAGE 40.**

**AMA, PTA CRUSADES** □ The American Medical Association and the Parent-Teachers Association begin separate, but occasionally criss-crossing, campaigns against TV violence. **PAGE 40.**

**BETTER THAN EVER** □ The top-50 radio-TV agencies increased their broadcast spending by \$789 million over the 1975 figure, while J. Walter Thompson leads the way with \$347.1 million in radio-TV spending. **PAGE 43.**

**SPOT TV SURGES** □ The top-100 advertisers in that category spent \$505.3 million during the third quarter of 1976. That's 38% more than in the same period last year. **PAGE 59.**

**OVER KELLEY'S SHOULDER** □ NBC's Carl Stern is again taking court action to pry information out of the FBI. **PAGE 61.**

**NCTA WANTS SAY** □ The association takes steps to assure itself a voice in any rewrite of FCC legislation. It names Baruch to head committee that will formulate positions for input to Van Deerlin. Board also urges "regulatory parity" for cable and MATV, outlines its position on refranchising and criticizes the consent agreement between NBC and Justice. **PAGE 64.**

**HOCKEY ON NATIONAL CABLE** □ New Jersey supplier offers World Hockey League games via satellite. **PAGE 64.**

**CABLE INROADS** □ ABC's Erlick warns that CATV siphoning could cause a decline in the quality of free TV. **PAGE 65.**

**CABLE EEO RULES** □ The National Black Media Coalition tells the FCC that the commission should have a definitive policy for CATV as it has for broadcasting. **PAGE 65.**

**MAN OF CONVICTION** □ Joe Fogarty has been in his FCC post less than three months, but already he has demonstrated a willingness to slug it out when necessary. He points out that his years on Capitol Hill give him much of the necessary background. **PAGE 89.**

Broadcast Advertising . . . . .	61	Closed Circuit . . . . .	5	Finance . . . . .	87	Playlist . . . . .	67
Broadcast Journalism . . . . .	59	Dalebook . . . . .	15	For the Record . . . . .	72	Profile . . . . .	89
Business Briefly . . . . .	6	Editorials . . . . .	90	Media . . . . .	24	Programming . . . . .	35
Cablecasting . . . . .	64	Equip. & Engineering . . . . .	65	Monday Memo . . . . .	12	Stock Index . . . . .	87
Changing Hands . . . . .	32	Fates & Fortunes . . . . .	68	Open Mike . . . . .	18	Where Things Stand . . . . .	10

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WWJ AM/FM	KOIT
WAIT	WHAM/WHFM
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Insider report: behind the scene, before the fact

## Coming on strong

Jimmy Carter inauguration may have extra added attraction: gala night before, featuring show business stars, staged at Washington's Kennedy Center, and broadcast in prime time by one or more TV networks. Negotiations to bring off such event—with working title of "The New Spirit Inaugural Concert"—are "now at delicate stage" between networks and Gerald Rafshoon Advertising, Atlanta, which has graduated from campaign role to coordinating image aspects of transition.

## Reasons to say no

FCC is expected to consider in next week or two so-called "Bellotti petition," which calls for rulemaking to bar TV commercials for over-counter drugs before 9 p.m. Staff reportedly will recommend rejection of proposal, advanced by Massachusetts attorney general, Francis Bellotti.

Among grounds that will be cited for rejection: (1) There's no proof to support Bellotti theory that drug advertising leads youngsters to misuse advertised drugs and to experiment with hard drugs. (2) Recent court decisions extending First Amendment protection to some advertising cast doubts on FCC authority to take requested action. (3) There's no evidence that suppression of drug advertising would decrease drug use; experience with ban against broadcast advertising of cigarettes (after which cigarette consumption increased) suggests otherwise. (4) If there is drug advertising problem, other agency, perhaps Federal Trade Commission, ought to handle it.

## Back on top

Based on national overnights, ABC-TV has finished first in Nielsen sweep period (Nov. 4-Dec. 1) with 21.0 rating. NBC came in second with 20.6, and CBS was third with 19.1. NBC had won first three weeks and was thought to be shoo-in for number one. But ABC, on strength of its regularly scheduled series, came on strong during last seven days.

## De-emphasizing sex

Best guess on CBS-TV's plan of attack on so-called sex and violence in 9-11 p.m. NYT programing ("Closed Circuit," Nov. 29) is that it will focus primarily on former. CBS officials are said to feel they have violence in action shows under control, get few complaints about it and are primarily

concerned about keeping it from escalating. At same time, however, they reportedly feel that sex talk, or permissiveness, has gone too far, that its cumulative impact impinges on questionable taste. Van Gordon Sauter, program practices vice president, is due in Hollywood this week to talk about problem with CBS-TV West Coast executives and, presumably, production people.

CBS's apparent distinction between two issues typifies growing feeling among broadcasters that "sex and violence problem," though handy catch-phrase, ought to be retired (though it probably can't be) because it's misleading—that sex and violence are not all wrapped up in single problem but represent distinct, usually unrelated issues that should be approached separately.

## Role playing

Still-up-in-air choice of new public relations VP for National Association of Broadcasters is being debated as much in terms of concepts as people. Two candidates are mentioned most frequently: Tom Swafford, former CBS-TV program practices chief (axed in final days of Arthur Taylor administration), and George Hoover, now chief public relations officer for CBS News. Those who favor "spokesman" approach—to make broadcasting's case before public at large—lean to Mr. Swafford; those looking for more conventional public relations professional—"someone who knows the press, is respected by it and who is used to responding to instant PR emergencies," as one put it—lean to Mr. Hoover.

## Spot news

CBS-TV's mid-evening feature, *Bicentennial Minute*, will end 30-month run on Dec. 31 and be succeeded, probably starting Jan. 1, by news summary, a la *NBC News Update* and similar quickie being planned by ABC. Like *Minute* and *Update*, it'll be 60 seconds and scheduled as close to 9 p.m. as other programing allows. *Minute*, which set pattern for network mid-evening breaks, has been running nightly since July 4, 1974.

## TV for deaf

Public Broadcasting Service and organizations dedicated to aiding deaf appear likely to achieve their goal of FCC rule that would permit captioning of television programs. Proposal, scheduled

for FCC consideration this week, involves setting aside line 21 of vertical blanking interval of television broadcast signals for transmission of encoded captions that would be visible only on sets equipped with decoders.

Networks and National Association of Broadcasters have opposed proposal, but commission has been subjected to considerable pressure from members of Congress who support it, and one commission official, who predicted 7-to-0 vote, said rejecting proposal would be like turning one's back on motherhood. Commission engineers are not boosters of plan; they see problems—but none, reportedly, that are insurmountable.

## Win some, win some

National Association of Broadcasters' anticipated repeal of compulsory TV code subscription (BROADCASTING, Nov. 29) will produce net gain in association membership. Westinghouse Broadcasting, which left NAB after code requirement was adopted in January 1975, will rejoin association but will stay out of code, which it regards as too permissive. Upon repeal of compulsory code rule, NAB will also regain Dale Moore's four TV's and four radio stations in Montana and Idaho, which quit on grounds code is too restrictive.

When NAB lost Westinghouse and Moore stations in code dispute, it picked up Taft Broadcasting's six television stations. Taft, long-time code subscriber, had advocated compulsory code subscription for NAB members. Word last week was that Taft no longer feels as strongly about code requirement as it did, will stay in both NAB and code if requirement is scrapped.

## No names

By-product of court decision against family-viewing concept is that television network executives, though under fire for allegedly letting too much sex and violence into programing, feel they can't defend themselves by publicly talking about movies or series they've passed up because they considered them too sexy or too violent. To do so, they fear, would make them liable to suit by producer of any thus identified programing on grounds they'd damaged its future chances—as Norman Lear successfully contended on behalf of *All in the Family* in family-viewing case. All three networks are appealing that phase of decision, but in meantime sources indicate they'll probably let their negative choices go unadvertised.

**General Foods** □ Corporation has bought full sponsorship in Wednesday's (Dec. 8) 60-minute ABC-TV special "Christmas in Disneyland" (8-9 p.m., NYT) starring Art Carney. Special was conceived by General Foods and agency, Benton & Bowles, and put on tape at Disneyland by Marty Pasetta Productions. General Foods also has 13-week selected-market spot-TV flight, through Grey Advertising, New York, ready for kick off Dec. 27. Various products in this flight will appeal to women, 25-54, and children, 6-11.

**Avis** □ Rent-a-car company, through Doyle Dane Bernbach, New York, is readying major-market first-quarter TV-spot buy. Thirty-second spots will be placed in sports adjacencies to reach men, 18-49.

**Borden** □ Various products, through Campbell-Ewald, Detroit, will receive various multi-week spot-TV flights throughout first quarter. Markets include New York, Chicago and Philadelphia. Ten- and 30-second spots will be aimed at women, 18-49.

**Colgate** □ Company will promote various products in 13-week selected-market spot-TV buy beginning Dec. 27. Women, 18-49, are demographic target for 30-second spots, which will be placed in daytime and early fringe. William Esty,

New York, is agency.

**Magnavox** □ Company, through William Esty, is putting 30-second spots for various products into selected-market spot-TV campaign to begin Jan. 10 and run for five weeks. Adults, 25-54, are target for fringe-time buys.

**Ralston Purina** □ Company's special dinners' products, through D'Arcy-MacManus & Masius, New York, will be accorded four-week spot-TV campaign, to begin Dec. 27. Adult women are demographic target.

**Western Auto** □ Retail chain set to launch spot-TV drive for 12 weeks starting in early January. Barickman Advertising, Kansas City, Mo., is slanting its commercials toward adult men and women via schedules on daytime and fringe periods and on news programs.

**U.S. Navy** □ Forty-two week spot radio campaign is planned during 1977 to run in about 100 markets on stations of Broadcast Marketing System's off-line network. First flight is set for Jan. 16 start for eight weeks. Ted Bates, New York, is setting its sights on men, 17-22.

**Hershey** □ Company's San Giorgio Macaroni subsidiary, based in Lebanon, Pa., has two-week multi-market spot-TV flight ready for December launching. Agency, Creamer, Fuller, Smith & Ross.

New York, will place 30-second spots in prime time to appeal to women, 25-49.

**Bristol-Myers** □ Various products will be highlighted in spot-TV campaign to start in late December for 13 weeks. Young & Rubicam, New York, is seeking slots in daytime, fringe, prime access and prime time to reach women, 18-49.

**National Union Electric** □ Flymo, a no-wheel lawn mower, which has been using 10 markets in spot-TV test, will get national promotion next spring with commercials on various sports programs on NBC-TV and ABC-TV starting in April. Marsteller, New York, is directing its appeal to men, 25-54.

**Hardee's** □ Fast-food chain is set to start spot-TV flight in late December for three months. Thirty-second spots will be used in fringe, prime and children's viewing periods to reach adults, 18-49, and children, 2-11. Benton & Bowles, New York, is agency.

**American Can** □ Company will focus on various of its products in major market spot-TV 13-week campaign duration beginning Dec. 27. William Esty, New York, is gearing 30-second spots to daytime and fringe time to appeal to women, 18-49.

**Bank of America** □ Consumer savings, through Grey Advertising, New York, will get four-week West Coast-oriented spot-TV campaign beginning Dec. 27. Adults, 50 and over, are demographic target.

**Ace Hardware** □ Company's wholesale products, through D'Arcy-MacManus & Masius, Chicago, has pre-Christmas spot-TV campaign ready to start this week. Thirty-second spot will be placed in late fringe and prime time to reach men, 25-49.

**Pfizer** □ Company's Visine eye drops, through Hall & Levine, Los Angeles, will get two-week, multi-market spot-TV flight beginning Dec. 27. Demographic target is adults, 18-49.

**Helbros** □ New York City-based makers of watches, through Media Corp. of America, is readying three-week pre-Christmas TV flight in major markets. All time periods, from daytime and early fringe to access and prime time, will be purchased to reach men and women, 25-54.

**Dunkin Donuts** □ Company has series of spot-TV flights ready for first-quarter

## BAR reports television-network sales as of Nov. 21

ABC \$835,420,600 (32.1%) □ CBS \$903,091,800 (34.7%) □ NBC \$862,010,300 (33.2%)

Day parts	Total minutes week ended Nov. 21	Total dollars week ended Nov. 21	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.	158	\$ 915,900	6,595	\$ 34,046,600	\$ 30,793,600	+10.6
Monday-Friday 10 a.m.-6 p.m.	1,009	15,253,300	46,844	560,335,500	468,631,900	+19.6
Saturday-Sunday Sign-on-6 p.m.	288	9,588,600	14,040	294,921,700	224,184,300	+31.5
Monday-Saturday 6 p.m.-7:30 p.m.	99	4,070,400	4,749	139,397,200	113,210,300	+23.1
Sunday 6 p.m.-7:30 p.m.	18	1,183,100	998	42,051,300	20,929,900	+100.9
Monday-Sunday 7:30 p.m.-11 p.m.	415	41,404,500	19,563	1,336,920,700	1,120,663,300	+19.3
Monday-Sunday 11 p.m.-Sign-off	219	6,302,600	9,590	192,849,700	156,097,300	+23.5
<b>Total</b>	<b>2,206</b>	<b>\$78,718,400</b>	<b>102,379</b>	<b>\$2,600,522,700</b>	<b>\$2,134,510,600</b>	<b>+21.9</b>

Source: Broadcast Advertisers Reports

**The Mike Douglas Show  
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**Happy Anniversary, Mike.  
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- \* More than 3,700 programs in 15 years.
- \* Now in 145 markets.

**GROUP**  
**W**

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*Where it all began.*

use. Vitt Media will buy fringe and daytime to reach children and adults, 18-49, with 30-second spots in markets that include New York, Philadelphia and Boston.

**GAF** □ After seven years, actor Henry Fonda will end his role as broadcast spokesman for GAF at completion of December campaign. Mr. Fonda, 71, has appeared in about 100 TV and radio commercials for GAF. His departure is "by mutual agreement" and GAF commercials next year "will have an entirely new look and sound," according to company spokesman. Agency is Daniel & Charles, New York.

**Peter Paul** □ Company's Mounds and Almond Joy candy bars will be showcased in spot-TV drive in first quarter of year via three flights: first to extend from early January for five weeks; second from late February for four weeks and third from mid-April for four weeks. Dancer-Fitzgerald-Sample, New York, is gearing commercials to reach adults, 18-49, and teen-agers.

**Lawn Boy** □ Company's power mowers will be shown in spot TV for eight weeks starting in late April. Valentine-Radford, Kansas City, Mo., is aiming for target audience of men, 25-54.

**Bonanza** □ Chain of steak houses, through Marschalk, New York, has just

#### Rep. appointments

- WNBC(AM) New York: Major Market Radio, New York.
- W MAL(AM) Washington: KNOW(AM)-KCSW(FM) Austin, Tex.; KCRS(AM)-KWMJ(FM) Midland, Tex.: McGavren Guild, New York.
- WRC(AM) Washington: Eastman Radio, New York.
- WOLO-TV, Columbia, S.C., and KEYT(TV) Santa Barbara, Calif.: H-R Television, New York.
- Tennessee Radio Network, Nashville: Dora-Clayton, Atlanta.
- Northern Broadcasting System (radio), Billings, Mont.: Buckley Agri/Farm Service Division, New York.
- KOLA(FM) San Bernardino, Calif.: Buckley Radio Sales, New York.

begun new seven-week TV flight. Thirty-second spots will get national campaign, with fringe-time buys to reach adults, 18-49.

**American Cyanamid** □ Company's Warbex pesticide, through Richardson, Myers & Donofrio, Baltimore, will get major four-week spot-radio drive beginning Jan. 31, in states that include North Dakota, South Dakota and Missouri.

Farmers are demographic category sought.

**Life Savers** □ Breath-Savers will be spotlighted in spot TV drive set to start in this month for four months. Dancer-Fitzgerald-Sample, New York, is seeking to reach men and women, 18-34, via buys in prime and fringe periods. Company's Beech-Nut gum division will receive major-market spot-radio campaign to kick off Jan. 1 and run in various flights, depending on market. Markets include Detroit, Miami and Atlanta. BBDO, New York, is aiming to reach teen-agers.

**Findlay** □ Watch manufacturer begins two-week pre-Christmas TV flight this week. Daytime and fringe time will be sought for placement of 30- and 10-second spots to reach women, 18-49. Marschalk, New York, is agency.

**Mrs. Baird's Bakeries** □ Spot-TV promotion is planned for bread products in about 12 markets, all located in Southwest, for early January start for 18 weeks. Tracy-Locke, Dallas, is gearing its buys toward women, 18-49, with 30-second spots in daytime, fringe and prime periods.

**Hills Bros.** □ Ground roast coffee will be featured in spot-TV spread starting in mid-December for six weeks. BBDO, New York, is focusing on women, 25-54.

**Nissin Foods** □ Cup O' Noodles will be showcased in spot-TV effort being prepared by Dentsu Advertising, Los Angeles, for four-week flight starting in mid-January. Campaign is being directed toward all women and women, 18-34, via daytime, fringe and weekend periods.


**Baker Beechnut** □ Juice product will be accented in spot-TV drive consisting of two flights—first starting today (Dec. 6) for two weeks and second in late December for four weeks in about 20 markets. Weightman Advertising, Philadelphia, is seeking to reach women, 18-34.

**U.S. Borax** □ Cobex herbicide for cotton and soybean plants to be centerpiece of spot-TV campaign in about 30 markets starting in mid-January for 15 weeks. Radio may be used in March or April but plans are not definite. Ward Archer & Associates, Memphis, is zeroing in on men, 35 and over, via spots on news and evening fringe programs.

**Georgia Pacific** □ Company's toilet tissue products will be highlighted in spot-TV effort being prepared for early January start for four weeks. Wilson, Haight & Welch, Greenwich, Conn., is seeking to reach women, 25-50.


**Crown Zellerbach** □ Spill Mate towels will be displayed on spot TV in 10-week campaign to get under way in early January. Campbell-Mithun, Minneapolis, is focusing on women, 25-49.

Volume



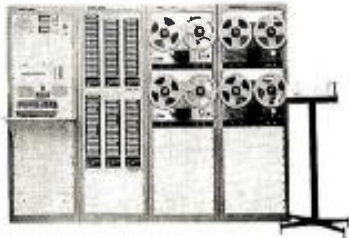
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## Cetec Broadcast Group

The Broadcast Divisions of Cetec Corporation

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Telephone: (805) 968-1561

# Where Things Stand

Monthly status report on major issues in electronic communications

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**Antitrust/networks.** Justice Department has filed suit (Cases 74-3599 et al.) against three commercial TV networks, charging them with monopoly over prime-time television programming. Last month, NBC and Justice reached agreement aimed at ending litigation. Settlement would, among other restrictions, limit amount of TV programming NBC could produce for its use for period of 10 years (although this and other specific provisions of agreement would not become effective unless similar terms are agreed to by ABC and CBS). Other two networks say they will not settle with government, however (BROADCASTING, Nov. 22). Still under consideration by Judge Robert Kelleher of U.S. District Court in Los Angeles is CBS motion for summary judgment on ground that suit lacks merit.

**Cable rebuild/refranchising.** FCC has relaxed rebuild requirements it would have imposed on CATV systems by 1977 (BROADCASTING, April 12), and it has delayed for one year March 31, 1977, deadline for refranchising of systems (BROADCASTING, Nov. 29). Rebuild action has been appealed by National Black Media Coalition, Philadelphia Community Cable Coalition and Midwest Video Corp.

**Canadian policies.** Canadian policy that cable systems there delete commercials from signals of U.S. stations and law denying Canadian advertisers tax deduction for time purchased on American stations are being fought by U.S. broadcasters assisted by FCC, Congress and State Department. Canadians have "proclaimed," that is, put into effect, their tax legislation, but State Department and Canadian government are optimistic that "satisfactory accommodation" can be found to commercial-deletion problem (BROADCASTING, Nov. 22).

**Children's TV.** Oral argument was held Sept. 14 in U.S. Court of Appeals in Washington in appeal (Case 74-2006) by Action for Children's Television from FCC's 1974 policy statement on children's television (BROADCASTING, Sept. 20).

**Communications Act.** Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee has launched major effort to rewrite Communications Act of 1934, project designed not only to revise outdated provisions, but to re-examine fundamental underpinnings of American system of communications. Major emphases will be broadcasting, cable television and common carrier. Project is now in hands of subcommittee staff, which plans to have written draft of major policy options for subcommittee members by first of March next year. Mr. Van Deerlin and subcommittee ranking Republican, Lou Frey (Fla.), co-fathers of idea, think Congress's and FCC's "Band-aid" approach to communications legislation and regulation is no longer adequate to address increasingly complex issues and technologies,

and have indicated that bills such as license renewal will be absorbed into over-all rewrite (BROADCASTING, Nov. 22).

**Crossownership (newspaper-broadcast).** Oral argument was held Sept. 17 in U.S. Court of Appeals in Washington on consolidated appeals (Cases 75-1064 et al.) from FCC order banning newspaper-broadcasting crossownership prospectively and requiring break-up of 16 crossownerships (BROADCASTING, Sept. 20). Number of parties had petitioned commission to reconsider its order, but commission denied them. FCC has also turned down five of six Justice Department petitions to break up certain multimedia holdings (BROADCASTING, Oct. 25), and Justice is appealing one decision, on WIBW-AM-FM-TV Topeka, Kan.

**Crossownership (television-cable television).** FCC has amended its rules so that divestiture is required for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29, 1975). Affected are eight crossownerships in small markets, which have two years to divest. FCC has rejected petitions for reconsideration of new rule (BROADCASTING, March 8). National Citizens Committee for Broadcasting is seeking appeals court review as are two of system owners involved (BROADCASTING, April 26).

**EEO guidelines.** FCC has begun rulemaking on equal opportunity guidelines for cable television systems that track EEO rules commission established earlier for broadcasting (BROADCASTING, Aug. 2). Commission, however, did indicate concern in announcing rulemaking that Supreme Court decision in Federal Power Commission EEO case (BROADCASTING, May 31) did not support FCC authority to create such rules for cable. Commission's EEO powers with regard to Equal Employment Opportunity Commission findings is subject of court case involving National Organization for Women and WRC-TV Washington (BROADCASTING, Nov. 8).

**Family viewing.** Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (BROADCASTING, Nov. 8). He contended FV policy was result of illegal government pressure and held that National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS, FCC and NAB say they will appeal basic decision; NBC says it will fight only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. In light of court decision, NAB has moved to drop policy of mandatory subscription to TV code and is studying how to strengthen program self-regulation (BROADCASTING, Nov. 29).

**FCC fees.** Sixteen parties have appealed (Cases 75-1053 et al.) FCC's order modifying its fee schedule (BROADCASTING, Jan. 20, 1975). Oral arguments have been held (BROADCASTING,

Jan. 26). More than 70 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Cases 75-1087 et al.). Oral arguments have been held in that case (BROADCASTING, May 31). More than 90 parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.) (BROADCASTING, Nov. 3, 1975). FCC has suspended collection of 1973, 1974 and 1975 cable fees pending final court decision on legality of commission order requiring payment of those fees (BROADCASTING, Aug. 4, 1975).

**Food advertising.** Federal Trade Commission staff attorneys are analyzing comments regarding proposal to regulate claims and information contained in food advertising (BROADCASTING, May 10). Trade regulation rule would involve such areas as nutrition claims and comparisons, and energy and calorie claims. Rule was proposed Nov. 7, 1974, with disputed issues of fact and comments submitted in opposition by broadcasters and advertising agencies and generally in favor by consumers (BROADCASTING, Aug. 4, 1975 et seq.). Commission has begun public hearings on certain aspects of proposal (BROADCASTING, June 7).

**Format changes.** FCC has concluded inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2). Commission said determination should be left to discretion of licensee and to regulation of marketplace. This is contrary to several recent appeals court decisions and expectation is that Supreme Court will ultimately decide issue. Several citizen groups are appealing commission's position (BROADCASTING, Sept. 6, 13).

**Indecency.** FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17, 1975) is being appealed to U.S. Court of Appeals in Washington (Case 75-1391) by object of ruling, Pacifica Foundation's WBAL(FM) New York. Oral arguments have been held (BROADCASTING, April 5). Commission also has fined WXPN(FM) Philadelphia \$2,000 for obscene and indecent broadcast, has begun hearing on license on ground of licensee abdication of responsibility. And FCC has sent to Congress draft bill that would ban obscene and indecent broadcasts (BROADCASTING, June 7).

**KRLA(AM).** FCC has affirmed earlier decision awarding Pasadena, Calif., frequency to Western Broadcasting Corp. (Bob Hope and others) following remand of that decision to commission by U.S. Court of Appeals in Washington for "clarification." Commission reiterated its position that it could award license on basis of engineering efficiency alone (BROADCASTING, Jan. 5). Case now goes back to court.

**Network inquiry.** Westinghouse Broadcasting has filed petition with FCC seeking institution of inquiry and rulemaking aimed at

strengthening power of affiliates in dealing with TV networks (BROADCASTING, Sept. 6). Comments on petition have been filed (BROADCASTING, Nov. 29), and among them was one from Justice Department supporting Group W filing and also suggesting that commission consider divestiture of network owned-and-operated stations.

**Network exclusivity on cable.** FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals in Washington by CBS, NBC and ABC television affiliates associations, National Association of Broadcasters and number of individual broadcasters. Commission has denied petitions for reconsideration of order. Commission has also begun inquiry to determine purpose, desirability and effect of exclusivity rules in light of passage into law of copyright revision (BROADCASTING, Nov. 8).

**Pay cable; pay TV.** FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24, 1975) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Oral arguments have been held (BROADCASTING, April 26). Commission has also voted to remove restrictions on the use of series-type programs by pay cable (BROADCASTING, Nov. 10, 1975). Also, cable systems, New York Cable Television Association and National Cable Television Association are taking state of New York to court, challenging its assumption of jurisdiction over pay cable rates (BROADCASTING, April 12).

**Ratings.** Nielsen prime-time averages, Sept. 20-Nov. 28: ABC 20.9, NBC 20.0, CBS 18.4.

**UHF.** FCC issued notice of inquiry in May 1975 on UHF taboos to determine if restrictions on proximity of stations could be reduced (BROADCASTING, June 2, 1975). In July, Council for UHF Broadcasting filed Action Plan for UHF Development and in August submitted to FCC petitions for rulemaking to reduce noise levels of receivers and to require indoor UHF antennas to be attached to sets permanently, as with VHF (BROADCASTING, Aug. 18, 1975). Both petitions are under study by chief engineer's office. Commission has established task force to draft master plan for use of UHF spectrum (BROADCASTING, Oct. 25). Office of Telecommunications Policy has proposed sharing VHF with number of government services (BROADCASTING, Nov. 8).

**VHF drop-ins.** In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets. Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Comments have been filed (BROADCASTING, Dec. 15, 22, 1975). Institute for Telecommunications Sciences, arm of Department of Commerce, will study feasibility of VHF drop-ins with Knoxville, Tenn., as test market (BROADCASTING, June 28).

**WPIX(TV).** FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc., decision contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22, 1975). Case is moving toward oral argument stage.

Doubleday Media Offers:

## Bank on America

A fulltime AM station is available for purchase in the heartland of America. This mid-West market is characterized by its hard working middle class population, a heavy industrial base and urban/suburban complexities typical of today's major cities. The area is prosperous and ranked high in terms of disposable income.

For nearly three decades this station has programmed to the needs of the community and produced a consistency of high billing and excellent profit.

The solid American economy, a successful MOR/adult audience format and years of good will allow you to bank on the future with this station. The price is \$1.0 million on terms of 29% down, with the balance over ten years at 8½% interest.

Call Dick Anderson for further information.  
214/233-4334.



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20  
30 motion pictures  
...all off network  
...all in color

WARNER BROS. TELEVISION DISTRIBUTION, INC.



A WARNER COMMUNICATIONS COMPANY

# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Lawrence P. Loiello, VP-finance and treasurer, PGW Inc., New York

## Slow pay and what made it move faster

A few years ago, slow pay in the spot-television business had reached epidemic proportions. The trade press focused a great deal of attention on the subject and even *Business Week*, with its wider audience, covered it editorially.

Accounts receivable in the 120-day category (120 days after the month of advertising) were not uncommon, nor were accusations of culpability. Media blamed agencies for holding the money and investing it. Agencies blamed media for poor scheduling, incorrect billing and major discrepancies.

The past three years and particularly the past 12 months have shown dramatic improvement in this situation. It is now at a point where slow pay is the exception rather than the rule.

Most stations represented by PGW report receivables to our credit department. This department is specifically designed to clear credit, monitor agency payment history and assist in collections. A review of the department's records indicates that the trend of payment continues to improve with every report. At one time, the average payable date for many stations was in the 90- to 100-day category. The average payable date has been declining to about 57 days and in some cases is now as low as 48. (It should be mentioned that one of the major factors in reducing this number is the amount of attention an individual station pays to collection of receivables.) But all are in constant decline.

At the Institute of Broadcasting Financial Management convention in Boston in September, the Broadcast Credit Association, as part of the convention, released the following figures concerning accounts receivable reported by its members:

*January 1974* (first report of BCA): 19% 60 days open after month of broadcast; 16% 90 days.

*June 1976* (30 months later): 9% 60 days; 6% 90 days.

Although this was a reduction of 10 percentage points in each category, it was a 50% reduction in outstanding receivables.

Why the improvement? Several reasons account for this dramatic improvement:

□ The American Association of Advertising Agencies worked closely with the broadcast industry to develop a standard invoice and standard broadcast month.

□ Agencies, especially the larger spot-TV users, made a conscious and continuous effort to restructure their media and accounting department. This restructuring included major investments in computerization.

□ Stations invested in computers; scheduling and billing began to improve.

□ The importance of the credit man-



Lawrence P. Loiello worked for 12 years with three New York ad agencies—Young & Rubicam, Benton & Bowles and Ogilvy & Mather—prior to joining PGW five years ago. He has been active in the Broadcast Credit Association since its inception and is past president of the association. He is now serving for the third year as chairman of the Financial Committee of the Station Representatives Association and is a member of the American Association of Advertising Agencies' Subcommittee on Standardization. At PGW, Mr. Loiello serves as vice president for finance and as treasurer and a director.

ager in the station was recognized. Many experienced credit personnel began to concentrate full time on receivables with the leverage and support of the general manager.

□ Short-term rates of interest continued to decline.

□ Stations are finally in a position to exercise pressure on the delinquent to the point of refusing schedules without a good credit reference.

This last item is one that many advertising agencies and their clients have continued to stress to the broadcast industry. Prompt-paying agencies have always said that unless media applied the same terms to all users of spot TV, they and their clients were at an unfair advantage. They felt that the competitor that held money 60 or 90 days was allowed the use of the money, thus having the effect of lower rates. As a result, at least two of the largest spot-TV advertisers have directed their agencies to slow down payment from a 25- or 30-day cycle to 40 and 45. The billing volume of these advertisers has always been a factor in keeping down the average payable date, but at this point is contributing to the fact that it is almost impossible to reduce it below the 45-day level.

We can appreciate this position. But now

that the pendulum has swung the other way, we are hopeful that these leaders will re-evaluate the situation and return closer to the terms of the AAAA contract. The AAAA terms indicate payment due 15 days after receipt of invoice.

One of the main advantages of this improvement in payment is allowing the credit manager to focus heavily on the few marginal payers. Prior to this, the time of the credit manager was spread thin in contacting the many delinquents that existed. Media are finally in a position to apply the same terms to all users.

Another factor to be considered is the buying service. Most of these services now in business are financially strong and continue to provide needed services. Because of the way in which they came into existence, however, many of these companies are paid by the advertiser or agency only on receipt of processed affidavit. This causes a 15- to 30-day delay built into payment from a buying service. Obviously, this is unfair to the prompt payer. Some services have become strong enough to approach their clients in negotiation of the contract to include estimated billing as a vehicle to obtain the money at the time it is due to media. This is the method used by advertising agencies and is one of the last obstacles to overcome.

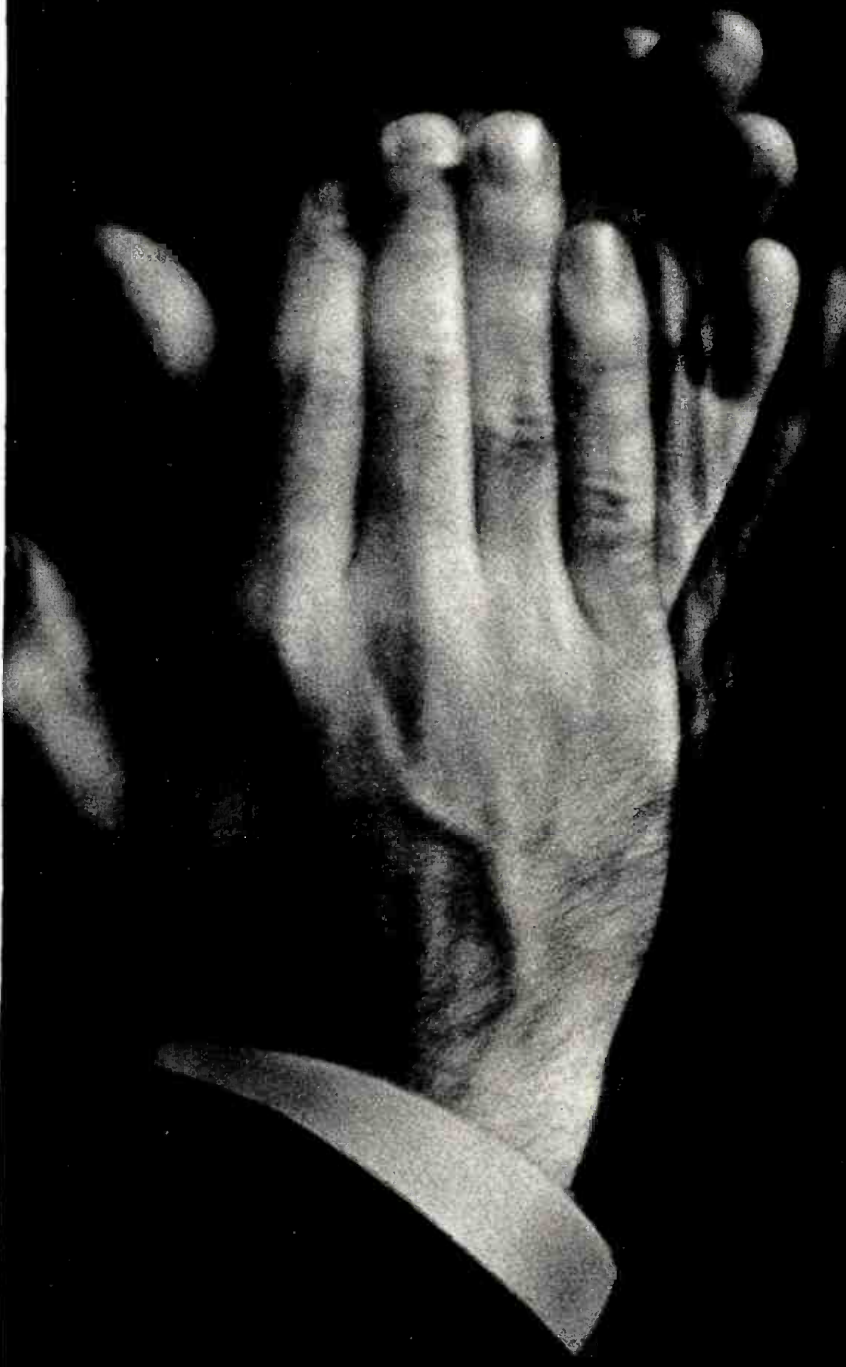
Since the credit manager has time to apply continuous pressure to the marginal payer because of cooperation from the good payer, payment should continue to improve. The credit manager can improve his effectiveness if he develops and maintains a current list of financial contacts at the agency or buying service. With this basic information, many stations have established effective credit procedures. For example, they might use routine letter systems at 30-, 45- and 60-day intervals. After sufficient notice to the agency or service, the 60-day letter would act as notification to advertisers for removal of schedules from the air. The important aspect to stress here is that media should continue to police themselves in applying these same terms to all users.

The industry must also continue efforts to standardize discrepancies and traffic instructions. At one time, discrepancies were the primary and major excuse for nonpayment. This, however, has decreased dramatically as a factor, but at times certainly is a legitimate reason for delay of payments. There are various committees at the Station Representatives Association, the AAAA and IBFM working on these mutual problems. All are encouraged by the tremendous amount of communication and cooperation received within these groups.

Now that stations have the momentum to overcome this problem, they must continue to pay full attention to all factors that can affect this area.

# Let's Hear It for WWVA.

Celebrating its 50th Anniversary on December 13, 1976—and bigger and stronger than ever.  
ARB reports unduplicated listeners (AM & FM) at a phenomenal 535,200 per week.



Let's hear it for WWVA's Saturday night "Jamboree USA", now in its 44th consecutive year. The latest ARB Supercume reports a total audience of 100,000 people who listen an average of two hours per broadcast.

Let's hear it for WWVA's "Country Roads" with Buddy Ray—the most talked about all-night program in the nation!

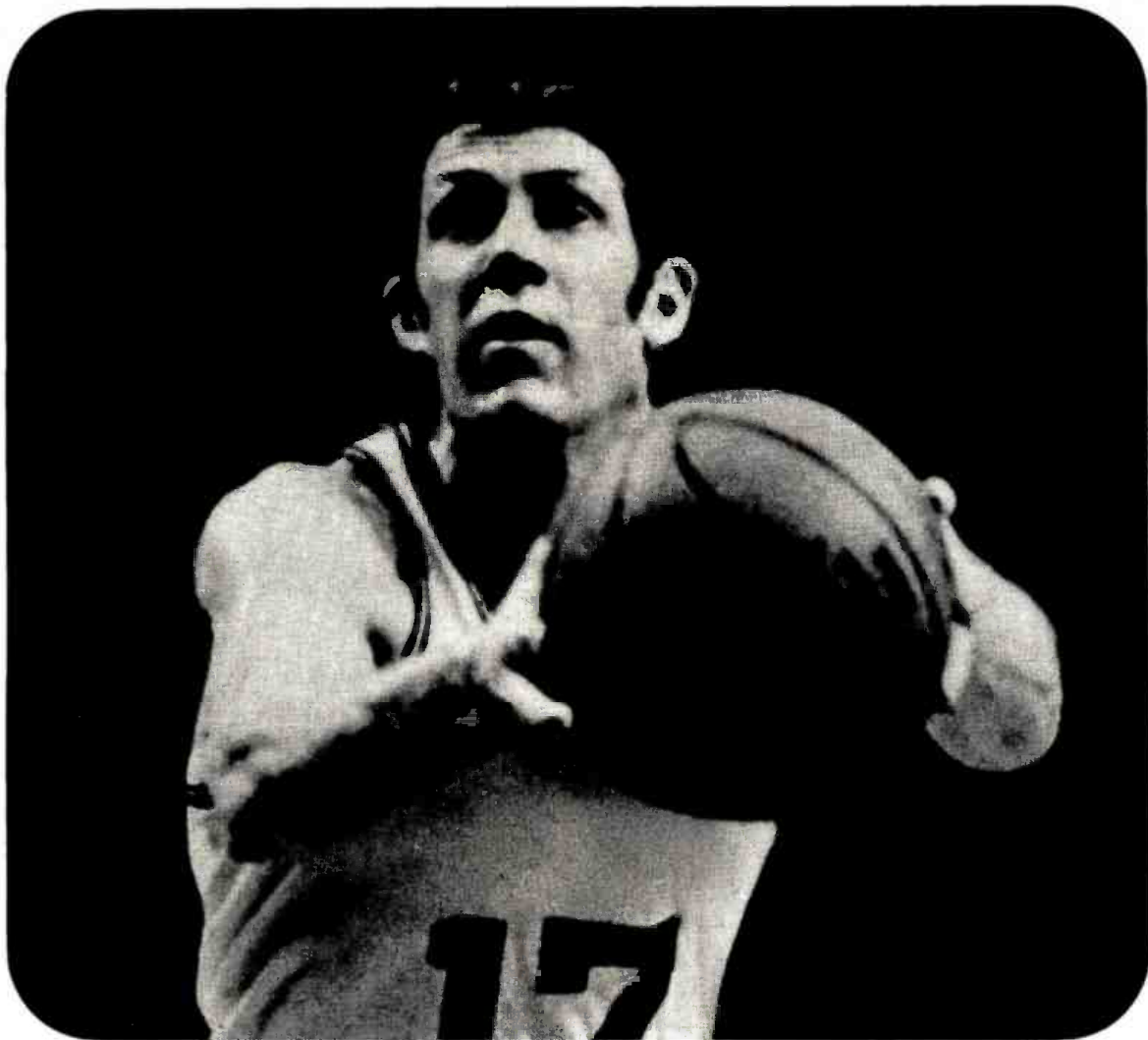
Let's hear it for WWVA's newly-updated Early Morning Farm show that is delivering an average of 9,400 listeners per week during the 5:30—6:00 AM time period in the 67-county area.

Let's hear it for WWVA's news and public affairs programming: 32 awards in the last four years—including a Peabody Award and two consecutive Robert F. Kennedy Journalism Awards. Which just proves that not only is WWVA reporting the news—they're making it, too.

Let's hear it for WWVA.  
50 years old  
and the best  
is yet to come.



50,000 W—1170 KC Wheeling, West Virginia.  
J. Ross Felton, Vice President and General Manager  
and Richard Howard, Station Manager.  
Represented nationally by Eastman Radio, Inc.



**John Havlicek is one of the best at what he does.  
So is Katz.**

Pro basketball's winningest team looks to John Havlicek to score points on the front end of its fast break.

In the rep business Katz has the hot hand. In the last 18 months, 19 television stations and 37 radio stations became new clients. They decided Katz has the resources to score in national spot sales.

Katz has more salesmen in more offices than any other rep. An IncentPlan motivates them to sell more. The exclusive "Probe" computer system helps them sell

better with accurate audience data.

Then Katz backs up its salesmen with the biggest research, promotion and audience development operation in the business. By year end all of this selling power will be linked together in a nationwide on-line computerized sales system.

Sure Katz is big. So is the billing Katz builds for stations.

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



**Katz. The best.**

# Datebook

† indicates new or revised listing

## This week

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

**† Dec. 7**—*Hollywood Radio and Television Society* newsmaker luncheon, featuring David Frost. British writer-producer-personality. Beverly Wilshire hotel, Hollywood.

**† Dec. 7**—*ABC Television Network* winter regional meeting. Atlanta.

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

**Dec. 8**—FCC's new deadline for comments on reopened rulemaking proceeding on program records to be maintained by broadcast licensees, including filing of letters received by licensee from public for three years and retention and disclosure of transcript, tape or disk of all programs except entertainment or sports (Docket 19667). Replies are now due Dec. 27. FCC, Washington.

**† Dec. 9**—*ABC Television Network* winter regional meeting for affiliates. New York.

**Dec. 10**—Deadline for entries, 17th annual International Broadcasting Awards for broadcast commercials, sponsored by *Hollywood Radio and Television Society*, 1717 North Highland Avenue, Hollywood 30028, (213) 465-1183.

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

**■ Dec. 13-14**—*National Cable Television Association* state/regional presidents meeting, Statler Hilton hotel, Washington.

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

## Also in December

**■ Dec. 17**—Open meeting of *National Public Radio's* board of directors, Hotel del Coronado, Coronado, Calif.

## January 1977

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

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

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

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

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

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

**Jan. 12**—*New England Cable Television Association*

winter meeting, Holiday Inn of Boston-Newton, Newton.

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

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

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

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

**■ Jan. 18**—*Television Bureau of Advertising* regional sales seminar, Detroit.

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

**Jan. 22**—*Florida Association of Broadcasters* mid-winter conference, Genelefe.

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

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

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

**■ Jan. 25**—*Television Bureau of Advertising* regional sales seminar, Boston.

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

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

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

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

**■ Jan. 26**—*New Jersey Broadcasters Association* midwinter manager meeting, The Meadowlands, New Jersey Sports Complex, East Rutherford; Contact: Arnold L. Zucker, NJBA executive secretary, c/o Rutgers University, Brunswick.

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

**■ Jan. 27**—*Missouri Public Radio Association* winter meeting, Campus Inn, Columbia.

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

**Jan. 28-30**—*Alpha Epsilon Rho's* Midwest regional

# (217) 222-8200

## This number puts the Harris service team at your beck and call

The Harris Service Department is ready to help if broadcast equipment problems should arise.

Emergency service. Field service. Technical assistance. Installation. Check-out. Parts. Repairs.

What we want to do is make your life easier. And we mean it when we say Harris takes "Pride In Service."

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24 hours a day—  
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**BLAKE EMMONS**  
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**BENJAMIN GORDON**  
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**Special Guest Stars:**

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- Leroy Van Dyke
- Diana Trask
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**Now available in 26 episodes . . .**

The Funny Farm is a hilarious half-hour show that the whole family can enjoy. Each show offers easy listening country music contrasting the fast-paced one-liners and outrageous jokes perpetrated by a chaotic cast of characters. This tightly-packaged comedy/music show features the "regular" Funny Farm family with different special guest stars each week.

**Destined to be a prime access leader in 1977!**

For more information on "The Funny Farm" contact your local SIMCOM sales representative.

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## Major meetings

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

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

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

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

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

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

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

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

Hilton, Chicago.

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

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

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

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

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

**Sept. 18-21, 1977**—Institute of Broadcasting Financial Management 17th annual conference. Hyatt Regency, Chicago. 1978 conference will be held Sept. 17-20 in Las Vegas; 1979 conference will be in New York.

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

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

**Nov. 14-16, 1977**—Television Bureau of Advertising annual meeting. Hyatt Regency hotel, San Francisco.

convention for professional and student broadcasters in Illinois, Kentucky and Indiana. Southern Illinois University, Carbondale. Coordinator: Les Fuller, SIU chapter of Alpha Epsilon Rho.

■ **Jan. 31**—FCC's deadline for comments on amendment of cable television rules to reduce filing requirements for certificates of compliance and to modify or eliminate franchise standards (Docket 21002). Replies are due March 2. FCC, Washington.

## February 1977

■ **Feb. 1**—Television Bureau of Advertising regional sales seminar. Portland, Ore.

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

■ **Feb. 3**—Television Bureau of Advertising regional sales seminar. Las Vegas.

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

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

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

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

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

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

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

■ **Feb. 15**—Television Bureau of Advertising regional sales seminar. Houston.

**Feb. 16-19**—International Conference on film, theater, video of Center for Twentieth Century Studies, The University of Wisconsin, Milwaukee. Contact:

Michel Benamou, director. CTCS, P.O. Box 413, Milwaukee 53201.

■ **Feb. 17**—Television Bureau of Advertising regional sales seminar. Atlanta.

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

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

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

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

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

■ **Feb. 25**—North Carolina Farm Press, Radio and Television Institute of N.C. Farm Writers and Broadcasters Association. Sheraton-Crabtree, Raleigh.

## March 1977

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

■ **March 1**—Deadline for radio and television entries in annual competition for Gavel Awards of the American Bar Association for programing "increasing public understanding of the American system of law and justice." Same deadline prevails for entries in magazine-newspaper categories and other media categories (including wire services and news syndicates). Deadlines for books will be Feb. 1. Entry form and information: Gavel Awards, ABA, 1155 East 60th Street, Chicago 60637.

■ **March 1**—Television Bureau of Advertising regional sales seminar. Denver.

**March 2**—International Broadcasting Awards dinner

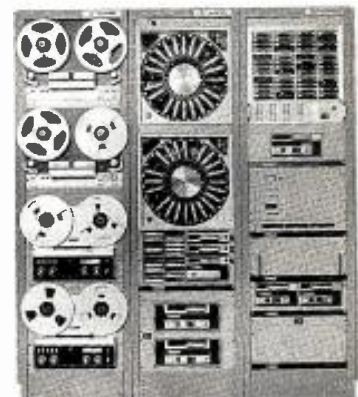
# System 90... the first micro-computer program automation controller!



Now, Harris micro-computer technology offers you:

- 15 exclusive features
- Extremely versatile format control
- Easiest operation
- More "brain power" per dollar

There's much more, and we'd like to tell you all about it. Write Harris Corporation, Broadcast Products Division, 123 Hampshire Street, Quincy, Ill. 62301.



**HARRIS**  
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of Hollywood Radio and Television Society, Century Plaza hotel, Hollywood.

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

■ **March 2**—FCC's deadline for comments on its inquiry into proposed reduction of interference-causing emissions for CB class D transmitters to decrease interference to television and other services (Docket 21000). Replies are due April 1. FCC, Washington.

■ **March 3**—Television Bureau of Advertising regional sales seminar, Chicago.

■ **March 4-5**—NBC Forum to examine American political process and how it can be improved (BROADCASTING, June 28), Stalter Hilton hotel, Washington. Arrangements: Alvin H. Perlmutter, NBC News vice president.

■ **March 8**—New York State Broadcasters Association 23rd annual membership meeting, Americana Inn, Albany.

■ **March 8**—New York State Broadcasters Association annual legislative reception, The New York State Museum, Albany.

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

■ **March 20-23**—1977 BIAS (Broadcast Industry Automation System) seminar, sponsored by Data Communications Corp., Memphis. Hilton hotel, Memphis.

■ **March 26-27**—New York State second annual video conference, Rochester Institute of Technology, Rochester. Information: Student Television Systems, 1 Lomb Memorial Drive, Rochester.

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

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

## Open Mike®

### ISCI turf

**EDITOR:** Back in 1970, in an effort to help broadcasters avoid errors in scheduling and broadcast of television commercials, the industry standard commercial identification system (ISCI) was adopted by the American Association of Advertising Agencies, the Association of National Advertisers, the National Association of Broadcasters, the Stations Representatives Association, the Television Bureau of Advertising and ABC, CBS and NBC.

Under ISCI a specific prefix is assigned to each national or regional advertiser. However, a number of commercials have started to appear with identifications that look like ISCI (eight characters—four letters followed by four numbers) but that do not begin with letters assigned by ISCI to the advertiser in question. Obviously this can lead to errors in scheduling and broadcast.

Unless an ISCI prefix is assigned, producers and editorial houses should use any coding other than an eight-character code. There is no cost for an ISCI assignment, which can be obtained upon request to the National Register Publishing Co., 5201 Old Orchard Road, Skokie, Ill.

60076—David W. Dole, supervisor, ISCI, Des Plaines, Ill.

### There's this ...

**EDITOR:** I continue to be amazed at the editorial and reportorial shortsightedness of an otherwise reliable magazine in regard to public broadcasting. You complain that public broadcasting is competing with commercial broadcasting for its audience. Does this mean that commercial broadcasters should have sole rights to the American audience, rather than the audience having the right to choose from a variety of broadcasting? I'm as much of a commercial television addict as the next guy, but if the highest rated television network right now is one which owes its success to a cast of comic book characters constantly spinning off one another, the need for a more thoughtful use of the medium is obvious. If public broadcasters are taking audience from commercial broadcasters it is because we are offering people a clear choice, and a good number of people are opting for that choice.

Public radio these days is coming close to doing what commercial radio did so successfully in its first 40 years. There is a need and an audience for this kind of radio.

You complain that public broadcasting is competing for advertising revenue by way of program underwriting. Yet the three television networks, with their limited range of programming, are virtually sold out, and we are told that radio billings are increasing at a record pace. Does this mean that because commercial broadcasting has nearly absorbed all of the corporate money it can take, no one else should be allowed access to that money? Does it mean that American business, having nearly spent itself on bionic creatures and brewery workers, should not be allowed to spend some of its largesse on the kind of quality programming that comes out of public broadcasting?

Is public broadcasting interfering with commercial broadcasting? In many cases public television and radio stations are fulfilling the broadcasting needs of the nation and its communities that commercial stations are unwilling and/or unable to meet. If public broadcasting were to fail how would commercial broadcasters meet those nonlucrative needs, and what private, public and governmental groups and agencies would start pressuring them to do so?

Your editorial comments about *All Things Considered*, America's only daily (seven days) award-winning newsmagazine in any broadcast medium, and about Susan Stamberg, the dominant and most consistently popular woman in American radio, are difficult for me to understand considering what I thought to be

Volume

20

30 motion pictures  
... all off network  
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WARNER BROS. TELEVISION DISTRIBUTION, INC.

A WARNER COMMUNICATIONS COMPANY

one of the editorial goals of your valuable magazine: reporting upon and encouraging excellence in American broadcasting. —Chris Dickon, co-ordinator of public affairs, WIAA-FM Interlochen, Mich.

### ... then there's this

EDITOR: If I recall correctly, the so-called public broadcasting stations were set up and paid for by the government to provide public programming. Therefore, they would not have to advertise.

Now, of course, we all know they are accepting advertising as an effort to defray some of their operating and programming costs. Here, is the ultimate, however—advertising for advertising. Enclosed is a copy of the equivalent of the *Wall Street Journal* for San Diego in which the local public television station is advertising for

## Channel 15 Broadcasts Wall Street Week and Your Company gets the credit!

Channel 15 seeks corporate underwriting for our programming. We believe a company is known by the company it keeps. One of television's most highly acclaimed programs needs your support.

Let us say . . .

"Local broadcast of WALL STREET WEEK is made possible by a grant from (your company)".

Call the Development Department at Channel 15 (286-6785) for details.

**It costs less than you think.**

advertisers and pointing out the benefits they get for advertising on public broadcasting here in San Diego. —Dan McKinnon, president and general manager, KSON(AM) San Diego.

### Spring forward, fall back

EDITOR: You goofed in your Nov. 22 story ("KECC-TV gets only partial relief from cable problems"). On daylight saving time, the two states are on the same time, not two hours apart. This would make it much easier on the El Centro, Calif., station than you indicate in your story.—James Newman, Washington.

### Philippine facts?

EDITOR: The Philippine Historical Radio Society seeks to establish contact with persons involved in or who have knowledge of broadcasting efforts in the Philippines prior to 1950. Our goal: to document and preserve the history of broadcasting in the Philippine Islands. Please write to P.O. Box 972, Lafayette, Ind. 47902.—James T. Pogue, co-director, PHRS.

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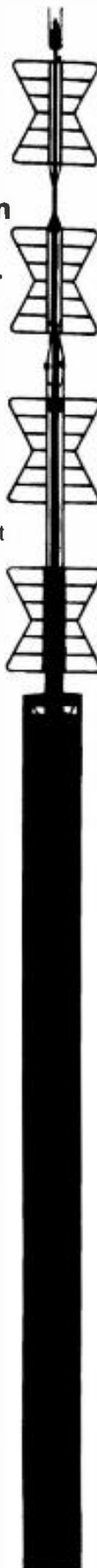
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## Top of the Week

### Media optimists become even more euphoric about business outlook

**M-E's Coen, TVB's Spiegel make earlier predictions even rosier; TV rates discussed, defended; McGannon grilled on petition, network encroachment charge**

Business has never been better—but it will be next year.

That forecast was offered for all the major media and for advertising agencies last week at a three-day conference on "The Outlook for the Media," sponsored by the Wall Street brokerage firm of Paine, Webber, Jackson and Curtis.

Along with the business forecasts the analysts got a rundown on network/affiliate differences from Donald H. McGannon, chairman and president of Westinghouse Broadcasting Co. And in a later session they heard predictions of a new structure for network TV programming from John H. Mitchell, president of Columbia Pictures Television (story page 35).

Robert Coen, vice president of McCann-Erickson, revised upward again his forecast of total advertising growth this year, boosting it to 17.3%. For 1977 he predicted a further gain of 10.6% and said he expected national broadcast to do even better, growing by about 13%.

Harvey Spiegel, senior vice president for research and marketing at the Television Bureau of Advertising, which has revised its 1976 TV billings estimates twice, stayed with the latest TVB projection for a 25% increase this year (BROADCASTING, Aug. 16), but he raised modestly its forecast for a 12% rise in 1977, saying it's more likely to be in the 13-14% range.

Mr. Spiegel projected 1977 TV advances of 15% for local billings, 13% for national and regional spot and more than 10% for network.

Mr. Spiegel also took issue with those who said demand for TV time may be substantially less in 1977 because some events that contributed to 1976's demand—like the Olympics, political advertising and the Bicentennial celebration—will be missing. He contended that Bicentennial advertising added little or nothing to TV billings

this year and that election campaign billings were probably less than ever before because of limits on campaign spending. "So those arguments don't hold much water," he said, "and that's another reason we're so strong on 1977."

Dick Martwick of the Newspaper Advertising Bureau forecast an 18.5% to 19% gain in advertising revenues for newspapers this year and 10.3% in 1977; Ed Winslow of the Magazine Publishers Association looked for magazine growth of 22% in 1976 and 15% in 1977, and Carl Spielvogel, vice chairman for operations, the Interpublic Group of Cos., summed up the situation for advertising agencies in those words: "If you didn't make money in the advertising agency business this year, it's time to look for a new career."

The big agencies, Mr. Spielvogel added, "are gaining disproportionately to the rest of the industry." But the major ones, he said, are looking for "another strong year" in 1977 after "an extremely strong" 1976.

The Interpublic agencies have been making commitments on behalf of clients well into 1977, he said "and I can't think of anyone [spending] at a lower level than [this] year."

The question of television rates came up, and Mr. Spielvogel said agencies are "busy looking at alternative media" under pressure from clients to get maximum efficiency for their money.

Mr. Coen noted that TV prices had held fairly steady for several years, and in some

cases had declined somewhat, but had begun to rise rapidly in 1976 and in the fourth quarter escalated 25% or more above fourth-quarter 1975 levels. He thought it inevitable that demand would "drop off somewhat" in 1977, thanks to the absence of Olympics and other events that he said intensified demand in 1976, and that buyers will tend to "resist," too.

Mr. Spiegel agreed that 1976 had been a year for increases but stressed that it was a catch-up year after several in which TV's prices failed to keep pace with those of other media. For 1977 he anticipated increases of "maybe 6%-7%," about the same as those of other media.

Donald H. McGannon, chairman and president of Westinghouse Broadcasting Co., the only broadcaster on the opening program, also contended that TV rates in 1976 had "reached the level they should have reached years ago." He, too, reported 1976 profits "at an all-time record rate," and also forecast substantial gains—though not as large as those of 1976—in both 1977 and 1978.

Assigned to discuss "Issues in Broadcasting," Mr. McGannon devoted much of his talk to a recapitulation of the background of the Westinghouse petition for an FCC investigation of the relationships between networks and stations (BROADCASTING, Sept. 6, et seq.).

He told a questioner that he was not sorry Westinghouse had filed the petition, and that he did not think it "had any impact" on the Justice Department's subse-

## Cable on the Coast: the now and the new

**Workshops cover the business and regulatory waterfront; upcoming ventures announced are a fiber-optics concern devoted to cable and an over-the-air pay-TV operation by Optical Systems**

From de-regulation to fiber-optics, the Western Cable Television Show and Convention at the Disneyland hotel in Anaheim, Calif., last week covered all the bases for cable operators. Ted Hughett, president of the California Community Television Association, which sponsored the eighth annual event along with the Arizona and Hawaii state associations, characterized the gathering as the "most upbeat, active, positive convention I've attended in years." The attendance—in excess of 2,200 persons—and number of exhibitor booths—194—were recordbreakers.

Aside from the panels on pay cable, the

proposed rewrite of the Communications Act, financial management and the like, the convention provided a forum for the announcement of company plans.

Among them:

■ An agreement to form a new firm specializing in the research, development and manufacture of fiber-optic communications systems for CATV and other uses ("Closed Circuit," Nov. 29). Under the agreement, Times Wire & Cable Co., a subsidiary of publicly held Insilco Corp., and Fiber Communications Inc. will become operating divisions of Times Fiber Communications Inc., to be based in the Meriden, Conn., area. Insilco will own 51% and shareholders of Fiber Communications 49%. The new firm will have assets of \$20 million. Principals include former Teleprompter Corp. President Irving Kahn, now president of Broadband Communications.

■ Optical Systems revealed its plans for

quent proposal that the FCC investigate, among other things, whether networks should be required to dispose of some or all of their O&O stations. Westinghouse, he said, "is not opposed per se to network ownership of stations."

Nor did he foresee, he said in response to another question, the government's becoming involved in broadcasting rates. "I'd be opposed to it," he added.

Asked what his reaction would be if the networks added another minute of commercial time, Mr. McGannon replied: "Violent."

He said he wasn't claiming the present maximum of three minutes per half-hour in prime time is necessarily right, but that in the absence of a rational reason for change, he would oppose an increase. It is a question in which the public must be considered, not one for decision by the networks alone, he asserted.

Earlier, in response to a similar query, Mr. Spiegel declined to comment on the extra-minute question. But he said he saw no real pressure for splitting the 30-second commercial into shorter units.

On other subjects, Mr. McGannon said that in his view "the chance for a fourth network is academic," and that although he once thought there would be a national cable-TV system by the year 2000, now "I'm not sure we'll ever have one," because of the demonstrated complexity and costs of cable construction.

Mr. McGannon was reminded by a questioner that Westinghouse complained of network "encroachment" on station time. But wasn't Westinghouse itself guilty of encroachment, he was asked, when its Group W Productions carved out of the syndicated *Mike Douglas Show* two commercial minutes for its own use? Mr. McGannon replied that "I don't see the analogy," because "we're not a network and stations don't have to take that show." Station acceptance of the *Douglas* deal he said, was reached by negotiation, "not compulsion."

the "nation's first satellite-programmed" over-the-air pay-TV system. An agreement calls for Optical's Channel 100 programming to be offered by KAIL(TV), channel 53, in Fresno, Calif. Programming would be received by an earth station at KAIL's transmitter site. KAIL's signal coverage area includes about 25,000 homes. FCC applications are being prepared.

The cable operators' regulatory concerns were addressed by a variety of speakers including House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), who said that the critical pole-attachment legislation that failed in the 94th Congress would probably be included in the rewrite of the Communications Act, and not treated as an individual bill in the 95th.

FCC Chairman Richard E. Wiley outlined changes since 1972 and said that further cable de-regulation in the franchise area could give greater power to state and local authorities. He said he plans to suggest that the FCC sponsor a



Loomis



Grossman

## Internecine war breaks out in public TV

**Rivalry over program control between Mr. Loomis's CPB and Mr. Grossman's PBS develops into confrontation politics; the parties try to cool it**

High noon came to public broadcasting last week. But the shoot-out was postponed.

Resolution of a confrontation over programming control between the Corporation for Public Broadcasting and the Public Broadcasting Service was put off until January after members of the CPB-PBS Partnership Committee chose not to address resolutions by the PBS boards which had said that "CPB's attempts to initiate and develop programming are inconsistent" with the law (BROADCASTING, Nov. 22).

Instead the committee, according to joint statement released after a meeting in New York Thursday, chose to "re-dedicate ourselves to fulfillment of the spirit of the

conference between representatives of state and local governments and cable operators "to thresh out the problems inherent in their relationship and to consider possible solutions."

House Minority Leader John J. Rhodes (R-Ariz.), in a sharply partisan attack on President-elect Jimmy Carter and the Democratic Congress, squarely placed the blame on Congress for cable over-regulation. He applauded the plans to rewrite the Communications Act but warned his audience, "Do not hold your breath in anticipation of radical change." Thomas Houser, director of the Office of Telecommunications Policy, discussed the promise of fiber-optic technology.

On the exhibitors' side, the trend toward less local origination equipment continued while pay cable software, not unexpectedly, was out in stronger force. One topic of discussion was the shift among major manufacturers away from the turnkey concept, with manufacturers now tending to supply specific equipment rather than the total package.

1973 partnership agreement." However, the committee also said that "we recognize that procedures under the agreement need clarification." It announced plans to meet again Jan. 13.

CPB Chairman Robert S. Benjamin and PBS Chairman Ralph Rogers led their respective delegations. Both CPB President Henry Loomis and PBS President Lawrence Grossman were available for consultation but not parties to the meeting.

In another statement, Messrs. Benjamin and Rogers indicated that "we are optimistic" that the two organizations can resolve the problem.

Mr. Grossman, following an address before the New York chapter of the National Academy of Television Arts and Sciences that same day, said that "the last thing we want to do" is to get "the legislative process" involved in settling the dispute. He admitted, however, that the Public Broadcasting Act is "ambiguous" and that CPB has seized on that ambiguity to "approve and disapprove of all program funding." He said that CPB "should set goals and objectives" for such things as the total amount of minority programming but shouldn't "make the mistake" of becoming "an operating organization that actually picks programs."

In the speech itself, he said: "Clearly, the American public television system can no longer tolerate an unwieldy, top heavy national structure—nor should the American public.

CPB Chairman Benjamin, in a statement distributed before the partnership meeting, said that problems have arisen because of the "belief that CPB does not have the general public as a constituent, that its only constituent is the radio and television station, individually and collectively, and to do its job it should do as asked."

Mr. Benjamin characterized the CPB-PBS relationship as running "smoothly and cooperatively most of the time." However, he said that whenever PBS has differences of opinion "they are raised by PBS to the level of a high confrontation..." When brought to such a level, he said, "concurrence by the PBS governors becomes a question of institutional solidarity rather than a resolution of the merits of the specific issue."

## Another vote of confidence for broadcast of House action

**Common Cause survey finds overwhelming majority of members favor opening floor to radio and television; other findings: most would also vote for restrictions on employment of agency members in regulated industries and for 'sunset' legislation**

A majority of the members of the House favor broadcasting the House's proceedings, according to a survey by Common Cause.

The national "citizens lobby" also received commitments to support broadcasting of floor proceedings from Representative Thomas P. O'Neill (D-Mass.), who is expected to be elected Speaker of the House at the House Democrats' caucus this week, and from four of five other Democrats running for leadership posts.

The results of the Common Cause survey, part of its "Open Up the System" project, are based on responses from 339 members of the newly elected House. They reveal that 183 Democrats and 91 Republicans—a total of 274—favor House broadcasts.

A majority of House members have demonstrated before that they would favor resolutions to institute the broadcast reform. One such measure, which would permit the commercial networks and the Public Broadcasting Service to administer a live broadcast feed from the House chamber, failed in a vote of the Rules Committee last year largely, insiders said, because of unseen maneuvering against it by then-Majority Leader O'Neill.

But Mr. O'Neill, in a Nov. 30 letter responding to Common Cause's questions, said simply, "I favor televising House proceedings."

House broadcasts may be an issue before the House Democratic caucus this week. Representative B.F. Sisk (D-Calif.), leading proponent of the broadcast resolution and chairman of the Rules subcommittee that drafted it in the last Congress, plans to meet with Mr. O'Neill to seek a place for the resolution on the caucus's agenda. In league with Mr. Sisk in the renewed effort for the measure is House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.).

Of the four members in a race for the majority leader's job, three support broadcasting in the House, including Richard Bolling (D-Mo.), Phillip Burton (D-Calif.), and Jim Wright (D-Tex.), although Mr. Wright opposes letting the networks handle the broadcasts. He said in a Nov. 23 letter to Common Cause that "I expressly would not favor giving carte blanche to the networks to pick and

## In Brief

□ Although Utah state law prohibits reporters from witnessing executions, local TV affiliates in Salt Lake City and at least two networks **have expressed interest in covering execution of Gary Mark Gilmore** originally set for today (Dec. 6) but postponed indefinitely by U.S. Supreme Court last Friday. Spokesman for KSL-TV there said it would cover event if given opportunity, but would then give careful consideration to editing and airing of tape or film shot. Chance of coverage appears slim, with prison officials refusing broadcast media any interviews with Gilmore and persuading Federal Aviation Administration to forbid planes from flying below 1,500 ft. within one mile radius of prison during execution. **ABC and NBC have minicam units there**, however, just in case ban is lifted. Former Texas Governor John Connally said last week that televised executions would be "impressive deterrent" to crime.

□ **Ch. 28 WRDU-TV** Raleigh-Durham, N.C., has been sold, subject to FCC approval, by Triangle Telecasters Inc. to Durham Life Insurance Co. for price reported to be \$2.5-\$3 million. Sale has been in negotiation for more than year (BROADCASTING, March 10, 1975). Seller principals are Robinson O. Everett and his mother, Katherine Everett, who have no other broadcast interests. Buyer is publicly traded, with broadcasting stock voted by T.A. Upchurch, and also owns WPTF(AM)-WODR(FM) Raleigh, N.C. Multiple ownership rules do not ban radio owners from acquiring UHF facility in same market, although "persuasive showing" is necessary. WRDU-TV is NBC affiliate with 1,080 kw visual, 214 kw aural and antenna 1,040 feet above average terrain. Broker: R.C. Crisler & Co.

□ **Campbell-Ewald**, Detroit, has signed agreement to acquire **Clinton E. Frank**, Chicago, with approval of Frank shareholders to be voted at meeting Dec. 23. C-E, subsidiary of Interpublic Group of Companies, has billings of about \$155 million, with almost \$80 million in broadcast. Frank's billings total \$40 million (\$16.3 million in TV-radio), off considerably from 1975 because of its loss of Toyota account, which spent in \$30 million range.

□ National Black Media Coalition has adopted resolution urging that **FCC seat** being vacated by Commissioner Benjamin L. Hooks, executive director-designate of National Association for Advancement of Colored People, **be reserved for black. NBMC's affiliates are developing list of blacks for consideration by incoming Carter administration.**

□ National Cable Television Association board has approved new contract for organization's president, **Robert Schmidt**, effective from Jan. 1, 1977, to June 30, 1979. Contract calls for **10% salary increase each year** (present base is \$75,000).

□ National AM Stereophonic Committee has scheduled **field tests of AM stereo** to begin tentatively Feb. 1 at three stations: one AM high on frequency (WTOP[AM] Washington), one skywave (WBZ[AM] Boston), and another, yet un-

choose, to select the most titillating or irresponsible commentary uttered on the House floor and to compress these unrepresentative samplings of 'show business' into 30-second segments on [their] nightly newscasts."

The fourth candidate for majority leader, John McFall (D-Calif.), told Common Cause he is "reserving final judgment" on the broadcast question.

Representative John Brademas (D-Ind.), who is seeking Mr. McFall's job as majority whip, also said he supports the broadcast resolution.

There were other items in Common Cause's survey of the House besides the broadcast issue.

Common Cause found 285 members in favor of restricting an "executive branch official's" opportunity to work in a business with which he dealt substantially while in government. More specifically, 260 support prohibiting such entry into business for two years after departing an agency. And 247 support legislation to prohibit former government officials for

two years from representing anyone before their former agencies as lawyers or lobbyists. Despite the questionnaire's reference only to "executive branch officials," a Common Cause spokesman said the conflict-of-interest question was intended to include independent regulatory agencies.

Common Cause also found 328 House members in favor of some form of "sunset" legislation. There were several versions of sunset bills in the last Congress, but their basic intent was to force Congress, by setting periodic deadlines after which federal agencies would be terminated, to re-examine each agency's mandate and performance to determine if it is worth keeping. The FCC is among the agencies that would be affected.

In addition, Common Cause found that a majority of the congressmen responding favor at least partial public funding of House and Senate election campaigns—but only for general elections. Fewer than half favor federal financing of primary elections.

named, low in spectrum in Washington. Committee hopes results of tests (which are technical, not commercial) will be in by National Association of Broadcasters annual convention in Washington March 27-30. Committee says it has intimation from FCC that if results are in then, **commission might be able to finish AM stereo rulemaking in 1977.**

□ **Donald S. Shaw**, 78, NBC sales manager, 1933-36, later in charge of radio for McCann-Erickson, New York, **died at home** in Bridgewater, Conn., Nov. 27. He had operated radio-TV sales and service business in New Milford, Conn., since 1950. Survivors are wife, Hazel; two sons, Reid L. Shaw, president, General Electric Broadcasting Co., and Donald S. Shaw Jr., formerly with ABC-TV station relations, now Florida yacht broker, and daughter, Florence Conner.

□ Two top executives of NBC-owned WRC-TV Washington named to new NBC posts: **Tom E. Paro**, VP and general manager, becomes VP, special projects, NBC station relations, reportedly to handle assignments in which his Washington background may have bearing, and **J. Taber Bolden Jr.**, station manager, becomes VP, station affairs, NBC-TV stations division (O&O's). Their successors not announced.

□ **CBS-TV** has outbid NBC-TV and ABC-TV for rights to **1977 Miss America Pageant** (Sept. 10, 1977, 10 p.m. to midnight NYT). Miss America Inc. traditionally retains TV rights, sells time to sponsors, then negotiates with networks and with sponsors, selects one making "best" offer—on which sponsors then buy time at card rates. To get high rated show (31.3 rating and 60 share this year) away from NBC (which has had it 11 years), CBS reportedly offered number of ancillary aids including two prime-time programs promoting pageant in advance of broadcast night.



**Happy quartet.** Pleased with news that CBS Radio is placing its second dramatic series, *General Mills Radio Adventure Theater*, on air are (l-r): George Arkedis, VP-general manager, CBS Radio Network; Himan Brown, producer-director of series; Peter F. McSpadden, president, Dancer-Fitzgerald-Sample, New York, agency for General Mills, and Sam Cook Digges, president, CBS Radio Division. (See story page 40).

## FCC continues to steer same course on crossownership

**In separate actions—rejecting complaint against WSYR-TV and approving sale of WGAL radio stations—it keeps going in direction of earlier cases and takes soft line toward multimedia holdings**

The FCC is continuing to make it clear that it does not regard media crossownership alone as a basis for designating license-renewal applications for hearing. Last week, after turning down several such petitions filed by the Department of Justice, it rejected one filed by a citizen group that was aimed at Newhouse Broad-

casting Corp.'s WSYR-TV Syracuse, N.Y.

And in a separate matter, a citizen group in Lancaster, Pa., that had expressed concern about an alleged concentration of control in that city also received a setback—but as the result of a commission action that led to a deconcentration of control.

The WSYR-TV petition had been filed by the Syracuse Coalition for the Free Flow of Information in the Broadcast Media. The coalition said a grant of renewal would be inconsistent with the public interest since it would "perpetuate the high degree of concentration in the dissemination of local news and advertising that now exists" in Syracuse.

Newhouse is licensee of an AM and FM as well as the television station in Syracuse and is under common ownership with the two daily newspapers and one Sunday newspaper in the city.

However, the commission noted that in adopting its crossownership rules, it said it would require divestiture only in communities where the only daily newspaper

and only commercial television station were under common ownership. And Syracuse, the commission added, is served by three other television stations and nine other radio outlets.

Furthermore, the commission said its job is not to enforce the antitrust laws. The commission said it takes cognizance of the laws, considers violations and applies similar principles to define the public interest in each case.

But, the commission said it did not find—and the coalition did not allege—that Newhouse's conduct in operating the media constituted a specific abuse of the antitrust laws that would warrant a hearing.

The commission granted Newhouse's application—but conditioned the grant on the outcome of a court case in which the coalition is appealing the commission's Feb. 12, 1975, grant of WSYR-TV's 1972 renewal application. The commission action last week was taken on a 4-to-2 vote, with one of the commission's two new members, Joseph Fogarty, joining Commissioner Benjamin L. Hooks in dissent (see page 89). Commissioner Robert E. Lee was absent.

The Lancaster matter involved a petition by Feminists for Media Rights to deny or defer the sale of WGAL-AM-FM to Hall Communications. The commission, which indicated it had difficulty perceiving the logic in the petition, approved the sale on a vote of 1-to-0 with Commissioner Hooks concurring.

FMR filed its petition, it said, to protect its position in a proceeding in which it was seeking denial of a renewal of license for Steinman's WGAL-TV. That petition alleged that Steinman—which owns not only the radio and television stations but Lancaster's two daily newspapers and the only cable operation franchised in Lancaster—has a monopoly on local media and has violated the Sherman antitrust law.

FMR also said sale of the radio stations might reduce the media holdings to a point that would be dispositive of the antitrust issue in the television case. FMR said it did not want to block the break-up of the media monopoly, but it said the commission should decide the antitrust issue before considering the sale.

The commission noted that although FMR challenges Steinman's alleged monopoly power, it would deny the family the ability to diminish that power, if only to protect FMR's procedural rights to continue to challenge that monopoly in the television proceeding.

The commission said it was not necessary to decide the antitrust allegations in connection with the proposed sale. If monopoly power does exist in Lancaster, the commission added, the sale will diminish it and, therefore, serve the public interest.

Hall Communications, which is owned by Robert M. Hall and Donald Laufer, will pay \$850,000 for the stations. The AM is 1490 khz and operates with 1 kw daytime, 250 w at night. The FM operates on 101.3 mhz with 8.5 kw and an antenna 940 feet above average terrain.

## For whom the Bell bill might toll

**Although mostly unnoticed by broadcasters, there are those who say if this piece of legislation is ever passed, it will cost them dearly; cable and public TV have already raised their alarms**

All (among the specialized common carriers), many (in cable), some (among broadcasters) and none (among the friends and associates of AT&T) say that the most critical piece of communications legislation before the nation is the 94th Congress's H.R. 12323 (by Wyoming's Democratic Representative Tino Roncalio). Or, as it came to be known in this last Congress, and is destined to resurface in the next, the "Bell bill."

Formally titled the "Consumer Communications Reform Act of 1976," it was introduced last year, picked up considerable support—close to 200 congressmen and 16 senators—and was the subject of three days of hearings before Lionel Van Deerlin's (D-Calif.) Communications Subcommittee. The cable industry and public broadcasting contributed to the record of those hearings with strong opposition to the measure. So far, commercial broadcasting has been silent.

To broadcasters, the bill looks like an intramural battle between telephone companies and other businesses, chiefly the so-called specialized common carriers, which are pressing for a piece of the telephone companies' action. The bill has never been on the agenda for discussion at a board meeting of the National Association of Broadcasters, and the association is showing no signs of taking a stand on the Bell bill any time soon. There are some, however, who are saying that broadcasting, although not immediately vulnerable to any adverse impact from the legislation, could suffer in the long run.

The bill's nickname derives from AT&T, the chief backer and beneficiary. Its purpose ostensibly is to reaffirm Congress's intent in the original Communications Act of 1934—that the public should be served by a rapid, efficient, nationwide telecommunications system with facilities available at reasonable charges.

AT&T argues that the spread of competition from the specialized common carriers in the growing field of business communications is "skimming the cream" from Bell revenues and is threatening the level of residential phone rates. Bell says residential service is largely being carried by the long-distance service.

But, a key part of the bill would have the effect, Bell's competitors argue, of foreclosing any future development by them in the common-carrier field, force them out of business and lock in Bell's

monopoly forever.

Former FCC Chairman Dean Burch, speaking as a panelist at one of NAB's regional meetings last month in Atlanta, predicted trouble for broadcasting and all forms of communications if the bill is passed. Now a partner in the law firm of Pierson, Ball & Dowd, representing a major satellite consortium, Satellite Business Systems (IBM, Aetna, and Comsat General), seeking to do business against Bell, Mr. Burch said, "The ramifications of that legislation are really almost incomprehensible until you realize the magnitude of this undertaking. Communications is perhaps the most growing industry in this country."

Passage of the Bell bill, he said, will have the effect of putting "all that . . . in the hands of a single company, essentially on the argument that economies of scale dictate that this is the cheapest way to communicate."

Mr. Burch's comments were made in the context of a discussion about fiber optics, a new technology with the capacity to bring telephone, all the services now carried by television, radio and cable television, and more, into the home through thin glass fibers.

Mr. Burch noted that AT&T, by consent agreement and federal regulation, is barred from entering the broadcast and cable businesses. But, he said, "If AT&T does get its legislation passed, then the economy-of-scale argument becomes powerful."

Mr. Burch said he sees the possibility of

ing broadcasting and CATV, traditionally bitter enemies, joining forces against the phone company in the face of the Bell bill and fiber optics.

Another participant in the same panel, Henry Harris of Cox Cable, agreed with him on that point. "I think," Mr. Harris said, "that looking 10 years down the road it's fairly easy to draw a picture where the broadcasting industry and the cable industry might very well be on the same side of the fence."

The main provision in the Bell bill that Mr. Burch and others say should concern broadcasters is the last, which would prohibit the FCC from granting any new common-carrier service if it would force the telephone companies to raise their rates or would unnecessarily duplicate any telephone service. The burden of proof would be on the specialized common carrier to show (1) that the grant or authorization it requests is not similar to any service provided by the telephone common carrier and (2) that the telephone common carrier cannot provide the same service.

It is that provision, Bell bill opponents argue, that has the practical effect of driving the specialized common carriers out of business. Specialized common carriers were authorized in a 1971 FCC decision to compete with AT&T in providing long-distance private-line service to business customers.

There is another class of common carriers, the so-called miscellaneous common carriers, which microwave broadcast

## Carter putting a foot in 'revolving door'

**Preliminary discussions indicate more stringent standards will be sought for those moving between government and industry**

President-elect Jimmy Carter and his aides are working on plans to implement one of his campaign promises—shutting the so-called "revolving door" through which individuals pass to and from government jobs and regulated industries. What's more, the focus of concern seems to have broadened to include industries that do "substantial business" with the government unit that the appointee involved served.

The proposals, some of which would require congressional approval, were discussed in Plains, Ga., last week by Jody Powell, the President-elect's news secretary, but in general, non-specific terms, after Mr. Carter met with advisers working on plans to deal with the conflict of interest issue. Mr. Powell indicated that the work was nearing a conclusion and that the standards being developed would be stricter than those now in effect. However, he said that Mr. Carter would seek reaction from members of Congress before making the standards public. The contact work is being done by Joseph Moore, an Atlanta attorney.

Present regulations prohibit FCC commissioners who are attorneys from practicing

before the commission for one year if they leave government before the end of their seven-year term. The ban is permanent in matters in which they "participated personally and substantially" while in government.

Mr. Powell said the plans being developed would not only affect individuals who leave government to take jobs in regulated industries but those who leave to enter industries that do business with the government. A requirement on the length of time former government officials would have to wait before joining a particular industry is one option being considered; he did not say what others figured in the planning.

The conflict-of-interest question has troubled some members of Congress. The matter was discussed in a report issued in September by the House Subcommittee on Oversight and Investigations, which is headed by Representative John Moss (D-Calif.). The report, on federal regulation and regulatory reform recommends legislation banning regulatory agency members from accepting employment in industries they helped regulate for two years and extending from one to five years the length of time former agency members would be barred from dealing with matters that had been "under their official responsibility" while in government.



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and cable signals interstate. They would be grandfathered by the Bell bill—that is, they would be able to continue their present operations—but they could not expand without meeting the two criteria listed in the bill. For broadcasters that means existing patterns of program carriage would not be disturbed. But, say those who interpret the Bell bill, increasing options to use miscellaneous common carriers in the future would be virtually foreclosed. Networks would have to deal exclusively with the phone companies; so would CATV systems.

The National Cable Television Association thinks that idea is abominable. In a Sept. 29 letter to Representative Van Deerin, the association's president, Robert Schmidt, argued that the Bell bill would "stifle" the newly emerging specialized common-carrier business, with the result that "cable systems will have little alternative but to seek service from the established monopolies—at most likely increased charges."

Mr. Schmidt also fears the consequences to the competition in the market for domestic satellites. "At present, one-half-million cable television subscribers are able to view programing relayed by non-Bell satellites," he said. "The passage of this legislation would remove competition from this field, and insure that the Bell system would have a stranglehold on this vital and growing means of program distribution."

NCTA also sees itself running crossways with AT&T in the future if the bill is passed. As cable technology improves, Mr. Schmidt says, it will develop the capability to provide shop-at-home services, security systems and data communications, areas that could put cable in direct competition with the telephone companies. And "we welcome that competition," Mr. Schmidt says. "However, the proposed legislation, by statutorily favoring the established communications monopolies, will put the cable television industry in a decidedly disadvantageous position. In effect, there will be no competition. The telephone company will simply be given the exclusive right to provide such services whether or not they choose to provide them."

Public broadcasting is also at odds with the Bell bill. Henry Loomis, president of the Corporation for Public Broadcasting, argued during the Van Deerin subcommittee hearings that CPB's plan for a satellite interconnection of public broadcasting stations was possible because there is now competition in the satellite field. The plan calls for the employment of three full-time transponders on Western Union satellites and up to 150 receive-only satellite receivers to be owned and operated by the stations.

"We in public broadcasting know that the FCC's adoption of competitive policies for the provision of satellite services are in the public interest," Mr. Loomis said. With those policies in force, he said, CPB had a choice of services and was able "to seek out and contract with the supplier that was most willing to tailor its services to meet public broadcasting's interconnec-

tion requirements."

Public broadcasting will still rely in part on terrestrial common carriers, Mr. Loomis said, adding that "here, too, the existence of a competitive alternative to the facilities of AT&T will be significant in reducing our costs and achieving interconnection in a timely fashion."

These and other arguments from public broadcasting, cable television, the telephone companies, the other common carriers, and—if they decide to get into the fight—the broadcasters, will emerge in Congress again this session, but it is difficult to predict in what forum. The word from the Senate Commerce Committee is that hearings there on the role of telecommunications competition are likely.

On the House side, Representative Van Deerin is circulating this week to all members of Congress a letter explaining that the subcommittee has begun a dialogue on the Bell bill. But his subcommittee has as its first and only priority this year the construction of a new Communications Act. The Bell bill controversy, as wide-ranging as it is, will be just one piece in that puzzle, that will emerge initially as a policy options paper in March. Said subcommittee counsel Harry M. (Chip) Shooshan last week, "if they think the Bell bill got people thinking, wait until they see the policy options paper."

## Disagreement over new EEO program

**Broadcasters tell GAO that FCC plan underestimates amount of time involved; it's not tough enough for Civil Rights Commission**

Mixed opinions were filed at the General Accounting Office in Washington concerning clearance of the FCC's new equal employment opportunities program for broadcasters.

The GAO, which is responsible for the clearance of reporting forms used by federal government regulatory agencies, received mild to strong disapproval from most broadcasting concerns and mild support from citizen groups. Broadcasters filing comments on the commission's proposed model 10-point EEO reporting program (BROADCASTING, June 28) agreed with the National Association of Broadcasters that the commission's estimate of the time levels broadcasters would need to devote to filling in the form "grossly understates" the real necessary costs and man-hours.

The commission estimated that four and one-half hours would be necessary for compiling, gathering and filing information on recruitment sources, referral sources and the number of people referred from each source for stations employing between 11 and 49 employees. The commission estimates 10 hours would be necessary for stations with 50 or more employees. Those stations with 50 or more

employees must also file a workforce survey which lists all job titles within each category on which broadcasters already report, with employees identified by sex and race. (Stations with fewer than 10 employees need not file the new EEO program information, but stations with five or more employees are at present required to file an annual statistical profile showing data on employment by race.)

NAB and other broadcasters disagree with the FCC's time and "burden" estimates. NAB said that WTTG(TV) Washington, an employer of more than 50 full time employees, reports that it spends at least four hours listing merely one job opening with the local newspapers, job banks and minority publications and organizations. WTTG, NAB said, spent more than 270 hours in the first 10 months of 1976 just informing local minority and women's organization and publications of more than 65 job positions. Recently, NAB said, WTTG placed six openings with the referral organizations and received over 1,100 responses in three days. The station spent over 70 hours processing applications and interviewed 479 applicants. NAB said the station needed to interview each applicant because it may not ask on the employment form whether the applicant is female or a minority. NAB said simply to "comply with reporting requirements of one part of the model program, larger stations spend hundreds of man hours gathering and compiling information so that it might be listed for commission inspection and approval."

To this workload must be added the workforce analysis required of broadcasters with 50 or more employees, the listing of minorities and women promoted or hired, listing of job terminations and other requirements adding even more time and expense, NAB said.

A joint comment filed by Swanco Broadcasting Inc. and EZ Communications Inc. agreed that completion of the listing of examples of minority and womens referral organizations contacted and the number of referrals provided by each source "could easily require hundreds of hours per year per station."

The broadcasters urged GAO to reject the commission's model EEO program.

The United States Commission on Civil Rights urged revision of the program too, but because it "falls far short" of the measures needed to adequately ascertain broadcasters efforts to "recruit, hire, train and promote women and minorities on a nondiscriminatory basis."

The Civil Rights Commission said the sample EEO model should require licensees to submit data showing all recruitment, hiring, training and promotion practices with respect to the race, sex and ethnicity of the employees or candidates for employment, and the positions for which they are being employed. Under the FCC's proposal, the Civil Rights Commission said, the data need not be crossstabulated by race, ethnicity and sex. The FCC program for instance, does not differentiate between black males and black females, but lumps them in the general category

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"Black." The Civil Rights Commission's revised program would include male and female breakdowns for white, black, Spanish origin, Asian American and native American.

The Civil Rights Commission and the other public interest groups filing argued that the FCC's time estimates might be incorrect, but that "the burden likely to result from preparation of an EEO program should be considered in the light of the need to enforce equal employment opportunity. . . ." The Civil Rights Commission said "it is incumbent upon licensees to accept the burdens of operating in the public interest." As part of its recent license renewal proceedings, the Civil Rights Commission said, WMAQ-TV Chicago, an NBC-owned station, filed sample personnel recordkeeping forms indicating it maintains data on applicant flow, hiring, promotions and terminations. The forms are compiled on a weekly, bi-weekly, monthly and quarterly basis by all NBC-owned television stations, the Civil Rights Commission said, representing the kind of programs the FCC should require for its EEO compliance programs.

The National Organization for Women agreed that the burdensomeness of the filing requirements "must be considered in the context of the purpose of the EEO program." NOW also agreed that the FCC's proposed program falls short of the amount and detail necessary to allow accurate determination of licensees' EEO practices. While the FCC's program is "inappropriate", NOW told GAO it "would vigorously object to any effort to decrease the amount" of EEO reporting.

The Office of Communication of the United Church of Christ offered the clearest support of the commission's program. While UCC agreed that "the requirements of the model program are insufficient to produce specific and result-oriented EEO plans . . . the model program is an important first step and at least helps to clarify broadcaster obligations in this area by spelling out the 10 basic elements of affirmative action."

The National Black Media Coalition, commenting on the NAB filing with the GAO, said NAB is doing a disservice to broadcasters trying to meet the needs of their communities, including EEO needs. NBMC Chairman Pluria Marshall said NAB's filing shows "clear evidence of a lack of commitment on the part of the Association to move towards the constitutional goal of equal employment for all persons in the broadcast industry, without regard to race, national origin or sex."

## **Omaha outlets going back on air**

**FCC grants interim authority to one of five applicants for deleted facilities**

The FCC has granted interim operating authority to Beneficial Broadcasting Inc. for the deleted Star Station facilities in

Omaha formerly licensed as KOIL(AM)-KEFM(FM). The stations have been off the air since Sept. 2.

Beneficial, owned by Nathan A. Novak, an Omaha businessman, was the only of five competing applicants to apply for interim operating authority, the commission noted, without applying for regular operating authority.

Mr. Novak's application stated that all profits made in the interim period by the stations would be donated to charities (BROADCASTING, Sept. 13). Mr. Novak said part of the profits would go to nearby Creighton University, and that the station facilities would provide a good "training ground for students" of Creighton.

The FCC said it was concerned about Mr. Novak's intentions to use the stations to advertise his nonbroadcast businesses and said that Beneficial must file within 30 days an accounting of all advertising placed over the stations between September 1975 and September 1976 by any business in which Mr. Novak has an interest. The accounts must include a statement showing the amount of time and cost of all advertising carried for Mr. Novak's nonbroadcast businesses including a comparison of rates charged Mr. Novak's business competitors.

In addition, the commission said the grant is conditional and subject to revocation if Beneficial does not meet certain requirements. Beneficial must pay over the net profits after taxes to recognized charities, must distribute no more than 50% of those profits to Creighton University and must file an accounting of its revenues, expenses and net profits every six months, said the commission.

## **Lots of litigation for the FCC**

**Commission actions on WFAB WMOU-WXLQ, WAXC and WHBI are taken to appeals court**

The FCC's burden of court cases continues to grow, mostly, it seems, over license-renewal matters, with both licensees and citizen groups taking the commission to the U.S. Court of Appeals in Washington.

At issue in one case is the continued operation of United Broadcasting Co. of Florida Inc.'s WFAB(AM) Miami. The commission on Sept. 30, 1975, denied the station's renewal application on the ground of fraudulent billing, and last August it denied reconsideration of that order. Then, in an order announced on Nov. 12 but not released until Nov. 30, the commission rejected a request that it set aside its order denying reconsideration, and ordered the station off the air "immediately." It noted United had not appealed the Sept. 30, 1975, decision.

United appealed that action on Nov. 16. It says a Freedom of Information Act suit it has filed in a district court suit could produce information from the commission that would provide evidence that would buttress its case. However, the commis-

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sion said its decision denying renewal was final "as of Sept. 13."

The station continued to operate last week under another order issued by the commission on Nov. 30; it says the effectiveness of the shut-down order would be staged if United asked the court for a stay order within five days.

The other matters finding their way into court were more straightforward.

White Mountain Broadcasting Co., licensee of WMOU(AM)-WXLQ(FM) Berlin, N.H., is seeking reversal of the commission's action denying renewal of the station's licenses. The case was another involving the issue of fraudulent billing. However, White Mountain contends that the commission's action was "arbitrary and capricious" and "constitutes impermissible and unjust discrimination."

An appeal to reverse a renewal grant was filed by the Rochester Black Media Coalition. It contends that the commission's renewal of Sande Broadcasting Co.'s WAXC(AM) Rochester, N.Y., did not dispose of questions that the coalition had raised regarding Sande's financial and character qualifications.

In yet another appeal, Cosmopolitan Broadcasting Corp., licensee of WHBI(FM) Newark, N.J., received additional support in its effort to win a reversal of the commission's denial of the station's renewal application. The Columbian Lawyers Associates—made up of Italian-American judges and lawyers in New York—ap-

pealed the decision on the ground that it would silence a source of native-language programming for the group's members and "abridge" their rights "to assemble as a community bound together" by that programming.

The New Jersey chapter of The American Civil Liberties Union and the Hungarian Freedom Fighters Federation made similar arguments in separate appeals (BROADCASTING, Nov. 29). The commission, in denying renewal, said the licensee had virtually abandoned control to time brokers who presented foreign-language programming during most of the broadcast day, religious broadcasters and commission salesmen.

## Changing Hands

### Announced

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

- WII-L-TV Terre Haute, Ind.: Sold by Alpha Broadcasting Corp. to Bahakel Broadcasting Co. for \$600,000. Seller, which has no other broadcast interests, is owned by more than 50 stockholders with John M. House (23.35%) as president. Buyer is owned by Cy N. Bahakel (100%), who also owns: KXEL-AM-FM Waterloo, Iowa; WLBI-AM-FM Bowling Green, Ky.; WWO-AM-FM Lynchburg, Va.; WABG-AM-TV Greenwood, Miss.; WCCB(TV)


Charlotte, N.C.; WKAB-TV Montgomery, Ala.; WOLO-TV Columbia, S.C.; WDO-AM-FM Chattanooga; and WKIN(AM) Kingsport and WBBJ-TV Jackson, both Tennessee. WII-L-TV is ABC affiliate on channel 38, with 2,310 kw visual, 191 kw aural and antenna 976 feet above average terrain. Brokers: John D. Stebbins Co. and John Vondell.

- WSMW-TV Worcester, Mass.: Sold by State Mutual Life Assurance Co. of America to Sibos Inc. for \$550,000. Seller is mutual insurance company which also owns majority of WNIC-AM-FM Dearborn, Mich. Buyer is owned by Melvin Simon (45%), Irwin Katz as trustee (45%) and Fred Simon (10%). Mr. Katz holds trust for children of Herbert Simon, brother of Melvin and Fred. Simon brothers also have interests in applicant for new television station with subscription television authority on channel 20 in Houston and have interests in corporation which would lease Teleglobe encoding/decoding equipment to station. Purchase of WSMW-TV also includes pending application for STV authority with Teleglobe system. Herbert Simon is also minority stockholder in WIFE(AM) Indianapolis, purchased when FCC revoked licenses of Don Burden-owned Star Stations (BROADCASTING, April 5). WSMW-TV is independent on channel 27 with 513 kw visual, 102 kw aural and antenna 1,531 feet above average terrain.

- WPVA-AM-FM Petersburg, Va.: Sold by Sterling Broadcasting Corp. to Coughlan Broadcasting Corp. for \$525,000. Seller is owned by Sterling C. Livingston who has no other broadcast interests. Buyer is owned by F. Richard Coughlan, former broadcaster (with WGN(AM) Chicago, WGMS(AM) Washington), recently in real estate in McLean, Va. WPVA is 5 kw daytimer on 1290 khz. WPVA-FM is on 95.3 mhz with 3 kw and antenna 240 feet above average terrain. Broker: Blackburn & Co.

- WCOD-FM Hyannis, Mass.: Sold by Kotcom Broadcasting Inc. to Resort Network for approximately \$500,000. Principal in seller is Dana M. Kott, who will continue to operate station and will become vice president of buyer. Mr. Kott has no other broadcast interests. Buyer, joint enterprise of John Keljikan, president, and publicly traded publishing firm, Harcourt, Brace, Jovanovich Inc., also owns WWRJ(FM) Southampton, N.Y.; WWRN(FM) West Palm Beach, Fla., and has minority interest in WCRN-FM St. Thomas, V.I. WCOD-FM is on 106.1 mhz with 25 kw (with application pending at FCC for increase to 50 kw) and antenna 125 feet above average terrain.

- WFWA(FM) Sullivan, Ill.: Sold by Michael R. Freeland to Sullivan-Arthur Broadcasting Co. for \$178,000. Seller also owns WFVL(AM) Camden, Tenn., and majority of WBAR(AM) Bartow, Fla. Buyer is owned by Lee Griesemer (55%), James Bales (30%) and Art Manwaring (15%). Messrs. Griesemer and Manwaring are school teachers, and Mr. Bales is contrac-



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12 6



tor in Sullivan. Buyers have no other broadcast interests. WFWA is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Chapman Associates.

#### Approved

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

■ **WGAL-AM-FM Lancaster, Pa.:** Sold by Steinman Stations to Halt Communications Inc. for \$850,000 (see "Top of the Week"). Seller, owned by John F. and estate of J. Hale Steinman and families, also owns WGAL-TV Lancaster; WDEL(AM)-WSTW(FM) Wilmington, Del.; WTEV(TV) New Bedford, Mass. (Providence, R.I.), and publishes *Lancaster Intelligencer-Journal* and *New Era*. principals in buyer are Robert M. Hall and Donald Laufer who also own WICH-AM-WCTY(FM) Norwich, Conn.; WNBH(AM)-WMYS(FM) New Bedford, Mass.; WUSJ(AM) Lockport, N.Y.; WBVP(AM)-WWKS(FM) Beaver Falls, Pa. WGAL(AM) is on 1490 khz with 1 kw day, 250 w night. WGAL-FM is on 101.3 mhz with 8.5 kw and antenna 940 feet above average terrain.

■ **WSSB(AM) Durham, N.C.:** Sold by 1490 Inc. to Airways Inc. 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-WRLW(FM) Champaign, Ill. WSSB is on 1490 khz with 1 kw day, 250 w night.

■ Other sales approved by the FCC last week include: KBIS(AM) Bakersfield, Calif.; KUZZ(AM) Bakersfield, Calif.; WQCK(AM)-WRBN-FM Warner Robins, Ga. (see page 72).

#### Media Briefs

**Splitting the chores.** FCC Commissioner Richard E. Wiley has announced list of new assignments of FCC commissioners to committees. Commissioner Margita White was named defense commissioner and commission's member on Interagency Civil Defense Committee, Interagency Emergency Planning Committee and National Industry Advisory Committee. Commissioner Joseph Fogarty was appointed to Telephone and Telegraph Committees and to Interagency Committee on Handicapped Employees. Commissioner James Quello was named alternate education commissioner. Appointments of other commissioners that are unchanged include: space commissioner, Abbott Washburn and Robert E. Lee, alternate; education commissioner, Benjamin L. Hooks; telephone and telegraph committees, Chairman Wiley and Commissioners Lee and Hooks.

**Help for UCC project.** Office of Communication of United Church of Christ received grants of \$50,200 to help finance

citizens awareness project called "Check Your Local Stations." Rockefeller Brothers Fund granted \$10,000 to hold New York/New Jersey area seminar and North Shore Unitarian Society of Plandome, N.Y., donated \$40,200. UCC project has already held six of 18 planned workshops nationwide to teach community leaders how to form local coalitions to observe, evaluate and negotiate with radio and television stations for improved broadcast services and equal-employment practices for minorities and women.

**Open door.** National Public Radio board of directors will hold public meeting Dec. 17 at Hotel Del Coronado, Coronado, Calif. Hour has been set aside for persons wishing to address board.

**CBS dividends up.** CBS board of directors declared cash dividend of 50 cents per share on CBS common stock payable Dec. 10 to shareholders of record Nov. 26. This represents increase of 8.5 cents per share or 20% more than 41.5 cents dividend paid in fourth quarter of 1975. Twenty-five cent increase per share on CBS preferred stock will be payable Dec. 31 to shareholders of record Nov. 26.

**No joke.** ABC asked FCC to reject petition by Polish American Congress calling for denial of license renewal for Chicago's three network owned-and-operated stations—NBC's WMAQ-TV, CBS's WBBM-TV and ABC's WLS-TV (BROADCASTING, Nov. 8). ABC said petition was filed late and

should be rejected. If commission decides to accept petition as informal complaint, ABC said, allegations of defamatory remarks about Polish Americans and charges of employment discrimination should be considered as "generalizations" providing "no specificity whatsoever."

## CCC pushes for open radio books

**Citizen law firm urges FCC to require stations to maintain tapes of news and public affairs, keep logs available to public**

Citizens Communication Center has asked the FCC to institute the commission's proposed rule on public access to radio-station files.

CCC said the proposed rules are necessary to insure "meaningful and continued citizen participation in assisting the work of the commission itself." The rules would require radio station licensees to maintain and transcribe tapes or disks of news and public-affairs programming; make available the stations' program logs to the public; supply copies or copying facilities for the reproduction of material in the public file and retain all written comments from the public for three years.

CCC's comments, like those of many

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Company	Period/Ended	Current and change				Year earlier			
		Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Adams-Russell.....	Year 9/30	15,882,000	+ 8.9	633,000	+64.4	.50	14,517,000	385,000	.31
Ampex.....	6 mo. 10/30	139,285,000	+ 7.3	4,645,000	-10.0	.43	129,690,000	5,159,000	.47
CBS.....	9 mo. 9/30	1,570,427,000	+16.6	116,108,000	+33.0	4.07	1,364,145,000	87,235,000	3.05
Comcast.....	9 mo. 9/30	7,989,966	+26.3	606,322	+67.2	.36	6,326,124	362,630	.21
Gray Communications.....	3 mo. 9/30	3,365,601	+37.6	270,062	+188.6	.57	2,444,343	93,565	.20
Gulf & Western.....	Year 7/31	3,395,596,000	+30.4	200,169,000	+42.9	3.03	2,602,147,000	140,055,000	2.67
New York Times.....	9 mo. 9/30	328,682,000	+12.0	13,148,000	+15.9	1.16	293,319,000	11,336,000	1.02
Rahall.....	3 mo. 9/30	2,471,000	+26.6	217,000	+104.7	.17	1,951,000	106,000	.08
Wrather.....	9 mo. 9/30	18,640,000	+22.2	915,000	+22.9	.41	15,248,000	744,000	.33

broadcasters, were received in advance of the FCC's Dec. 8 deadline, but disagreed with most broadcasters' opinion that the proposed rules would impose unfair financial strains and cumbersome workloads on individual licensees (BROADCASTING, Nov. 15). CCC said that retention and transcription of tapes or disks of news and public-affairs programming is necessary in order that citizens wishing to protest license renewal of a station or lodge a complaint can more easily assess news and public-affairs program content. CCC said the cost of tape-recording equipment similar to that used by the Public Broadcasting Service "is quite low and easily affordable by commercial stations" and can be purchased through federal grants by noncommercial

educational stations. CCC said this "age of computerized program logs, automatic logging and mechanical operation of stations by computer demands new technologies for assessing information." The public needs, CCC said, an "electronic library," to assess fully the types and adequacy of broadcast programming.

CCC also said stations should be required to provide some means of reproducing materials in the stations' public files. It is currently left to licensee discretion whether to permit machine reproduction of the materials, CCC said. In its own experience, the law firm said, it has found most radio stations refuse to allow such duplication. Hand-copying or waiting for reproductions from the FCC in

Washington is too time-consuming in a process subject to the strict renewal-proceeding timetables set by the commission, CCC said, and places inordinate demands upon the volunteers, usually citizens "who must continue to earn their living from regular 9-to-5 jobs."

CCC said it is "absolutely essential" that citizens groups have access to program logs, since the logs show the frequency and times of public service announcements, sponsors and amount of commercialization. "It would be patently unfair," CCC said, if only broadcasters were privy to such information, while citizen groups did not have the same material available for their negotiations with the stations and their pleadings before the commission.



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## Big changes are in store for TV programming

**Columbia's Mitchell sees evolution toward miniseries with fewer reruns; deficit financing will disappear but networks will still put up money for new shows while programmers take over power base**

A "huge change" in the program structure of network television over the next several years was forecast last week by John H. Mitchell, president of Columbia Pictures Television, the second largest supplier of network programming.

He sees an evolution coming that would lead, he said, to the disappearance of the series system as it is known now, replaced by something more akin to the British system, in which a series is scheduled for 13 weeks and then "rested" for 26 or 39 weeks before being returned to the air—if it has proved popular in its first run—for another 13 weeks of new episodes. The "rest" period, he noted, gives program creators time "to collect their thoughts

and maybe do a better job."

Miniseries, one-shots, novels of the sort that have attained popularity in the last two or three years and movies made for TV will be "a serious part" of that future, Mr. Mitchell said. And there will be fewer and fewer reruns, he added.

With this new day will come a change in production financing, Mr. Mitchell predicted. Programs will be produced "at prices that make sense for one-and two-time exposure," he said, and the currently popular concept of deficit financing will disappear.

Mr. Mitchell sees the change in the procedure in which networks put up the seed money for development of new programs, but he said the programmers are going to take over the programming power base from the networks.

The Columbia TV head spoke at a programming seminar during a three-day conference on "The Outlook for the Media," sponsored by Paine, Webber, Jackson & Curtis brokerage firm (also see "Top of the Week"). He shared the dais with Charles Arden, executive vice president of Visiondisc Corp., New York, who forecast a growing market for specialized programming on TV disks for the home market over the next several years.

Mr. Mitchell said that out of 27 new series the current network TV season had produced only one hit by former stan-



Mitchell

dards, *Charlie's Angels*, and that the last two or three years had similarly produced few real successes.

"I think the audience is trying to tell the networks something," he said. "Maybe they're tired of what we've been giving them. I think they're telling us they want a change, and I think it's coming—gradually, over the next few years."

Network audiences are still large and in fact larger than ever, Mr. Mitchell said, but he saw this as a tribute to the medium more than to the programming, which he

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# RCA

said reflects "25 years of doing the same thing."

"I think," he continued, "the audience is telling us, 'Good—we've loved it—we're tired of it—start going in some other direction.'"

He also sees two levels of program activity in the future: During the months of highest tune-in, say from October to March, the most expensive programs would be aired, and during the daylight saving time months there would be less expensive, but more original programs, with fewer repeats.

He also warned that, though network viewing still remains high, it will in time trail off. When that starts to happen, he said, "the networks will spend money to keep those HUT levels up," and he left no doubt that he thought they could afford it.

Television, he said, "is the most under-priced medium in America, and the only ball game in town for the manufacturer of consumer products—you cannot afford to be away from it. Consequently, I think you're going to see [rates] going up and up and up."

From around \$3 a few years ago, he said, costs-per-thousand are now around \$6, and he ventured they will continue up to around \$10. And as rates rise, he noted, the networks will be able to pay more and more for programs. Columbia, he added, expects to continue to grow and be a part

of TV's coming explosion."

Asked about the prospects for made-for-pay-cable production, Mr. Mitchell said, "it's much too early to tell." He personally had some doubts about pay TV in competition with free TV, on the theory that "free TV is going to give it fits before it lets pay TV get off the ground." He thought pay TV would eventually emerge as an industry but that this time might be a long way off, maybe 10 or 15 years.

Mr. Arden, whose firm plans to produce and distribute programs for home video-disk player systems as the systems come on the market, stressed the value of the disk in providing selective programming to relatively small audiences.

He mentioned ballet, embroidery, philately and educational subjects among the possibilities and suggested a disk would do well, financially, if it sold 175,000 copies. He thought the cost, initially, would probably range from around \$5.98 to \$10.98.

In answer to other questions Mr. Arden estimated that if RCA and MCA introduce their disk systems in 1977 and others enter the U.S. market as some have indicated they will, the home TV player population should reach 1.8 million in two or three years. As penetration grows, he said, sales of a disk to 3%-4% of the player homes would provide "a satisfactory return."

## Perspective on the News

# The fight that faces the losers in the decision on family viewing

**Many-faceted case will be challenged on numerous grounds—jurisdictional, precedential, evidential—and in the logic of Judge Ferguson's conclusions**

Defendants in the family-viewing suit have fallen back and are in the process of regrouping for the resumption of a court fight that may ultimately reach the Supreme Court. The task is not easy; the decision of U.S. Judge Warren J. Ferguson—which constituted a sweeping victory for the Hollywood writers, producers and directors who sought to have the family viewing plan declared unconstitutional—is complex, rich in detail and novel in many of its conclusions.

Indeed, the decision is so complex that the defendants have split in their reaction to it, with one—NBC—expressing views very much like those of a lawyer for one of



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the plaintiffs. Reed Olson, counsel for the writers and producers, last week called Judge Ferguson's opinion—which said "censorship by government or privately created review boards cannot be tolerated"—"the strongest statement of broadcaster rights ever written." NBC said the thrust of the opinion is a "clear prohibition against government interference with broadcast program content and scheduling." Accordingly, it said it will not seek reversal of that ruling (BROADCASTING, Nov. 15).

The other private defendants in the case—the National Association of Broadcasters, CBS and ABC—say they welcome Judge Ferguson's concern for broadcasters' First Amendment rights. But they do not agree that family viewing resulted—as Judge Ferguson said—from FCC "threats." Their expressed concern is that the ruling contains the seeds of the destruction of the NAB code as an effective instrument of self-regulation.

As for the FCC, not only will its lawyers argue that the commission did not "threaten" the networks, but they probably will attack as well what they say is a novel if not revolutionary suggestion that, through the meetings Chairman Richard E. Wiley and commission staff members had with industry representatives which led to the adoption of the family viewing plan, the commission violated the First

Amendment.

These are not all of the issues that will be threshed out in the appeals to be filed with the U.S. Court of Appeals in San Francisco. Another is the validity—which the defendants challenge—of Judge Ferguson's holding that the First Amendment violation he found subjects the private defendants to the payment of damages.

An initial procedural hurdle that the defendants are seeking to clear is the need to obtain the appeals court's permission to appeal at this time both cases involved in the decision—one brought by several groups of writers, producers and directors and one by Tandem Productions Inc. The second involves the question of damages, and, since the amount remains to be determined, the order is not final. Nevertheless, the defendants, in petitions filed with the appeals court, say both appeals should be heard at the same time since the issues are virtually identical.

Like a number of other matters in the opinion, Judge Ferguson's ruling that Tandem may recover damages from private parties startled the defendants. Their attorneys say there is doubt that private parties can be subject to such liability. NBC, in the petition it filed with the appeals court, said that, "in no case has any court ever allowed damages against a private party for violation of a constitutional

provision."

However, NBC also has another ground for opposing the ruling: It seems to apply to all defendants. And Tandem's claims, NBC said, "are limited to the actions" of CBS—a reference to CBS's having moved Tandem's *All in the Family* out of family viewing time.

Perhaps the sharpest issue of disagreement between NBC and the other private defendants is the effect of the decision on the NAB code. NBC, in its statement on the decision, said it "does not dismantle the NAB code of standards, but is addressed exclusively to the family viewing provision, in the light of his findings as to the origin of that provision."

NBC supported that conclusion with two sentences from the opinion: "The court emphasizes that nothing in its declaration implies that broadcasters are precluded from enunciating codes of conduct, including codes which contain the family viewing policy . . . Nor does anything in this opinion address the question of whether or not NAB enforcement of any other section of the code amounts to a First Amendment violation."

NAB's concern, however, is fed by a score of passages culled from the opinion, virtually all dealing with what Judge Ferguson called the duty of broadcasters to make independent program judgments.

One passage for instance, says: "In

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# RCA

short, the NAB has no constitutional right to set up a network board to censor and regulate American television ... Even when station managers are willing to abdicate their responsibilities by delegating their programming authority in exchange for membership in the NAB (with the convenient advantages of access to lobbying and informational services together with whatever prestige attaches to membership), the First Amendment requirement of diversity in decision-making does not protect such tie-in arrangements."

Another says broadcasters are free to adopt family viewing policy, even at the suggestion of government. But, it adds, broadcasters are not free "to program on any basis other than their own independent judgment of what constitutes good programming, and they have no right to interfere with the independent judgment of other broadcasters."

CBS and ABC read those passages with the same sense of concern. John A. Schneider, president of CBS Broadcast Group, last week said in a statement that the decision "threatens the entire fabric of self-regulation," and that, he said, "is why CBS is appealing."

He said CBS has always resisted government or other encroachment on licensee autonomy, including any form of NAB prescreening of programs. "There is no

censorship," he said. But, he added, Judge Ferguson's ruling would prohibit broadcasters from setting programming standards "collectively—and voluntarily—through the NAB." And if that ruling stands, he added, "there would be only two viable alternatives for broadcasting standards—no standards at all or standards exposed by the government."

Perhaps none of the defendants is as concerned as the FCC about Judge Ferguson's ruling that they violated the First Amendment. For commission officials, particularly Chairman Wiley, the issue is one of honor as well as of law. Chairman Wiley, since the opinion was released last month, has insisted repeatedly that he and his colleagues acted "responsibly" and did not threaten or coerce the network as Judge Ferguson found in his decision. Commission lawyers will attempt to demonstrate that the facts do not support that conclusion—that Judge Ferguson ignored testimony supporting the denials that threats were made.

However, Judge Ferguson's conclusion does not involve the alleged use of threats alone. The commission also "compromised licensee independence," he said, "by participating in conspiracy to usurp" that independence "through the vehicle of the NAB." And the Communications Act, he says, requires broadcasters to make in-

dependent judgments.

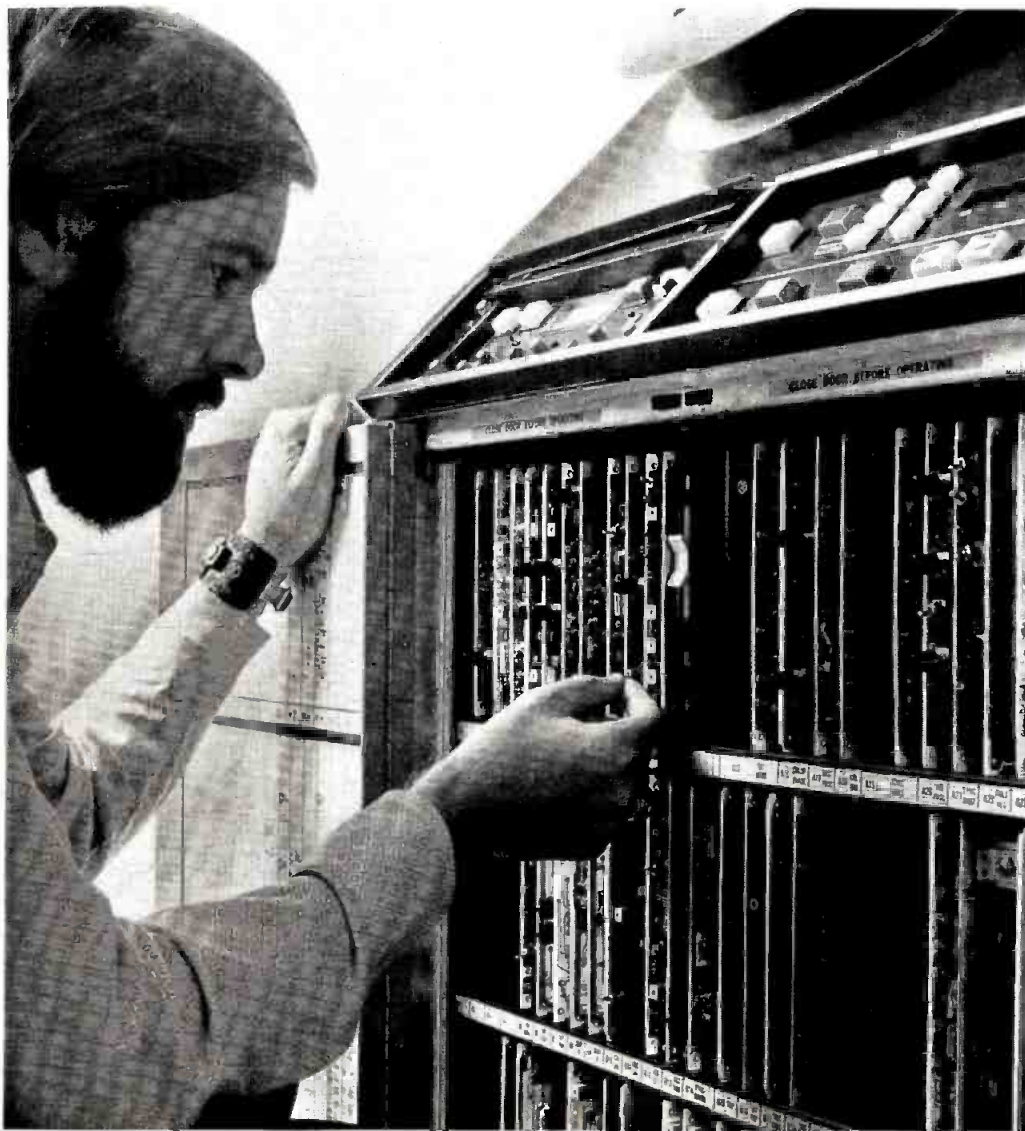
The substantive and dramatic arguments lawyers for the defendants are beginning to formulate could all be rendered moot if they prevail on a technical issue that has not received much attention but is very much on the minds of the lawyers involved. And that is the question of whether the issues raised by plaintiffs fall within the jurisdiction of a district court.

The question was raised and argued at length before Judge Ferguson—and he rejected the contention—that the law requires that complaints about commission performance be taken first to the commission and then to the appropriate court of appeals, not to a district court. Judge Ferguson held that the statutory plan deals with formal proceedings or orders, not the kind of case the plaintiffs had brought.

Nevertheless, the commission is certain to argue this question again on appeal. And if it is successful, the basis for Judge Ferguson's opinion would be erased.

There is one other point the commission will make on appeal—that it did not, as Judge Ferguson held, violate the Administrative Procedure Act by negotiating through its chairman "with powerful industry forces to form new policy for television" without observing the rules prescribed by the act for adopting rules.

"We didn't think we were adopting



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ules, so why issue a notice of rulemaking?" asked one bemused FCC attorney. The same attorney wondered why the commission would not be guilty of censorship if it undertook, in accordance with Administrative Procedure Act requirements, the same action the judge said was legal when "behind closed doors."

Nevertheless, whatever the fate of that issue, lawyers on both sides of the case would appear to agree with CBS's John Schneider that the issues involved—touching, as they do, on the right and duty of broadcasters to make independent programming judgments, the role of the NAB in a scheme of broadcaster self-regulation and the commission's authority to deal with such delicate matters as programming on an informal basis—are among the most important that have been raised in recent years for all broadcasters."

## ABC's back on top with prime-time win

It's 7 out of 10 weeks this season as network takes 3 nights and places 5 shows in top 10

After finishing second to NBC-TV in prime time for three weeks in a row, ABC-TV reasserted itself in the 10th week of

the fall season (Nov. 22-28) with a 20.9 rating, putting it out in front of CBS (19.2) and NBC (18.8).

ABC now has won seven of the first 10 weeks, season-to-date, with NBC taking the other three. CBS has not only failed to finish first in any of these 10 weeks but has managed to come in second only twice over this 10-week span: Oct. 11-17 and Nov. 22-28. Season-to-date averages show ABC with a 20.9 rating, NBC at 20.0 and CBS at 18.4.

ABC won Tuesday, Wednesday and Sunday nights during the week ended Nov. 28. Monday and Friday went to NBC and Thursday and Saturday to CBS.

NBC got Monday with an exploitable made-for-TV movie called "The Savage Bees" (26.9 rating, 41 share), which tied with *M\*A\*S\*H* (26.9 rating, 39 share) for sixth place. ABC's series strength came through on Tuesday, particularly *Laverne and Shirley* (28.8 rating, 41 share, number three for the week) and *Happy Days* (28.0 rating, 42 share, number five for the week).

Despite another exploitable NBC made-for-TV movie ("Flood"), ABC won easily on Wednesday with *The Bionic Woman* (20.0 rating, 32 share), *Baretta* (22.5 rating, 36 share) and, particularly, *Charlie's Angels* (29.1 rating, 49 share, number one for the week), the last-named reinforcing its status as the runaway-hit new show of

the season.

A two-hour *Waltons* Thanksgiving rerun (18.4 rating, 34 share) did the trick for CBS on Thursday and a Dean Martin celebrity roast (22.8 rating, 40 share, number 11 for the week) put Friday in NBC's column.

CBS's Saturday sitcom block from 8 to 10 p.m.—*The Mary Tyler Moore Show* (21.8 rating, 35 shares), *The Bob Newhart Show* (21.3 rating, 34 share), *All in the Family* (24.0 rating, 39 share, number 10) and *Alice* (20.5 rating, 33 share)—rolled up its best shares since the Nov. 6 reshuffling and gave CBS a strong win on Saturday.

Sunday was ABC's by virtue of a special two-hour edition of *The Six Million Dollar Man* (28.4 rating, 38 share, number four for the week) and a *Starsky and Hutch* episode (26.7 rating, 43 share, number eight for the week) out of its usual Saturday-at-9 time period. CBS's "Salute to Lucy" took some of the edge off ABC's win for the night by raking up a 28.9 rating, 39 share, good for number two.

## WJM-TV to shut down; Moore in new CBS pact

CBS-TV has signed Mary Tyler Moore for a new weekly series for the year after next.

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our new quad includes these desired features that would cost up to \$20,000 to add other machines: Chrominance Amplitude corrector, Color Dropout Compensator, automatic Color Framing, Automatic Control Track Phasing, LED diagnostic systems, vacuum guide and reel servos, a resettable tape timer with LED timer display. And more.

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Tuesday (Nov. 30), CBS said Miss Moore would bring down the curtain on her current CBS series (Saturday, 8-8:30 p.m., NYT) after a seven-year run. Viacom Enterprises will syndicate the re-runs, starting next September.

As part of her new contract with CBS, Miss Moore will do "at least" two specials during the 1977-78 season and then will buckle down to the weekly series grind in September 1978. MTM Enterprises will produce all her CBS projects.

## Three out, three in in NBC-TV daytime

NBC-TV has reshuffled its daytime schedule, canceling three series, including the seven-year old soap opera *Somerset*, and adding three new ones.

One of the new ones will be a soap opera called *Lovers and Friends* (12:30-1 p.m., NYT), which will be taped in New York by Paul Rausch (executive producer) and Harding Lemay (chief writer), the men responsible for NBC's highest-rated existing daytime drama, *Another World* (3-4 p.m.).

The other two new series are game shows: *Shoot the Works* (11:30 a.m.-12 noon), a Bob Stewart production, to be taped in New York and hosted by Geoff Edwards, and a daytime version of the once-a-week prime-access series, *Name That Tune* (12-12:30 p.m.), which will be taped at NBC's Burbank, Calif., studios by Ralph Edwards Productions, with Tom Kennedy as host.

In addition to *Somerset* NBC will cancel the game shows *Stumpers* and *50 Grand Slam*, all as of Dec. 31. The new schedule takes effect on Monday, Jan. 3.

## CBS Radio will add adventure series

**General Mills will sponsor weekend classical shows for more than a year; program is set for Feb. debut**

CBS Radio will place its second drama series on the air next February when it unveils *General Mills Radio Adventure Theater*, designed mainly for young people.

The series will be broadcast on Saturday and Sunday—from 6:07 to 7 P.M.—with different programs on each day. It will be sponsored by General Mills (for its cereal products) through Dancer-Fitzgerald-Sample, New York. *Adventure Theater* will be produced by Himan Brown, who also is responsible for the daily *CBS Radio Mystery Theater*, which starts its fourth year on the air in January. (*Mystery Theater* is carried on 220 stations.)

Sam Cook Digges, president of the CBS Radio Division, told a news conference in New York last week that General Mills has a commitment to *Adventure Theater* for more than a year. He noted there will be 52 new programs each year and 52 repeats.

Though the thrust of the series is to

reach youngsters from 6 to 16, Peter F. McSpadden, president of Dancer, said the program is expected to appeal to an all-family audience. He added that "we have no ambition as cultural emissaries, but it is gratifying to realize that *Adventure Theater* will acquaint children with some of the great classics that they might otherwise never know."

The series, Mr. Brown said, will present "tales of adventure, derring-do, exploration, courage, bravery and sacrifice drawn from classic works of literature, history and life as it is lived today." He said there will be adaptations of Jules Verne's "Mysterious Island"; H. Rider Haggard's "King Solomon's Mines"; Robert Louis Stevenson's "Kidnapped"; Alexandre Dumas's "The Man in the Iron Mask"; Herman Melville's "Moby Dick"; Rudyard Kipling's "Captains Courageous" and "King Arthur and His Knights of the Round Table."

Mr. Digges said CBS Radio has not yet tried to clear stations but does not expect any difficulty because of the wide acceptance of *Mystery Theater*. (CBS is the only radio network to carry newly produced drama on a regular basis.)

General Mills will receive seven minutes within the program and the stations four. Special commercials will be produced to appeal to youngsters in the target age group.

## PTA, AMA mount efforts against TV violence

**Former will hold hearings; latter will testify at them and publish journal articles**

The national Parent-Teacher Association and the American Medical Association have begun separate but occasionally crisscrossing campaigns against violence on television.

The PTA's crusade began last week in Pittsburgh in the first of eight regional hearings on violence to give parents, educators, researchers and industry experts an opportunity to express their views about how TV violence might affect children. Television Information Office Director Roy Danish was among the witnesses at the first all-day forum. When they are finished, the hearings will provide the meat for a report the national PTA will publish.

The AMA, which also plans to publish on the subject, will give testimony at the PTA meetings. The remaining seven will be in Kansas City, Kan., Jan. 11; Atlanta, Jan. 18; Chicago, Jan. 25; Dallas, Feb. 1; Portland, Ore., Feb. 8; Hartford, Conn., Feb. 15 and Los Angeles, Feb. 22.

A PTA spokesman said last week the national association is also monitoring TV programs, visiting and writing TV licensees and legislators and, as a last resort in the year-long effort to arouse public and official concern, would arrange national

boycotts of TV products advertised on offending programs.

The AMA, meantime, acting on a resolution passed by the association's house of delegates in June that describes TV violence as an environmental hazard particularly to children, is concentrating on educating parents to act as guardians of what their children see. The association has voted to give \$25,000 to Nicholas Johnson's National Citizens Committee for Broadcasting for its TV-violence monitoring activities. A spokesman said last week it may award money to others.

In addition, the AMA will hold a session on TV violence at its annual clinical convention in Philadelphia Dec. 6. Participants will include "recognized authorities," the spokesman said, among them: George Gerbner, dean of the University of Pennsylvania's Annenberg School of Communications and leading researcher in the field of TV violence.

Dr. Gerbner will be featured, too, in the Dec. 13 issue of the AMA journal, *American Medical News*, writing about the total impact of television—its role as a societal force.

Further, the AMA has in the works a booklet designed to educate parents to the potential impact of violent programs on their children. It will encourage parents to monitor their children's viewing habits and to discuss the programs with the children. The association is shooting for publication of the booklet in February 1977.

### Program Briefs

**'Double Dare' taken.** CBS-TV has canceled *Gambit*, five-year-old daytime game show (11-11:30 a.m., NYT), produced by Heater-Quigley, and on Dec. 13 will replace it with new Goodson-Todman quiz, *Double Dare*. *Double Dare* will be taped in Hollywood, with Jay Wolpert as executive producer and Alex Trebek as host.

**AP's '76 Roundup.** For 12th straight year, Associated Press is producing 60-minute audio program, *The World in Sound 1976*, reviewing highlights of year.

**CMA's new captain.** Dan McKinnon, owner of KSON-AM-FM San Diego, was elected president of Country Music Association, first broadcaster to be named



McKinnon

to that post in association's 16 year history. Mr. McKinnon, who also has interests in KIII(TV) Corpus Christi and KBMT(TV) Beaumont, both Texas, owns music publishing company and talent management firm. He previously served two terms on boards

of CMA and National Association of Broadcasters. CMA, 5,000-member group, is host of annual country music awards TV show, elects members to Country Music Hall of Fame in Nashville and promotes country music worldwide.



# Broadcasting's

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# Top 50 Agencies 1976

## 18 REASONS

### WHY NSI CONTINUES TO BE THE LEADING LOCAL TELEVISION MEASUREMENT SERVICE ...

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3. More weekly ratings—147 markets.
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15. Comprehensive reporting of public broadcasting audiences.
16. Better universe estimates.
17. Widespread industry acceptance.
  - More independent stations in major markets
  - 11 of the top 15 national agencies

**REASON 18:**  
**Your NSI Representative**



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410 N. Michigan Ave.  
312 828-1170

MENLO PARK, CA 94025  
70 Willow Road  
415 321 7700

HOLLYWOOD, CA 90028  
6922 Hollywood Blvd  
213 466 4391

DALLAS, TX 75234  
2665 Villa Creek Dr  
214 620-0225

# Billboard

## Survey Indicates N.Y. WABC Is Most Popular U.S. Station

By CLAUDE HALL

LOS ANGELES—The most-listened to radio station in the nation is WABC in New York, according to "American Radio 76," an in-depth study just completed by James Duncan Jr., an executive with Gilmore Advertising, Kalamazoo, Mich.

The most popular FM station is WRFM, New York, a beautiful music station featuring the syndicated format of Bonneville Broadcast Consultants. WABC, of course, features a Top 40 format.

The study is based on Arbitron audience surveys. Duncan actually compiled it last year, but this is the first year the study has been published and is available for purchase.

"This report," says Duncan, "is designed to give observers of the radio industry a handy reference guide to the state of the industry as of the spring of 1976. Fortune Magazine publishes a list of the 500 leading businesses in the nation so I reasoned, why not have a list of the nation's 500 most popular radio stations?"

The top 25 most-listened to radio stations, in order, are: WABC, New York; WOR, New York; WLS, Chicago; WGN, Chicago; WCBS, New York; WJR, Detroit; WRFM, New York; WBLN, New York; KDKA, Pittsburgh; WMAQ, Chicago; WCCO, Minneapolis; KABC, Los Angeles; WPLJ, New York; WINS, New York; KMOX, St. Louis; KBIG, Los Angeles; WHN, New York; CKLW, Detroit; WMCA, New York, tied with WBBM, Chicago; WNEW, New York; WXLO, New York; WBAP, Fort Worth; WADO, New York; and WWSH, Philadelphia.

It's interesting to note that six of these stations are FM—WRFM, WBLN, WPLJ, KBIG, WXLO, and WWSH. The study rates average quarterhour, persons 12-plus, 6 a.m.-midnight Monday through Sunday.

Forgetting size of market, seven talk or news stations were in that top 25, along with seven stations that have to be classified as more MOR than anything else, six rock stations, three country stations, one Spanish language station, and the rest beautiful music.

Among the top 10 stations, however, more listeners preferred MOR radio to rock radio, with 613,700 average quarterhour listeners to 556,400 and this includes the people listening to WBLN, a disco or black oriented station.

If you take away the 205,300 average quarterhour listeners of WOR, which plays music in the morning somewhat but is mostly a talk oriented station, then the rock audience is much larger.

The top 25 FM stations, in order: WRFM, New York; WBLN, New York; WPLJ, New York; KBIG, Los Angeles; WXLO, New York; WWSH, Philadelphia; WCBS, New York; WLAK, Chicago, tied with WPAT, New York; WLOO, Chicago; WJIB, Boston; WPIX, New York; WVNJ, New York; KJOI, Los Angeles; WQXR, New York; WTFM, New York; WPGC, Washington; WDVR, Philadelphia, tied with KLOS, Los Angeles; KNX, Los Angeles; WVBF, Boston; WRIF, Detroit; WKTU, New York; and WMMS, Cleveland. This gave New York area 11 of the top-ranked FM stations in the nation.

Of the top 25 most-listened to FM stations, 12 feature either progressive or rock formats, 11 are beautiful music. At least eight of the stations are automated and seven of these feature syndicated programming with Schulke Radio Productions product on four stations, Bonneville Broadcast Consultants on two, and Century on one.

America's top-listened to 10 stations in cume audience, 12 and older, in order are: WABC, New

York; WLS, Chicago; WOR, New York; WCBS, New York; WGN, Chicago; WINS, New York; WMAQ, Chicago; CKLW, Detroit; WJR, Detroit; and WNBC, New York. Duncan's study was in-depth in every category: here he detailed the top 303 stations. WXLO, New York, was the FM station with the highest cume and here Duncan listed 121 stations.

America's top 10 teen audience stations, in order: WABC, New York; WLS, Chicago; WXLO, New York; WPLJ, New York; WBLN, New York; KHJ, Los Angeles; KFRC, San Francisco; WWRL, New York; WPGC-FM, Washington; and WRKO, Boston. Four of these stations—WXLO, KHJ, KFRC, and WRKO—are RKO Radio stations. ABC, of course, owns WABC, WLS, and WPLJ.

WABC was also America's No. 1 station in adults 18-34 years of age and adults 18-49 years of age in other chart studies.

Duncan also breaks out national FM shares—41.348% for total survey area, for example. The best FM market? West Palm Beach with a metro share of 62.83% (he lists the top 25 markets with Akron last at 48%). The worst FM market in the nation was McAllen-Brownsville, Tex., with only 13.25% share. Tucson was also weak with only a 17.31% and even the best of the worst—Green Bay, Wis.—had only a 24.34%.

One of the most interesting breakouts in the book of several hundred pages is a list of the FM stations that lead their market, such as KOB in Albuquerque, N.M.; WMMS in Cleveland; KYND in Houston; and WVIC in Lansing, Mich. Duncan's study even tells you what particular category the station leads in.

About two-thirds of the book is devoted to individual market reports.



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1 J. Walter Thompson 2 Leo Burnett 3 Young & Rubicam 4 BBDO 5 Grey 6 Ogilvy & Mather 7 Ted Bates 8 Benton & Bowles 9 McCann-Erickson 10 Dancer-Fitzgerald-Sample 11 Foote, Cone & Belding 12 D'Arcy-MacManus & Masius 13 Doyle Dane Bernbach 14 Wm. Esty 15 SSC&B 16 Wells, Rich, Greene 17 Needham, Harper & Steers 18 Compton 19 Kenyon & Eckhardt 20 Cunningham & Walsh 21 Campbell-Ewald 22 Gardner Advertising 23 N. W. Ayer 24 Marschalk 25 Campbell-Mithun 26 Ketchum, MacLeod & Grove 27 Bozell & Jacobs 28 Norman, Craig & Kummel 29 McCaffrey & McCall 30 Tracy-Locke 31 Kelly, Nason 32 C. T. Clyne 33 Tatham-Laird & Kudner 34 Parkson 35 Arthur Meyerhoff 36 Scali, McCabe, Sloves 37 Ross Roy 38 Lois Holland Callaway 39 Daniel & Charles 40 Warwick, Welsh & Miller 41 John Murray 41 Rosenfeld, Sirowitz & Lawson 43 W. B. Doner 43 E. Eicoff 45 Della Femina, Travisano 46 Post-Keyes-Gardner 47 Erwin Wasey 48 DKG 49 Warren, Muller, Dolobowsky 50 Clinton E. Frank

## Broadcasting's Top 50 Agencies 1976

### Boom year for broadcast billings among top-50 radio-TV agencies; total spending by them increased \$780 million over the 1975 figure

Fueled by the strongest advertising economy ever, the top-50 broadcast-billing agencies swept ahead in 1976 to another record-breaking year, surpassing 1975 figures by a wide margin.

Agency TV-radio expenditures have been gaining every year (except for 1971, when the recession and the ban on cigarette advertising combined to drain off \$130 million from the 1970 mark at the top-50 radio-TV agencies). And the year-to-year gains have been increasing, too. In 1976, the top-50 broadcast agencies surged past 1975 spending by \$780 million. In contrast, 1975, which was considered an excellent year itself, saw a broadcast-billings gain by these firms of about \$223 million.

Sharply escalating costs for television time were a prime factor in 1976's increase, and most of the jump in billings went to that medium—more than \$700 million. But radio had one of its better years, topping its 1975 total by more than \$70 million.

Billings gains for 1976 were reported by nearly all of the broadcasting top-50 agencies: 45 posted increases, four registered declines (there is one firm new to the list this year).

Retaining its ranking as the top advertis-

ing agency in broadcast billings is J. Walter Thompson Co., with \$347.1 million in radio-TV spending, followed by Leo Burnett, U.S.A., \$302 million; Young & Rubicam, \$278.5 million; BBDO, \$247 million and Grey Advertising, \$199.3 million.

Thompson is in the kingpin position in every radio-TV spending category except two. It led in broadcast billings (\$347.1 million), total TV billings (\$321 million), network-TV billings (\$214 million), spot-TV billings (\$107.1 million), network radio (\$9.1 million) and biggest broadcast gain (\$77.7 million). Young & Rubicam was the top agency in total radio billings (\$30.3 million) and spot radio (\$24.3 million).

Other agencies registering substantial broadcast billing increases were Young & Rubicam, up \$67 million; Burnett, up \$60.5 million; Grey Advertising, up \$59.3 million; Ogilvy & Mather, up \$52.5 million and Benton & Bowles, up \$51.9 million.

The only agency to suffer a drastic decline in broadcast spending was Clinton E. Frank Advertising. It reported a loss of \$23.7 million from its 1975 figure, attributable to the loss of the king-sized Toyota account (estimated billing: \$30 million). Other agencies losing ground during the year were Post-Keyes-Gardner, down \$2.1 million and Wells, Rich, Greene and Warren, Muller, Dolobowsky, down \$400,000 each.

Dropped from the 1976 compilation was

Tinker, Dodge & Delano, which was merged during the year into Campbell-Ewald. Tinker, as is C-E, was an Interpublic agency. Breaking into the top-50 listing was Scali, McCabe & Sloves, New York.

As in past years, there was some rearrangement in the rankings of the agencies, keyed to the sizes of their billings increase. The biggest jump upward was made by Ogilvy & Mather, which pulled up to number five from number nine last year. Ogilvy upped its broadcast spending by more than \$52.5 million over 1975. Benton & Bowles, adding almost \$52 million, moved up to the eighth spot from number 11 last year.

Another fast climber in 1976 is Grey Advertising, which reported a \$59.3 million gain in TV-radio expenditures. In the process, Grey vacated its number-10 spot of 1975 and climbed to number six, taking the slot occupied last year by Dancer-Fitzgerald-Sample.

For Doyle Dane Bernbach 1976 has been a comeback year. In 1975 the agency dropped \$21 million in broadcast investment and fell to the number-19 spot. This year DDB added a solid \$47 million in billings and rose to number 13.

The biggest drop in billings and ranking was made by Clinton E. Frank, which fell from the 27th spot to the 50th after losing the \$30 million Toyota account to Dancer-Fitzgerald.

Though they boosted billings during the

# The Broadcasting top 50 advertising agencies and their 1976 radio-TV billings

(all dollar figures are in millions)

	Combined broadcast billings	Total TV	TV network	TV spot	Total radio	Radio network	Radio spot	Broadcast share of agency's total billings	Broadcast billings change from 1975	Agency's rank in 1975
1. J. Walter Thompson	\$347.1	\$321.1	\$214.0	\$107.1	\$26.0	\$9.1	\$16.9	70.0%	+77.7	1
2. Leo Burnett	302.0	288.0	202.8	85.2	14.0	2.4	11.6	60.0	+60.5	2
3. Young & Rubicam	278.5	248.2	165.0	83.2	30.3	6.0	24.3	60	+67.0	3
4. BBDO	247.0	227.0	144.0	83.0	20.0	3.5	16.5	64	+39.5	4
5. Grey Advertising	199.3	190.8	131.2	59.6	8.5	2.5	6.0	62.9	+59.3	10
6. Ogilvy & Mather	193.0	180.0	120.0	60.0	13.0	5.0	8.0	60	+52.5	9
7. Ted Bates & Co.	187.2	174.3	117.2	57.1	12.9	8.1	4.8	65.8	+32.6	5
8. Benton & Bowles	185.5	178.6	117.8	60.8	6.9	1.0	5.9	78	+51.9	11
9. McCann-Erickson	168.0	145.0	95.0	50.0	23.0	3.0	20.0	65	+24.8	7
10. Dancer-Fitzgerald-Sample	166.0	156.3	86.4	69.9	9.7	1.7	8.0	68.6	+15.5	6
11. Foote, Cone & Belding	143.8	129.5	99.4	30.1	14.3	5.0	9.3	52.4	+ 2.3	8
12. D'Arcy-MacManus & Masius	138.0	116.0	75.4	40.6	22.0	5.5	16.5	57	+34.7	13
13. Doyle Dane Bernbach	122.0	110.0	70.0	40.0	12.0	2.0	10.0	51.7	+47.0	19
14. Wm. Esty	114.0	102.0	69.0	33.0	12.0	6.0	6.0	65	+ 7.0	12
15. SSC&B	101.0	93.5	71.2	22.3	7.5	1.0	6.5	69	+ 5.8	15
16. Wells, Rich, Greene	99.1	85.4	62.7	22.7	13.7	1.7	12.0	51.9	- 0.4	14
17. Needham, Harper & Steers	98.6	92.5	69.1	23.4	6.1	1.6	4.5	57.4	+ 8.3	16
18. Compton	89.0	87.2	64.1	23.1	1.8	0.0	1.8	76.7	+ 8.3	17
19. Kenyon & Eckhardt	87.9	80.3	44.5	35.8	7.6	2.7	4.9	73.3	+13.2	20
20. Cunningham & Walsh	85.2	81.0	56.7	24.3	4.2	0.4	3.8	68.9	+ 8.6	18
21. Campbell-Ewald	79.8	71.3	47.0	24.3	8.5	2.0	6.5	79.8	+27.8	22
22. Gardner Advertising	79.6	74.1	54.3	19.8	5.5	0.0	5.5	66	+20.8	21
23. N. W. Ayer	59.0	51.5	27.5	24.0	7.5	3.5	4.0	45	+ 9.6	23
24. Marschalk	53.4	50.0	30.4	19.6	3.4	0.0	3.4	70.1	+ 9.0	24
25. Campbell-Mithun	50.1	40.6	9.6	31.0	9.5	0.5	9.0	50.1	+ 9.1	26
26. Ketchum, MacLeod & Grove	45.5	38.4	17.6	20.8	7.1	0.3	6.8	32.5	+12.4	28
27. Bozell & Jacobs	45.0	39.0	15.6	23.4	6.0	0.4	5.6	31	+15.0	31
28. Norman, Craig & Kummel	41.8	38.7	21.8	16.9	3.1	1.0	2.1	51	+ 0.4	25
29. McCaffrey & McCall	37.0	34.5	26.5	8.0	2.5	0.4	2.1	53	+ 7.1	31
30. Tracy-Locke	36.9	34.4	16.0	18.4	2.5	0.0	2.5	60.5	+10.8	42
31. Kelly, Nason	35.4	32.8	25.1	7.7	2.6	0.5	2.1	68	+ 7.4	36
32. C. T. Clyde	35.0	34.0	16.0	18.0	1.0	0.0	1.0	90	+ 6.9	34
33. Tatham-Laird & Kudner	34.2	33.5	18.8	14.7	0.7	0.0	0.7	52.6	+ 1.6	29
34. Parkson Advertising	33.9	33.8	32.5	1.3	0.1	0.1	0.0	81	+ 9.2	45
35. Arthur Meyerhoff Associates	33.6	27.7	4.8	22.9	5.9	2.2	3.7	87.6	+ 5.9	37
36. Scali, McCabe, Sloves	33.0	28.0	9.0	19.0	5.0	2.0	3.0	55	—	—
37. Ross Roy	32.7	25.0	4.7	20.3	7.7	2.5	5.2	62	+ 1.1	30
38. Lois Holland Callaway	32.5	30.0	8.0	22.0	2.5	1.0	1.5	80	+ 4.0	33
39. Daniel & Charles Associates	32.0	30.1	15.5	14.6	1.9	0.0	1.9	61.5	+ 5.0	40
40. Warwick, Welsh & Miller	31.2	24.6	17.2	7.4	6.6	4.0	2.6	52	+ 3.1	34
41. John Murray	30.0	28.0	13.0	15.0	2.0	0.0	2.0	89	+ 2.9	39
41. Rosenfeld, Sirowitz & Lawson	30.0	24.0	3.0	21.0	6.0	0.5	5.5	70	+ 4.0	43
43. W. B. Doner & Co.	29.4	24.9	2.8	22.1	4.5	0.0	4.5	66	+ 4.0	44
43. A. Eicoff & Co.	29.4	27.8	0.0	27.8	1.6	0.0	1.6	95	+ 2.4	40
45. Della Femina, Travisano & Partners	28.7	20.2	13.5	6.7	8.5	2.5	6.0	61	+ 5.7	46
46. Post-Keyes-Gardner	25.4	21.4	13.5	7.9	4.0	2.7	1.3	38	- 2.1	38
47. Erwin Wasey	22.5	20.5	13.0	7.5	2.0	0.3	1.7	80	+ 0.1	47
48. DKG Inc.	21.2	17.2	8.6	8.6	4.0	0.0	4.0	53	+ 1.2	49
49. Warren, Muller, Dolobowsky	19.8	17.9	10.7	7.2	1.9	0.0	1.9	80	- 0.4	48
50. Clinton E. Frank	16.3	11.1	4.5	6.6	5.2	0.5	4.7	45	-23.7	27

year, a number of agencies slipped in rank because their increases were not in the substantial range. Among those in this category were Foote, Cone & Belding (from eighth to 11th) and William Esty (from 12th to 14th).

Following is an alphabetical listing of the first-50 broadcast-billing agencies. The figures were obtained in the majority of cases from the agencies themselves; in

others, estimates were compiled from a variety of sources.

## 23

**N.W. Ayer** (1) Broadcast billings at Ayer were up by \$9.6 million in 1976, as the TV-radio share grew to 45% from 37% last year. Ayer's domestic billings this year, including

capitalized fees, are expected to reach an estimated \$207 million, highest in the agency's history. Accounts picked up during the year included Sabena Belgian World Airlines, Texaco (industrial, trade, marine, aviation and home heating fuels), Motorola (CB radios), A. J. Funk (Sparkie glass cleaner), A & W International (fast foods). Account losses during 1976 were IteI Corp., Yamaha (snowmobiles), Disneyland hotel, Knott's Berry Farm and Oxirane Chemi-



December 6, 1976

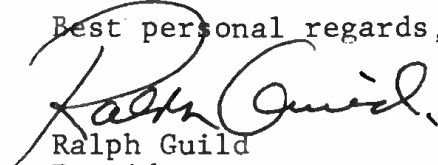
Dear Broadcaster:

Not too long ago, we at McGavren Guild set out to develop a new corporate symbol....one that would be unique within our industry.

We wanted it to be colorful and energetic. Most importantly, we wanted it to reflect our continuing commitment to interlock our four Regional Divisions into the unified, professional working organization which serves firstly, the fine stations we are so proud to represent and, secondly, the advertising agencies with which we deal on behalf of our client stations.

Now, on the eve of our 25th Anniversary, we are pleased to bring it to you on this letterhead. You'll be seeing it more and more often as we continue to serve you and the entire radio community.

Best personal regards,

  
Ralph Guild  
President

McGAVREN GUILD

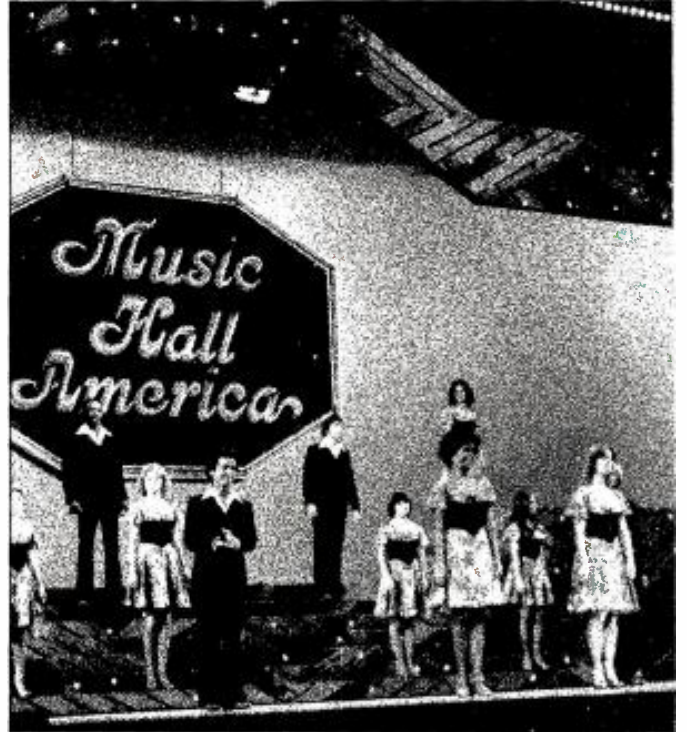
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# We build networks.



## **“Ara Parseghian’s Sports”**

A network of  
138 stations.



## **“Music Hall America”**

A network of  
155 stations.



### **"The Price Is Right"**

A network of 113 stations.



### **"The \$128,000 Question"**

A network of 73 stations.



### **"The \$25,000 Pyramid"**

A network of 81 stations.

# **Viacom.**

Television's first name in first-run programming.

## Broadcasting's Top 50 Agencies 1976

cal. Involved in program sponsorship during 1976 was AT&T with the *Bell System Family Theater* specials. Among active broadcast spenders were the U.S. Army, Olympia Brewing, RCA, Cannon Mills, Sealtest, General Motors, Helene Curtis, Gerber Foods, Sunbeam, Nestle, DuPont, Scholl, Cresta Blanca Winery, Deere & Co. and Blue Cross/Blue Shield.

7

**Ted Bates & Co.** (1) Spurred by the acquisition of National Airlines and North American Systems (Mr. Coffee), Bates added more than \$32 million to its broadcast expenditures in 1976. Television climbed by almost \$30 million and radio by more than \$3 million. Included among Bates's high-spending broadcast advertisers during the year were Bristol-Myers, Carter-Wallace, Colgate-Palmolive, ITT Continental Baking, Mars Inc., Maybelline, Nabisco, Ocean Spray cranberries, Pfizer, Prudential Insurance, Standard Brands and Warner-Lambert.

4

**BBDO** (1) Broadcast billings at BBDO jumped by an estimated \$39.5 million as the agency picked up a long list of new accounts including Colombo Inc. (yogurt), Hills Bros. coffee,

Honeywell, Hunt-Wesson Foods (oil products), Life Savers (Beech-Nut gum), Miller-Morton (chap stick and lip quenchers) and PPG Industries (Zerex antifreeze). During the year BBDO lost Burger King, a substantial account, and International Playtex (bras and hosiery). In addition to accounts gained during the year, other solid broadcast spenders on the long BBDO client list are American Brands, American Cyanamid, Armstrong Cork, Black & Decker (power tools), Campbell soup, General Electric, Gillette, Lever Bros, Pillsbury, Quaker Oats, RJR Foods, Scott Paper, 3M and George A. Hormel & Co.

8

**Benton & Bowles** (1) Rapid strides in growth were made by B&B, which soared over its 1975 broadcast expenditures by almost \$52 million. The most widespread gain was scored in TV, which added almost \$50 million over last year's figure. Contributing to the upsurge were broadcast expenditures from new clients, including AMF, Marine Midland Bank, Peter Eckrich & Sons (meat products) and McCulloch (power tools). Major clients in broadcast included Texaco, active on Bob Hope specials and in network and spot TV; General Foods, associated with network specials and participations and in spot TV, and Procter & Gamble, full sponsor of network specials and active in network and spot TV. Other B & B clients in broadcast: Vick Chemical, Norwich Pharmaceutical, Hasbro, S.C. Johnson & Son and Hardee's.

27

**Bozell & Jacobs** (1) Combined broadcast billings shot up \$15 million over B&J's 1975 total to \$45 million, with gains entirely in TV billings. Total TV billings rose to \$39 million while radio billings stayed the same for both network and spot. Broadcast business made up a larger percentage of the total this year (31%). Major accounts: British Leyland in network and spot TV (no radio this year); Borden's Wylers in network and spot TV and radio; Mutual of Omaha in sponsorship of TV's syndicated *Wild Kingdom Show*; Renfield Importers in spot TV and radio; Presto Industries in network and spot TV and radio; Continental Trailways in network and spot TV and radio; Peterson Mfg. in network TV and spot TV and radio, and Tomy Corp. in network and spot TV and radio. Among seven accounts resigned were Hewlett-Packard, Bristol Laboratories, and World Airways. Seventeen accounts were added during the year.

2

**Leo Burnett U.S.A.** (1) More than \$60 million in added billings was reported for 1976, resulting overwhelmingly from a \$58.9 million increase in TV spending but helped by a \$1.6 million increase in radio investment. Burnett's billing upsurge was assisted by the acquisition of two new accounts—RCA and Revlon's Moon Drops—but the main impetus came from stepped-up spending by old-line clients. Active advertisers in broadcast include Allstate Insurance, American Bankers Association, Heinz, S. C. Johnson & Son, Keebler, Kellogg, Kimberly-Cark, Lewis-Howe, Maytag, Memorex, Nestle, Pillsbury, Procter & Gamble, Royal Crown Cola, Joseph Schlitz Brewing, Star-Kist, Swift, Union Carbide, Union Oil and United Airlines. Involved in program sponsorships were the American Bankers Association, Kellogg, Nestle, Pillsbury, P&G and Wilson Sporting Goods.

21

**Campbell-Ewald** (1) The agency's broadcast billings soared upward by an estimated \$27.8 million, resulting in part from its acquisition of Tinker, Dodge & Delano and from increased billings from Chevrolet and new business from Goodyear Tire & Rubber Co. Campbell-Ewald is an Interpublic agency, as was Tinker, which contributed close to \$18 million in broadcast billings to C-E. Traditionally, General Motors is a large-billing account at Campbell-Ewald, including such divisions as Chevrolet, A-C Delco, Delco-Remy and General Motors Acceptance Corp. Other substantial spenders in the C-E fold are Borden Foods, Goodyear, Rockwell, Libbey-Owens-Ford, Burroughs and Detroit Edison.

25

**Campbell-Mithun** (1) Total broadcast billings for C-M jumped \$9.1 million to \$50.1 million this year. The gain was \$3.1 million in network TV, \$4.5 million in spot TV and \$1.5 million in spot radio. Broadcast edged slightly over print billings with 50.1% of the agency's business. Three major accounts resigned—Honeywell Photographic Division, Chicken Unlimited and Team Electronics, and five were added—Grain

When your advertising agency asks  
for television avails, chances are they're  
asking for Arbitron.

**520 stations  
subscribe  
to Arbitron.**

124 more than anyone else, and 25  
new subscribers in 1976.

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# How to explain to a client why you bought Chuck Ross instead of Archie Bunker.



Chuck Ross, host and producer of  
"Outdoors And You."

Very Simple.

"Archie was all sold out. So we put together a package of locally originated shows on WCCO-TV that adds up to our prime audience. At, incidentally, a lower CPM."

"Chuck Ross's 'Outdoors And You' was just one of them."

Matter of fact, it's just one of 44 weekly, locally originated shows on WCCO-TV. From award-winning "Moore-On-Monday" to "World Of Aviation" to John Gallos' "Comedy Hour."

Contact your Peters, Griffin, Woodward representative or call our sales staff for a complete listing.

WCCO-TV. Your prime audiences at everyday rates.



## Broadcasting's Top 50 Agencies 1976

Bell beer (spot radio and TV), Toro (network and spot TV), County Seat (spot radio and TV), Skil Corp. (spot TV) and General Mills Golden Grams (network and spot TV and spot radio). Major broadcast users continue to be: General Mills (network and spot TV and radio), Kroger (spot TV and radio), Northwest Airlines (spot TV and radio), G. Heileman Brewing (spot TV and radio), Litton (network and spot TV), West Bend (network and spot TV), International Dairy Queen (network and spot TV and spot radio), Land O'Lakes (spot TV and radio), Sanna (network and spot TV) and John Morrell (spot TV).

### 32

**C. T. Clyne** (1) Broadcast billings at Clyne expanded by \$6.9 million, abetted by product assignments from Boyle-Midway, Whitehall Laboratories, J. P. Stevens, Del Laboratories and Brach. Always heavily involved in TV and radio, Clyne upped its broadcast share this year to 90% from 86% last year. The agency's solid spenders in broadcast are Whitehall, Boyle-Midway, Stevens, Oppenheimer (tax-free bond fund), Alexander & Alexander and Del Laboratories.

### 18

**Compton** (1) Broadcast expenditures moved up by \$8.3 million at Compton, reflecting

## Biggest spenders

Category	Agency	Billings
Total broadcast billings	J. Walter Thompson	\$347.1 million
Total TV billings	J. Walter Thompson	\$321.0 million
Network-TV billings	J. Walter Thompson	\$214.0 million
Spot-TV billings	J. Walter Thompson	\$107.1 million
Total radio billings	Young & Rubicam	\$30.3 million
Network-radio billings	J. Walter Thompson	\$9.1 million
Spot-radio billings	Young & Rubicam	\$24.3 million
Biggest broadcast gain	J. Walter Thompson	\$77.7 million

spending by such new accounts as Firestone International, Procter & Gamble (Comet Liquid and Highpoint), Kronenbourg beer and Johnson & Johnson (Purify denture cleanser). The increase was in TV, however, as the agency reported a dip of \$100,000 in 1976 radio spending. Compton's keystone account is P & G, for which it handles a number of products. But other clients swelling the agency's involvement in broadcast are U.S. Steel, American Motors, Consolidated Cigar, New York Life Insurance, Johnson & Johnson, Norcliff Laboratories and IBM.

### 20

**Cunningham & Walsh** (1) Combined broadcast billings at C&W rose by \$8.6 million. Most of that increase was in TV, although radio spending moved up by \$800,000. During 1976 the agency landed three new accounts: Sterling Drugs (Phillips milk of magnesia and Phillips tablets), Latronix (digital watches and

computers) and Six Flags. Moving out of the C&W client fold were Kawasaki Motors, Monex International, Akai Electrical and Easy Off (American Home Products). Represented on C&W's long list of radio-TV spenders are Andrew Jergens, American Motors, American Home Foods, Anderson Clayton Foods, Lea & Perrins, Folger coffee, Joseph Schlitz Brewing, Sterling Drug, Mem Co. and Qantas Airways.

### 10

**Dancer-Fitzgerald-Sample** (1) A comfortable \$15.5 million increase in TV-radio expenditures was reported by D-F-S, which added billings during the year from the hefty Toyota car account. Other new business came from the Glass Packaging Institute, STP, Lanvin-Charles of the Ritz, and Barclay's Bank of California. D-F-S dropped Sterling Drug. In addition to Toyota, heavy broadcast investors were CPC International (Hellman's/Best Foods), Beecham, Ethan Allen, General Mills, Hanes (hosiery), Life Savers, Procter & Gamble, Miller-Morton, STP and Rival Pet Foods.

### 39

**Daniel & Charles Associates** (1) This agency showed a solid \$5 million gain in broadcast billings over last year, with increases in all broadcast categories and particularly in network TV, which went from \$11 million to \$15.5 million. The three new accounts Daniel & Charles concentrated on last year were Parfums Rochas, the national introduction of the Ban Basic campaign and the test marketing of Vitalis's Gradual Color Control. The agency lost two major Lanvin-Charles of the Ritz accounts: Jean Nate and Bain de Soleil. Kayser-Roth, Maidenform and GAF continue with the agency.

### 12

**D'Arcy-ManManus & Masius** (1) D'Arcy bolstered its broadcast investment by a hefty \$34.7 million as its broadcast share climbed to 57% from 48% in 1975. The agency snared the accounts of Red Lobster Inns of America and Saluto Foods during 1976. Advertisers represented on network and spot television and radio were Cadillac, Pontiac, Aetna Life Insurance and Anheuser-Busch, while other broadcast spenders included General Motors, Whirlpool, Heublein, American Oil, General Tire, U.S. Brewers, Coigate-Palmolive, Raiston Purina, Ace Hardware, 3M, Mars, Red Lobster and Saluto Foods.

### 45

**Della Femina, Travisano & Partners** (1) This

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uses television Week-By-Week Ratings,  
chances are they're using Arbitron.

**Week-By-Week  
Ratings  
were introduced  
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in 1969.**

*Arbitron, the leader in audience research.*

agency continues its unbroken string of increases in billings since it was founded in September 1967. In 1976, the agency showed a combined broadcast-billings gain of \$5.7 million over last year. This gain is partly attributable to a batch of new accounts that came on board in 1976, among them Dow Chemical's Saran Wrap and Dow bathroom cleaner; Eagles and Decade, two new Liggett & Myers products; the new-products division of Atlanta-based Gold Kist, which makes feed, seed, fertilizer and other farm products; *New West* magazine; Ralston Purina's Whisker Lickins; United Foods Industries' Bright Day dressing; and Conair Inc.'s Waterfingers. Returning accounts include Emery Air Freight, Kretschmer's wheat germ, Nalley's fine foods, Schiefflin wines, Airwick, Bech's beer, Carte Blanche, Ulica Club beer and Shulton's Honcho.

**48**

**DKG Inc.** [1] This agency's gains in 1976 came in spot radio, which doubled last year's total (from \$2 million to \$4 million). That gave DKG an increase in its combined broadcast billings of \$1.2 million over last year despite slight dips in network and spot TV. DKG buys media for all Corning products, including Corning cookware, Centura dinnerware, Corelle livingware, Pyrex Ware, Corning ranges and all of the company's new products. Other big-spending clients include Talon zippers, Toshiba business equipment, West Point Pepperell's Martex, Brown Forman's Old Forrester bourbon, American Enka synthetic fibers, Alitalia Airlines, Muriel cigars, Dana perfumes, Dollar Savings Bank, Getty Oil and Ovaltine.

**43**

**W. B. Doner & Co.** [1] This Southfield, Mich.-based agency gained \$4 million in combined broadcast billings over 1975, doing best in spot TV, which climbed from last year's \$18 million to \$22.1 million. Doner added two major new accounts: Chiquita Brands and the Clover Stores division of Strawbridge & Clothier. Returning clients that supplied the bulk of Doner's business were Colt 45 malt liquor (network TV), Commercial Credit (network TV and spot radio), Ozite (network TV), U.S. Floor Systems (network TV), Carling National Breweries (spot TV and spot radio), Giant Eagle foods (spot TV), Venture Stores (spot TV), Ourisman Chevrolet (spot TV), Richway Inc. (spot TV), Michigan Bank (spot TV), Fred Meyer (spot TV), Hygrade food products (spot TV) and Berkline (spot TV).

**13**

**Doyle Dane Bernbach** [1] Bounding back in the broadcast picture, DDB, which reported a \$21 million drop in spending in 1975, added \$47 million in TV-radio expenditures in 1976. Part of the growth can be attributed to an increase in TV-radio share from 42.1% to 51.7% and the remainder to new clients, including Sterling Drugs (Bayer Brands), Mobile One (a new product), Sunmark (Crunchola and new products), CBS Broadcast Group and Twentieth Century-Fox. During the year DDB resigned Ralston Purina (Pet Foods). Clients active in network and spot TV and radio were

**2,463,400\***

people listened to  
**Fairbanks**  
**Broadcasting**  
 this week.  
 Anything  
 you want  
 to tell them?

\*ARB April/May 1976—Total Cume 6 A.M.—Midnight



**Fairbanks Broadcasting Co., Inc.**  
 2835 North Illinois Street, Indianapolis, Indiana 46208

- WIBC** Indianapolis
- WNAP** (FM) Indianapolis
- WRMF** Titusville
- WRMF** (FM) Titusville
- WKOX** Framingham
- WVBF** (FM) Framingham—Boston
- KVIL** Highland Park, Dallas
- KVIL** (FM) Highland Park, Dallas, Fort Worth
- WIBG** Philadelphia

## Broadcasting's Top 50 Agencies 1976

Volkswagen, Polaroid, American Airlines, Mobile Oil, Bristol-Myers, General Telephone & Electronics and Clairol.

43

**A. Eicoff & Co.** 11 As in previous years, this Chicago agency did its broadcast buying solely in spot TV and spot radio, and in 1976 Eicoff was up in both categories, moving from \$26 million to \$27.8 million in TV spot and \$1 million to \$1.6 million in radio spot. Eicoff is aggressively going after new clients, and it corralled a number of them last year: Apex Records, another record company called PSI Industries, Helmac Products' Pet Hair Pic-Up, Pro-Diet Mop Co.'s Magic mop, A. Margolis & Sons' Mr. Slick, Warner special products, California Health & Beauty Co.'s Soft 'n' Silky bath oil, Arnold Industries' power rake and lawn-and-garden center, Pilot Industries' Sun Shield, Perma Brow, International Fibreglass, S.A. Cavanaugh Associates' fishing lure, Cosmetco's Blow-Care, Eplo Chemical's Formula 10, Eden Enterprises' Econo Flush, Livre Loisirs Ltee. books, Playboy Clubs, *Playboy* magazine, Mattel Canada, Great Ideas Christmas decorations, Sure Crop flowers, Petersen catalogues, Living Environments (plants), Classic House records, KBO records and Mech Tech pipes.

47

**Erwin Wasey** 17 Broadcast billings at Wasey moved up by an estimated \$100,000 during the year. One of the Interpublic Group of agencies, Los Angeles-based Wasey was active in broadcast with California Avocado Advisory Board, Carnation and Gulf Oil.

14

**Wm. Esty Co.** 11 An increase of \$7 million in broadcast spending was reported for 1976 as Esty obtained new business from clients such as Colgate-Palmolive (Dermassage Moisture Bar), Nabisco, Swift (Longfellow Franks), Chesebrough-Pond's and Warner-Lambert, Television climbed by \$4 million and radio by \$3 million. Among the active clients in the Esty fold are American Can Co., American Home Products, Chesebrough-Pond's, Colgate-Palmolive Inc., Genesee Brewing, Interbank Card Association, Nabisco, Noxell, Swift, Union Carbide, Warner-Lambert, American Chiclet and Schick.

11

**Foote, Cone & Belding** 17 FC&B reported a \$2.3 million rise in TV-radio investment although the broadcast share of total billings dipped to 52.4% from 55.6%. During the year Foote, Cone acquired Pizza Hut, although billings will be reflected for the most part in 1977. Heavy TV-radio spenders in the FC&B fold are Bristol-Myers, Sears Roebuck, Equitable Life,

Frito-Lay, Armour, Hallmark, S.C. Johnson & Son, Kraft, Sunbeam, Zenith, Sunkist Growers, U.S. Suzuki, Dole, Mazda, Clorox and Levi Strauss.

50

**Clinton E. Frank.** 17 The most noteworthy development at Frank during 1976 was its devastating loss of the Toyota account, estimated at \$30 million. Though Frank lost Toyota to Dancer-Fitzgerald-Sample in November 1975, its effect did not take place until 1976. As a result, Frank's TV-radio billing slid sharply to \$16.3 million from \$40 million in 1975. The agency landed Marriott's Great America and Regency Electronics business. Major broadcast accounts include Quasar, Stokely-Van Camp, Continental Oil, Reynolds Metals, and Icelandic Airlines.

22

**Gardner Advertising** 17 Broadcast billings jumped by more than \$20 million at Gardner (that figure includes billings from agency's subsidiary, Advanswers Media/Programing Inc.). New accounts in 1976 at the St. Louis-based agency included American Investment, Lily Division of Owens-Illinois, McGraw Edison, Royce Electronics, Turco Manufacturing and Purina's Fit & Trim. Anheuser-Busch is a major Gardner client, active in network and spot TV and radio, including regional radio and TV investment in the St. Louis Cardinal baseball games on 130-station radio hook-ups and 18 TV station lineups. Another major advertiser is Ralston Purina, active in network and spot TV and spot radio and involved in program sponsorship with *That Good Ole Nashville Music* syndicated TV show in about 150 markets. Other advertisers in broadcast: Southwestern Bell Telephone, Royce Electronics, Lincoln National, Rexall Drug, Mercury Marine and Telesports.

5

**Grey Advertising** 11 This agency reported a robust \$59.3 gain in broadcast advertising, credited to an increase in the TV-radio share of billings from 50.9% to 62.9% but also reflecting new account additions during 1976: Borden Cheese Division (additional assignment), Bloomingdale's, Canon Cameras, American Booksellers Association, BVD and Jack Winter (apparel). Grey lost Van Heusen and Singer during the year. Among its numerous clients active in the broadcast arena are Procter & Gamble, General Foods, Block Drug, Revlon, General Electric, Amana, Greyhound, ITT Continental Baking, Gillette, Mennen, Timex, Borden, Kayser-Roth, International Playtex, Canada Dry, Bristol-Myers. Television investment dwarfed 1975 spending by almost \$57 million and radio rose by \$2.5 million.

31

**Kelly, Nason** 11 A robust gain of \$7.4 million over last year's broadcast billings was paced by the addition of a batch of new accounts, including Upjohn's Kaopectate and Unicap vitamins; Bausch & Lomb's Bushnell Optical division, which specializes in binoculars and rifle scopes; Sasha Sports Industries' Kneissel division, which puts out a line of skis, and a few

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"I had to wade a quarter of a mile through chest-deep water for equipment to keep our station on the air," Gene Tuck reminisces about his experiences with Hurricane Carla; worst storm of the century. That was back in '61 and coverage that first gained Gene national recognition.

Now in St. Louis, Gene Tuck brings our news the knowhow of a veteran Newspro. Gene Tuck, reporter. Gene Tuck, experienced newsman. Gene Tuck, knows what's important and covers it for you St. Louis.



# Gene Tuck NewsPro



**Gene's the one to turn to.  
Channel 2 News 5 and 10 P.M.**

## Broadcasting's

### Top 50 Agencies 1976

show-business-related accounts (Performing Arts International, the Nashville Center for the Performing Arts and Broadway producer Jeff Britton). These additions more than offset the loss this year of Abbott Labs, Gillette toiletries and the Sparkomatic Corp. Last year's bell-weather clients continued strong again this year, among them Church & Dwight (Arm & Hammer oven cleaner and Arm & Hammer laundry detergent, in network TV and spot TV), the Kotex division and the Kimbies diapers division of Kimberly-Clark (also network TV and spot TV), the Emigrant Savings Bank (spot TV and spot radio), Hollywood Brands (spot TV) and Ocean Spray cranberries (network TV, spot TV and spot radio).

19

**Kenyon & Eckhardt** □ For the second year, K & E registered a substantial increase in broadcast billings, topping 1975's total by \$13.2 million. Radio rose by \$600,000 and TV jumped by \$12.6 million. The agency's broadcast share rose from 65.6% to 73.3%. Major TV accounts in network and spot are Colgate-Palmolive, Underwood Ac'cent, Ford corporate, Armour Dial, Pabst, Lincoln-Mercury Division of Ford and Quaker State. Other accounts active in radio and TV are Air France, Beecham, Helena Rubinstein and Savings Bank Association of New York State.

26

**Ketchum, MacLeod & Grove** □ A hike of \$12.4 million in broadcast billings put KM&G's total at \$45.4 million for the year, with gains mainly in TV: up \$3.5 million in network to \$17.6 million, and up \$8 million in spot to \$20.8 million. The broadcast share of the agency's business returned to 1974 levels after a dip in 1975, to 32.5%. Two accounts resigned were Blitz-Weinhard (spot TV and radio) and McDonald's-Houston region (spot TV and radio). New accounts on the KM&G list are: Chef Pierre (spot TV), Christian Children's Fund (spot TV), The Gap stores (spot radio & TV), Johnson & Johnson baby products (network and spot TV), Arthur Treacher's Fish & Chips (spot TV), and TreeSweet Products Co. (spot TV). Continuing major clients are: H.J. Heinz (spot TV), PPG Industries (network & spot TV), Rubbermaid, (network & spot TV), Stouffer Frozen Foods (spot radio & TV), Clorox (network & spot TV, spot radio), Hunt-Wesson Foods (network & spot TV), and Yamaha International Motorcycles (network & spot TV, spot radio).

38

**Lois Holland Callaway** □ A gain of \$4 million in broadcast billings put LHC's total at \$32.5. LHC put most of its billings in spot TV—\$22 million this year. Broadcasting again took an 80% share of the total. Three accounts resigned—Korvettes, Pony Sporting Goods and Royal Air Maroc. New accounts are New York/New Jersey/Southern New England Bell, Bell

Telephone (spot and network TV). Milk Plus 6 Toiletries (additional Revlon) (spot and network TV); Charley O's/United States Steakhouse restaurants (radio), and The Star World News Corp. (spot and network TV).

24

**Marschalk Co.** □ This agency's TV-radio spending advanced by an estimated \$9 million, primarily attributable to substantial gains in television. Among Marschalk's more active broadcast investors were Coca-Cola, Heublein, Northcliff-Thayer, Paine Webber, Jackson & Curtis, Yardley of London, Revlon, Ohio Bell Telephone, Standard Oil (Ohio) and Bonanza International Airlines. Marschalk is an Inter-public agency.

29

**McCaffrey & McCall** □ Combined billings rose this year by \$7.1 million to \$37.1 million and broadcasting's share rose again, from 49% to 53%. Total TV billings were up about \$6 million to \$34.6 million—the gains were in spot TV with network TV off slightly. Total radio billings were up from \$400,000 to \$2.5 million, the gain occurring in spot. Major clients were Norelco in network and spot TV and TV sponsorship; Exxon in TV sponsorship; J.C. Penney in network TV and radio and TV sponsorship; Hartford Insurance, Chemical Bank and ABC. Renault was the only major account resigned; Faygo Beverages, Leisure Dynamics and Long Island Lighting were three added during the year.

9

**McCann-Erickson** □ Accelerated spending in TV particularly pushed up McCann's estimated broadcast investment by almost \$25 million over the 1975 total. The long list of TV-radio advertisers at M-E includes the Best Foods Division of CPC International, Coca-Cola, Buick Motor Division of General Motors, Campbell Soup, Del Monte, Exxon, Uniroyal, Sears Roebuck, Miller Brewing, Simmons, Swift and U.S. Borax.

35

**Arthur Meyerhoff Associates** □ This Chicago-based agency showed a 1976 gain of \$5.9 million in combined broadcast billings over last year, announcing improvements in all broadcast areas, particularly spot TV, which jumped from \$17.9 million in 1975 to \$22.9 million this year. Meyerhoff's spot-TV leaders were Wrigley's chewing gum, the Boyle Midway division of American Home Products, E.J. Brach's candies and Missouri Hickory Corp.'s The Tannery, a cleaner and polisher used for vinyl and leather. Both Wrigley and Boyle Midway are also heavily into network-TV participations.

41

**John Murray** □ This house agency for a number of American Home products showed a 1976 gain of \$2.9 million in combined broadcast billings over last year. The gains tended to be uniform in network TV, spot TV and spot radio. (Murray doesn't buy network radio.) Murray works American Home's Anacin and Preparation H accounts, as well as three accounts

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- DISTRIBUTION:** Major Center . . . over 700 wholesalers and jobbers
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- FOOD:** Greatest producing center in the world . . . over 10% of food in U.S. comes from Iowa
- GOVERNMENT:** State Capitol . . . almost 27,500 employees
- EMPLOYMENT:** Continual high rate because of such an equal distribution of labor force
- TEST MARKET:** A proven track record

# **KCCI-TV, DES MOINES**

## **CBS for Central Iowa**

A Division of  
**COWLES BROADCASTING, INC.**

 **REPRESENTED BY**  
**AMERICAN**  
KATZ TELEVISION

## Broadcasting's Top 50 Agencies 1976

from American Home's Boyle-Midway division: Saniflush toilet-bowl cleaner, Aerowax floor wax and Easy-Off window cleaner.

17

**Needham, Harper & Steers** || NH&S broadcast investment climbed by \$8.3 million as the agency landed Helene Curtis Industries, Daddy Crisp, Magic Mountain, National BankAmericard and Winston Tire. Needham dropped such TV-radio accounts as Peter Eckrich & Sons and Mitsubishi Bank of California. Among NH&S broadcast-active clients were National Railroad Passengers Corp. (Amtrak), Xerox, C. F. Mueller, ITT, General Mills, Kraft, McDonald's, Craig (stereos), State Farm Insurance, Campbell Soup and Honda.

28

**Norman, Craig & Kummel** || The agency's TV-radio billings edged up by \$400,000 as its broadcast share dropped to 51% from 54% last year. NC&K reported it landed new products from Bristol-Myers, Olin Corp., Saab and International Playtex (Cross-Your-Heart bras) while losing Playtex's Instead bras. Among the more active broadcast clients at the agency were Bristol-Myers, Colgate-Palmolive, American Cynamid (Shulton), Bancroft Sporting Goods,

Dow Chemical, International Playtex, Ronson and Vick Chemical.

6

**Ogilvy & Mather** || It was a banner year for Ogilvy, which swelled its broadcast billings by \$52.5 million, abetted by the landing of new accounts including Bell Brand Foods, U.S. Trust, Korean Airlines, Del Monte, Conrail and International Playtex. The agency lost Great Adventures and Opryland during the year. Television skyrocketed by almost \$50 million over 1975 while radio was almost \$3 million ahead of last year's pace. The major broadcast spenders at O & M are American Express, Campbell Soup (Swanson products), Chesebrough-Pond's, General Cigar, General Foods, S.C. Johnson & Son, KLM Airlines, Lever Brothers, Mercedes-Benz of North America, Nationwide Insurance, Panasonic, Pepperidge Farms, Sears Roebuck and Merrill Lynch, Pierce, Fenner & Smith.

34

**Parkson Advertising** || This house agency for the J.B. Williams Co. showed a huge gain this year of \$9.2 million in combined broadcast billings over 1975. It even got into network radio for the first time, dipping its toe with a total buy of \$100,000. Parkson's network-TV billings went from \$24.6 million in 1975 to \$32.5 million this year, and the agency continued to increase its print-advertising schedules: Broadcasting's share of the agency's

total billing dipped from 1975's 90.2% to this year's 81%. Parkson does the media planning for the following J. B. Williams products: Geritol, Sominex, Serutan, Femiron, Aqua Velva and Lectric Shave.

46

**Post-Keyes-Gardner** || After losing \$3.1 million in combined broadcast billings last year, P-K-G dropped another \$2.1 million in 1976, with key declines occurring in spot TV (down from \$9.5 million in 1975 to \$7.9 million this year) and spot radio (down from \$5 million to \$1.3 million). These declines more than offset gains by P-K-G in network TV and network radio. The agency lost two major accounts in 1976: Central National Bank of Chicago and the James Heddon & Sons fishing-rod company. P-K-G signed up three new accounts, however: Paterno Imports, which sells Gancia Asti Spumante wine; Elkay Industries, which manufactures kitchen sinks, and the Purity Baking Co. Holdover accounts include Florists Transworld Delivery, MacGregor, LaChoy, Lennox Industries, Maremont Corp., Brown & Williamson's Raleigh, Bel Air, Kool and Viceroy brand cigarettes, General Finance, Florsheim shoes, Chicago's Upper Avenue National Bank, the Buick Dealers of Chicago, Outboard Marine Corp. and Bergstrom Paper.

41

**Rosenfeld, Sirowitz & Lawson** || This agency increased its 1976 combined broadcast billings by \$4 million over the previous year. The broadcast share of Rosenfeld's billings jumped from 65% to 70% in 1976, its spot-TV billings climbing from \$15 million to \$21 million and its spot-radio billings vaulting from \$1.7 million to \$5.5 million. Rosenfeld lost the E & J Gallo Winery account when the agency's West Coast branch merged with Wells, Rich, Greene. Previous lost accounts were Uncle Ben's foods, Sony and Max Factor. Rosenfeld's new accounts include NBC News, Calgon's new products division, Norton Simon's McCall Simplicity Patterns and the Coca-Cola Bottling Co.'s Mogen David wine subsidiary. Returning accounts include Schmid's beer, Investment Company Institute, John Hancock Life Insurance, McDonald's, Citicorp's loans, Colibri cigarette lighters, Evinger watch bands, the Great Adventure amusement park, Hudson Pharmaceuticals' vitamins and Random House's Institute for the Development of Human Resources.

37

**Ross Roy Inc.** || Broadcast billings accounted for a slightly smaller share of the company's total business this year, dropping from 64% to 62%. Total billings were up \$1.1 million, to \$32.7 million, increasing in both TV (up \$900,000) and radio (up \$200,000). Network TV dropped from \$9.1 million to \$4.7 million and spot TV rose from \$15 million to \$20.3 million. Network radio rose \$2.1 million to \$2.5 million and spot radio dropped off \$1.9 million to \$5.2 million. Ross Roy's new accounts are Detroit Edison (spot radio) and McDonald's-Toledo, Ohio (spot radio & TV). Borden Foods cheeses, a prominent spot TV and spot radio client in past years, resigned this year. A major

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**206 television  
stations  
buy only one  
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account continues to be S.S. Kresge's K-Mart discount stores, in network and spot TV and radio.

## 36

**Scali, McCabe, Sloves** |1 Scali's total billings jumped by about \$25 million from 1975 levels and its broadcast expenditures rose by estimated \$15 million. In 1976 the agency plucked such broadcast-active accounts as Singer sewing machines, Prince Matchabelli Division of Chesebrough-Pond's, Castrol motor oil and Simplicity Patterns. Major clients in network and spot radio and TV include Volvo, Singer and Chesebrough-Pond's. Other accounts in spot broadcasting are Perdue, Savarin coffee and Scandanavian Airlines System.

## 15

**SSC&B Inc.** |1 Broadcast billings rose by almost \$6 million as the agency acquired First National City Bank Traveler's Checks and Lego Systems (Lego Toys). Television increased by more than \$4 million and radio by more than \$1 million. Helping to swell the agency's spending in TV-radio during the year were Bristol-Myers, Lever Bros., Thomas J. Lipton, Noxell, Sterling Drug, Tropicana Products, Sperry & Hutchinson, Renfield Importers (Martini & Rossi vermouth), American Can (Dixie Cup) and Johnson & Johnson.

## 33

**Tatham-Laird & Kudner** |1 TLK reported a gain of \$1.6 million in total broadcast billings, putting the year's total at about \$34.2 million. While spot TV slipped \$3.3 million to \$14.7 million, the gain was made in network TV, up \$4.8 million to \$18.8 million. Broadcasting increased its share of the agency's business by 2.7% to 52.6%. TLK lost two accounts: Hiram Walker and Germaine Monteil Cosmetics. Two accounts were added to the roster: Clapp & Poliak (business/industrial exposition managers and consultants) and Dean Foods.

## 1

**J. Walter Thompson Co.** |1 The leading TV-radio agency in the U.S. retained its top position in 1976 as it added a huge \$77.7 million in billings. Slightly more than \$5 million of the bulge was in radio and more than \$70 million was in television. Thompson is coming off an extraordinary new business year, capped by its acquisition of Burger King and its more than \$25 million in billings. Among other broadcast-oriented business lured to Thompson during the year were Abbott Laboratories (Murine), Allegheny Airlines, Kawasaki Motors, Orkin Terminating, Rustenburg Platinum Mines, STP, W. A. Taylor & Co. and U.S. Marine Corps (renewal). The major broadcast accounts lost during the year were Banquet Foods, RCA, Shakey's and Red Barn System. Thompson's dramatic growth in 1976 also reflected increased investment in broadcast (particularly TV) as the radio-TV share of its over-all advertising grew from 53% last year to 70%. The agency's most active TV accounts include the Ford Division and Ford Dealers, Miles Laboratories, Reynolds Metals, Scott Paper, Warner-Lambert, Gillette, Kraft, Quaker Oats,

Sears Roebuck, Lever Bros., Eastman Kodak, Burger King, STP, Textron and the American Gas Association. Heavy spenders in radio were Warner-Lambert, Kraft, Ford, Teledyne Aquatec and STP.

## 30

**Tracy-Locke** |1 This Dallas-based agency showed a leap of \$10.8 million in combined broadcast billings over 1975, with gains in all broadcast areas. For example, Tracy-Locke's TV-spot billings jumped from \$11.1 million in 1975 to \$18.4 million this year. Six major new accounts were added this year: Pizza Inn Advertising Plan, Mountain Pass Canning, Rode-way Inns of America, Pop Shoppes of America, Honeywell Test Instruments and Saga Food Services. Only two major accounts resigned last year, Texas International Airlines and Custom Import House. Long-standing clients who purchased major schedules in network TV and spot TV throughout 1976 were Frito-Lay, Phillips Petroleum, Borden's and Texas Instruments. Castle & Cooke foods bought schedules in network TV, spot TV and spot radio, whereas Mountain Bell Telephone and Wilson Foods focused on spot TV and spot radio and Haggard slacks concentrated on network TV and spot radio.

## 49

**Warren, Muller, Dolobowsky** |1 A slight drop-off of \$400,000 in combined broadcast billings over last year was attributable to the fact that agency's huge gains in spot-radio business were more than offset by declines in both network TV and spot TV. But the good news: the agency added three new clients in 1976—Block Drug, Austin-Nichols & Co. and Lehn & Fink Products. Three returning clients continued to invest heavily in network TV and spot TV: Mennen, Winthrop Laboratories' Neo-Synephrine nasal spray and plastics division of Comark. Another client, Jungle Habitat, purchased heavy schedules in spot TV and spot radio, and *Business Week* magazine focused its advertising dollars on spot radio.

## 40

**Warwick, Welsh & Miller** |1 A gain of \$3.1 million was reported by Warwick, Welsh & Miller,

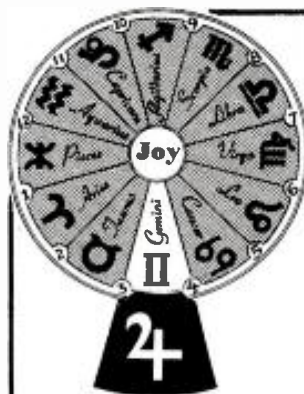
to \$31.2 million total broadcast billings. Gains occurred in network radio (up \$1.7 million to \$4 million), spot radio (up \$200,000 to \$2.6 million) and in spot TV (up \$4.8 million to \$7.4 million). However, that was partially offset by a loss in network TV of \$3.6 million, to \$17.2 million. Broadcast grew to 52% of the company's billings this year. No accounts resigned the agency and one was gained: U.S. Tobacco, Amphora pipe tobacco (in network TV sports). Major clients returning include: Air Canada (spot radio), Benjamin Moore (network and spot TV), Red Rose Tea, (spot TV and radio), Dip-It and Star Coffee Filters, both by Economic Labs (both spot TV and radio), Lehn & Fink consumer products, Stridex, Medi-Quik and Body-All (all network TV and network and spot radio), and various Plough products including Di-Gel, QT, St. Joseph aspirin and Feen-a-Mint.

## 16

**Wells, Rich, Greene Inc.** |1 One of the few major agencies to report a decline in broadcast spending in 1976 was WRG. The dip was very modest, however—\$400,000 from 1975 expenditures. The agency reduced its broadcast share from 54% in 1975 to 51.9% this year. WRG lost Menley & James but acquired Ferrero Candy and McGraw Edison. The major broadcast clients at Wells, Rich included Bic Pen, Miles Laboratories, Procter & Gamble, Ralston Purina, Smith, Kline & French, Sun Oil, Trans World Airlines and E & J Gallo.

## 3

**Young & Rubicam** |1 The agency's broadcast investment soared by \$60 million, resulting partly from an escalation of the broadcast share to 60% from 45% in 1975 but reflecting also new business, including Holiday Inns and additional products from Warner-Lambert, General Foods, Johnson & Johnson and Bristol-Myers. Lost during the year was United Brand's Chiquita bananas. Represented in Y & R's extended list of broadcast spenders were American Home Products, BASF Systems, Bristol-Myers, Benrus, Cluett, Peabody & Co., Dr. Pepper, Eastern Air Lines, General Foods, Gino's, Gulf Oil, Holiday Inns, Johnson & Johnson, Thomas J. Lipton Co., Union Carbide, Procter & Gamble, Chrysler-Plymouth Division, Clorox, Metropolitan Life Insurance and Frito-Lay. ■



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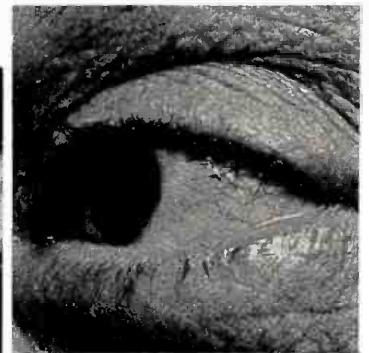
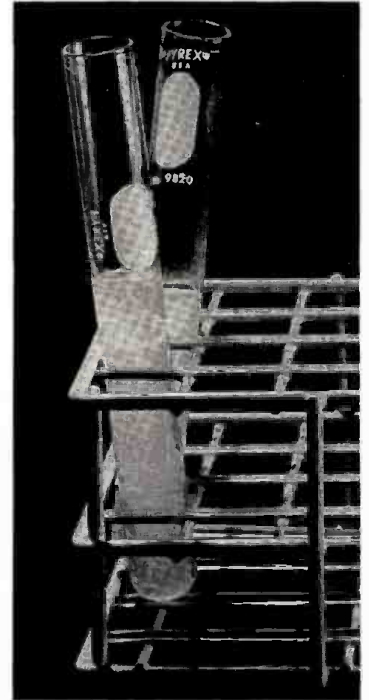
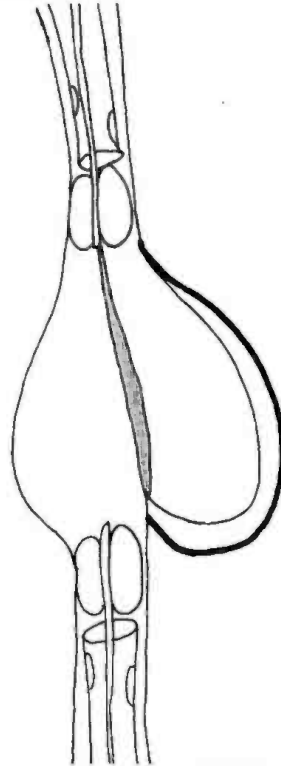
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 LEDERLE LABORATORIES, A Division of American Cyanamid Company, Pearl River, New York 10965

# Top 100 spot-TV buyers: business is better than ever

National and regional advertisers register \$505.3 million in sales for third quarter of 1976, a 38% increase over last year

Spot-TV spending by national and regional advertisers in the third quarter of 1976 showed a 38% increase over the same period last year to \$505.3 million, according to the Television Bureau of Advertising.

Using Broadcast Advertisers Reports (BAR) figures, TVB said the large gainers were Mars, up 200% over last year's third quarter; Colgate-Palmolive, up 113%; Kraftco, up 79%; Ford Motor, up 53%; William Wrigley, up 48%, and Pepsico, up 46%.

TVB said nine-month spot-TV investments advanced to \$1.6 billion.

The top-100 spot advertisers for third quarter 1976 are:

Rank	Parent Company name	3rd Quarter 1976
1.	Procter & Gamble	\$41,073,800
2.	General Foods	15,831,800
3.	Colgate Palmolive	12,089,300
4.	Pepsico	10,327,300
5.	William Wrigley	9,988,100
6.	Lever Brothers	9,562,900
7.	Coca Cola	8,519,500
8.	Mars	8,023,700
9.	Kraftco	7,781,500
10.	Ford Motor	7,535,200
11.	American Home Products	7,041,800
12.	Chrysler	6,743,000
13.	General Mills	6,655,900
14.	Warner-Lambert Pharmaceutical	6,504,600
15.	A.H. Robins	6,320,900
16.	AT&T	5,963,900
17.	General Motors	5,765,900
18.	ITT	5,024,700
19.	Borden	4,407,400
20.	Campbell Soup	4,284,500
21.	Norton Simon	4,282,500
22.	Triangle Publications	4,024,700
23.	Ideal Toy	3,963,600
24.	CPC International	3,747,900
25.	American Can	3,611,900
26.	Toyota Distributors	3,598,200
27.	Gillette	3,565,300
28.	Nabisco	3,528,700
29.	Bristol-Myers	3,490,000
30.	Kellogg	3,425,100
31.	Anheuser-Busch	2,945,200
32.	Mego International	2,916,400
33.	Scott Paper	2,741,000
34.	Seven-Up	2,685,500
35.	Sterling Drug	2,641,400
36.	Consolidated Foods	2,630,100
37.	Beatrice Foods	2,592,900
38.	Toyo Kogyo	2,501,500
39.	H.J. Heinz	2,442,800
40.	Ralston-Purina	2,436,700
41.	RCA	2,408,600
42.	Time	2,385,700
43.	Nestle	2,381,500
44.	Royal Crown Cola	2,353,700
45.	Esmark	2,331,500
46.	Carnation	2,316,200
47.	Standard Oil Co. of Ind.	2,250,300
48.	Mattel	2,146,100
49.	Quaker Oats	2,135,800
50.	Revlon	2,116,200
51.	S.C. Johnson & Son	2,072,600
52.	Schering-Plough	2,063,800
53.	Miles Laboratories	2,043,600
54.	Heublein	2,008,100
55.	Standard Oil Co. of Calif.	1,980,400
56.	Pet	1,962,300
57.	R.J. Reynolds Industries	1,943,900
58.	Avon Products	1,919,200
59.	Standard Brands	1,898,800

	Jan.-Sept. '75	Jan.-Sept. '76	% change
1. Food and food products	\$ 270,382,700	\$ 348,164,300	+29
2. Automotive	99,046,500	148,881,000	+50
3. Confectionery and soft drinks	100,392,200	148,814,500	+48
4. Toiletries and toilet goods	104,329,900	145,534,200	+39
5. Household equipment and supplies	61,756,300	94,002,000	+52
6. Soaps, cleansers and polishes	72,876,600	91,643,000	+26
7. Proprietary medicines	68,335,000	71,847,300	+ 5
8. Records and tapes, radios and TV sets	59,985,800	66,199,700	+10
9. Pet foods and supplies	39,424,100	51,467,900	+31
10. Beer and wine	48,402,300	50,791,100	+ 5
11. Travel, hotels and resorts	37,865,700	50,158,100	+32
12. Sporting goods and toys	31,768,900	49,750,400	+57
13. Consumer services	39,001,300	42,119,900	+ 8
14. Gasoline, lubricants and other fuels	16,305,100	34,080,500	+105
15. Apparel, footwear and accessories	28,025,300	31,949,000	+14
16. Publishing and media	26,106,100	31,912,300	+22
17. Building material equipment and fixtures	16,158,300	23,939,300	+48
18. Insurance	18,252,000	17,402,000	- 5
19. Horticulture	9,166,200	12,573,600	+37
20. Agriculture and farming	8,940,900	11,322,200	+27
Total top 20	\$1,156,521,200	\$1,522,553,600	+32

60. UAL	1,840,800
61. Greyhound	1,762,800
62. Audio Research	1,761,900
63. CBS	1,707,000
64. Nissan Motor	1,703,000
65. American Dairy Assn.	1,670,100
66. Dr. Pepper	1,548,100
67. Dial Media	1,519,200
68. Toyota Auto Dealers Assn.	1,505,600
69. Volkswagenwerk	1,498,700
70. K-Tel International	1,473,400
71. Block Drug	1,466,000
72. FAS International	1,454,100
73. Calif. Oregon Wash. Dairyman Assn.	1,394,600
74. Alberto Culver	1,373,800
75. Liggell Group	1,357,700
76. Hasbro Industries	1,354,600
77. Volvo Import	1,325,600
78. General Electric	1,318,100
79. Johnson & Johnson	1,209,800
80. North American Philips	1,208,300
81. Morton-Norwich Products	1,192,800
82. John Hancock Mutual Life Insurance	1,185,300
83. The Clorox Co.	1,166,600
84. Philip Morris	1,161,900
85. National Airlines	1,131,300
86. Stroh Brewery	1,118,400
87. Mutual of Omaha Insurance	1,097,700
88. Noxell	1,095,500
89. Phillips Petroleum	1,086,700
90. Muralo	1,085,200
91. Vista Marketing	1,078,800
92. Keebter	1,073,100
93. Ward Foods	1,064,300
94. H.R.B. Music	1,058,800
95. Ford Auto Dealers Assn.	1,056,200
96. SCM	1,052,000
97. G. Heileman Brewing	1,030,800
98. Texaco	1,002,500
99. Trans World Airlines	996,100
100. Melville Shoe	995,200

during the first nine months of 1976 to \$1.5 billion. The Television Bureau of Advertising, in releasing Broadcast Advertisers Reports figures, said the three top categories were food and food products, up 29% to \$348.2 million; automotive, up 50% to \$148.9 million, and confectionery and soft drinks, up 48% to \$148.8 million.

## NH&S will revert to private status

Firm went public in 1972, but stock price is now less than half price of original offer

Needham, Harper & Steers Inc., New York, which went public in 1972, wants to become a privately held company again.

NH&S announced last week it will offer stockholders \$12.50 per share in cash, about 30 cents per share more than the book value of the stock. At the time NH&S went public in 1972, its offering price was \$23 per share. A spokesman said there are more than 800,000 shares of stock outstanding, but a considerable portion of those is held by agency executives and employees. He added that about \$6.25 million would be required to buy outsider shares at the \$12.50 price.

Needham's record-high price per share was \$34 during the summer of 1972 but it fell to a low of \$3.50 in 1974. Last Tuesday

## Food products lead the way as top category in spot TV advertising

The top-20 categories in spot television showed a 42% increase in expenditures

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(Dec. 1), the day of the announcement, the bid and ask prices were \$10.75 and \$11.75 respectively.

Paul C. Harper Jr., chairman and chief executive officer of NH&S, said that as a private company, "we can devote all of our time and resources to the quality of our work and to our clients and new business."

A proposal for the acquisition of its publicly held shares will be submitted to stockholders early in 1977.

Among the publicly held agencies that have decided to go private (and most have not been successful in buying back all of their stock) have been Clinton E. Frank, Chicago; McCaffrey & McCall and Wells, Rich, Greene Inc., both New York, and Tracy-Locke, Dallas. Leading advertising agencies in the publicly held sector are BBDO; Doyle Dane Bernbach; Foote, Cone & Belding; Grey Advertising; Ogilvy & Mather; the Interpublic Group and J. Walter Thompson.

## David to radio: keep on pushing

If the medium does, he says, it can exceed in 1977 the record sales of this year

Radio billings in 1977 should exceed this year's record by at least 11%—"if the in-

dustry continues to work hard to accelerate the momentum built up over the last several years."

That conditional forecast was offered last Tuesday to the Baltimore STARS by Miles David, president of the Radio Advertising Bureau. He spoke at the first general meeting of STARS, the newly formed Society of TV and Radio Sales, an organization of management, sales and promotion people in Baltimore radio and TV.

Mr. David warned that "there is no carved-in-granite guarantee that we can achieve exciting sales growth unless the industry employs all its selling tools and advantages."

He said that "nationally, we expect many major advertisers that have been virtually TV-only to expand into radio." Many large advertisers plan radio tests in the first half of 1977, he said, while others, both national and regional, will be moving into radio "on a broad scale without extensive testing." He urged stations to "cooperate with these advertisers, while remembering basic commitments to long-term advertisers."

"Radio's biggest growth is still in the retail area," he continued. "Despite vigorous gains made by radio, newspapers still get the bulk of the retail advertising dollar. Radio must demonstrate to retailers that such a heavy investment in newspapers is not justified by cost/result ratios."

A billings increase of 11% or more in

1977 would give radio its second double-digit gain in a row. This year's sales are expected to be 20% or more above the 1975 total.

## Advertising Briefs

**New horizons.** Benton & Bowles has announced plans to distribute its first TV program, half-hour prime-time access series to be sponsored by General Foods. Pilot is being made, and series is aimed for September 1977 telecast on five NBC O&O stations. Michael Lepiner, Benton & Bowles director of broadcast programming, said series, *Gerzornplatz*, will be contemporary and zany adaptation of Sunday comic strips. Project is being produced by Rothman/Wohl Productions in association with Filmways.

**On their own.** Kressel/Brown Associates, casting office for TV, commercials, motion pictures and theater, has been established. Principals are Lynn Kressel, casting director for New York production houses and agencies; Deborah Brown, whose previous associations include casting director for Marschalk Co., and Barbara Shapiro, who had worked at agencies and Film Study Center of Museum of Modern Art. *Kressel/Brown Associates, 250 West 57th Street, New York.*

**Expanded radio sample.** Arbitron Radio will include unlisted telephone households in radio samples, beginning with spring survey, in New York, Los Angeles, Chicago and San Francisco. Arbitron said inclusion of these households will make its sample more representative of listening audience. Its studies indicate that so-called Expanded Sample Frame (ESP) households show them to be younger, larger, more likely to be black or Spanish and listen to types of stations different from general population.

**Watch out, good buddy.** Federal Trade Commission "consumer alert" warning shoppers to be careful when buying citizen band radios for Christmas. FTC said since number of CB channels will increase from 23 to 40 on Jan. 1, 1977, it will keep close watch on ads and promotions for equipment. Some sets can be converted to 40 channels and commission wants those that can't to be so labeled. In addition, buyers should be aware of what it will cost them to have their sets remanufactured to take 40 channels.

**Go date.** Arbitron Television began formal meter service operation in New York Dec. 1 with sample of more than 370. Company's meter service in Los Angeles started in August, with all network stations and all independents there except KIII-TV and KMIX-TV signed as clients.


**Midwest location.** Marv Roslin Inc., New York-based national representative firm, has opened office in Chicago at 24 North Wabash Avenue (60602). Telephone: (312) 236-3159.

Volume

20

30 motion pictures  
...all off network  
...all in color

WARNER BROS. TELEVISION DISTRIBUTION, INC.



A WARNER COMMUNICATIONS COMPANY

## NBC's Stern again breathes down back of FBI's neck

**Newsman, questioning manner in which Dean allegation was dismissed by Justice, files suit to require bureau to divulge more of its files; there also may be court action to make Secret Service tell who signed out White House tapes**

NBC News correspondent Carl Stern is getting to be, in the word of a Justice Department spokesperson, a very "litigious" person. The winner of one suit aimed at prying information out of the Federal Bureau of Investigation, Mr. Stern is now pursuing a second. And behind it, correspondence is beginning to accumulate that could produce yet a third.

The pending court suit is designed to require the FBI to publish in the *Federal Register* a description of each system of records it maintains. The complaint, filed in Mr. Stern's behalf, in the U.S. District Court in Washington, by Ralph Nader's Public Citizen Litigation Group, maintains that the FBI has refused to publish such information in violation of a provision of the Privacy Act.

Mr. Stern became involved in the issue in September 1975 when, in researching a story, he found that the FBI listed only nine files and a general index in the *Federal Register*. In the course of correspondence with FBI Director, Clarence Kelley on the issue, Mr. Stern in October 1975 wrote: "In plain English, you would prefer that people not know about some files. That is precisely what the act prohibits."

The suit Mr. Stern won against the FBI—in 1973—involved material whose disclosure revealed the existence of an FBI program to harass New Left political organizations. That suit was also prepared by the Public Citizen Litigation Group.

The matter on which Mr. Stern is now corresponding with Justice Department

officials involves Attorney General Edward Levi's decision not to investigate John Dean's charges that the action of President Ford, while minority leader of the House in 1972, in helping to block a congressional investigation of Watergate was in response to White House requests. Mr. Stern has asked for the material on which Mr. Levi based his decision.

The correspondent had reported on the air that, in checking out the allegation, the Justice Department had questioned only the White House aide said to have contacted Mr. Ford, Richard K. Cook, now a lobbyist for Lockheed. Mr. Cook, who denied any role in the matter, was not questioned under oath. "There was reason to believe the investigation might have been slipshod," Mr. Stern said last week.

Nor does that matter exhaust Mr.

Stern's curiosity about matters the government is reluctant to satisfy. He has asked for permission to inspect the list the Secret Service keeps of individuals who have signed out former President Nixon's White House tapes, the ownership of which is a matter of dispute between the government and the former President. The Secret Service maintains that the court order preserving the privacy of the tapes pending conclusion of the court battle over the ownership question applies to the list of those individuals—Mr. Nixon's lawyers or members of the executive branch authorized by the White House to hear the tapes.

Mr. Stern believes the Secret Service's interpretation of the court order is in error. But at present, no decision on how to challenge it has been made.

## How to keep thieves from making what's yours theirs.

Burglary and car theft are among our nation's most prevalent crimes. They also are among the easiest to prevent . . . if people like your listeners would take the time to learn how.

The State Farm Insurance Companies have produced for radio a series of five public service programs and four spots on how your listeners can protect themselves against burglary and car theft. The programs, each four minutes, are on such topics as how to make it tough for burglars to get into your home; how to outthink the would-be thief; how to make it more likely he'll get caught; and how to get financial protection against theft. The spots—two are 60 seconds and two are 30 seconds—cover some of the same pointers in briefer fashion.

These non-commercial messages are aimed at informing your listeners . . . not advertising State Farm. For a free tape and scripts, return the coupon below or call us collect at 309-662-2625.



Stern



Robert Sasser  
Public Relations Department  
State Farm Insurance Companies  
One State Farm Plaza  
Bloomington, Illinois 61701

Please send me your public service series on burglary and car theft prevention. I understand there is no charge.

NAME \_\_\_\_\_

STATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

(No P. O. Box Numbers, Please)

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_



**A new two cents worth.** Joining Eric Sevareid (l) as a CBS commentator is Rod MacLeish (r), former chief commentator for Westinghouse Broadcasting's Group W. Mr. MacLeish, whose first appearance on the network was Nov. 25, will do four commentaries a week on the *CBS Morning News* and the Saturday and Sunday evening news plus two pieces for *First Line Report* on CBS Radio. Mr. MacLeish said he hopes his reports will "isolate an episode, put it in perspective and explain what it means." This is close to Mr. Sevareid's philosophy—"I try to illuminate some dark corner in the news that needs explaining." Mr. Sevareid, who delivers three to four commentaries each week on the evening news, is a year away from retirement age and, along with Mr. MacLeish and CBS officials, said that no plans have been made for Mr. MacLeish to take over the evening commentaries. Mr. Sevareid said that while he won't be on the regular staff then, he will have an ad hoc agreement to do several longer pieces a year.

## TV for interest, papers for issues

**Study by academics shows TV is behind print in pointing up substance of political campaigns**

While television may be better at generating interest in political campaigns, newspapers appear to play a more dominant role in determining what issues will be considered most important.

These are among the tentative conclusions of a survey of 150 persons in Indianapolis, Evanston, Ill., and Lebanon, N.H. The study, which began last January and will continue through the end of the year, is sponsored by the Syracuse University and Indiana University schools of journalism and the University of Illinois Chicago Circle Campus.

A preliminary report by Maxwell McCombs, journalism professor at Syracuse, and David Weaver, assistant journalism professor at Indiana, is based on a series of in-depth interviews conducted through July.

According to Mr. Weaver, those persons who relied most on newspapers for political news tended to have "the more stable

rankings of issues." He explained that they were less inclined to change their minds about what was most important during the months of this year's political campaign.

Those who relied most on television, however, tended to have "the least stable issue agenda," he said. And those who relied mainly on both media, Mr. Weaver said, were closer to the newspaper-oriented group.

Newspapers appear to have more influence than television in shaping what people consider as important, he said. Mr. Weaver added that the conclusion is conjecture at this point in the study but that earlier surveys have come to that conclusion.

He also asserted that "the highest level of political interest occurred among those who reported the highest use of TV" and that perhaps television is best at arousing interest during the campaign.

Mr. Weaver also said that those who relied mostly on only one medium seemed generally to become more concerned about personalities while those that relied on both newspapers and television showed greater concern for the issues. That conclusion was not unexpected, he said, since persons relying on both media tended to be most interested in politics, most highly

educated and attempting to gather all the information they could about the candidates.

That "newspapers set the agenda for issues more effectively than TV" was concluded in an earlier survey among Charlotte, Chapel Hill and Durham, N.C. residents during the 1972 presidential election, according to Mr. Weaver. The findings of that study, sponsored by the University of North Carolina, are expected to be published by West Publishing, St. Paul, before year end in a book entitled "The Emergence of Public Issues: The Agenda-Setting Influence of Mass Communications."

The survey found a two-to-four-month lag between media emphasis and public concern for the issues, Mr. Weaver said, with the media leading the way. He said it appeared that the media were telling the public what issues to be concerned with.

Reasons for newspapers' dominance in this area, Mr. Weaver said, center on the nature of the medium. He said that newspaper editors have an easier time telling people what is important through large headlines and page-one stories. On the other hand, he said, people found it difficult to remember what was the lead story of a television broadcast. He added that newspapers are "less fleeting" than television broadcasts.

## Broadcasters win awards from cancer society

Television and radio stations and networks captured 10 of the 16 awards presented to the media last week by the American Cancer Society for "excellence in communications about cancer."

Radio winners were WSB(AM) Atlanta; Art Athens and WCBS(AM) New York and WJMA(AM) Orange, Va. Receiving awards in television were KDFW-TV Dallas; Neil Derrough and WBBM-TV Chicago; Loretta Bacon and WSFA-TV Montgomery, Ala.; WNET(TV) Newark, N.J.-New York and the *MacNeil-Lehrer Report*; The Children's Television Workshop; *CBS Reports*, and Dan Gingold and KNXT(TV) Los Angeles.

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**No room at the inn.** Registration for Radio Television News Directors Association annual conference, Dec. 12-15 in Bal Harbour, Fla., is running 50% ahead of last year's pace. The main hotel for the meeting, the Americana, is booked solid and nearby Seaview and Beau Rivage hotels are accommodating the overflow. Registration is expected to go as high as 600, and 50 exhibitors are signed up. The conference will feature numerous workshops and speeches by prominent network newsmen including CBS's Walter Cronkite, NBC's David Brinkley and ABC's Sam Donaldson (BROADCASTING, Nov. 15). Hope is fading fast, however, for either President Ford or President-Elect Carter, who have been invited, to put in a personal appearance.

## CBS News's chin out again

CBS News has scheduled the third in its series of frank give-and-takes between network news executives and community representatives in various parts of the country.

Under the title "Inside CBS News," the 60-minute broadcast, which was taped at CBS affiliate KOOL-TV Phoenix on Nov. 13, will be telecast on Sunday, Dec. 26, following the conclusion of the National Football League play-off game. The CBS people grilled during the taping included Richard S. Salant, president of CBS News; William J. Small, senior vice president of CBS News; John Sharnik, vice president and director of public-affairs broadcasts; Robert Chandler, vice president in charge of CBS News's political coverage; and two on-air correspondents, Mike Wallace and Bob Schieffer. The moderator was Homer Lane, the vice president and general manager of KOOL-TV.

The two earlier shows in this series, "Talking Back to CBS," was taped at WFSB-TV Hartford, Conn., on Oct. 21, 1975, and telecast Feb. 15, 1976, and "Inside CBS News," was taped April 4, 1976, at KCMO-TV Kansas City, Mo., and telecast May 1.

### Journalism Briefs

**Jan. 20 credentials.** Press credentials for 1977 Inaugural ceremony at Capitol, Jan. 20, 1977, can be obtained from Paul Duke, chairman, Radio-TV Correspondents Inaugural Committee, Senate Radio-TV Gallery, Room S-312, U.S. Capitol, Washington, 20510. Jan. 5 is deadline for filing. Requests for credentials for inaugural parade, entertainment, receptions, parties and housing should be made to 1977 Inaugural Committee, 2nd & T Streets, S.W., Washington, 20599.

**Complaints turned down.** National News Council said it had rejected charges of bias—filed by one viewer in each case—in *CBS Evening News* report on Northern Ireland and *NBC Today* show interview with Senator Richard Schweiker (R-Pa.). Also unwarranted, NNC said, were two complaints against AP.

**SDX choices.** Elected officers at Society of Professional Journalists, Sigma Delta Chi, at Nov. 10-13 convention: Richard Leonard, *Milwaukee Journal* (WTMJ-AM-TV and WKTI(FM)) president; Al Goodykoontz, *Richmond, (Va.) Times-Dispatch*, president-elect; Ralph Izard, professor of journalism, Ohio University, re-elected vice president of campus chapter affairs; Phil Dessauer, *Tulsa (Okla.) World*, secretary, and Jean Otto, *Milwaukee Journal*, treasurer.

**VOA bill.** Senator Charles Percy (R-Ill.), claiming that U.S. Information Agency distorts news, says he will introduce bill in next Congress to have Voice of America removed from jurisdiction of USIA. VOA "must be emancipated from those who have impaired its freedom to tell the




**Group guidance.** The UPI Broadcast Advisory Board, made up of broadcast executives from across the country, was organized Dec. 1 in Chicago to advise the news service "on news policies, services and technology." Members of the board are (front row, l-r): Norman Knight, Knight Quality Stations, Boston; Board Vice Chairman Bill Scott, WINS(AM) New York; Board Chairman Arch L. Madsen, Bonneville International Corp., Salt Lake City; John Tansey, WRVA(AM) Richmond, Va.; Ernesto Portillo, KXEW-AM-FM Tucson, Ariz. Back row: Milton Friedland, WICS-TV Springfield, Ill.; Robert Scott, KLZ(AM) Denver; Joseph Floyd, Midcontinent Broadcasting, Sioux Falls, S.D.; Kaye Frey, KKIN(AM)-KEZZ(FM) Aitkin, Minn.; William Sheehan, ABC News, New York; George Hyde Jr., Susquehanna Broadcasting, York, Pa.; Al Schottekotte, WCPO-TV Cincinnati, and Frank McLaurin, KSRO(AM) Santa Rosa, Calif.

truth," he said. Meanwhile, document urging that responsibility for VOA be taken away from USIA began circulating among 972 professionals who work for VOA. Broadcasters who drew up statement suggest new system under which


VOA would work closely with State Department "in order to explain and interpret American foreign policy decisions and trends accurately and clearly" but "to operate as journalists and broadcasters without policy interference."

Volume



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## NCTA making sure its voice will be heard in rewrite of FCC legislation

**Board appoints Baruch chairman of committee that will formulate positions for input to Van Deerlin**

The National Cable Television Association has taken the first step toward the development of cable industry positions to be offered during the proposed rewrite of the Communications Act. NCTA Chairman Burt I. Harris last week named NCTA Secretary Ralph M. Baruch, president of Viacom International, to head a select committee to formulate those stances.

The action came during NCTA's final board meeting for the year, held in Anaheim, Calif., in advance of the Western Cable Television Show there. Other members of the new NCTA committee have not been named yet.

Among the board's other actions:

- The board sent off a telegram to FCC Chairman Richard E. Wiley, urging that the commission create "regulatory parity" for cable and master-antenna TV and use a head-end definition for a cable system.

- It outlined its position on the FCC's 1977 reauthorize rulemaking (BROADCASTING, Nov. 29) and gave priority to keeping the 3-5% ceiling on franchise fees and guaranteeing due process in the granting of both new franchises and franchise renewals.

- The board criticized the consent agreement reached last month between NBC and the Justice Department (BROADCASTING, Nov. 29), claiming that it sanctions network contractual exclusivity against pay cable.

- It opposed any mandatory separation of control of cable hardware and programming.

- It reiterated its position that cable should be treated as an equal among communications sources and supported establishment of procedures insuring cable's compatibility with other media. One specific source of concern was the regulation of translators, an area that the NCTA repeatedly has said must be reviewed.

- The board opposed all restrictions on signals received by satellite earth stations.

### Cable Briefs

**Buy and sell.** Gannett Co., newspaper publisher and group broadcaster, plans to sell its only CATV system—in Geneva, N.Y.—to Alan Gerry of Cablevision Industries. System serves some 3,800 subscribers and has about 50 miles of plant passing 5,800 homes in Geneva and surrounding towns. Mr. Gerry also announced agreement to sell his Boonville

and Adams, both New York, systems to Len Fowkes and James Trostle of National Cable Corp., marking first cable acquisition for that firm. Two systems serve some 1,700 subscribers with 66 miles of plant passing 3,300 homes. Daniels and Associates was broker in both transactions.

In N.C. Sullivan Productions, New York-based TV program producer and distributor, and owner of cable systems in Illinois and Maryland, has acquired Cablevision of Hendersonville, system serving Hendersonville, Laurel Park and Hendersonville county, all North Carolina. According to Robert Precht, president of Sullivan and son-in-law of late Ed Sullivan, plans calls for immediate expansion of plant and additional independent signals. Completed system is expected to pass more than 10,000 homes. Sellers own Radio Hendersonville, which operates WHKP(AM)-WKIT(FM) there.

**New Year's changes.** As of Jan. 1, 1977, Magnavox CATV Division of North American Philips Corp. will become Magnavox CATV Systems, wholly owned subsidiary of North American Philips. All design, manufacturing and marketing for new subsidiary will be handled at company's Manlius, N.Y., headquarters. Aside from continuing present operations, Magnavox CATV plans to expand efforts in research and design of pay cable devices.

**No, no and no.** FCC denied three petitions for revising cable television rules. Commission told Henderson All-Cablevision Inc. its proposal for expanding rules to allow importation of alternate television signal when local station broadcasts network program on delayed basis was beyond scope of rule intended merely to provide each community full network coverage. FCC told Community Antenna Television Association its proposal to permit cable operations carriage of any TV or radio signal on any CATV channel during times of floods, earthquakes and similar emergencies would not so greatly improve service as to grant rule. Commission denied Committee for Open Media request for extension of current 30-day public notice period on applications for certificates of compliance to 120 days, because, FCC said, current rules provide ample time for preparation of comments, and if additional time proves warranted, commission will continue to waive requirement.

**Denver pay.** American Television and Communications Corp., Denver, multiple-system operator, has acquired pay-television transmission rights for that city's multipoint distribution service. Rights had been held by Cox Cable Communications; MDS license there is held by Microvision, owned by Microband National System and Tekkon. ATC, on stand-alone basis, currently serves about 900 apartment units there. It was to begin MDS operation Dec. 1 and hopes eventually to serve some 40,000 units. ATC also intends to file for earth station at suburban site.

## Cable programmer attempts live, national hook-up

**Hockey offered free in initial step in effort to establish national, via-satellite network**

In an effort promoted as "the first commercial cablecast ever made on a live, national basis," Federal Broadcasting Co., a Pleasantville, N.J.-based CATV program supplier, last week was scheduled to offer free a World Hockey Association game to all systems capable of picking up the signal from an RCA Satcom satellite.

Transmitting last Thursday's (Dec. 2) game from Birmingham, Ala., was the responsibility of the common carrier firm, Southern Satellite Systems, Tulsa, Okla. The transmission is the first step in an agreement between the two firms whereby FBC will sell cable systems a daily satellite feed of its *SportsWorld* package beginning next April. Ed Taylor, president of SSS, said plans next year, call for noon-5 p.m. taped feeds, with live events at other times. The satellite feeds next year are to originate in Atlanta, with the use of the facilities of Turner Communications Corp.'s WTCC(TV) there.

According to FBC President Thomas Ficara, the cablecast "will demonstrate to advertisers, program producers and CATV systems that the concept of a viable commercial cable network is now more realistic than ever." FBC began video-cassette distribution of its *SportsWorld* package last March. The programming includes sports films, games and reruns which FBC says are currently supplied to cable systems with more than 600,000 subscribers.

Sponsors of the cablecast include Mitsubishi (Kid Power Sneakers), Basco's Catalogues, Jules Jurgensen watches, Brother International typewriters and American Consumer. In addition 13 of Young & Rubicam clients will have their spots run free: Columbia Records, Eastern Airlines, Dr. Pepper, Holiday Inn, General Cigar, General Electric, Metropolitan Life, Chef Boy-Ar-Dee, Cool-Ray, Arrow Shirts, Sanka, Gulf Oil and the U.S. Postal Service.

Young & Rubicam will be given an exclusive option on future available advertising time.

Federal Broadcasting presently sells its subscribers 70 hours of sports programming per week on cassette. Sponsorship rates for the cassettes range from \$25,000 to \$75,000. The lower rate is for a 30-second spot every hour, 10 times a day, every day for six months. The higher rate gives one minute spots in *SportsWorld* over the same period, as well as advertisements in other FBC programming and renewal options. Federal has about 60 regular clients.

Last Thursday, prior to the game, Mr. Ficara said 15 systems had confirmed that



they would pick up the feed. He said that represents between 235,000-250,000 subscriber homes. He anticipated that it would be taken by others however.

The signal of the game between the Birmingham (Ala.) Bulls and the Edmonton (Alberta) Oilers will be sent by landlines to an RCA uplink in Atlanta. Mr. Ficara put the cost of producing and transmitting the program at \$15,000.

## ABC's Erlick warns that cable siphoning could cause decline in quality of free TV

**He tells Dallas Salesmanship Club that as cable grows it will have financial clout to bid for hit movies**

Siphoning of entertainment programming from broadcast television to pay cable television will not only cost the viewer the siphoned programming but will undermine broadcast TV's public service programming as well, Everett H. Erlick, senior vice president and general counsel of ABC Inc., said last week.

He told the Salesmanship Club of Dallas in a speech last Thursday (Dec. 2) that "The point is this: If advertiser revenues—commercials—do not pay for a service, it must be paid by something else. The only something else available is revenue from other programs, and if pay cable siphoning causes the quality of free television entertainment and sports to decline, our ability to support other free television services will evaporate."

Mr. Erlick warned that as pay cable grows it will be able to outbid broadcast TV. Where the networks now pay an average of \$850,000 for a Hollywood movie, he said, pay cable "might afford \$2 million a movie by 1980, and \$7 million a movie by 1985." Pay cable, he said, "will have the financial clout to buy up any Hollywood blockbuster it sets its sights on."

Broadcasters, he said, are not the only ones concerned about pay cable's siphoning. He cited black coalitions, the National Grange, the AFL-CIO, the National Congress of Organizations of the Physically Handicapped, the General Federation of Women's Clubs and the Chamber of Commerce of the U.S.

"Their specific concerns vary," he said, "but they all echo a common theme: A pay cable industry that supplements the diversity of free television has a positive contribution to make to our society; but a pay cable industry that forces people to pay for what they now receive free, or to do without, makes no contribution at all."

Mr. Erlick urged the Salesmanship Club audience to follow the lead of broadcasters and other concerned organization: "The time is now for all of us to do as they have done, make our voices heard, and felt, in Washington. If we do not, it may not be long before we all live in that 'home

behind the mountain' [that cable set out to serve in the first place]."

## Black coalition calls for cable EEO rules

**NBMC tells FCC that statements should be required every year**

The National Black Media Coalition told the FCC it should require affirmative action programs which would "effectively eliminate employment discrimination in the cable industry."

NBMC's comments were in direct opposition to opinions expressed by the cable television industry in the commission's proposed revision of equal employment rules for cable (BROADCASTING, Nov. 22).

NBMC said the commission has historically involved itself in EEO matters in both the broadcasting and cable industries. Broadcasters are strictly regulated to enforce equal employment opportunities for minorities and women, NBMC said, but the commission has not acted with such definitive policy towards the cable industry. NBMC said past cases involving cable EEO matters show a concern on the parts of both Congress and the courts that the commission does have a responsibility, in fact, an "obligation," to ensure non-discrimination in cable TV.

In response to the FCC's suggestion that cable operators be required to submit EEO statements every three or five years, NBMC said the new rule should require an updated filing detailing the employer's affirmative action program each year. NBMC said those who suffer discrimination should not have to wait three to five years "before pursuing commission sanction for systematic acts of discrimination."

NBMC said cable operators should also be required to set "self-articulated goals with timetables for correcting employment incongruities." This would insure that cable operations would take all the analytic and self-assessment steps recommended by the commission in its proposed rulemaking, NBMC said, and would also provide "a ready reference for determining progress in the goal of achieving parity in employment."

NBMC said the commission's suggestion that cable systems with fewer than five or 10 employees not be required to submit the new EEO reports falls short of the "national policy goal of non-discrimination in employment." NBMC said the commission's goals in its 1972 cable rules suggest the commitment to the important objectives of EEO. NBMC said this objective should take precedence over the "debatable inconvenience" filing requirements might make on cable operators employing less than five or 10 persons. NBMC said the blanket exemption would be unfair because the cut off is "violative of the public interest in view of the poor record of performance" of equal employment practice in the cable industry and because employees and potential employees are effectively denied equal protection.

## Offering by Harris

**SEC asks to approve \$50-million debenture sale; equipment maker also splits stock, ups dividend**

Harris Corp., Quincy, Ill., has filed a registration statement with the Securities and Exchange Commission proposing a public offering of \$50-million sinking fund debentures. The directors also voted a 'wo-for-one split of the company's stock and a 14% increase in the quarterly dividend.

The debentures are to be underwritten by Kidder, Peabody & Co., McDonald & Co. and Prescott, Ball & Turben to be marketed this month. They will be due Dec. 15, 2001, redeemable through a sinking fund beginning Dec. 15, 1987. Harris calculates 84% of the issue will be retired prior to maturity.

Proceeds from the sale, Harris says, will be invested in marketable securities, added to the company's general funds and used for capital improvements, increased working capital, possible reduction of other indebtedness and possible future acquisitions.

The increased dividend (from 35 cents to 40 cents on shares outstanding before the split) and additional shares will be payable Dec. 22 to stockholders of record Nov. 30. It is Harris's fourth dividend increase in the past 39 months and indicates an annual dividend rate of 80 cents per share after the stock split, equivalent to \$1.60 per share on the present stock, on which the company had been paying \$1.40 annually. Shares outstanding after the split will increase to about 12.2 million.

## Spectrum comments sought for use at 1979 WARC

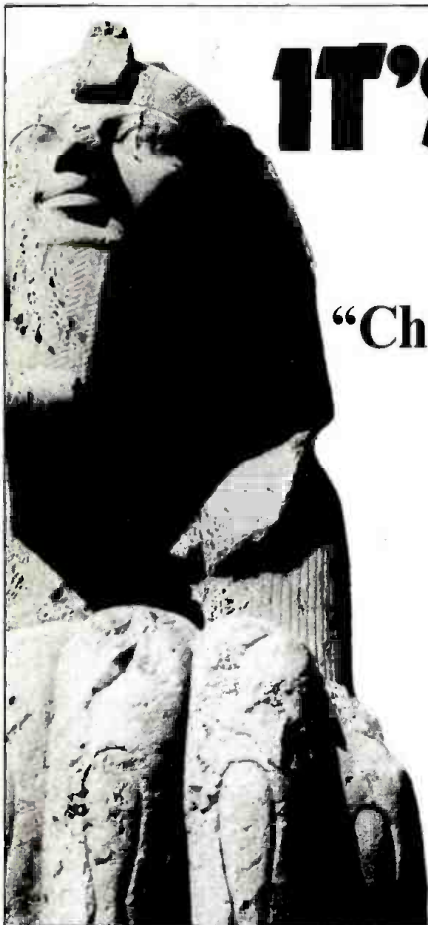
The FCC has adopted a third notice of inquiry in its effort to develop United States proposals for changes in international radio regulations to be presented at the 1979 World Administrative Radio Conference of the International Telecommunication Union.

The commission said the purpose of the inquiry is to obtain comments on a proposed international frequency allocations table. The table was developed from the comments received in response to previous notices, information already available to the commission and reports of various service working groups.

Comments are invited not only on proposed disposition of spectrum requests but on a number of so-called "problem areas" affecting resolution of legitimate public and federal government needs.

These areas include the 470-806 mhz band and UHF television needs; HF international broadcasting (short-wave broadcasting), and short-range as well as long-range maritime communications.

Comments are due by Jan. 31, 1977, replies by Feb. 21, 1977.



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



## **EBS rules revamped**

The FCC has amended its rules concerning the emergency broadcast system at the suggestion of the broadcast services subcommittee of the National Industry Advisory Committee and because technical changes in the system indicated a need for a change. Among the rule amendments, the FCC will delete the concept of alternate stations and alternate relay stations to allow as many stations as possible to remain on the air; redefine key EBS stations as originating primary relay stations (OPRS); give local programming a higher priority than state-level programming because the local emergency information is more relevant to the local audience; revise all sections of the rule referring specifically to American Telephone and Telegraph to refer to "participating communications common carriers" (to reflect the growth of new common carriers). Rule changes become effective Feb. 1, 1977.

## **Dec. 31 deadline set for engineer certification**

The Society of Broadcast Engineers has set Dec. 31 as the deadline to apply for SBE certification as senior broadcast engineer under its grandfathering provision. Those who miss the deadline will be certified by test only. At present, there are tentative plans for two or three nationwide examinations to be held during 1977, the first in April. Grandfathered conferees may also take AM, FM or TV endorsement exams then.

Certification applications are available by writing Vince Flanders, The SBE Inc., P.O. Box 88123, Indianapolis 46208 or telephoning (317) 842-0836. Fees, to be submitted with the applications, are \$10 for members and \$15 for nonmembers.

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<b>BUDDY DeFRANCO</b> from New York	<b>GEORGE SHEARING</b> from Hollywood

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## Technical Briefs

**Swedish sale.** Collins Commercial Telecommunications Division of Rockwell International Corp. has received \$500,000 contract to provide Swedish Telecommunications Administration with 210 FM broadcast exciter units. Exciters will be used to upgrade Sweden's three FM networks from monophonic to stereo operations. Sale—which includes spares and training—was made through Firma Johan Lagercrantz, Stockholm, which represents Collins there.

**Dual-location TV coverage.** RCA Broadcast Systems Inc., Camden, N.J., reports WSAZ-TV Huntington, W.Va., has bought two TK-76 lightweight portable cameras, three HR-1020 portable videocassette recorders and four HR-1060 editing recorder/reproducers. Equipment will be installed at station's main studio in Huntington and auxiliary studio in Charleston to enable reporters stationed at each location to contribute to local news telecasts.

# The Broadcasting Playlist™ Dec 6

## Contemporary

Over-all-rank	Last This week	This week	Title (length)	Artist—label	Rank by day parts			
					6-10a	10a-3p	3-7p	7-12p
1	1		<b>Tonight's the Night</b> (3:55)	Rod Stewart—Warner Bros.	1	1	1	1
2	2		<b>Muskrat Love</b> (3:28)	Captain & Tennille—A&M	2	2	2	3
4	3		<b>Rubberband Man</b> (3:30)	Spinners—Atlantic	3	3	3	2
5	4		<b>You Don't Have to Be a Star</b> (3:40)	Marilyn McCoo & Billy Davis Jr.—ABC	4	5	4	4
3	5		<b>More Than a Feeling</b> (3:25)	Boston—Epic	6	6	5	6
17	6	■	<b>Beth</b> (2:45)	Kiss—Casablanca	7	4	7	5
9	7		<b>You Are the Woman</b> (2:42)	Firefall—Atlantic	5	7	6	10
12	8		<b>You Make Me Feel Like Dancing</b> (2:48)	Leo Sayer—Warner Bros.	10	8	10	7
6	9		<b>Rock'n Me</b> (3:05)	Steve Miller Band—Capitol	13	9	11	8
7	10		<b>Disco Duck (Part 1)</b> (3:15)	Rick Dees & His Cast of Idiots—RSO/Polydor	9	11	12	11
8	11		<b>Love So Right</b> (3:19)	Bee Gees—RSO/Polydor	11	13	8	12
15	12		<b>Nadla's Theme</b> (2:50)	Barry De Vorzon & Perry Botkin Jr.—A&M	8	12	9	16
13	13		<b>Nights Are Forever Without You</b> (2:52)	England Dan & John Ford Coley—Big Tree	15	10	13	9
10	14		<b>If You Leave Me Now</b> (3:40)	Chicago—Columbia	12	14	14	14
11	15		<b>The Wreck of the Edmund Fitzgerald</b> (5:57)	Gordon Lightfoot—Reprise	14	17	15	18
18	16		<b>Sorry Seems to Be the Hardest Word</b> (3:28)	Elton John—Rocket/MCA	16	15	17	15
16	17		<b>Stand Tall</b> (3:20)	Burton Cummings—Portrait	18	16	16	13
19	18		<b>I Never Cry</b> (3:43)	Alice Cooper—Warner Bros.	17	20	19	20
23	19		<b>I Wish</b> (4:12)	Stevie Wonder—Tamla/Motown	19	21	20	22
14	20		<b>Just to Be Close to You</b> (3:28)	Commodores—Motown	20	18	21	19
21	21		<b>Livin' Thing</b> (3:30)	Electric Light Orchestra—United Artists	22	24	18	17
20	22		<b>Fernando</b> (4:11)	Abba—Atlantic	21	19	22	21
-	23	■	<b>Carwash</b> (3:18)	Rose Royce—MCA	23	23	23	25
22	24		<b>Cherchez La Femme</b> (3:33)	Dr. Buzzard's Original Savannah Band—RCA	27	22	28	24
25	25		<b>After the Lovin'</b> (3:50)	Engelbert Humperdinck—Epic	24	26	26	28
29	26		<b>Enjoy Yourself</b> (3:24)	Jacksons—Epic	26	28	27	27
33	27	■	<b>Hot Line</b> (2:59)	Sylvers—Capitol	25	27	29	29
32	28		<b>This Song</b> (3:45)	George Harrison—Dark Horse	30	25	25	26
-	29	■	<b>Dazz</b> (5:35)	Brick—Bang	28	29	32	31
40	30	■	<b>Blinded by the Light</b> (3:48)	Manfred Mann—Warner Bros.	39	36	24	23
-	31	■	<b>New Kid in Town</b> (5:02)	Eagles—Asylum	32	30	35	32
24	32	■	<b>Do You Feel Like We Do</b> (7:19)	Peter Dinklage—A&M	38	31	33	35
-	33	■	<b>Somebody to Love</b> (4:53)	Queen—Elektra	33	32	37	34
35	34		<b>Love Me</b> (3:10)	Yvonne Elliman—RSO/Polydor	31	33	38	36
31	35		<b>Magic Man</b> (2:45)	Heart—Mushroom	29	35	39	39
36	36		<b>Isn't She Lovely</b> (6:33)	Stevie Wonder—Tamla/Motown	*	*	30	30
28	37		<b>Still the One</b> (3:42)	Orleans—Asylum	34	*	34	38
34	38		<b>Play That Funky Music</b> (3:12)	Wild Cherry—Epic	35	*	36	40
39	39		<b>Free Bird</b> (4:55)	Lynyrd Skynyrd—MCA	*	*	31	33
37	40		<b>The Best Disco in Town</b> (2:29)	Ritchie Family—Marlin/T.K.	37	39	*	37

## Playback

**Off the silver screen.** The little song from the box office success, "Carwash," is this week's biggest "Playlist" success, debuting at No. 23. "It's fast and funky in a very appealing way," says Beau Matthews of WAYS(AM) Charlotte, N.C. "An incredible record," says Jack Fitzgerald of WOXI(AM) Atlanta. "I think it's a better soundtrack than most. . . . It went top five in requests the first day on the air," he says. Jim Elliott of WPGC(AM) Washington claims that station was the first top 40 in the country to play it: "It's just a huge record," vying with Boston's *More Than a Feeling* (Epic) for that station's top spot. **Introducing.** Mary MacGregor's debut single *Turn Between Two Lovers* (off the edge of "Playlist" at 43) is "the best selling record we've ever had," reports Ariola America's (division of Capitol Records) Chris Van Ness in Los Angeles. Released six weeks ago, this love ballad was written and produced by Peter Yarrow (as in Peter, Paul & Mary) for the sweet but controlled voice of Ms. MacGregor. Although her rock'n' roll background isn't reflected in the single, her forthcoming album contains "a little bit of everything." **MOR crossover.** Engelbert Humperdinck, not your everyday rock-station star, is back on the charts (No. 25 on "Playlist") with his new single, *After the Lovin'* (Epic). "It's romantic, really nice . . . a nice thought for today," says Epic's Teddy Maldonado.

## Country

Over-all-rank	Last This week	This week	Title (length)	Artist—label	Rank by day parts			
					6-10a	10a-3p	3-7p	7-12p
18	1	■	<b>Broken Down in Tiny Pieces</b> (3:00)	Billy (Crash) Craddock—ABC/Dot	1	1	1	1
2	2		<b>Baby Boy</b> (3:04)	Mary Kay Place—Columbia	2	2	2	2
1	3		<b>Thinking of a Rendezvous</b> (3:22)	Johnny Duncan—Columbia	4	5	3	5
4	4		<b>9,999,999 Tears</b> (3:00)	Dickey Lee—RCA	7	3	4	3
3	5		<b>Good Woman Blues</b> (2:50)	Mel Tillis—MCA	3	4	6	6
8	6		<b>Take My Breath Away</b> (2:48)	Margo Smith—Warner Bros.	5	7	7	9
11	7		<b>Cherokee Maiden</b> (2:56)	Merle Haggard—Capitol	10	8	9	4
6	8		<b>Her Name Is</b> (2:17)	George Jones—Epic	9	10	5	7
13	9		<b>Lady Miss Clawdy</b> (2:19)	Mickey Gilley—Playboy	6	12	8	8
15	10	■	<b>Sweet Dreams</b> (3:00)	Emmylou Harris—Reprise	8	6	10	11
17	11	■	<b>She Never Knew Me</b> (2:46)	Don Williams—ABC/Dot	11	11	13	10
5	12		<b>Somebody Somewhere</b> (3:00)	Loretta Lynn—MCA	12	9	11	13
24	13	■	<b>Status Without Hearts</b> (2:42)	Larry Gatlin—Monument	13	15	12	12
7	14		<b>I'm Gonna Love You</b> (2:52)	Dave & Sugar—RCA	15	14	16	14
10	15		<b>Living It Down</b> (2:30)	Freddy Fender—ABC/Dot	16	13	17	16
16	16		<b>Fox on the Run</b> (2:03)	Tom T. Hall—Mercury	14	19	14	21
14	17		<b>Thank God I've Got You</b> (2:17)	Staller Bros.—Mercury	17	16	20	22
22	18		<b>Every Face Tells a Story</b> (3:28)	Olivia Newton-John—MCA	19	17	18	17
12	19		<b>Hillbilly Heart</b> (2:55)	Johnny Rodriguez—Mercury	18	18	15	25
21	20		<b>Among My Souvenirs</b> (2:32)	Marty Robbins—Columbia	22	20	19	20
25	21		<b>Everything I Own</b> (2:49)	Joe Stampley—ABC/Dot	23	21	21	15
-	22		<b>Two Dollars in the Jukebox</b> (2:22)	Eddie Rabbitt—Elektra	21	22	22	18
19	23		<b>A Whole Lotta Things . . .</b> (2:42)	Charley Pride—RCA	20	25	23	19
20	24		<b>Show Me a Man</b> (2:53)	T.G. Sheppard—Hitsville	24	23	24	*
-	25		<b>You Never Miss . . . Good Thing</b> (3:47)	Crystal Gayle—United Artists	*	24	25	*

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

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# Fates & Fortunes

## Media

**Arthur A. Ludwig**, program director, WTCN-TV Minneapolis, appointed VP of licensee, WTCN Television, subsidiary of Metromedia.

**Phil Jones**, general sales manager, WTAJ-TV Philadelphia, named general manager, WGR-TV Buffalo, succeeding Earl Beall, named general manager, WDAF(AM)-KYYS(AM) Kansas City, Mo. (BRDCASTING.NOV.29). All are Taft stations.

**J.C. Wright**, operations manager, KTGR(AM)-KTGC(FM) Columbia, Mo., named general manager.

**Jerry L. Lovell**, sales manager, KOZA(AM) Odessa, Tex., appointed general manager, KBZB(AM) there.

**Bonnie J. Harris**, sociological researcher, Equitable Life Assurance Society of the U.S., New York, joins ABC there as clearance editor for broadcast standards and practices department. **David L. Sherman**, associate counsel, features, Paramount Pictures Corp., West Coast, appointed program attorney, contracts department, ABC-TV, New York.

**Don Strom**, news director, WCIL-AM-FM Carbondale, Ill., assumes additional duties as operations director.

**Alec Van Ryan**, broadcast director, Stewart's Dry Goods, Louisville, Ky., joins WHAS-AM-TV-WNNS(FM) there as promotion director.

**Matt Biberfeld**, chief fiscal officer/FM program manager, noncommercial WNYC-AM-FM New York, named director of operations and programing, WNCN(AM) there.

Newly elected officers, Southern California Broadcasters Association, Los Angeles: **Peter Newell**, KPOL-AM-FM, board chairman; **Arthur Schreiber**, KFVB(AM), vice chairman; **John Winnaman**, KLOS(AM), treasurer and **James Wesley Jr.**, KFIL(AM)-KOST(FM), secretary.

## Broadcast Advertising

**William Farlie**, executive VP, F. William Free and Co. advertising, New York, appointed senior VP for administration and finance, Kelly, Nason there. **Philip Dunning**, associate media director, Fuller & Smith & Ross advertising there, joins Kelly, Nason as senior media supervisor.

**Joan Abramson** and **William M. Welter**, account supervisors, Needham, Harper & Steers, Chicago, elected VP's.

**John A. Randazzo**, **William S. Bradbury** and **Geoffrey E. Meredith**, account supervisors on Clorox account, Botsford Ketchum, San Francisco; **Richard Elder**, **Lynn B. Upshaw** and **Robert W. Kroyer**, account supervisors on Hunt-Wesson account, and **Wayne Wadekamper**, manager, print production and traffic, all named Botsford VP's. **Guy Fisher**, account executive, Leo Burnett, Chicago, and **Dick Carter**, from Procter &

Gamble, Cincinnati, join Botsford as account executives on Hunt-Wesson. **Mike Nyerges**, account supervisor, Botsford's Yamaha account, Los Angeles office, promoted to management supervisor.

**Steve Clayback**, manager, Eastman Radio's Philadelphia office, and **Jay Keay**, Eastman network manager, New York, named VP's.

**Conant Sawyer**, media planning director, Doyle Dane Bernbach, New York, elected VP.

**Nancy Sullivan Hodge**, media director, Lubar-Southard, New York, joins Wilson, Haight & Welch, Hartford, Conn., as media supervisor.

**Anne M. Nelson**, administrative assistant, Television Bureau of Advertising, New York, promoted to executive assistant to TVB President Roger D. Rice.

**Howard Brahm**, business manager/assistant treasurer, Newark (N.J.) Museum, returns to Radio Advertising Bureau, New York, as business affairs VP/assistant secretary-treasurer.

**Richard M. Wright**, promotion/operations manager, WIHT-TV Huntsville, Ala., elected to board of directors of Broadcasters Promotion Association.

**Clifford S. Conner**, advertising manager for Campbell Soup Co.'s Franco-American products, promoted to product marketing director.

**Ronald S. Schlossberg**, advertising manager, soups, named product marketing director, with responsibility for ready-to-serve soups.

**Toni M. Augustine**, promotion director/circulation manager, *Atlanta* magazine, named account executive, Lindsey, Bradley & Johnston advertising, Atlanta office.

**Morris Peck**, account executive MMT Sales, New York, and **Larry VanderBeke**, MMT account executive, Chicago, named managers of new MMT offices in Boston and Minneapolis, respectively.

**James L. Harmeyer**, regional sales manager, WDTN(TV) Dayton, Ohio, joins Blair Television, Chicago, on ABC sales unit. **Jeff Michael Hufford**, media specialist, Leo Burnett, named to Blair's CBS sales team there. **James W. O'Neill**, Chicago stockbroker, named to Blair's NBC unit there.

**Mike Martin**, with Media Investment Services, media buying arm of McCann-Erickson, Atlanta, named media supervisor.

**Thomas J. Mullen**, media supervisor, Young & Rubicam, New York, joins Isidore Lefkowitz Elgort advertising there as media director.

**Bill Frank**, local sales manager, KCOP(TV) Los Angeles, promoted to general sales manager, succeeded by **Dave Woodcock**, local account executive, KABC-TV there.

**Richard B. Lowe**, sales manager, WTCN-TV Minneapolis, appointed general sales manager, WCMH-TV Columbus, Ohio. **John C. Ballie**, WCMH-TV acting national sales manager, named national sales manager.

**Jan F. Zinman**, audience promotion manager, Group W's WBZ-TV Boston, joins co-owned WJZ-TV Baltimore as creative services manager.

**Paul Siracuse**, national/regional sales manager, WIS-TV Columbia, S.C., named general sales manager.

**William P. Hinds**, local/regional account executive, WDRB-AM-FM Hartford, Conn., named general sales manager.

**Stuart D. Goldberg**, account executive, WXYZ(AM) Detroit, appointed retail/new business director.

**Michael T. Bova Jr.**, sales manager, WCSI-AM-FM Columbus Ind., appointed to same post, WIMA(AM) Lima, Ohio.

**William Kent Haney**, advertising-sales promotion manager, Sears, Roebuck and Co., Greenville, S.C., appointed local/regional sales manager, WSPA(AM) Spartanburg, S.C.

## Programing

**E. Cardon Walker**, president, Walt Disney Productions, Burbank, Calif., elected to additional post of chief executive officer, succeeding **Donn B. Tatum**, who continues as board chairman. **Ron Miller**, VP/executive producer of motion pictures and television, elected VP in charge of production and creative affairs.



Walker



Abrams

**Elliott Abrams**, VP, motion pictures, Viacom Enterprises, New York, elected senior VP, in charge of buying TV rights to theatrical and made-for-TV movies for syndication, worldwide, by Viacom.

**E. A. Bowen**, VP/treasurer, 20th Century-Fox Film Corp., Beverly Hills, Calif., promoted to VP, finance and administration. He continues to have parent company responsibility for United Television, Fox's television broadcasting operation. **Lyle Marshall**, assistant treasurer, promoted to treasurer. **Richard Bort**, cash manager, named assistant treasurer.

**Glen R. Hagen**, sales representative, Katz Agency, New York, appointed Northeastern sales director of United Artists Television, New York.

**Greg Brunton** and **Ken Palius**, lighting directors, Imero Fiorentino Associates, lighting designers/consultants and studio/production systems, Hollywood, named director of operations of West Coast office and director of technical operations, respectively. **Penney Dodson**, administrative executive and producer, N.W. Ayer/Jorgensen/MacDonald, Los Angeles, joins Imero Fiorentino as executive coordinator.

**John Rice**, director of marketing, Comex International, Hollywood, joins Filmways Radio there as director of marketing. **Steve Epstein**,

operations manager, The Programme Shoppe there, named director of programing and operations for Filmways Radio, radio/TV program and commercial producer.

**Andrew Meblin**, graduate, California State University, Chico, Center for Communications Studies, joins Mighty Minute Programs, San Francisco, responsible for post production, subscriber station relations and promotion. Mighty Minute syndicates 60-second daily TV news feature, *Joe Carcione—The Greengrocer*.

**Robert L. Woodruff**, producer, WRC-TV Washington, named executive producer, WCAU-TV Philadelphia.

**Albert J. Marrara**, production manager, KAKE-TV Wichita, Kan., joins KTVH(TV) Hutchinson, Kan., in same capacity.

## Broadcast Journalism

**Barrie Dunsmore**, military affairs correspondent, ABC News, named diplomatic correspondent, replacing **Ted Koppel**, who is taking one-year leave of absence. **Rex Ellis**, London correspondent, appointed chief of Bonn, West Germany, bureau. **Arnie Collins**, Far East producer, Hong Kong, transferred to Paris as bureau manager, succeeded by **John W. Lower**, ABC News photographer, Tokyo. **Julie Eckhart**, reporter/co-anchor, KMPS-TV Minneapolis, joins ABC News Chicago bureau.

**Alec Nagle**, news producer, WABC-TV New York, joins KPPIX(TV) San Francisco as executive

news producer.

**Stan Turner**, newsman, KSTP-TV Minneapolis-St. Paul, named news director.

**Dick Hawkins**, public service director, KATU(TV) Portland, Ore., named special assignments director, responsible for producing/directing in-depth investigative reports and monthly prime-time news specials.

**James Avery**, executive news producer, WVEC-TV Hampton, Va., named news producer, WJAR-TV Providence, R.I.

**Bill Wolfson**, reporter, WCIS-TV Charleston, W. Va., appointed state house reporter, WTVN-TV Columbus, Ohio.

**Mark Nykanen**, newscaster, KDKB-AM-FM Mesa, Ariz., appointed news/public affairs director.

## Cable

**Peter J. Alden**, senior VP/technical director, Warner Cable Corp., New York, appointed executive VP, operations.

## Equipment & Engineering


**John J. Myers**, president of Farinon Electric, San Carlos, Calif., and general manager of its operation there, appointed VP/general manager of new company group combining Farinon Microwave, Mountain View, Calif., with San Carlos operation.

Volume

20

30 motion pictures  
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## Annual Double Issue

Whether or not, as many insist, it was television that created Jimmy Carter, there's no doubt that the next President could not have made it to the White House without mastering this century's First Principle of Politics: It's TV or not to be.

Mr. Carter, of course, was not alone in occupying the attention of television (and radio) in this election year. From the earliest primary through November 2, broadcasting (the medium) not only went the campaign distance but brought it down to (21-inch) size. That's what BROADCASTING (the magazine) will set out to recapture in its examination of "**Broadcast Journalism and Presidential Politics,**" to be published in the annual double issue, January 3, 1977.

Going under the editorial knife:

**The campaign** □ How stations, groups and networks dogged the tracks of Messrs. Carter, Ford, Udall, Wallace, Reagan, Jackson, McCarthy, Brown, Church and other hopefuls from the first snows of New Hampshire to the final moments of election day.

**The debates** □ Who won—in terms of debater's points—may never be known, although Mr. Carter is on record as saying he couldn't have won without them. This section of the special report will examine how, and to what effect, television and radio renewed a franchise first established 16 years ago, and how they may have made it into an institution.

**The commercials** □ Why Jimmy Carter's advertising didn't cost him the election. Why Gerald Ford's didn't win.

**The persons on the plane** (and bus and train) □ A first-person-singular report about barnstorming America with the media as they barnstormed America with the candidates during the presidential campaign.

**The bottom line** □ What went wrong, what went right in broadcasting's coverage of the 1976 campaign, and what lessons were learned for 1980 and beyond.

Broadcasting (the medium) broke important new ground in 1976—becoming, more and more, a part of the process, as well as a witness to it. BROADCASTING (the magazine) believes they'll be talking about "The Big Campaign of '76" for years to come. The editors are designing this issue to be an important part of that dialogue.

You, too, can be a part of history. Sign on for

**Broadcasting Jan 3**

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**Installed.** Helen Duhamel (c), owner of KOTA-AM-TV Rapid City, S.D., has been named to South Dakota Broadcasters' Hall of Fame. She is shown here with Dr. Eric Brown (l), director of educational/media at South Dakota State University, and Verl Thompson (r), executive director of South Dakota Broadcasters Association, at Broadcasters Day banquet in Brookings, S.D.

**Allen Gillingham**, manager of Long Beach, Calif., office of Scientific-Atlanta, appointed manager, Western sales area. **Howard B. Klippes**, manager of national sales for S-A, named manager, Eastern sales area, based in Atlanta.

**Stanley E. Gulf**, manager, electrical engineering, Oak Industries development laboratories, Madison, Wis., named technical director of laboratories, succeeding **Richard C. Gall**, appointed staff engineer for Oak, Crystal Lake, Ill., headquarters.

**Klaus Speilmanns**, marketing executive with Telemation Program Services and EMI in Brazil, named manager of new Sao Paulo branch office of International Video Corp., Sunnysvale, Calif.

**Stan Michalski**, field representative for KNOX products in Washington area, appointed marketing manager for KNOX, firm specializing in video character generators, Washington Grove, Md.

**Mike Snyder**, from New Jersey Public Television, Trenton, joins engineering staff of noncommercial WNET(TV) Newark, N.J. (New York).

## Allied Fields

**Quentin S. Proctor**, chief of license division, Broadcast Bureau, FCC, Washington, retires Dec. 31. He joined FCC as messenger in 1943, transferred to license division as clerk in 1946 after two years as Merchant Marine, then became chief of that division in 1966.

**Joseph F. Killoran**, lease administration manager, Service Bureau Co., subsidiary of Control Data, New York, appointed director of plans and controls for co-owned Arbitron there, responsible for firm's financial operations.

**John P. Keating**, project manager, Singer Business Machines, Wayne, N.J., joins Cox Data Services, Atlanta, as director of minicomputer services.

**David Carrlco**, from Arista records, New York, joins Phonogram, parent of Philips, Mer-

cury and Vertigo records, Chicago, as national promotion VP.

## Deaths

**Joseph Uzdavinis**, 48, president/part-owner, WAOR(AM) Remsen, N.Y., died after heart attack Nov. 15 at his home in Ulica, N.Y. He is survived by one daughter and two sons.

**Frank A. Dieringer**, 73, chief engineer, WFMJ-AM-TV Youngstown, Ohio, died Oct. 25 at Cornell Medical Center, New York, after short illness following surgery. He joined WFMJ as chief engineer in 1939. Survivors include his wife, Aida, and daughter, Barbara.

**Judith Lowry**, 86, actress in *Mother Dexter*

role on *Phyllis* TV series, died after heart attack Nov. 29, while walking with her son in Greenwich Village, New York. Her acting career began in 1913 and besides television series, included movies, stage and television commercials. Among her television series appearances were: *Studio One*, *Mr. Peepers*, *Goodyear Playhouse*, *Alcoa Theater*, *The Phil Silvers Show*, *The Perry Como Show*, *Maude* and *Beacon Hill*. Survivors include nine children, 27 grandchildren and two great-grandchildren.

**Godfrey Cambridge**, 43, television/stage/film actor, died after heart attack Nov. 29 on Warner Bros. movies set in Hollywood. His television credits included roles on *Naked City* and *You'll Never Get Rich* series and appearances on *Jack Paar Show*.

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As compiled by BROADCASTING for the period Nov. 22 through Nov. 26 and based on filings, authorizations, petitions and other actions announced by the FCC.

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

## New stations

### TV application

- **\*Jacksonville, Ill.**—West Central Illinois Educational Telecommunications Corp. seeks ch. 14 (470-476 mhz); ERP 4020 kw vis., 407 kw aur., HAAT 1,608 ft.; P.O. address: c/o Dr. Leslie F. Malpass, 900 W. Adams St., Macomb, Ill. 61455. Estimated construction cost \$908,000; first-year operating cost \$125,000. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer Steel, Andrus & Adair. Principals are four colleges and universities: Western Illinois University, licensee of WIUM(FM) Macomb; Bradley University, WCBU(FM) Peoria; Black Hawk College; and Sangamon State University, WSSR(FM) Springfield. Also, Illinois Valley Public Telecommunications Corp., licensee of WTVP(TV) Peoria, Ill. Ann. Nov. 22.

### FM starts

- **KQOK(FM) Kenai, Alaska**—Authorized program operation on 100.1 mhz, ERP 3 kw, HAAT 195 ft. Action Nov. 17.
- **KWCX(FM) Wilcox, Ariz.**—Authorized program operation on 98.3 mhz, ERP 3 kw, HAAT 57 ft. Action Nov. 12.
- **KAAP-FM Santa Paula, Calif.**—Authorized program operation on 96.7 mhz, ERP 87 w, HAAT 1500 ft. Action Oct. 15.
- **WJJB(FM) Pensacola, Fla.**—Authorized program operation on 107.3 mhz, ERP 100 kw, HAAT 370 ft. Action Nov. 10.
- **WQMT(FM) Chatsworth, Ga.**—Authorized program operation on 99.3 mhz, ERP 640 w, HAAT 580 ft. Action Nov. 10.
- **\*WDSO(FM) Chesterton, Ind.**—Authorized program operation on 89.1 mhz, TPO 10 w. Action Nov. 17.

- **\*WLNK(FM) Columbus, Miss.**—Authorized program operation on 90.9 mhz, TPO 10 w. Action Nov. 4.
- **KSRD(FM) Seward, Neb.**—Authorized program operation on 96.9 mhz, ERP 100 kw, HAAT 610 ft. Action Nov. 12.
- **\*WSUC-FM Cortland, N.Y.**—Authorized program operation on 90.7 mhz, TPO 10 w. Action Nov. 17.
- **KNPT-FM Newport, Ore.**—Authorized program operation on 102.5 mhz, ERP 100 kw, HAAT 890 ft. Action Oct. 21.
- **\*WVYC(FM) York, Pa.**—Authorized program operation on 88.1 mhz, TPO 10 w. Action Nov. 11.

## Ownership changes

### Applications

- **KATO(AM) Safford, Ariz.** (1230 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of KSIL Inc. from Dennis Behan, Marvin Strait and Harlan Johnson (90% before; none after) to Harry S. McMurray (10% before; 90% after). Consideration: \$375,000. Principals: Messrs. Behan, Strait, and Johnson formerly owned KSIL(AM) Silver City, N.M., and, at present, have no other broadcast interests. Mr. McMurray is general manager of KATO and formerly operated KSIL. He has no other broadcast interests. Ann. Nov. 17.
- **WJER-AM-FM Dover-New Philadelphia, Ohio** (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 101.7 mhz, 3 kw)—Seeks assignment of license from Dover Broadcasting Co. to WJER Radio Inc. for \$475,000. Seller is Union National Bank of Clarksburg, Clarksburg, W. Va., executor of the estate of Agnes J. Reeves Greer, and owns WJOI(FM) Pittsburgh. Buyer is owned equally by Mr. Gary Petricola, vice president of Dover Broadcasting, and Dr. Leroy Appel of New Philadelphia who has no other broadcast interests. Ann. Nov. 17.

### Actions

- **KBIS(AM) Bakersfield, Calif.** (970 khz, 1 kw-U, DA-2)—Broadcast Bureau granted assignment of license from Westco Media to Thunderbird Broadcasting. Seller: Edward G. Atsinger III (50%), is also licensee of KDAR-FM Oxnard, Calif. and is part-owner of application for FM in Shafter, Calif. Stuart Epperson (50%) owns WKBA(AM) Vinton, Va. and WRBX(AM) Chapel Hill, N.C. Mr. Epperson has interests in applications for two new FM's. Buyer owns KUZZ(AM) in Bakersfield and wishes to sell that station and acquire this one (see following). Action Nov. 16.
- **KUZZ(AM) Bakersfield, Calif.** (800 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Thunderbird Broadcasting to International Church of the Foursquare Gospel for \$100,000. Seller:

Assignor wishes to acquire full-time station in Bakersfield (KBIS(AM)) and so is assigning license of KUZZ. Thunderbird also owns KUZZ-FM in Bakersfield. Principal, Alvis E. Owens Jr., also owns KNIX(AM) Tempe—KNIX-FM Phoenix, both Ariz. Assignee is nonprofit, nonstock corporation, and is licensee of KHIS(FM) Bakersfield, and KFSG-FM Los Angeles, both Calif. Action Nov. 16.

- **WQCK(AM)-WRBN-FM Warner Robins, Ga.** (AM: 1600 khz, 5 kw-D; FM: 101.7 mhz, 3 kw)—Broadcast Bureau granted transfer of control of WRBN Inc., from Mary M. Jarrad (55% before; 40% after) to B.F.J. Timm (45% before; 60% after). Consideration: \$15,000. Principals: Ms. Jarrad is vice president and director of WDMG Inc., licensee of WDMG(AM) Douglas Ga. and permittee of FM station there; of WBOM Inc., licensee of WDNZ(AM) Jacksonville, Fla.; and of Tallahassee Broadcasting Co., licensee of WGLF(FM) Tallahassee, Fla. Mr. Timm is owner of WDMG Inc., Douglas; WBOM Inc., Jacksonville; Tallahassee Broadcasting Co.; WANM Inc., licensee of WANM(AM) Tallahassee; and principal stockholder in Douglas Television Inc., Douglas cable television system. Action Nov. 16.

- **WSSB(AM) Durham, N.C.** (1490 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted 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. (BALRE-3106). Action Nov. 16.

- **WGLD-AM-FM High Point, N.C.** (AM: 1590 khz, 1 kw-D; FM: 100.3 mhz, 2.7 kw)—Broadcast Bureau granted transfer of control of Radio Station WGLD Inc. from Mann Media Inc. (100% before; none after) to Bernard Mann (none before; 100% after). Principals: Mr. Mann is principal stockholder (65.17%) of Mann Media, now in liquidation. Mann Media is former licensee of KALO(AM)-KEZQ(FM) Little Rock, Ark. Mr. Mann has no other broadcast interests. Action Nov. 12.

## Facilities changes

### TV actions

- **WGTO Sault Ste. Marie, Mich.**—Broadcast Bureau granted mod. of CP to change ERP to vis. 316 kw, aur. 63.1 kw; change trans. locations to 0.9 miles west of Goetzville, Mich.; change type of trans.; ant. height 950 ft. (H&V) (BMPCT-7650). Action Nov. 16.
- **KHTV Houston**—Broadcast Bureau granted CP to change ERP to 1050 kw; max ERP to 5000 kw; change type trans. (BPCT-4958). Action Nov. 16.
- **\*KUED Salt Lake City**—Broadcast Bureau granted CP to install ant. at main trans. location (BPET-532). Action Nov. 16.

### AM Action

- **WEIR Weirton, W. Va.**—Broadcast Bureau denied request to identify as Weirton, W. Va.—Steubenville, Ohio. Action Oct. 28.

### AM starts

- Following stations were authorized program operating authority for changed facilities on dates shown: KFNW Fargo, N.D. (BP-20,663), Nov. 9; KCPX Salt Lake City (BP-19,465), Nov. 17; KLF D Litchfield, Minn. (BP-20,148), Nov. 5; KWOJ Jefferson City, Mo. (BP-20,338), Nov. 12; WCRJ Jacksonville, Fla. (BP-18,493), Nov. 17; WFTO Fulton, Miss. (BP-20,044), Nov. 4; WIZO Franklin, Tenn. (BP-20,019), Nov. 12; WTOW Towson, Md. (BP-19,977), Nov. 10.

### FM actions

- **WVOK-FM Birmingham, Ala.**—Broadcast Bureau granted mod. of CP to change trans. location to top of Red Mountain, 0.2 miles from Wilson Rd., near Wenonah, Ala.; makes changes in ant. system

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## Summary of broadcasting

### FCC tabulations as of Sept. 30, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,460	5	20	4,485	42	4,527
Commercial FM	2,790	0	52	2,842	140	2,982
Educational FM	827	0	30	857	68	925
Total Radio	8,077	5	102	8,184	250	8,434
Commercial TV	699	1	8	708	38	763
VHF	509	1	3	513	7	523
UHF	190	0	5	195	31	240
Educational TV	233	3	17	253	8	262
VHF	91	1	7	99	3	102
UHF	142	2	10	154	5	160
Total TV	932	4	25	961	46	1,025

\*Special temporary authorization

\*\*Includes off-air licenses

(decrease height); change ant. height 870 ft. (H&V); ERP 100 kw (H), 50 kw (V); remote control permitted (BMPH-14944). Action Nov. 12.

■ **KVHS** Concord, Calif.—Broadcast Bureau granted mod. of CP to change trans. location to approximately 5.5 miles north and 2 miles west of Concord; remote control permitted; condition (BMPED-1436). Action Nov. 16.

■ **KMPX** San Francisco—Broadcast Bureau granted CP to change studio location and remote control to 2928 San Bruno Ave., San Francisco; install new trans.; install new ant.; make change in ant. system (decrease height); change TPO; ERP 80 kw (H); 63 kw (V); add circular polarization to ant. height; ant. height 1120 ft. (H&V); remote control permitted (BPH-10261). Action Nov. 16.

■ **WVLA** Eveleth, Minn.—Broadcast Bureau granted mod. of CP to change trans. location to S. E. Corner Midway, 1 mile north of Eveleth; change studio location to A portion of N. W. 1/4 of section 29, turnpike 58 North, Range 17 West, bounded on west by state highway 53 near Eveleth; change trans. location; change trans.; change ant.; make changes in ant. system (increase height) change TPO; ERP 710 w. (H&V); ant. height 550 ft. (H&V); remote control permitted (BMPH-14949). Action Nov. 16.

■ **WCNL-FM** Newport, N.H.—Broadcast Bureau granted CP to change trans. location to W. side of E. Mountain Road, 0.5 miles S. of intersection with Bradford Rd., Newport; operate by remote control from studio location 120 Belknap Ave., Newport; install new trans.; install new ant.; make changes in ant. system (decrease height); change ERP 2.75 kw (H); ant. height 51 ft. (H); remote control permitted; condition (BPH-10251). Action Nov. 16.

■ **WGMC(FM)** Greece, N.Y.—Broadcast Bureau returned application to change facilities since proposal would receive prohibited overlap from Canadian allocation in Hamilton, Ont. Action Nov. 11.

■ **WQMS(FM)** Hamilton, Ohio—Broadcast Bureau denied request for dual city identification from Hamilton-Cincinnati, Ohio, filed by E. Theodore Mallick Esq. Action Nov. 5.

■ **WGBI-FM** Scranton, Pa.—Broadcast Bureau granted request to identify as Scranton-Wilkes-Barre, Pa. Action Nov. 11.

■ **WLSD-FM** Big Stone Gap, Va.—Broadcast Bureau granted request to identify as Big Stone Gap-Appalachia, Va. Action Nov. 5.

■ **KYAC-FM** Seattle—Broadcast Bureau granted mod. of CP to change trans.; change ant.; change TPO; ERP 50 kw (H&V); ant. height 1090 ft. (H&V); remote control permitted (BMPH-14941). Action Nov. 16.

#### FM starts

■ Following stations were authorized program operating authority for changed facilities on dates shown: **KGOY** Bethany, Okla. (BPH-10,203), Nov. 5; **KINT-FM** El Paso (BPH-9565), Nov. 17; **KJZZ** Anchorage (BPH-9343), Nov. 11; **KPRA** Paso Robles, Calif. (Doc. 20,474), Nov. 5; **KRKE-FM** Albuquerque, N.M. (BMPH-14,875), Nov. 11; **KROG** Sonora, Calif. (BPH-9836), Nov. 17; **WAKX-FM** Duluth, Minn. (BPH-9651), Nov. 11; **WDOW-FM** Dowagiac, Mich. (Doc. 19,831), Nov. 11; **WJLQ** Pensacola, Fla. (BPH-9749), Nov. 17; **WMYS** New Bedford, Mass. (BMPH-14,229), Nov. 5; **WPOC-FM** Baltimore (BPH-10,096), Nov. 9; **WRSA**, Decatur, Ill. (BPH-10,218), Nov. 17; **WTMB-FM** Tomah, Wis.

(BPH-9943), Nov. 5; **WWWL** Miami Beach, Fla. (BPH-10,219), Nov. 17; **\*KEPC** Colorado Springs (BPED-2039), Nov. 5; **\*KSFC** Spokane, Wash. (BPED-2236), Nov. 9; **\*KTSC-FM** Pueblo, Colo. (BPED-2368), Nov. 9; **\*WBOE** Cleveland (BPED-1345), Nov. 15; **\*WLTL** LaGrange, Ill. (BPED-2283), Nov. 12; **\*WVXU-FM** Cincinnati (BPED-2252), Nov. 17.

## In contest

#### Procedural rulings

■ **Birmingham**, Demopolis and Montgomery, Ala., **TV proceeding**: Alabama Citizens for Responsive Public Television and Alabama Educational Television Commission (AETC), competing for \*ch. 10 in Birmingham, \*ch. 41 in Demopolis and \*ch. 26 in Montgomery (Docs. 20675-6)—ALJ Lenore G. Ehrig granted motion by Alabama Citizens and postponed Nov. 9 further prehearing conference until date to be set after Review board has acted on pending petition to enlarge and modify filed by Alabama Educational Television Commission. Action Nov. 3.

■ **Carmichael**, Calif., **AM proceeding**: Olympic Broadcasters Inc. (Doc. 20819)—ALJ Walter C. Miller canceled Nov. 26 witness notification date and Dec. 1 hearing subject to later rescheduling. Action Nov. 19.

■ **Fort Valley**, Ga., **FM proceeding**: Rocket Radio and Apostolic Council of Churches, competing for 106.3 mhz (Docs. 20181-2)—Review board granted petition for extension of time, filed on Nov. 17, by Rocket Radio Inc. Action Nov. 22.

■ **New York**, **TV proceeding**: RKO General (WOR-TV) and Multi-State Communications, competing for ch. 9 (Docs. 19991-2)—ALJ Chester F. Naumowicz Jr. granted petition by RKO to amend its application to report status of litigation. Action Nov. 16. By separate action, reopened record and scheduled further conference for Nov. 29. Action Nov. 18.

■ **New York** and **Minneapolis**, **PSA and AM proceeding**: City of New York Municipal Broadcasting System (WNYC) and Midwest Radio-Television (WCCO) (Docs. 11227, 17588, 19403)—ALJ

Frederick W. Denniston granted motion by Midwest and amended its proposed findings and conclusions relating to airspace issue; ordered paragraphs 5 through 9 of the reply findings filed by state of Minnesota stricken from pleading; and scheduled hearing conference for Nov. 30. Action Nov. 18.

■ **New York** and **Minneapolis**, **PSA and AM proceeding**: City of New York Municipal Broadcasting System (WNYC) and Midwest Radio-Television (WCCO) (Docs. 11227, 17588, 19403)—ALJ Frederick W. Denniston denied motion by National Business Aircraft Association Inc. to reopen record. Action Nov. 19.

■ **WSAY (AM)** Rochester, N.Y. and **WNIA (AM)** Cheektowaga, N.Y., **renewal proceeding**: Federal Broadcasting System and Niagara Broadcasting System (Docs. 20791-2)—Review board granted motion for extension of time, filed on Nov. 19, by Broadcast Bureau. Action Nov. 22.

■ **WSAY (AM)** Rochester, N.Y. and **WNIA (AM)** Cheektowaga, N.Y., **renewal proceeding**: Federal Broadcasting System and Niagara Broadcasting System (Docs. 20791-2)—ALJ David I. Kraushaar scheduled further prehearing conference for Dec. 8. Action Nov. 23.

■ **WBCW (AM)** Jeanette, Pa., **renewal proceeding**: Central Westmoreland Broadcasting Co. (Doc. 20789)—ALJ John H. Conlin granted motion by Broadcast Bureau for production of documents and ordered that requested documents be produced by Dec. 1. Action Nov. 16.

■ **WTRA (AM)** Latrobe, Pa., **renewal proceeding**: WTRA Broadcasting Co. (Doc. 20788)—ALJ John H. Conlin granted motion by Broadcast Bureau for production of documents and ordered that requested documents be produced by Dec. 1. Action Nov. 16.

■ **WRSC (AM)**-**WQWK (FM)** State College, Pa., **renewal proceeding**: State College Communications Corporation (SCCC) (Doc. 20720)—ALJ Walter C. Miller granted motion by State College and extended from Nov. 26 to Dec. 1 time for filing reply findings and conclusions. Action Nov. 23.

■ **Jackson**, Tenn., **FM proceeding**: Madison County Broadcasting and Charles C. Allen and Community Services Broadcasting, competing for 103.1 mhz (Docs. 20930-2)—ALJ Joseph Stirmer granted request by Charles C. Allen and extended time for filing responsive pleadings to petition to enlarge issues filed by Madison county to Nov. 24. Action Nov. 17.

■ **Edna**, Tex., **AM proceeding**: International Broadcasting Corp. (KWKH[AM] Shreveport, La.) petition to deny Cosmopolitan Enterprises (KWBY[AM] Edna) CP for 5 kw (Doc. 20075)—Review board scheduled oral argument for Dec. 15, on exceptions to initial decision ALJ John H. Conlin which denied application of Cosmopolitan Enterprises Inc., permittee of KWBY Edna, Tex., for CP to reduce power from 10 to 5 kw. Initial decision of Aug. 27. found Cosmopolitan's ant. system could not be adjusted and maintained satisfactorily within proposed values of radiation and grant of application therefore would not serve public interest. Action Nov. 17.

#### Initial decision

■ **KFDR (AM)** Grand Coulee, Wash., **renewal proceeding**: New Deal Broadcasting Co. (Doc. 20461)—ALJ Walter C. Miller granted to limited extent motion

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by Broadcast Bureau for summary decision and ordered that unless appeal from this summary decision is taken by party or Commission reviews it on its own motion, renewal application of New Deal is denied. Action Nov. 22.

#### FCC decision

■ **Homewood, Birmingham, Ala., TV proceeding:** Chapman Radio and Television Co. and Birmingham Broadcasting Co. (Docs. 15461, 16761)—Commission had denied Birmingham Broadcasting Co. review of June 15 Review board decision denying its petition to enlarge issues against Chapman Radio and Television. Applicants are competing for new UHF station on ch. 21 at Birmingham.

### Complaints

■ Total of 2,896 broadcasting complaints from public was received by commission during October, decrease of 223 from September. Other comments and inquiries to Broadcast Bureau for October totaled 1,497, decrease of 503 from previous month. Commission sent 2,866 letters in response to comments, inquiries and complaints.

### Fines

■ **KTVA-TV Anchorage.**—Broadcast Bureau notified licensee of apparent liability for \$250 for failing to maintain operating power of visual trans. between 80 and 110 percent of authorized power. Action Nov. 16.  
 ■ **KLGA-FM Algona, Iowa.**—Broadcast Bureau notified licensee of apparent liability of \$200 for failing to make daily observations of tower lights and for failing to make entries in operating log concerning time station ceased supplying power to ant. Action Nov. 16.

■ **WNNJ(AM) Newton, N.J.**—Broadcast Bureau ordered forfeit of \$1000 for broadcasting on behalf of New Jersey Herald Subscription Sweepstakes. Action Nov. 16.

### Other actions

■ **\*WVVE Norristown, Pa.**—Broadcast Bureau canceled license and deleted call letters. Action Nov. 12.  
 ■ Commission amended its rules governing Emergency Broadcast System (EBS) to: delete concept of alternate stations and relay stations; create new class of Origin Primary Relay Stations; give local level programming higher priority than state level; eliminate requirement that EBS monitoring equipment be located at trans. control point; allow EBS tests to be logged either in station operating log or programming log; provide for station operation with defective EBS equipment for up to sixty days (pending repair or replacement) without further FCC authority, and allow state and local EBS operational plans to be conducted in lieu of weekly tests. Effective Feb. 1, 1977. Ann. Nov. 16.

### Allocations

#### Petition

■ **Dwight Carver, La Crosse, Wis.**—Seeks to assign FM ch. 269A to La Crosse (RM-2789). Ann. Nov. 19.

#### Actions

■ **Red Oak, Iowa.**—Broadcast Bureau assigned ch. 237A (95.3 mhz) as first FM ch. at Red Oak and substituted ch. 257A for ch. 237A at Maryville, Mo. Action Nov. 16.  
 ■ Broadcast Bureau proposed assignment of ch. 221A (92.1 mhz) to Benton, La., as community's first FM assignment. Action was in response to petition by Blossman Associates, Inc., which intends to file ap-

plication for CP. Action Nov. 16.

■ **Douglas, Wyo.**—Broadcast Bureau substituted ch. 257A (99.3 mhz) for ch. 221A (92.1 mhz) to eliminate short spacing situation. No existing station will be affected by substitution. Amendment becomes effective Dec. 29 (Doc. 20895). Action Nov. 15.

### Rulemaking

#### Actions

■ **John H. Davis, Warm Springs, Ga.**—Broadcast Bureau dismissed request to amend Section 73.37 (RM-2380). Action Nov. 9.  
 ■ **Edward M. Johnson, Crossville, Tenn.**—Broadcast Bureau dismissed request to amend rules regarding acceptance of new AM CP applications and requests for improved facilities of existing stations (RM-2460). Action Nov. 9.

### Translators

#### Applications


■ **City of Diomed, Diomed, Alaska.**—Seeks ch. 7 with 10 w rebroadcasting taped materials of KUAC Fairbanks, Alaska, and KTVA, KENI, KIMO, KAKM all Anchorage (BPTTV-5723). Ann. Nov. 22.  
 ■ **XYZ Television Inc., Cortez, Colo.**—Seeks ch. 6 with 10 w rebroadcasting KREZ-TV Durango, Colo. (BPTTV-5722). Ann. Nov. 23.  
 ■ **Community Television Association Inc., Gold Beach, Ore.**—Seeks ch. 68 with 20 w rebroadcasting KEET Eureka, Calif. (BPTT-3132). Ann. Nov. 22.  
 ■ **Community Television Association Inc., Squaw Valley, North Bank, Wedderburn and Nesica Beach, all Oregon.**—Seeks ch. 2 with 1 w rebroadcasting KEET Eureka, Calif. (BPTTV-5721). Ann. Nov. 22.  
 ■ **W03AJ Wytheville, Va.**—Seeks CP to change primary station to WKPT-TV Kingsport, Tenn. (BPT-TV-5709A). Ann. Nov. 22.  
 ■ **Hulett TV Club, Hulett, Wyo.**—Seeks ch. 9 with 1 w rebroadcasting KIVV-TV Lead, S.D. Ann. Nov. 23.

#### Actions

■ **K70DF Running Springs, Calif.**—Broadcast Bureau granted CP to change primary station to KCET Los Angeles, and to operate via translator relay station at 2104-2110 mhz, San Bernardino, Calif. (BPTT-3023). Action Nov. 1.  
 ■ **K75BK Victorville, Calif.**—Broadcast Bureau granted CP to change primary station to KCET Los Angeles (BPTT-3024). Action Nov. 1.  
 ■ **K67AS Estes Park, Colo.**—Broadcast Bureau granted license covering new UHF TV translator station, and specify type of trans. (BLTT-1887). Action Nov. 12.  
 ■ **K63AI Kaunakani, Kauai, both Hawaii.**—Broadcast Bureau granted license covering new UHF TV translator station (BLTT-1893). Action Nov. 12.  
 ■ **K69AK Grangeville, Cottonwood, Craigmont and Nezperce, all Idaho.**—Broadcast Bureau granted license covering changes for UHF TV translator station (BLTT-1884). Action Nov. 12.  
 ■ **KID Broadcasting Corp., Idaho Falls, Idaho.**—Broadcast Bureau granted application for a new 100 w translator station to serve Burley and Rupert, both Idaho, rebroadcasting KID-TV Idaho Falls on ch. 65. Action Nov. 17.  
 ■ **K57AP Twin Falls, Idaho.**—Broadcast Bureau granted mod. of CP to extend completion date of UHF TV translator station to May 12, 1977 (BMPTT-926). Action Nov. 12.  
 ■ **K63AR Chinook, Mont.**—Broadcast Bureau granted license covering new UHF TV translator station (BLTT-1905). Action Nov. 12.  
 ■ **K63AQ Sweetgrass, West Butte, Sunburst and border field communities, all Montana.**—Broadcast Bureau granted license covering new UHF TV translator station (BLTT-1894). Action Nov. 12.  
 ■ **K66AR Decatur, Neb.**—Broadcast Bureau granted license covering new UHF TV translator station (BLTT-1899). Action No. 12.  
 ■ **K83BL Montoya and Newkirk, both New Mexico.**—Broadcast Bureau granted license covering changes in

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UHF TV translator station (BLTT-1904). Action Nov. 12.

■ K62AL Roswell, N.M.—Broadcast Bureau granted license covering new UHF TV translator station (BLTT-1903). Action Nov. 12.

■ K58AH Ruidoso and Capitan, N.M.—Broadcast Bureau granted license covering new UHF TV translator station (BLTT-1891). Action Nov. 12.

■ W33AB Utica, N.Y.—Broadcast Bureau granted mod. of CP to change trans. location of UHF TV translator station to atop Smith Hill, approximately 2 miles N. E. of city limits of Utica; change type of trans.; make changes in ant. system (BMPPT-915). Action Nov. 12.

■ K68AU Erick, Sayre and Carter, all Oklahoma—Broadcast Bureau granted CP to replace expired CP for a new UHF TV translator station (BPTT-3127). Action Nov. 12.

■ K68AH LaGrande, Elgin, Union and Baker, all Oregon—Broadcast Bureau granted mod. of CP to change primary station, to add KTVB-TV Boise, Idaho; change type of trans.; decrease output power to 20 w (BMPPT-851). Action Nov. 2.

■ K74AB Madras and Culver, K77AE Madras, both Oregon—Broadcast Bureau granted licenses covering changes in UHF TV translator stations (BLTT-1888-9). Action Nov. 12.

■ K78AU Maupin, Ore.—Broadcast Bureau granted license covering changes in UHF TV translator station (BLTT-1892). Action Nov. 12.

■ K58A1 Sweet and Porcupine, both South Dakota—Broadcast Bureau granted license covering new UHF TV translator station (BLTT-1885). Action Nov. 12.

■ K64AM Fillmore, Utah—Broadcast Bureau granted license covering changes in UHF TV translator station (BLTT-1820). Action Nov. 12.

■ K55BA, K58AJ, K61AM Fillmore, Meadow and Kanosh, all Utah—Broadcast Bureau granted licenses covering changes in UHF TV translator stations (BLTT-1817-9). Action Nov. 12.

■ K59AK rural Garfield county, Utah—Broadcast Bureau granted license covering new UHF TV translator station (BLTT-1840). Action Nov. 12.

■ K59AT Monticello and Blanding, both Utah—Broadcast Bureau granted license covering new UHF TV translator station (BLTT-1862). Action Nov. 12.

## Cable

### Applications

Following operators of cable TV systems made requests for special relief, FCC announced Nov. 23:

■ Mahanoy twp. and Mahanoy City, both Pennsylvania (CSR-1081): Petition to confirm that grandfathering rights to carry WPHL-TV, WTAF-TV, both Philadelphia and WKBS-TV Burlington, N.J. have been vested in subject communities and be allowed carriage on system.

■ American Television and Communications Corp. for Orlando, Winter Park, Apopka, Windermere, Maitland, Belle Isle, Kissimmee, Orange county, Sanford,

Casselberry, Longwood, Winter Springs and Seminole county, all Florida (CSR-1082): Petition requesting authority to carry signal of WTCC Atlanta on systems of subject communities.

■ Hawkeye Cablevision Inc. for Des Moines, Urbandale, Clive, West Des Moines, Ankeny and Windsor Heights, all Iowa (CSR-1083): Petition requesting issuance of declaratory ruling determining whether contract provision satisfies requirements relating to WOITV request for syndicated program exclusivity.

■ Battlefield Cablevision Inc. for Walker county, Ft. Oglethorpe, Chickamauga and Catoosa county, all Georgia (CSR-958): Request for stay, filed by Rust Craft Broadcasting of Tennessee.

Following operators of cable TV systems requested certificates of compliance, FCC announced Nov. 23 (stations listed are TV signals proposed for carriage):

■ Cox Cablevision Corp. for Illoquiam, Aberdeen, Cosmopolis, Grays Harbor county, all Washington (CAC-07181-4): CBUT Vancouver, B.C.

■ Callais Cablevision Inc. for Cut Off, Larose, Galliano, (town of) Golden Meadow, all Louisiana (CAC-07529-32): WTCC Atlanta.

■ Cable TV Company of York for Spring Garden twp., Pa. (CAC-07533): Requests certification of existing operations.

■ Grove Cablevision Inc. for Grove and adjacent areas of Delaware county, Okla. (CAC-07534): KBMA-TV Kansas City, Mo.; KAFT Fayetteville, Ark.

■ Tele-Vu Inc. for Grants, N.M. (CAC-07535): Requests certification of existing operations.

■ Hartford CATV Inc. for Hartford, Bloomfield, East Hartford, West Hartford, Simsbury, and Windsor, all Connecticut (CAC-07536-41): WNEW-TV New York and WSBK-TV Boston. Delete: WPIX New York.

■ Suburban Cable TV Company, Inc., Box 221 Abington, Pa. 19001 for Souderton borough, Pa. (CAC-07542): KYW-TV, WCAU-TV, WPVI-TV, WPHL-TV, WTAF-TV Philadelphia; WKBS-TV Burlington, N.J.; WHYI-TV Wilmington, Del.; WLVT-TV, WFMZ-TV Allentown, Pa.; WOR-TV, WPIX New York; WVIA-TV Scranton, Pa.

■ Fort Smith TV Cable Co. Inc. for Sallisaw, Okla. (CAC-07543): KXTX-TV Dallas.

■ Clear Picture Inc. for Apple Creek Village, Ohio (CAC-07544): WNEO-TV Alliance, Ohio.

■ David A. Adams, CATV Cable, village of Dundaff, R.D., Carbondale, Pa. 18407 for The Hideout Inc., Wayne, Pa. (CAC-07545): WDAU-TV, WNEP-TV, WVIA-TV Scranton, Pa.; WBRE-TV Wilkes-Barre, Pa.; WNBC-TV, WNEW-TV, WOR-TV, WPIX New York; WNET Newark, N.J.

■ Oyate Vision, Box 393, Pine Ridge, S.D. 57770 for (village of) Pine Ridge, S.D. (CAC-07546): KDUH-TV Hay Springs, Neb.; KOTA-TV, KEVN-TV Rapid City, S.D.; KRNE-TV Merriman, Neb.; KMGH-TV, KWGN-TV Denver, Colo.

■ Quanah Cablevision Inc. for Quanah, Tex. (CAC-07547): KTVT Ft. Worth, Tex.; KXTX-TV, KERA-TV Dallas.

■ Northwest Georgia Cablevision Co. for LaFayette, Walker county, Linwood, all Georgia (CAC-07548-50): WSB-TV, WAGA-TV Atlanta.

■ Saratoga Cable TV Company Inc., 71 West Avenue,

Drawer C. Saratoga Springs, N.Y. 12866 for Milton, N.Y. (CAC-07551): WRGB, WMHT Schenectady, N.Y.; WTEN, WAST Albany, N.Y.; WOR-TV, WPIX New York, WSBK-TV Boston.

■ Warner Cable of Kosciusko County for Winona Lake, In. (CAC-07552): Requests certification of existing operations.

■ Teleservice Corp. of America, 3027 S.E. Loop 323, Tyler, Tex. 75701 for Beauregard parish, La. (CAC-07553): KATC, KLFY-TV, Lafayette, La.; KJAC-TV Port Arthur, Tex.; KALB-TV Alexandria, La.; KFDM-TV, KBMT Beaumont, Tex.; KPLC-TV Lake Charles, La.; KDOG-TV, KHTV, KUHT Houston.

■ Tri-State Cable Systems, Box 127, Ewing, Va. 24248 for Ewing and Rose Hill, both Virginia (CAC-07554-5): WKJK-TV Sneedville, Tenn.; WCYB-TV Bristol, Va.; WATE-TV, WBIR-TV, WTVK Knoxville, Tenn.; WJHL-TV Johnson City, Tenn.; WLOS-TV Asheville, N.C.; WKPT-TV Kingsport, Tenn.; WSVN Norton, Va.

■ UA-Columbia Cablevision of New Jersey, 7 Fir Court, Oakland, N.J. 07436 for (borough of) Bogota, N.J. (CAC-07556): WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WNYE-TV, WOR-TV, WNYC-TV, WPIX New York; WLW Garden City, N.Y.; WXTV Paterson, N.J.; WNET, WBTV Newark, N.J.; WPHL-TV, WTAF-TV Philadelphia; WNJU-TV Linden, N.J.; WNJM Montclair, N.J.

■ Rensselaer County Cablevision Corp., 1380 Main St., Waltham, Mass. 02154 for East Greenbush, N.Y. (CAC-07557): WRGB, WMHT-TV Schenectady, N.Y.; WTEN, WAST Albany, N.Y.; WOR-TV, WPIX New York; WSBK-TV Boston.

### Certification actions

■ Progressive Communications Inc., for Ness City, Kan. (CAC-7087)—CATV Bureau denied objection to application for certificate of compliance filed Sept. 14 by Kansas Broadcasting System, licensee of Station KAYS-TV Hays, Kan. Action Nov. 16.

■ Johnstown Cable TV, for Johnstown, Pa.—CATV Bureau dismissed application for certificate of compliance (CAC-02110) but granted special relief to carry WTTG Washington pending determination of CAC-02785. Action Nov. 15.

■ Groveton Cable TV Co., for Groveton, Tex. (CAC-06947)—CATV Bureau dismissed application for certificate of compliance. Action Nov. 18.

### Other actions

■ American Television & Communications Corp., for Ormond Beach and Perry, both Florida—CATV Bureau denied request for special temporary operating authority to carry non-network programming of WTVT-TV Tampa, Fla. (CSR-1061T). Action Nov. 19.

■ KID-TV Idaho Falls, Idaho—Commission granted petition by KID Broadcasting Corp. requesting continuance of same-day non-duplication protection which KID now receives on cable systems of Upper Valley Telecable Co. and TelePrompTer Corp. Special relief will be for 18 months. Action Nov. 10.

### In contest

■ Sarasota, Fla., cable TV proceeding: Mobile Home Communities Inc. (Doc. 20884)—ALJ Thomas B. Fitzpatrick dismissed motion by CATV Bureau for production of documents, dismissed show cause order, canceled Jan. 13 prehearing conference and hearing, and terminated proceedings (Doc. 20884). Action Nov. 18.

### Rulemaking

■ Commission denied petitions by National Association of Broadcasters and Henry Geller seeking to revise FCC regulations respecting carriage of signals. NAB asked that rules be revised to allow less distant programming. Geller, former FCC General Counsel, asked that FCC revert to rules in its 1971 letter of intent to Congress, that it return to independent signal "significant viewing" definition, delete syndicated program exclusivity rules in markets 51-100, and explore modified version of proposed 1968 retransmission consent requirement. Commission said neither NAB's nor Geller's petition contained any evidence to support rulemaking. Action Nov. 17.

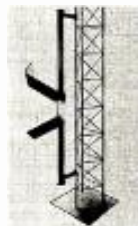
■ Commission denied petitions filed by Henderson All-Channel Cablevision Inc., seeking permission to carry any station broadcasting network programs not carried by stations on system; Community Antenna Television Association, requesting rules allowing carriage of any television or radio stations during emergencies; and Committee for Open Media, requesting extension of 30-day public notice period on certificate of compliance applications. Action Nov. 17.



## WE'VE GOT THE KEY TO TURN YOU ON!

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# CCA

## CCA Electronics Corporation

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# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Ownership without any** cash investment plus the challenge to run an exciting Northeast Suburban Station is offered to a person who can be a top selling manager. Personal interview required. Box Y-208. BROADCASTING.

**Program manager/director.** I am seeking a program manager that can manage and direct our air personalities, personify show business, can combine creative judgement with practical judgement, become involved with our community and continue to gain and serve a public. We're a medium market c/w format with emphasis on local news. Salary for this programming position is open. Send air checks, production samples, resume, and salary requirements to Buster Pollard, Owner and General Manager, WBHP Radio, P.O. Box 547, Huntsville, AL 35804.

**General sales manager** for Chicago country AM/FM radio stations ranking among the top 6 in adults. Must have a proven record of developing dynamic sales people and building sales volume through creative selling at retail and agency levels. A career opportunity with a major group broadcasting company. All replies confidential. Call or write George Dubinetz, WJJD, 8 South Michigan Ave., Chicago 60603, Phone 312-782-5466. An Equal Opportunity Employer.

**Manager for Christian-Gospel station.** Sales experience necessary. Contact Don Curtis, 919-276-2911, Box 512, Laurinburg, NC. Equal Opportunity Employer.

### HELP WANTED SALES

**Wanted: Sales person** for midwest AM-FM. Box W-187, BROADCASTING.

**Proven successful selling sales manager,** rapidly growing Rocky Mountain area, single market, excellent opportunity, great living. Box Z-2, BROADCASTING.

**Asst. Mgr. buying own station.** Take over good active accounts. Successful Northeast single market. Salary plus commission. Some sales experience plus 3rd endorsed. Box Z-20, BROADCASTING.

**Advertising account executive** to handle important list of local accounts with leading station in southeast. Good earnings potential for an aggressive, tiger with successful sales record in small or medium market. Opportunity for advancement in growing multi-market organization. All replies confidential. Box Z-52, BROADCASTING.

**Booming market, expanding,** two immediate sales opening, contemporary-automated. Salary plus commissions. Dan Libeg, KSNN-AM-FM, Pocatello, ID.

**Denver, high commission, great climate,** successful talk format, opportunity for man or woman to make good money. KWBZ, 3 West Princeton, Englewood, CO. Sales Manager. 303-761-1150

**Macon, Georgia, 24-hour AM "Modern country",** Georgia's second largest market has immediate opening for a professional, well trained account executive, must have at least one year experience. Contact WBML Radio, 847 Riverside Drive, 912-743-5453.

**Excellent opportunity** for sales person with some experience. Call Garry McNulty at WINR, Binghamton, NY, 607-775-4240.

**Leading contemporary MOR waterfront community station** near Baltimore-Washington looking for experienced, creative salesperson. Growth precipitates adding to sales staff. EOE. WYRE, P.O. Box 1551, Annapolis, MD 21404.

### HELP WANTED SALES CONTINUED

**TM Productions,** the leading company in services to the broadcasting industry, is looking for a sales representative for our growing marketing team. Frankly, we're only interested in people who are way above average in integrity, intelligence, and motivation. We want people with experience in sales and programming at the radio station level, people who can solve problems creatively. Our representatives are self-starting professionals who love to travel. Their earnings are limited only by the amount of time and energy they invest in themselves and in their clients. The product they sell is the finest in the world, and we pledge to continue creative, useful product that broadcasters will need and want. If you're our kind of people, we want you on our team. A letter and resume to Jerry Atchley, TM Productions, Inc., 1349 Regal Row, Dallas, TX 75247, will get an immediate response.

**Somewhere there must be** an aggressive, experienced, radio salesperson, age/sex no consideration, to join a sales team permanently, and grow to be part of management team in Florida resort community. If you know radio sales, can build a block and close and service and want to settle permanently, we want to talk to you. Call 305-278-2894, Mr. Harris.

**Number 1 rocker,** Florida east coast, needs aggressive, experienced sales person for competitive market. Solid company with benefits looking for stable person. Call Tom Love, CK101, 305-783-9257.

**Southwest Missouri immediate opening** for person in radio sales; commission and expenses. Reply to Mid America Network, P.O. Box 3838 Glenstone Station, Springfield, MO 65804. Phone: area code 417-883-9588

### HELP WANTED ANNOUNCERS

**Radio-comb/ancr/engineer,** 10,000 W. 24 hour central California Radio Station, soon country rock. Grow with a company with four radio stations and two TV's. Need experienced country rock jockies. FCC 1/C License. \$800 to \$1,000 per month starting salary. Application for 50,000 non-directional covering six million population, pending before commission. 1 1/2 hours from San Francisco, 1 hour from High Sierra. An Equal Opportunity Station. Send resume to Box Y-100, BROADCASTING.

**Expansion-created slot** for warm, direct announcer. Successful station, excellent facilities. Box Y-108, BROADCASTING.

**No. 1 Midwest station** 200,000+ SMSA taking applications for possible opening, 3rd phone. EOE. Box Z-16, BROADCASTING.

**Friendly, good voice & diction** plus sales interest and ability. Successful Northeast single MOR. Box Z-19, BROADCASTING.

**Alabama contemporary station** seeks morning personality who is humorous, witty, conversational, creative in production and able to communicate with over 30 audience. Minimum 2 years experience must have good working knowledge of contemporary popular music. Salary \$10,000 to \$13,000. Equal Opportunity Employer. Send resume to Box Z-26, BROADCASTING.

**North Alabama Contemporary** top 40 has opening for experienced personality to work mornings. Must be informative, glib and relate on 1 to 1 basis with adults 25 plus. Equal Opportunity Employer. Send resume: Box Z-27, BROADCASTING.

**Experienced personality** for Alabama contemporary music station. Must be witty, mature and able to talk with audience. Strong production and delivery. Equal Opportunity Employer. No floaters. Send resume to Box Z-28, BROADCASTING.

### HELP WANTED ANNOUNCERS CONTINUED

**Female and minority applicants encouraged,** Southeastern country powerhouse now accepting applications. Will consider 3rd ticket or first, 3-5 years experience, solid production and "uptown" delivery required. Female and minority applicants encouraged. Send complete resume and salary requirements immediately to Box Z-60, BROADCASTING.

**We are putting together** a great radio station in a medium-sized Midwestern market. We are looking for two people: one is a mellow-voiced adult entertainer, who digs oldies and cuts super production. The other is a first class engineer who knows audio and transmitters and enjoys air work. This is an opportunity to work with a nationally known Program Consultant at a personality-oriented adult contemporary station. If you want a chance to be creative within the framework of a sophisticated format we want to hear your tape immediately, KBKB, Box 369, Fort Madison, IA 52627.

**Rocky Mountain 5 KW MOR.** Experienced DJ with pleasant, friendly style. Light maintenance optional. Beautiful area, 90 miles from Sun Valley, EOE/MF. Tape and resume to Dick Ryall, KTFI, Box 65, Twin Falls, ID 83301.

**Experienced combo announcer-engineer** needed for 50 kw FM religious station in Indiana. Also possible assistant manager. Send tape and resume to Mike Heuberger, WBCL, 1025 W. Rudisill, Fort Wayne, IN 46807. 219-745-0576.

**Small market, big-sounding FM country** seeks announcer with broadcast savvy. Tight Board, 3rd phone essential. WFEM, Ellwood City, PA 16117.

**Adult contemporary needs** mature but lively voices with a warm approach to communicating. 3rd class endorsed. Tapes and resumes to WHLY, 619 E. Washington, Orlando, FL 32801. EOE.

**Experienced morning announcer,** plus, strong production. Send resume, salary requirements. No phone calls, MOR station. WMJM, Cordele, GA.

**Personality jock who wants career** in sales plus airshift. Will train. 1-station market. WPAZ, Pottstown, PA.

**WPWR 100KW 24 hour modern country** seeks experienced fast-paced top 40 style announcer. \$200.00 weekly, 6 p.m. til midnight. Available soon 12 midnight til 6 a.m. WPWR, Box 903, St. George, SC 29477.

**Beautiful/MOR station** would like to hear audition tapes from staff announcers interested in filling future vacancies when they occur. Additional skills with copy, production and news helpful. Top facilities. Stability: Equal Opportunity Employer. Tepe & resume to WRSB, Box 961 West Side Sta., Worcester, MA 01602.

**Immediate opening** for night jock on morning AM station experience necessary 2 years minimum send air check PIC and resume to Allen Strike, WTRC, PO Box 699, Elkhart, IN 46514. No tapes returned. E.O.E.

**We are seeking** a special caliber of person, who has some knowledge of the fundamentals of communication. Prior experience is not required, but a first ticket is, for those of you who want to learn our brand of radio, call or write Broadcast Enterprises, Box 968, Powell, WY 82435.

**Midwestern radio chain** looking for talented on-air personalities, news people and production people. Availabilities in small to upper medium markets. Tapes and resumes to JJ Justin/Scott Slocum, P.O. Box 1458, St. Cloud, MN 56301, 612-251-1450.

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**HELP WANTED ANNOUNCERS  
CONTINUED**

**Country jock**, who must know country music and wants to live in the real Oregon Country, 268th market. Could advance to key position in large, small-market operation. Must be stable, company oriented and professionally motivated. If you've quit chasing dream dust and want to settle down to a good life for you and your family, this is the opportunity. EOE. We hire only by personal interview. Mr. Smith, 503-882-8833.

**Program director:** to voice six hour locally produced automated DJ show, program MOR station and produce commercials. New Harris System 90, excellent production facilities, good working conditions. Will train individual in automation but must have two years announcing experience. 27,000 population Texas town. Darrell Sehorn 806-669-6809. Box 1779, Pampa, TX 79065.

**Christian-Gospel announcers** for growing group. Good pay and benefits. Contact Don Curtis, 919-276-2911, Box 512, Laurinburg, NC. Equal Opportunity Employer.

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**HELP WANTED TECHNICAL**

**Chief engineer**, 50 KW AM, 100 KW FM. Challenge/opportunity for the exceptional engineer. EOE. Box Y-176, BROADCASTING.

**Wisconsin AM/FM** seeking chief engineer-announcer, to maintain directional nighttime operation. Must be experienced, mature, and provide references. Knowledge of FCC regulations a must. Salary commensurate with ability and experience. No floaters, please. Send resume and requirements. EOE. Reply Box Y-200, BROADCASTING.

**Chief engineer needed.** First phone. Thoroughly experienced all phases including maintenance. 24 hour operation. Wilmington, DE. Box Y-226, BROADCASTING.

**Experienced chief** for fulltime, class IV, medium market, Carolina contemporary. Must also be capable air personality. We're Arbitron rated no. 1. Box Z-36, BROADCASTING.

**Major market SW AM** (directional nights)/stereo FM has an immediate opening for a qualified technician. Requires a minimum two years experience in studio maintenance, RF, STL and Remote control. First phone a must. An Equal Opportunity Employer. Send complete resume to KXYZ, Inc. 1602 Fannin Bank Building, Houston, TX 77030.

**Chief engineer**, North East directional AM, requires strong background experience in audio and DA's. Group ownership and excellent benefits. WAMS, PO Box 3677, Wilmington, DE 19807. 302-654-8881.

**WSGA/WZAT Savannah** is looking for a Chief Engineer. Resume & salary to Station Manager, Box 8247, Savannah, GA 31402. EOE.

**Combo engineer announcer**, staff announcers, sales person for Athens country station, mail resume, Betty Smith, Box 545, Albany, GA.

**Chief engineer** for 100,000 watt Christian-Gospel FM, contact Don Curtis, 919-276-2911, Box 512, Laurinburg, NC. Equal Opportunity Employer.

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**HELP WANTED NEWS**

**News reporter** to gather, write and present local news on quality South Carolina AM-FM radio stations. Send complete resume and references with first letter. State minimum acceptable starting salary. An Equal Opportunity Employer. Box Y-171, BROADCASTING.

**Midwest stations 200,000+** SMSA taking News applications. Must read, report, write well for top-rated AM-FM stations. 3rd phone. EOE. Box Z-15, BROADCASTING.

**Most powerful radio** station in western Wyoming seeks announcer news person who will have board shift. Some past experience in news needed. Send non-returnable tapes and resumes to Al Loehr, General Manager, KMER Radio, P.O. Box 432, Kemmerer, WY 83101.

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**HELP WANTED NEWS  
CONTINUED**

**Major market opportunity.** All news station looking for experienced anchor/journalist. Tape and resume. No telephone calls, to Bill Hartnett, News Director, KOV Radio, 411 7th Avenue, Pittsburgh, PA 15219. An Equal Opportunity Employer.

**Writer/reporter. Independent** all-news in top 30 market needs experienced journalist for inside writing/reporting position. Voice not important, but strong writing and telephone gathering abilities are a must. Complete credentials, including references, in 1st letter to: Michael Allen, News Dir., WEBR, 23 North Street, Buffalo, NY 14202. An Equal Opportunity Employer.

**One of the country's best news departments** looking for someone who can write, dig and deliver. Station owned by national award winning reporters. Experience not essential, but you better be good. Send tape, resume to WKXA-AM-FM, Brunswick, ME 04011.

**WOBM; Tom River NJ** needs a news director with a proven record of involvement in the community. Six person staff. We want our news interesting, professional, and creative. Experience and proven previous ability necessary. Call Paul Most; 201-269-0927. Equal Opportunity Employer.

**News director and newpeople** wanted for future positions. Send tape and resume to Bartell Broadcasting, 205 E. 42 St., New York, NY 10017. EOE.

**News director and news person**, immediate openings, small market and pay, recreation area, on air, news gathering, fast, accurate, talk show possible, experience. Send tape, resume, Box 1490, Laconia, NH 03246.

**Statewide radio network** needs newperson skilled in all of following: announcing, writing, reporting. Send resume, salary history and tape to: Louisiana Network Inc, Box 3691, Baton Rouge, LA 70821.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

**Program director, modern country specialist.** \$9600 & rating bonus. P.D. experience required. Medium market, beautiful coastal community. EOE. Send resume to Box Y-173, BROADCASTING.

**Promotion specialist.** We need a person with proven experience as a promotion writer. A background in broadcasting is necessary. This is an excellent opportunity for someone to learn and grow in the broadcast audience measurement business. An Affirmative Action Employer M/F. Send resume with salary requirements to Box Z-43, BROADCASTING.

**Large midwestern university** seeks Public Radio Program Director to coordinate daily activities of a 24 hour, 50,000 watt Dolby "B" stereo station serving portions of four states with contemporary and "fine arts" programming. Applicants should be well versed in supervision, administration, production and performance. Must enjoy working with both student and fulltime staffers. At least three years of related broadcast experience required. MA preferred. Available early January, 1977. Salary \$10,500, plus liberal tuition and vacation fringes. EOE employer. Apply by December 20th. Send resume, demo tape and references with initial contact to: Kenneth Garry, Station Manager, WSIU, Southern Illinois University, Carbondale, IL 62901. 618-453-4343.

**Broadcasting person to work** in almost every aspect of our operation. Traffic, reception, and some news, public affairs, and production. If you love broadcasting, the water, and snow skiing, you'll love "Charlevoix-the-Beautiful." Contact Terry Edger or John Carfile. WVOY Charlevoix, MI 616-547-4454.

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**SITUATIONS WANTED MANAGEMENT**

**Sales pro with management experience** seeks management position. Box Z-4, BROADCASTING.

**Experienced General Manager** wishes to make a change. Experienced all phases, small and medium markets. Would prefer return to mid-west, but all offers considered. Box Z-17, BROADCASTING.

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**SITUATIONS WANTED MANAGEMENT  
CONTINUED**

**Long-time major league sports announcer** looking for chance to buy into and manage medium market radio station. If you own, are tired of running, and want a partner for a station, I could be your answer to add prestige and enthusiasm to your operation. Box Z-31, BROADCASTING.

**General manager available** now. Young with excellent track record in management, sales, and programming. Profit oriented. Write today Box Z-37, BROADCASTING.

**Born-Again Broadcaster!** Put this positive, experienced, versatile pro to work on your management team. Seeks general management, within progressive group, small/medium college community. Box Z-71, BROADCASTING.

**Twenty plus years** of successful radio management, knowledgeable all phases. W.N. Schnepf, 515-432-7427.

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**SITUATIONS WANTED ANNOUNCERS**

**DJ, 3rd phone**, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

**1st phone, broadcast grad**, good music bkgnd, looking for first break. Box Y-213, BROADCASTING.

**2½ years small market experience** seeks dee-jay or news position. Northeast. Box Z-47, BROADCASTING.

**\$25,000 worth of broadcast equipment** comes with this top rhythm and blues announcer. Former Gen. Mgr., Program and Music Director. Will consider all markets. Box Z-48, BROADCASTING.

**English Female Announcer/news, commercials.** Beautiful clear diction. Confident. Southern California locations. Box Z-51, BROADCASTING.

**Young announcer, 21**, 3rd endorsed, seeks beautiful music or MOR format. Good, resonant voice, news and commercials. Willing to relocate. Tapes upon request. Box Z-59, BROADCASTING.

**Young, hard working**, experienced broadcaster with first, desires employment with good sounding album rock station. Available for work immediately. Box Z-64, BROADCASTING.

**24 yr. old ambitious news-sportscaster.** 6 yrs. experience, pro baseball, basketball, football and TV boxing. Vet. AFRTS. Will relocate. Box Z-68, BROADCASTING.

**6 year pro**, all formats. 1st phone family man will relocate for better support I know I'm worth. 904-761-6920.

**Everybody tells me I'm good.** Small town radio has given me general knowledge of every facet. Announcing first love, news, sales, follow. 3rd. Greg Pangallo, Star Rt. Solon Springs, WI.

**Wanted: Position** with small market station desiring the sound of the major markets. Experienced and qualified in board work, news, sports, public affairs, programming, music and production. Box 111033, Nashville, TN 37211.

**Skilled communicator seeks** position in medium or major market A.O.R. or rock station. Experienced in programming, sales, music and all facets. Can achieve if given the chance. Have medium market experience. Available immediately. Will relocate. John Ellstrom, 1000 Valley Forge Circle, Valley Forge, PA 19481, 215-783-7159.

**Talented, aggressive, hard-working** individual seeking DJ and production position in medium market A.O.R. or rock station. Extremely strong and creative on production. 4 years experience as Production Director. 1 year experience as Program Director. Available immediately. Will relocate. Richard Langlois, New Castle St. and Boardwalk, Rehoboth Beach, DE 19971. 302-227-7906.

**Articulate Rhode Islander** desires small market to ripen and advance in. 2 years experience. First phone. John Comforti, 401-596-5728.

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**SITUATIONS WANTED ANNOUNCERS  
CONTINUED**

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**15 years-top** ratings, top 10 markets. Manager, news, program director, DJ. First Phone. 512-557-6245.

**Milwaukee area.** Marquette student seeks part time position. Experienced. John Ehlinger, 4700 N. 45th, Milwaukee, WI 53218. 414-463-3461.

**Experienced, 1st class** license, news, Disc/jockey, production. L.T. Smith, P.O. Box 1640, La Mesa, CA 92041. 714-224-2336.

**Creative, hard worker** ready now, anywhere. B.S. in broadcasting and journalism. 3rd class endorsed. Good production. Need a break. Also like news. Gregg, 219-696-7600.

**Black announcer** with 3rd endorse looking for full time job within 150 miles of New Jersey. Call Jimmy 609-877-4864.

**First phone, 15 years** management, programming, news, sports, DJ (all formats) in top 10 markets. 512-557-6245.

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**SITUATIONS WANTED TECHNICAL**

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**Electronics technician 1st** phone consumer repair experience, communications degree, trainee level opportunity OK. Box Y-207, BROADCASTING.

**Chief engineer: Experienced** AM-FM, first phone. No air work Box Z-24, BROADCASTING.

**First class, Ivy League** graduate, 4 years experience as TD of AM station. Designed and built FM station. Prefer job in general Hartford-Springfield, Mass area. Box Z-42, BROADCASTING.

**Chief engineer, 25 years** experienced in AM, FM all phases, directional, stereo, proofs. Colorado area. Box Z-45, BROADCASTING.

**Desire C.E. job** in or near Chicago. Married, 2 yrs. commercial AM, FM stereo, automation, SCA proofs, 4 yrs educational FM-Studio design, heavy maintenance & FCC law. Box Z-62, BROADCASTING.

**Excellent engineering announcing** combo for small market. 216-688-2395.

**Eight years** in broadcasting. Experienced AM directional, FM stereo, studio maintenance, automation. Edward Jurich, 11177 N. Kendall Apt H206, Miami, FL 33176. 305-271-4687.

**Since 1954 first** phone, proofs, AM DA, FM, TV, Charles Simpson, 3407 W. 65th St. Cleveland, OH. 44102 216-961-7771.

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**SITUATIONS WANTED NEWS**

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**Lookout Charles Osgood**—cause here I come. CBS owned and operated experience. Box Z-1, BROADCASTING.

**Sharp reporter, weekend** anchorman, two years experience; B.A., 26, married, currently in medium market seeking move to larger market, tape, resume. Immediately available. Box Z-22, BROADCASTING.

**Stop! Young, foxy,** usually smiling, newsman-announcer. One year in West Palm market. Interview experience, good production, major market sound. First phone. Employed. 305-833-2788, or Box Z-58, BROADCASTING.

**Right now may** not be a good time to be finishing college, what with NIS dumping all those people into the job market. But maybe you don't want an ex-network hotshot who considers your station a step down. I have commercial and college radio experience, and this fall I put together and headed an 11 station election night "network" which included some of the largest stations in Indiana and Kentucky. Looking for full-time position in radio news, management with a real commitment to news, and a chance to really prove myself. Any location in US or Canada. Tape and resume. Jack Messmer, 1610 Dorchester no. 70, Bloomington, IN 47401.

**Experienced aggressive newscaster** seeks return to radio after government service. Dick, 414-551-8144.

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**SITUATIONS WANTED NEWS  
CONTINUED**

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**Young experienced desk** editor of former news station seeks position. Will relocate. 209-224-3961.

**Mid-Market Sport** director with exciting all sport PBP, conversational interviews, sport talk show host, seven years experience. B.A. 1-815-433-4779.

**Creative, conversational writer** with 3 years experience in news, production, publicity and public affairs. Open to established and growing markets. 3rd endorsed. Contact Stan Froelich, 212-526-1831 day/night.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Extra revenue can** be earned broadcasting religious programs. Let me examine the profit and potential aspects of your market. Box Z-3, BROADCASTING.

**Buzz Words!** is what you'll get from job hunters. Results are what this career programmer delivers. Brilliant record. Will give up what I have, if your major market challenge and reward are exciting. I'm 33, have beautiful wife and kids. Write to me personally: Mike Long, P.O. Box 1666, Charlotte, NC 28232.

**Beautiful music operations** director, 4 years No. 1 in Miami with SRP-Schulke Format, looking for corporate or single station position with solid future and growth. Contact Pete Irmiler, 305-962-3566, 7291 Forrest Street, Hollywood, FL 33024.

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**TELEVISION**

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**HELP WANTED MANAGEMENT**

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**Business manager-accountant** Experienced bookkeeper to take full charge of radio-TV operation bookkeeping department. Perform and supervise all accounting functions including preparation P&L statement and corporate balance sheet. Need strong cost control experience. Replies kept confidential. An Equal Opportunity Employer. Box Y-229, BROADCASTING.

**Director of development,** large northeastern community PTV station. Real challenge for real pro. Manage \$1.5 million development program for well-established public TV and 2 new public radio stations. Also supervise publicity operation. Should have on-air membership experience, and program underwriting background. Auction and direct mail experience helpful. Development/publicity staff of 14, budget of \$500,000. An Equal Opportunity Employer Salary open. Send resume and salary requirements to Box Z-49, BROADCASTING.

**General manager** for new station on air September 16, 1976. All new RCA Equipment. Sales experience desirable. Will consider Assistant General Manager or General Manager with track record. Salary open. WECA-TV Channel 27, Tallahassee, FL. Contact E.C. Allen, 904-224-5111 or 904-386-3127

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**HELP WANTED SALES**

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**Opportunity to sell** TV in a small but competitive Northeastern market. ABC affiliate, new owners, new image. Come sell us and we'll all grow. Call Jim Debold, 207-945-6459 Equal Opportunity Employer.

**Sales opportunity at Jampro** Antenna Co. Present leader in broadcast antennas. FM sales are now handled by CBG Broadcast Group field sales offices. However, we are looking for a sales manager with a proven track record in headquarters sales and support, who possess technical broadcast knowledge in television, to sell circularly polarized antennas to TV stations. Excellent compensation program with attractive salary, broad insurance, savings and other benefits, plus liberal commission incentives. If qualified, please mail complete resume, in full confidence to: Lee Snyder, Personnel Director, Jampro Antenna Company, Subsidiary of Cetec Corporation, P.O. Box 28425, Sacramento, CA 95828.

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**HELP WANTED TECHNICAL**

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**Video tape editor** for leading production, post-production facility in N.Y.C. Experienced in the utilization of CMX systems and edit electronic editors. Creative background in the production and finishing of commercials helpful. Male or female. Box Y-102, BROADCASTING.

**Telecine and color** correction specialist for full service video facility in N.Y.C. Broad background in film, video tape and projection setup. Electronic theory and understanding of ACC-1 color correction or Fernseh systems essential. Box Y-103, BROADCASTING.

**Assistant chief engineer** for major video broadcast production and post-production facility in N.Y.C. Strong background in the maintenance of VR-1200's, CMX computer editors, Fernseh KCN and Norelco PC-70 cameras, 240 Gates telecine camera, RCA and Eastman projectors, Palmer film recorder and the understanding of micro-computers. Some experience in design, facility construction and layout helpful. Box Y-104, BROADCASTING.

**Extraordinary engineering position** now open in large Southern market. Requires an individual with a strong technical background who is experienced in TV operation and maintenance. Applicant should be able to work with people and be ready to assume total control of department in the future. Engineering degree desirable. Box Y-177, BROADCASTING.

**Maintenance engineer.** Must have first class license. Maintain everything from cameras to transmitter. Major market. Union Shop. Reply Box Y-206, BROADCASTING.

**Chief engineer, major** market UHF independent. RCA equipped, excellent opportunity, growth situation. An Equal Opportunity Employer. Reply to Box Z-11, BROADCASTING.

**Maintenance engineer** for station in large market, planning major modernization. Must be self starter and experienced. Box Z-54, BROADCASTING.

**Studio Maintenance Engineer** for a small market, growing station. First class license required. Must have some experience in Ampex VTR equipment. A strong electronic background is necessary. Contact Chief Engineer, KCOY-TV 805-922-1943. An Equal Opportunity Employer.

**Spanish UHF-TV station** to go on the air in February needs chief engineer immediately. Transmitter experience a must. 5-10 years experience in all phases of broadcasting. Spanish helpful but not necessary. New construction experience especially helpful. Also expect to hire in the near future: Two operating engineers, 1st phone required. KORO-TV, 1801 South Staples, Corpus Christi, TX 78404.

**Video/maintenance engineer.** Immediate opening for first class engineer; minimum 2 years technical TV broadcasting experience; strong background in RCA cameras and VTR's and IVC helical tape machine helpful. Contact: Bill Bratton, Chief Engineer, WTVQ-TV, P.O. Box 5590, Lexington, KY 40505, 606-299-6262. An Equal Opportunity Employer. minority/female.

**Studio maintenance engineer** first class license required. Strong background in solid state and digital electronic. Some transmitter maintenance involved. Contact Chief Engineer, WVIR-TV, P.O. Box 751, Charlottesville, VA 22901.

**Maintenance engineer** to work with established remote facilities company. Experience with quads, color cameras and associated gear. Send resume with salary history to G. Symanovich, TEL-FAX, Inc, 4654 Airport Road, Bath, PA 18014.

**CPTV has opening** for experienced video/VTR engineer. Minimum two years experience and FCC 1st required. Send resume F. Abramowicz, Conn. Public TV, 24 Summit Street, Hartford, CT 06106. An Equal Opportunity Employer.

### HELP WANTED TECHNICAL CONTINUED

**University media center** CCTV studio engineer to install, operate and maintain B/W and color equipment. Must have completed TV electronics training program from vocational, factory or military school. Early evening shift. Two years experience and first class FCC desirable. Available immediately, beginning salary range, \$889/month. Mr. Kim Krisco, Media Services TV, Illinois State University, Normal, IL 61761. 309-436-5461.

**Engineering maintenance supervisor**, strong on RCA cart; Ampex reel-to-reel; character generators; GE cameras. Excellent position with management backup on engineering needs. Call 713-833-7512.

### HELP WANTED NEWS

**Are you ready** to anchor one of south Texas' top television news teams? If you've got the talent and the right background, you've got the job! Send your resume. We are an Equal Opportunity Employer. Reply to Box Y-179. BROADCASTING.

**New ownership building** strong news team. Looking for good experience with proven track record. Salary open. ABC affiliate. KBMT-TV, call 713-833-7512.

**Association of California** Public Radio Station seeks qualified personnel for legislative reporting project in Sacramento. Bureau chief reporter minimum four years professional journalism experience, good on air presence, extensive knowledge of California legislative affairs. Salary to 18,000. Reporter producer minimum two years experience in broadcast journalism, extensive production skills. Salary to 12,000. The ACPRS Sacramento Bureau is funded by a limited term grant from The California Public Broadcasting Commission. Send resume and production samples to Tom McManus, Program Chairman, ACPRS KPBS FM, San Diego 92182. An Affirmative Action, Equal Opportunity Employer.

**News and public affairs director** for southwest public TV station. Requires MA.; minimum three years experience all phases broadcast TV news. Edit and anchor evening newscast. Teach broadcast news. Deadline for applications December 18, 1976. Send resume to J. Dryden, KRWG-TV, Box 3J, New Mexico State University, Las Cruces, NM 88003. An Equal Opportunity/Affirmative Action Employer.

**Excellent opportunity** to learn and grow with ultra-modern small market news operation. Preference to all round reporter with film, ENG and some anchor potential. Need immediately. If you can do some weather it's a bonus. Call Don Blythe or Jerry Walltrip. 316-231-0400 prepaid.

**Anchorperson: 10 p.m. assignment**, strong on-air-experienced with film, editing, and reporting. Solid opportunity. Send resume and tape to: News Director, P.O. Box 100, Madison, WI 53701.

**Washington TV news service** seeks reporter to cover capitol for 10 large-market local stations. Prefer someone with medium market on-air experience willing to work long hours and low pay for chance to cover exciting beat. Contact Bonnie Ginzburg. 202-638-1096.

**Experienced weather person** wanted by south Florida growth station. Send 3/4 inch cassette and resume to: News Producer, P.O. Box 510, Palm Beach, FL 33480. An Equal Opportunity Employer.

### HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Promotion manager.** Position available in top 50 market. Knowledge of all media helpful. Creative on-the-air promotion ability top requirement. An Equal Opportunity Employer. Send resume to Box Y-106, BROADCASTING.

**Program director, experienced** in all facets. Fine city and station. Leader in competitive Midwest market. Female and minority applicants strongly encouraged. Confidential. Detailed resume to Box Z-12, BROADCASTING.

**Promotion/public relations director** growing independent television station in ideal resort market. Exciting career opportunity for someone now in number two spot. Send full resume Box Z-46. BROADCASTING.

### HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

**Director of Programming** for KETC-TV, St. Louis, Mo., a community licensed PTV station with an exciting and challenging future of service and growth. Must know ascertainment, research, acquisition, scheduling, promotion and production. Ability to meet people, work with dedicated volunteers, and provide leadership to young enthusiastic staff is necessary. Salary minimum, \$22,000. Write: A.S. Tiano, General Manager, KETC-TV, Channel 9, 6996 Millbrook Blvd., St. Louis, Mo. 63130. KETC-TV offers Equal Opportunities in programs and employment.

**Promotion director:** Public TV station looking for experienced promotion professional. Responsibility to include overall station promotion, program promotion and editor of monthly program guide. BA degree required, public TV experience desired. Send resume including minimum salary requirements to Gordon Lawrence, Station Manager, WGVC-TV, Allendale, MI 49401 before December 17. No phone calls please.

**Production/operations manager:** Public TV station seeks applicant with strong production background. Responsibilities to include supervision of all production operations processes and personnel, plus supervision of student crews. BA degree required, plus minimum of 3 years production experience both in studio and remote. Send resume including minimum salary requirements to Gordon Lawrence, Station Manager, WGVC-TV, Allendale, MI 49401 before December 17. No phone calls please.

**Top 50, group owned.** ABC affiliate seeks vibrant talent for commercials and host/producer of daily and special public affairs efforts. Only hard workers, on way up, need apply. Appearance, voice and education important. Equal Opportunity Employer. Send resume/tape to Don Cunningham, WOWK TV, 625 4th Huntington WV 25701.

**Just beginning** to tap local commercial production market. We need a creative person with film and tape production experience. We're a small market operation, so you'll also be involved in staff directing on shift. Plenty of challenges at work and great living in the Thousand Islands area. Let's hear from you now. Glenn Hall, WWNY-TV, Box 211, Watertown, NY. We are an Equal Opportunity Employer.

**Creative writers.** Must demonstrate ability to write dialogue for innovative situational format adult education series. Equal Opportunity Employer. Send applications to E.S. Rodes, Mississippi ETV, P.O. Drawer 1101, Jackson, MS 39205.

**Broadcast electronics faculty position:** To teach the final year of a Bachelor of Science program. The subjects to be taught include two-way communications, Radio Transmitters (AM and FM), CATV, and Color Television Transmitters. Bachelor of Science degree required plus significant work experience. This is a tenure track position. Apply to: M.R. Halsey, Head, Electrical and Electronics Department, Ferris State College, Big Rapids, MI 49307. 616-796-9971, Ext. 208. An Equal Opportunity/Affirmative Action Employer.

**Campus producer, experienced producer-director** to supervise production of color television programming and teach 6-9 semester hours each term. Competitive salary. 12-month position available Jan. 1, 1977. Doctorate preferred. Letter of application and resume to Dr. Jack Wilson, Chairman, Division of Communications, Morehead State University, Morehead, KY 40351. MSU is an Equal Opportunity Employer.

**Weatherperson for top station** in 3 station small midwest market. Degree not required but good understanding of midwest weather needed with experience in air work and radar. Would consider experienced news reporter who knows weather and can continue doing some film and ENG work. Outstanding growth opportunity. Call prepaid. Lou Martin, 417-624-0233.

**Assistant professor, broadcast journalism.** Career-oriented program. Close contact with regional broadcast media. Significant amount professional radio-TV experience a must: college teaching desirable. PhD in hand, \$12,800 on 9-mo. contract, asst. prof. rank. If within one year of degree, instructor rank and pay, with promotion possible on completion. Nothing less accepted. Closing application date Feb. 15, 1977. Appointment late August, 1977. Letter and vita to Dr. Jack Mauch, Journalism Dept., Idaho State University, Pocatello, ID 83209. EEO/AA Employer.

### SITUATIONS WANTED MANAGEMENT

**Group administrator.** Pioneered television. Broke all records in sales, profits and prestige. Converted 6 long-term losers into highly profitable winners years ahead of rosiest projections. Produced profits exceeding \$35 million. Box Z-8, BROADCASTING.

**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 Z-18, BROADCASTING.

**Solid financial pro** seeks TV station controllership for a group owned station. Heavy weight in long and short range planning. Box Z-23, BROADCASTING.

### SITUATIONS WANTED ANNOUNCERS

**Nationally known anchorman** available December 1. Box Z-6, BROADCASTING.

**Weatherman/staff announcer.** 13 years experience all phases including news, commercials, variety shows. Tape and resume available. Box Z-9, BROADCASTING.

### SITUATIONS WANTED TECHNICAL

**Engineer for hire** on short term basis. Totally experienced all phases of engineering including management. Box Z-38, BROADCASTING.

### SITUATIONS WANTED NEWS

**Experienced radio reporter/asst.** TV news producer-reporter seeks challenge on top forty market. Seven years experience in street, investigative reporting, production skills. Box Z-21, BROADCASTING.

**Experienced TV anchor-Journalist** to run or assist in your news operation. Box Z-57, BROADCASTING.

**Anchorman, sports, weather,** in top 10 markets. Contract expires December 10. Box Z-63, BROADCASTING.

**Aggressive black reporter** seeks position in competitive market. Experienced, talented and hard worker. Dependable, too. Degree. Tape available. Call 609-667-6570.

**Experienced journalist seeks** reporter and/or anchor position. Eric Chabrow, 22 Woodbridge Place, Langhorne, PA 19047.

**Science reporter.** Expertise in environment, toxicology, weather. Good appearance, personality, delivery. Don Paul 212-869-1166 wkdays; 275 Hoym Street., Ft. Lee, NJ 07024.

**Internationally known sports correspondent** desires sports anchor position, medium size market. Solid film. VTR. Journalism background. Reply F.S. Kay, 76 Jerico Road, Weston, MA 02193.

### SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**British broadcasting corporation,** BBC trained staff producer/director, studio drama & film documentary seeks challenging production post. Also 10 years, radio/TV-News/Public Affairs, Westinghouse & other. 213-786-8579 or Box Z-5, BROADCASTING.

**Newscast director presently** employed medium market. Aggressive news team/live ENG a must. Box Z-13, BROADCASTING.

**Promotion. Experience** in publicity and public relations, radio news, print work, copywriting. BS in TV Production. Box Z-25, BROADCASTING.

**Master control operator** experience with PC-70 Ampex 1200 RCA TR22&5 & editing. 8 1/2 years experience. First phone major market. Box Z-40, BROADCASTING.

### CABLE

#### HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Construction (working) foreman,** complete knowledge of mapping, layout, design, electronics and construction. Assume responsibility for teaching and work. "Equal Opportunity Company." New England Based Company, reply Box Z-44, BROADCASTING.



## WANTED TO BUY EQUIPMENT

Need **2.35KW** FM transmitter used also antenna Gates FMC-3A, 3 section (H&V) side mounted or equivalent tuned to 92.7 stereo generator. Used automation minimum 3 carousals, 3 tape decks. No junk Box Z-14, BROADCASTING.

Wanted to buy complete automation system. Contact Art Reed, Ware, MA 01082.

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.

Equipment needed, used dual track oscilloscope. Phone 215-326-4003.

Amateur radio club seeks old B&W equipment TK115 etc. for club station. Working or not. WA4JJO R. Marsh, 10900 N.W. 18 Place, Pembroke Pines, FL 33026.

## FOR SALE EQUIPMENT

Several **VR-2000 B's**, all with Velcomp and 3M D.O.C., two units have editor, one has editce. Best offer over \$50,000 each. Machines available first quarter of 1977. Box Z-33, BROADCASTING.

For sale: **SMC** automation, complete unit, used for 3 years with no problems. Very good condition. Includes 3 monaural carousels, digital clock, line amp, SSP 3060 programmer, 2 dual playback units, 2 Revox stereo decks (one year old), senser, three racks, cost \$13,200.00, asking \$7,000.00. John E. Carl, KCOB Communications, 515-792-5262.

For sale: the following IGM automation equipment. Series 500 400 step MOS with interfacing and cables for two instacarts 10 step music sequencer, one stereo program/audition amplifier roll out with speaker five voice channels in two roll outs, one complete remote control for the above, four audio/cue sensor cards for reel-to-reel playbacks, one time announcer (mono), one cam drive net joiner, one 'PAL' encode and decode electronics for clear text logging—this unit has only been used six months, two Gates 12" turntables with micro trak arms Shure M91 carts—these have only seen light production use, two "add on" side panels for Collins 212S console (stereo), one Gates tube type cue amplifier, one five position dow key relay, new, unused, several hundred Marathon carts, various lengths, good condition. All the above is either in use or will be taken out of service by February, all in either new or good condition. Give us your best offer or call Bruce Higgins, General Manager, KHIG P.O. Box 1106, Paragould, AR 72450, P.O. Box 1231, Jonesboro, AR 72401. 501-239-8588 or 501-935-7776.

1 **KW FM** transmitter for sale, or trade for automation. KLYT, 5400 Phoenix Ave. Albuquerque, NM 87110. 505-883-4962.

**McMartin 8 Channel** audio control board, RCA record/playback cartridge machine, two 16" ORK turntables with gray arms and pre-amps in walnut cabinets, 8 channel remote mixer in case. All used less than 90 days. \$3,400. Write VQN, Box 644, Roanoke, VA 24004.

**Total working system**, consisting of: 2-Sony Model DXC-5000BP Plumicon Color Cameras, 1-Sony PVM-1200 Monitor, 1-Sony PVM-400 Monitor, 1-Tektronix RM-529 Waveform Monitor, 1-Sony SEG-600 Spec. Effects, Gen., 1-Sony PSA-101 Color Sub-Car. Ph. Shifter, 1-Sony CG-101 Sync Gen., 1-Sony DA-101 Dislr. Ampl., 1-MX-900 Micro. Mixer, 1-Grass Valley Processor, 950H, 940A, 955 & 900, 1-Portable Console/Cabinet (wired and ready to go.). Makes a great small station studio or remote system. Contact: Communication Systems Co., 121 N. Front St., Marquette, MI 49855. 906-228-9622.

12 **Bay FM** antenna, 3 1/8" rigid coax, 1/2" flexible coax, stereo cart and reel recorders, Sparta console, limiters, other audio processing equipment and more. Call Norm Laramee, 918-585-5555.

New and used lowers for sale. Erection and painting, 180 ft. Windcharger \$1600.00. Also, 4 bay antenna and line. Can be retuned. Angle Tower Company, P.O. Box 55, Greenville, NC 27834. 919-752-7323.

## FOR SALE EQUIPMENT CONTINUED

**FM transmitters:** CCA FM-2000D-20KW, visual/Sintronics FM-10-KA-10KW, Westinghouse FM-10-10KW, Gel FM-15A-15KW, ITA FM-7500C, RCA BTF-5D-5KW, RCA BTF-5B-5KW, ITA FM-1000B-1KW, CCA FM-1000D-1KW, Gates FM-1B-1KW, ITA FM-250B, Gates FM-250B. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

**1 KW AM transmitters:** Gates BC-1J, Gates BC-1E, Gates BC-1F, Collins 20V2, CCA AM-1000D, Gates BC-1T, Raytheon RA-1000C, Sparta/Bauer 707. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

**Gates Yard II** console, mint condition. Excellent for small studio production. \$1,150. Call 616-942-8280. J. Weitzel.

**Two Marconi Mark 7** color cameras. Includes head, control units, remote joystick control, power supply, module extenders, set of good used spare tubes, Tektronic 527 waveform monitors, 3M encoders, Varitol 5 lenses with motorized zooms and shot boxes, over 1,000 feet of cable. Cameras are in use right now and can be seen in operation until January 1977 when new cameras will be installed. Video tape available. For complete specifications, details or demonstration contact: Central Michigan University, Purchasing Department, MI, Pleasant, MI 48859. 517-774-3118.

**Heliast-stryflex.** Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

## COMEDY

**Deejays:** New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

**Original comedy** for radio entertainers. Free sample! OBITS, 366-C West Bullard, Fresno, CA 93704.

**Hundreds have renewed!** We guarantee you'll be funnier. Freebie! Contemporary Comedy, 5804-B Twineing, Dallas TX 75227.

**Latest gags \$2.** Back issues (24) \$1 each. Gagwriting course recommended by Joey Adams. First lesson \$3. Robert Makinson, 417 State, Brooklyn NY 11217.

**Merry Christmas!** Free sample of "The Gasser" still available! Boondox Wireless, Suite B, 1001 South 12th Street, Wausau, WI 54401.

## 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.

**Amateur singers wanted** for new record company. Call 212-247-8500. Demo fee required.

**Help fellow broadcaster** locate promoter. Jack Inman, Jr., of Lets-Get-Acquainted Bonus Book Promotion. Call collect 703-552-4252. Finder's fee.

**Broadcasters: Uptight on the air?** Relax with my taped hypnosis/meditation technique, developed by award-winning broadcaster who has been there. Only \$15. J. Anderson, Box 1544, Knoxville, TN 37901.

## INSTRUCTION

**No FCC license.** Tried every way but the right way. It's time for Genn Tech. Free catalog. Home study, 5540 Hollywood Blvd., 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.

**FCC license study guide,** 377 pages. Covers third, second, first radiotelephone examinations. \$9.95 postpaid. Grantham, 2002 Stoner, Los Angeles, CA 90025.

## INSTRUCTION CONTINUED

**Free booklets demonstrate** "Job Power" of our FCC 1st class license preparation, and/or performance training. Write Announcer Training Studios (A.T.S.) 152 West 42 St. New York City 10036 (Vets Benefits). 212-221-3700.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin Jan. 3 and Feb 14. Student rooms at each school.

**REI 61 N. Pineapple Ave.,** Sarasota, FL 33577. 813-955-6922.

**REI 2402 Tidewater Trail,** Fredericksburg, VA 22401. 703-373-1441.

**No: tuition, rent!** Memorize, study—Commands "Test-Answers" for FCC first class license—plus "Self Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

**First Class FCC license** in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 8010 Blue Ash Road, Cincinnati, OH 45326 Telephone 513 791-1770.

**Third class phone** with broadcast endorsement complete self-study course. Text plus cassette includes sample FCC test. Send \$14.95 to Broadcast Technicians School, P.O. Box 738 Radio City Station, NYC 10019.

**Omega State Institute,** FCC first class license and studio training. 90% placement success! 237 East Grand, Chicago. 312-321-9400.

**Get your license** in exciting Music City, USA. Next class Jan. 3. Tennessee Institute of Broadcasting, Nashville, 2106-A 8th Ave. S. Neil Terrell, Director.

**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.

## RADIO Help Wanted Management

### MID-WESTERN REGIONAL MANAGER

Regional Manager wanted to cover Mid-Western U.S. for Manufacturer of AM and FM Broadcast Transmitters. Salary + bonus + expenses

Reply to Sales  
Manager, Box 73  
Riverton, New  
Jersey 08077

**Help Wanted Management  
Continued**

**BANK PRESIDENT**

type  
manage C&W in 150M Coastal Cal. All  
new Equipt. making money 50% of net.  
Resume to Guy Erway KKIO Santa Bar-  
bara. 93111

**Help Wanted Sales**

Major market group operator seeks  
professional salesperson, with both  
agency and direct experience.  
Equal opportunity employer. Send  
resume, billing history to  
Box Z-35, BROADCASTING

**Help Wanted Announcers**

**Cape Cod's Number One Station**  
seeks one mid-day pro. Top 40 airshift  
plus production. We offer modern  
studios and equipment, great living and  
working conditions and real growth po-  
tential. Rush tape and resume to Ray  
Brown, WCOD Hyannis, Mass. 02601.

**Help Wanted Sales**

**Marketing Specialist  
Broadcast Market**

Microwave Associates, Inc., a leader in the design and  
manufacture of microwave communications equipment,  
needs a Marketing Specialist to take full responsibility  
for the sales and marketing of our entire communications  
equipment product line. A BSEE is required, with 2-5  
years experience in microwave sales, or as a Broadcast  
Engineer involved with microwave equipment and  
engineering systems. Must be articulate and have  
superior communications skills.

Position is national in scope and you will travel as  
required. Excellent opportunity to get in on the ground  
floor with a stable, profitable and growing organization  
(sales \$50-\$60 M annually).

Candidates please forward a resume, outlining salary  
requirements to:

Carol Couture, Employment Manager



MICROWAVE ASSOCIATES, INC.  
Northwest Industrial Park  
Burlington, Mass. 01803  
an equal opportunity/affirmative  
action employer

**Help Wanted Technical**

**SYSTEMS MARKETING CORP.  
THE WORLDS LARGEST  
RADIO AUTOMATION  
COMPANY**

**IS NOW HIRING ADDITIONAL  
SERVICE AND INSTALLATION  
PERSONNEL FOR DOMESTIC  
AND INTERNATIONAL DUTY  
IF YOU KNOW RADIO  
AUTOMATION**

**EITHER AS A PROGRAMER OR  
ENGINEER PLEASE SEND US  
YOUR RESUME**

**SYSTEMS MARKETING CORP.  
1005 W. WASHINGTON  
BLOOMINGTON, ILLINOIS  
61701**

**"MAGIC"WMGK  
PHILADELPHIA**

We're looking for a pleasant, nat-  
ural-sounding, experienced announcer  
with Third Phone to join our team. Of  
course, we're E.O.E.—M/F. But, to put it  
another way, we don't care who you are  
or where you come from if you're the  
best. Send your tape and resume to:

Dave Klahr  
WMGK

2212 Walnut Street  
Philadelphia, PA 19103



**A Greater  
Media Station**

**Situations Wanted Management**

I am an experienced owner/opera-  
tor who is selling my properties, and  
am looking for a position in man-  
agement or sales management in a  
medium market. Market location is  
no object—only the opportunity to  
further my career with positive  
growth. I have a full understanding  
of what a radio station is and how to  
make money. At 36, I can be a long  
term asset to your organization. All  
replies answered in confidence.

Box Z-34, BROADCASTING

**Major Market**, employed and suc-  
cessful radio sales manager desires  
general managership. Seven years of  
radio and Television expertise. Best  
references. Replies held in confidence

Box Z-50 BROADCASTING

**ATTENTION-BROADCAST GROUP OPERATORS  
AND RADIO GM's**

We are three aggressive New York account ex-  
ecutives with management experience. All  
desire relocation, in or out of New York. All have  
successful track records in selling national and  
local accounts at all levels. All desire the  
right sales manager or general manager's po-  
sition. East or West Coast preferred. One of us  
may be your man. All correspondence kept con-  
fidential. Reply P.O. Box 1874, Grand Central  
Station, N.Y. 10017.

Why not reserve this  
space and see how well  
BROADCASTING's Classified  
can work for you!

## Broadcast Products Division

### RADIO FIELD SERVICE TRANSMITTER ENGINEERS

#### International/Domestic Opportunities with Harris

We are a steadily growing division of Harris, a corporation with a remarkably consistent record of expansion in many aspects of communications, and sales now over the half-billion mark. Broadcast Products Division is a world leader in television, radio and long range equipment.

These positions involve both domestic and international travel and offer excellent professional potential, plus exceptional financial opportunities when extended periods abroad are called for.

Requirements include technical strength in AM and FM broadcast, 3-5 years or more of directly related experience, and at least 2 year Associate's degree in Electronics. Ability to work with minimum supervision is essential.

Advantages include salary fully consistent with your qualifications, bonus plus other overseas incentives for international field expense assistance. Please send resume with salary data in confidence to Mr. Lawrence B. Carlstone, Professional Employment Supervisor, Harris Corporation Broadcast Products Division, Quincy, Illinois, 62301.



**HARRIS**  
COMMUNICATIONS AND  
INFORMATION HANDLING  
An Equal Opportunity Employer M/F

#### Situations Wanted Sales

##### PINCH PENNIES? WHY NOT DOLLARS!

I offer a successful and professional program style. It works best on a rock or MOR station. I take 4 of your daily hours—program modern country and sell national religious broadcasters. The results are fantastic! Interested? Contact Hal at 803-386-3237 (I have 17 years radio-TV experience in the north & midwest prior to locating in S. Carolina 2 years ago)

#### 1976 STATION MANAGER OF UNIVERSITY FM

Manager senior year w/full responsibilities. Intelligent. Ambitious. Resourceful. Conscientious. Original. and Neat in Appearance. 3 1/2 yrs radio experience. 5 months radio sales. In sales or any other facet, you'll be the richer. Seek entry level position. Top 50 Markets. On my way up. Contact:

John S. Kinkaid  
7255 E. Camino Vecino  
Tucson, Arizona 85715  
1-602-298-1144

#### Situations Wanted Announcers

The most original, unique team show in broadcasting is killin em in a major market. If you're looking for someone that reads gag jokes ... Forget it! Box Y-214, BROADCASTING.

#### Situations Wanted Announcers Continued

##### RADIO & TV PRO

16 years experience. major markets, strong music, (MOR) interview and sports shows. References from all past employers. Will consider all markets. Former restaurant owner in Van Cobe & East Hampton, N.Y. wishes to return to broadcasting. Fred Bernard, 245 Forrest Ave., Glen Ridge, NJ 07028 201 734-0137

#### Situations Wanted Programing, Production, Others

##### UP YOUR RATINGS!

300 to 600% increases in important demo's, at my present major market station. I'm marketing, research and profit oriented. If you need a program director that's more than an MD, write me

Box Z-10, BROADCASTING

Top 5 metro market program director. Excellent track record, ratings, community involvement. Experienced and competitive in all phases of programing, production and news. Looking for good company to grow with as program director. All replies confidential.  
Box Z-32, BROADCASTING

#### NOTICE

new classified rates  
effective January 1, 1977

- Help Wanted 70 cents per word \$10.00 weekly minimum.
- Situations Wanted, 40 cents per word - \$5.00 weekly minimum.
- All other classifications, 80 cents per word - \$10.00 weekly minimum.

#### DISPLAY RATES

- Situations Wanted - \$30.00 per inch
- All Others - \$60.00 per inch.

#### Flags

**OVER 1,000,000 KITS  
SOLD BY THE MEDIA**

3' x 5' Double-Stitched Flag  
W/6 Ft. Jointed Metal Pole & Accessories  
Made in U.S.A.  
Ideal for  
Bicentennial Promotion

Write or Call Today  
For Catalog Sheet  
of Bicentennial Items  
Immediate Delivery

**ATLAS FLAG CORPORATION OF AMERICA**  
Eldorado, Ill. 62930 • 618/273-3376

#### Free Film

**FREE FILMS? CALL  
MODERN TV**

The leading distributor. We have the most. PSA's & newsclips too. Call regional offices. Or general offices: 2323 New Hyde Park Rd., New Hyde Park, NY 11040. (516) 437-6300.

## TELEVISION

### Help Wanted Management

#### FRANK N. MAGID ASSOCIATES

is looking for

a news professional with managerial goals. This person should have extensive experience in television news and/or public affairs production, with strengths in program and story conceptualization, as well as experience in news management or on-air performance. This individual is seeking an upward move in television management. We are looking for a creative self starter, who likes people, who is not afraid of hard work, and who can follow a project through to its successful conclusion. Send a resume to:

Mitch Farris  
Frank N. Magid Associates  
One Research Center  
Marion, Iowa 52302

# TV AUDIENCE PROMOTION MANAGER

## For Top 10 Market

Excellent opportunity with major group station. Responsibilities include production of TV and Radio spots and print advertising.

Experience required. Send detailed resume and salary requirements in confidence.

Our people know of this opening.

An equal opportunity employer.

Box Z-39

## Situations Wanted Management

General Manager of small market VHF net affil desires move to larger market as GM. Happily married, family, 36, workaholic. Experienced in sales, programming, production, personnel and engineering. Ascertainment, FCC dealings, network negotiations, public relations and community involvement all handled expertly. I want to make or keep your station tops in revenues, image, and industry leadership. Reply Box Z-67, BROADCASTING.

## Situations Wanted Announcers

**Veteran Major League** announcer with National network experience on major league baseball, college and pro basketball and football. Top ratings major market studio shows. TV/radio combo preferred with play by play. Family man—unblemished record and top-level references. Can add prestige to station. Box Z-30, BROADCASTING.

## Help Wanted Programming, Production, Others

### BROADCAST STATION CONTROLLER

Communications industry corporation has opening for qualified person at one of its TV stations. Prefer a graduate accountant; several years experience in a medium or large TV station or experience auditing broadcast properties is required.

We need an outstanding person with plenty of growth potential; high degree of intelligence and motivation combined with managerial capability including the ability to work well with top level staff. Group accounting experience would be helpful.

This opening is in an outstanding location. Involves relocation. To be considered send a brief employment history including salary progression to Box Z-61, BROADCASTING.

An Equal Opportunity Employer

### ATTENTION TRAFFIC/OPERATIONS/BUSINESS PERSONNEL

Paperwork Systems, Inc., the nation's leading supplier of minicomputer-based systems for traffic, accounting, billing and payroll processing now has openings for installation specialists.

This challenging job offers excellent compensation plus full travel expenses, and medical coverage. The work is very demanding: travel is heavy, with field trips all over North America averaging three weeks at a time to PSI System locations. Much of the work is done under substantial pressure, often with long hours. Offsetting these demands is the PSI schedule which allows adequate free time at your home between installation. Applicants need not move to a new location.

Applicants should meet the following criteria: have radio and/or TV experience in the area of traffic and/or accounting; be an effective communicator with, and trainer of, people; be free to travel extensively, and be able to work under pressure and understand human and workflow relationships clearly. You should not require close supervision.

If accepted, you will be placed in a training program with one of the men or women presently employed by us in this capacity, and will become part of this fast-growing firm.

NO PHONE CALLS, PLEASE! Send a complete resume along with a detailed letter indicating why you think this job would be best filled by you to:

PAPERWORK SYSTEMS INC., P.O. BOX 38, BELLINGHAM, WASHINGTON 98225

(Application period closes December 10, 1976.)

## Help Wanted Sales

### SALES PROMOTION/DEVELOPMENT/ RESEARCH

California network affiliate in medium size market needs a television sales oriented promotion/development/research manager capable of following some assignments through to actual presentation to client. Must have television experience in either sales or research/promotion, thoroughly familiar with ARB and Nielsen. Good idea person; experienced with TVB—as we do not live by ratings alone. If you have on-air and print promotion experience, so much the better. Starting salary \$12,500 to \$15,000 depending on experience. Company provides better than average fringe benefit plan. If interested and qualified, send complete work history to Box Z-70, BROADCASTING. Position open after Jan. 1st.

AN EQUAL OPPORTUNITY EMPLOYER MIF

## Help Wanted News

### NEWS EDITOR

California network affiliate, medium size market, has opening after January 1st for News Editor. Must have television news experience as reporter and capable of some anchor work. Primary duties will be to direct small staff and cover a "beat" yourself. Will have final word on composition of each night's newscasts. A plus will be news investigative experience. Stations's newscasts, 6 and 11, No. 1 rated. Starting salary \$12,500. Company has better than average fringe benefit plan. If interested and qualified, send complete work history, in confidence, to Box Z-69, BROADCASTING.

AN EQUAL OPPORTUNITY EMPLOYER MIF

## Situations Wanted News

### WANTED: TV TALK SHOW

A "Mike Wallace"-type seeks Talk Show any mkt. Am own producer. Will do news also. Salary secondary to opportunity. Confidential replies to

Box Y-209, BROADCASTING.

Anchor/producer. Experienced all phases TV news. Good ratings record. A proven journalist who desires a move up to a challenging market and position. Strong producer, top-rated anchor, creative and thorough reporter, prefer top-50 market, but all offers considered.

Reply Box Z-66, BROADCASTING.

## 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**

**\$\$ CASH FOR UNSOLD TIME \$\$**  
**BROADCAST SALES ASSOCIATES**  
 P.O. 15236  
 St. Petersburg, Fl. 33733  
 Person-to-Person COLLECT for Bob  
 Benson 813-522-0090  
 WE SELL YOUR UNSOLD TIME.  
**ALL OF IT!**

**STAGECOACH**  
 SUPER item for Country Station.  
 Package complete includes 1880  
 Coach beautifully restored to like new  
 with sound system & new trailer. Four  
 perfectly matched western ponies, two  
 sets of harness and nearly new trailer.  
 Ready to show! KBCM Sioux City, Ia.,  
 (712) 258-5595.

**Radio Drama**



**LUM and ABNER**  
 5 - 15 MINUTE  
 PROGRAMS WEEKLY  
**Lum & Abner Distributors**  
 1001 SPRING  
 LITTLE ROCK, ARK. 72202  
 Phone (501) 376-9292

**Radio Programing**

★ SAM SPADE ★ FRED ALLEN  
 ★ YOUR HIT PARADE ★ BIG TOWN  
 ★ AMOS 'N ANDY  
 Plus over 1 000 other Old Time Radio  
 Shows now available for half-hour  
 strip programming under the title  
**CAT WHISKERS**  
**PROGRAM DISTRIBUTORS**  
 1001 SPRING STREET - LITTLE ROCK, ARKANSAS 72202  
 (501) 376-9292

**Television Programing**

**NATIONAL SYNDICATOR**  
 with extremely successful track record  
 currently looking for television prop-  
 erties for national distribution. If you have  
 a program or feature you think would  
 sell, let us see it. Send video-cassette  
 (returned) to Box 26782, Philadelphia,  
 Pa., 19117

**Special Programing**

**SPECIAL PROGRAMING**  
 Bluegrass music has a wide range  
 audience appeal. Use it to your ad-  
 vantage. How? Write: Standard Pro-  
 ductions Inc., 1019 Shaker Cir., Me-  
 quon, Wis. 53092. Or call (414)  
 241-3717.

**Instruction**

**NOTICE**  
 There will be a series of  
 free seminars on "How to find  
 a job at a radio or TV station"  
 To attend, phone 321-9400  
 for a reservation.  
**OMEGA STATE INSTITUTE**  
 237 E. Grand Ave., Chicago

**Employment Service**

**WE HAVE THE JOBS!!!**  
 Subscribe To:  
  
 Box 81, 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

**BROADCAST  
 RADIO & TELEVISION**  
 Jobs Across America  
 Call Mike Lawrence 714-673-8520  
 American Media Systems  
 3416 Via Lido  
 Newport Beach, California 92663

**ATTENTION MANAGEMENT  
 PERSONNEL**  
 MAJOR MARKETS are calling if you  
 have an outstanding track record as  
 General Manager, Sales Mnaager, Pro-  
 gram Manager, News Director or Techni-  
 cal Engineer. Positions are fee paid.  
 Send your story to  
**Key Personnel Employment Agency**  
 116 South Main Street, South Main  
 Towers  
 Wilkes-Barre, Penna. 18701

**Management Consultants**  
**SMALL STATION OWNERS**  
 Losing money? Marginal? You shouldn't be!  
 30-year Broadcast Pros now accepting new  
 clients. Hear our plain-talk first survey! If you  
 like our ideas we'll work longer - your terms.  
 Let's start talking - COMMUNICATIONS MAN-  
 AGEMENT ASSOC. Box 4521, Arlington, Va.  
 22204.

**Buy-Sell-Trade**  
  
**CHARGE-A-TRADE**  
 Top 50 market stations! Trade  
 advertising time (smaller sta-  
 tions 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 33308 (305) 491-2700  
 FT. LAUDERDALE • MEMPHIS • DALLAS • HOUSTON • KANSAS CITY • MIAMI • NASHVILLE • NEW YORK • PHOENIX • RICHMOND • TAMPA • WASHINGTON, D.C.

\*\*\*\*\*  
**TRADE FOR**  
 16 + ACRES IN VA. BEACH, VA.  
 I'm willing to trade property for Radio  
 or TV station(s) of equal value. Must  
 be located in Va., N.C., Maryland, or  
 D.C. Acreage zoned for duplex apart-  
 ments in busy corridor of Va.'s  
 fastest growing city. Contact: Bill  
 Weller, 1600 Keswick Dr., Norfolk, Va.  
 23518. (804) 623-9777.  
 \*\*\*\*\*

**For Sale Equipment**

**ENG CAMERA**  
 Ikegami Model HL-35, Eleven  
 months old. Unusual circumstances  
 make this camera available for fast  
 sale at about 1/2 new cost. Act now!  
 Contact,  
**Bill Overhauser**  
**CORINTHIAN MARKETING**  
**P.O. Box 5948 Incline**  
**Village, NV**  
**Telephone (702) 831-3174**

Four GE PE-350 Color Cameras with PE-400  
 yokes. Accessories include: 4 encoders Model  
 4TV115A1, 4 CBS Image Enhancers Model  
 527, 4 Remote Control Panels with paint pots  
 and joy sticks, 5 Angenieux 10 x 1 Zoom Lenses  
 18-180mm F2.2 with 4 x 2 and x 3 Range Ex-  
 tenders, 9 spare Chroma Preamps, 8 spare  
 Luminance Preamps, and 16 Plumbicons with  
 no spots or lag. Larry Ocker, WTTW-TV, 5400 N.  
 St. Louis Avenue, Chicago, IL 60625, (312)  
 583-5000.

**Wanted To Buy Stations**  
 Financially qualified buyer look-  
 ing to purchase radio station(s).  
 More interested in potential than  
 current billing.  
 Box Z-7, BROADCASTING

**FLORIDA**  
 AM or AM & FM  
 300-900k range  
 Box Z-65  
 BROADCASTING

**For Sale Stations**  
**Southwestern AM fulltime-Home**  
**adjacent to Station, ideal for owner**  
**or Manager. Valuable real estate in-**  
**cluded. Principals only write Box**  
**Z-29, BROADCASTING**

A LEADING STATION IN  
 CAROLINA'S AT LESS THAN 2  
 TIMES GROSS. PROFITABLE  
 REGIONAL FULLTIME.  
 Box Z-53,  
 BROADCASTING

Major Market Ethnic AM station avail-  
 able at extremely attractive multiple.  
 Ideal owner operator opportunity. Sta-  
 tion established in format for 15 years.  
 Prefer minority buyer. Asking price  
 \$650,000 cash.  
 Box Z-55, BROADCASTING

**For Sales Stations  
Continued**

**DEEP SOUTH**

Power AM Day with FM. Fully automated—great equipment—Land and Building. Two station market. 1/2 million people in coverage area of AM.

**John Mitchell & Associates**  
318-865-8668 or 318-222-0732  
526 Lane Bldg., Shreveport, La.

**WE HAVE BUYERS:**

**We need listings!**

Sun Brokers  
Specialize in Negotiations  
Sales and Appraisals  
of Radio Stations



Drawer AM  
Jacksonville, N.C. 28540  
or Call Shelton Kellum  
919-347-6251  
919-326-4704

Florida fulltimer with superior coverage available. Extensive capital improvement already completed. Serves one of Florida's fastest growing metro areas and the price of \$950,000 cash includes all real estate. Station currently has modest cash flow and substantial growth is assured based on market projections.

Box Z-56. BROADCASTING

**appraisals**

PAUL KAGAN  
ASSOCIATES, INC.

100 MERRICK ROAD ROCKVILLE CENTRE N.Y. 11570 (516) 764-5516

**The  
Ted Hepburn  
Company**

Media Brokerage/Appraisals  
P.O. Box 42401 Cincinnati, OH  
45242  
Phone 513/791-8730

**MEDIA BROKERS  
APPRAISERS**

RICHARD A.  
**SHAHEEN** INC.  
435 NORTH MICHIGAN • CHICAGO 60611  
312-467-0040



**Brokers & Consultants  
to the  
Communications Industry**

**THE KEITH W. HORTON COMPANY, INC**

1705 Lake Street • Elmira, New York 14902  
P.O. Box 946 • (607) 733-7138

**LARSON/WALKER & COMPANY**  
Brokers, Consultants & Appraisers  
Los Angeles Washington

Contact:  
William L. Walker  
Suite 508, 1725 DeSales St., N.W.  
Washington, D.C. 20036  
202-223-1553

**For Sale Stations  
Continued**

**Cecil L.  
Richards  
inc.**

**media brokers**

Negotiations • Appraisals  
Radio • T.V. • Newspapers

**(703) 821-2552**

Suite 408, 7700 Leesburg Pike  
Falls Church, Va. 22043

**A Confidential  
Service  
to Owners &  
Qualified Buyers**

- 100,000 watt stereo and powerful fulltime AM in good size S.E. Metro Area. Terms.
  - AM/FM near central Kentucky. Single station market. \$195,000. Terms.
  - Fulltime AM and Class A FM in large central Florida city. \$670,000. Owner wants offer.
  - Class "C" stereo in Miss., 1,182,000 population in .05 MV/M coverage area. Terms.
  - AM/FM in Miss. Small town. Sales about \$120,000. \$168,000 cash.
  - AM/FM in southern Indiana. Small town. Coverage area about 140,000. Real Estate. \$225,000. Small down payment.
- BUSINESS BROKER ASSOCIATES**  
615-894-7511

SE	Small	Profitable	\$230K	\$50K
SE	Small	Daytime	\$75K	29%
SE	Metro	Daytime	\$500K	\$240K
SW	Small	AM/FM	\$325	29%
South	Sm-Med	CATV	Bid	

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 \_\_\_\_\_

Phone \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Insert \_\_\_\_\_ time(s). Starting date \_\_\_\_\_ Box No. \_\_\_\_\_

Display \_\_\_\_\_ (number of inches).

Indicate desired category: \_\_\_\_\_

Copy: \_\_\_\_\_

**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. Dec. 1	Closing Tues. Nov. 23	Net Change in week	Change in week	1976 High	Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Broadcasting</b>											
ABC	ABC	N	38	37 1/4	+ 3/4	+ 2.01	38 1/2	19 7/8	15	17,625	669,750
CAPITAL CITIES	CCB	N	53	53 1/2	- 1/2	- .93	55 3/4	42 1/4	12	7,764	411,492
CBS	CBS	N	55 1/2	54 1/2	+ 1	+ 1.83	60 1/2	46 3/4	10	28,313	1,571,371
COX	COX	N	30 3/4	30 1/8	+ 5/8	+ 2.07	37 3/4	28 3/4	10	5,863	180,287
GROSS TELECASTING	GGG	A	12 1/8	11 7/8	+ 1/4	+ 2.10	12 1/2	10	7	800	9,700
KINGSTIP COMMUN.	KTVV	O	4 5/8	4 3/4	- 1/8	- 2.63	4 7/8	2 1/4	17	461	2,132
LIN	LINB	O	17	15 3/8	+ 1 5/8	+ 10.56	17 3/4	9 5/8	8	2,382	40,494
MOONEY	MOON	O	1 3/4	1 7/8	- 1/8	- 6.66	3 7/8	1 3/4	3	425	743
RAHALL	RAHL	O	7 1/8	7 1/8	-	.00	7 3/8	4 1/2	13	1,297	9,241
SCRIPPS-HOWARD	SCRIP	O	29 1/2	30 1/2	- 1	- 3.27	30 1/2	20 1/2	7	2,589	76,375
STARR**	SBG	M	2 1/4	2 3/8	- 1/8	- 5.26	5	2 1/4	6	1,202	2,704
STORER	SBK	N	23 3/4	23 1/2	+ 1/4	+ 1.06	25 1/4	12 3/4	6	4,876	115,805
TAFT	TFB	N	28 1/2	29 3/4	- 1 1/4	- 4.20	31 1/2	23 1/4	8	4,070	115,995
TOTAL										77,667	3,206,089
<b>Broadcasting with other major interests</b>											
ADAMS-RUSSELL	AAR	A	3 1/2	3 1/4	+ 1/4	+ 7.69	4 3/4	2	7	1,262	4,417
AVCO	AV	N	14 1/2	14	+ 1/2	+ 3.57	14 3/4	4 1/2	2	11,541	167,344
JOHN BLAIR	BJ	N	10 1/8	10 3/8	- 1/4	- 2.40	11 1/4	5	6	2,406	24,360
CHRIS-CRAFT**	CCN	N	5 1/8	5 3/8	- 1/4	- 4.65	6 3/8	4 1/2	12	4,162	21,330
COMBINED COMM.	CCA	N	19	18	+ 1	+ 5.55	20	12 5/8	9	6,363	120,897
COWLES	CWL	N	12 1/8	11 3/4	+ 3/8	+ 3.19	12 1/8	6 1/8	16	3,969	48,124
DUN & BROADSTREET	DNB	N	27 3/4	28 1/2	- 3/4	- 2.63	33 3/4	24 5/8	16	26,571	737,345
FAIRCHILD IND.	FEN	N	8 3/8	8 3/4	- 3/8	- 4.28	11 1/2	6 1/8	10	5,708	47,804
FUQUA	FOA	N	10 1/2	10 7/8	- 3/8	- 3.44	10 7/8	4 1/2	8	8,844	92,862
GANNETT CO.	GCI	N	37 5/8	36 1/2	+ 1 1/8	+ 3.08	40	32 7/8	18	21,108	794,188
GENERAL TIRE	GY	N	25 3/8	25	+ 3/8	+ 1.50	25 5/8	17 5/8	6	21,954	557,082
GLOBE BROADCASTING**	GLBTA	O	2 3/8	2 3/8	-	.00	2 7/8	1 1/2	4	2,783	6,609
GRAY COMMUN.	G	O	6 3/4	6 3/4	-	.00	7 1/4	6	4	475	3,206
HARTE-HANKS	HHN	N	25 1/2	25 5/8	- 1/8	- .48	25 3/4	17 1/8	11	4,383	111,766
JEFFERSON-PILOT	JP	N	30 1/8	29 1/8	+ 1	+ 3.43	31 7/8	25 5/8	11	24,078	725,349
KAISER INDUSTRIES	KI	A	12 3/4	12 3/4	-	.00	16	8	8	28,119	358,517
KANSAS STATE NET.	KSN	O	4 1/8	4 1/8	-	.00	4 7/8	3	8	1,826	7,532
KNIGHT-RIDDER	KRN	N	36 1/4	36 5/8	- 3/8	- 1.02	37 1/8	28 7/8	12	8,305	301,056
LEE ENTERPRISES	LNT	A	18 1/2	18 3/8	+ 1/8	+ .68	25 1/2	15 3/8	11	3,352	62,012
LIBERTY	LC	N	16 3/4	17 1/8	- 3/8	- 2.18	18 5/8	9 1/2	6	6,762	113,263
MCGRAW-HILL	MHP	N	16	15	+ 1	+ 6.66	17	12 3/4	10	24,690	395,040
MEDIA GENERAL	MEG	A	16 3/4	16 3/8	+ 3/8	+ 2.29	19 1/2	14 1/4	8	7,276	121,873
MEREDITH	MOP	N	16 1/8	16 3/8	- 1/4	- 1.52	17 5/8	10 1/4	4	3,064	49,407
METROMEDIA	MET	N	24 3/4	25 1/2	- 3/4	- 2.94	29 3/4	15	7	6,730	166,567
MULTIMEDIA	MMED	O	19	20	- 1	- 5.00	20	14 1/4	9	4,390	83,410
NEW YORK TIMES CO.	NYKA	A	15 1/4	14 3/8	+ 7/8	+ 6.08	17 3/8	11 1/2	12	11,206	170,891
OUTLET CO.	OTU	N	17 1/2	17 1/8	+ 3/8	+ 2.18	19	12 7/8	6	1,438	25,165
POST CORP.	POST	D	15 3/4	15 1/2	+ 1/4	+ 1.61	15 3/4	8	575	875	13,781
REEVES TELECOM**	RBT	A	1 7/8	1 7/8	-	.00	2 1/2	1 1/8	13	2,376	4,455
ROLLINS	ROL	N	21 1/2	22 3/8	- 7/8	- 3.91	27 3/8	20 3/4	13	13,404	288,186
RUST CRAFT	RUS	A	7 3/4	7 5/8	+ 1/8	+ 1.63	9 7/8	5 5/8	6	2,291	17,755
SAN JUAN RACING	SJR	N	8 3/4	8 3/4	-	.00	10 1/4	7 1/4	6	2,509	21,953
SCHERING-PLOUGH	SGP	N	42 1/4	44	- 1 3/4	- 3.97	59 3/4	42 1/4	15	54,037	2,283,063
SONDERLING	SOB	A	14 3/4	13 1/2	+ 1 1/4	+ 9.25	14 3/4	6 3/4	5	731	10,782
TECH OPERATIONS**	TO	A	2 1/8	2 5/8	- 1/2	- 19.04	4 3/4	2 1/8	8	1,344	2,856
TIMES MIRROR CO.	TMC	N	20 1/8	20	+ 1/8	+ .62	23 3/4	18 1/4	11	33,905	682,338
WASHINGTON POST CO.	WPO	A	43 3/4	43 1/4	+ 1/2	+ 1.15	43 3/4	21 3/4	11	4,546	198,887
WOMETCO	WOM	N	11 7/8	12	- 1/8	- 1.04	13 1/4	8 7/8	7	9,470	112,456
TOTAL										378,253	8,953,928
<b>Cablecasting</b>											
ACTON CORP.	ATN	A	3 1/4	3 3/8	- 1/8	- 3.70	3 3/4	1 1/8	10	2,640	8,580
AEL INDUSTRIES	AELBA	O	2 3/8	1 7/8	+ 1/2	+ 26.66	2 3/8	3/4		1,672	3,971
AMECO	ACO	O	5/8	7/8	- 1/4	- 28.57	1 3/4	3/8		1,200	750
AMERICAN TV & COMM.	AMTV	O	20	20	-	.00	21 3/4	13 1/2	16	3,359	67,180
ATHENA COMM.*	A	O	1/8	1/8	-	.00	1/2	1/8		2,125	265
BURNUP & SIMS	BSIM	O	4	3 1/2	+ 1/2	+ 14.28	6 1/2	3 1/4	50	8,349	33,396
CABLECOM-GENERAL	CCG	A	5 1/4	5 1/4	-	.00	8 1/8	4 1/8	5	2,560	13,440
CABLE INFO.	C	O	3/4	3/4	-	.00	1 1/4	1/4	4	663	497
COMCAST	COMU	O	3 5/8	3 3/8	+ 1/4	+ 7.40	3 5/8	1 7/8	45	1,708	6,191
COMMUN. PROPERTIES	COMU	O	4 1/4	4 1/4	-	.00	4 1/4	1 7/8	47	4,761	20,234
COX CABLE	CXC	A	16	15 3/4	+ 1/4	+ 1.58	17 3/4	13	16	3,560	56,960
ENTRON	ENT	O	2	1 3/4	+ 1/4	+ 14.28	2	1 1/2	2	979	1,958
GENERAL INSTRUMENT	GRI	N	17 3/8	16 5/8	+ 3/4	+ 4.51	17 5/8	8 1/4	38	7,178	124,717
GENEVE CORP.	GENV	O	9	8 3/8	+ 5/8	+ 7.46	10	6 1/2	60	1,121	10,089
TELE-COMMUNICATION	TCOM	O	3 1/2	3 1/2	-	.00	5 1/4	2 7/8	50	5,181	18,133
TELEPROMPTER**	TP	N	7 5/8	8 1/8	- 1/2	- 6.15	9 3/8	5 3/4		16,634	126,834
TIME INC.	TL	N	36	35	+ 1	+ 2.85	36	32	12	25,000	900,000
TOCOM	TOCM	O	2 7/8	2 7/8	-	.00	3 1/4	1 5/8	10	617	1,773
UA-COLUMBIA CABLE	UACC	O	15	15 1/2	- 1/2	- 3.22	15 1/2	9	13	1,700	25,500
UNITED CABLE TV**	UCTV	O	3 7/8	3 3/8	+ 1/2	+ 14.81	3 7/8	1 5/8		1,879	7,281
VIACOM	VIA	N	9 1/8	9	+ 1/8	+ 1.38	11 3/4	7 7/8	9	3,705	33,808
TOTAL										96,591	1,461,557

Stock symbol	Excn.	Closing Wed. Dec. 1	Closing Tues. Nov. 23	Net change in week	% change in week	1976 High	1976 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Programming</b>											
COLUMBIA PICTURES	CPS	N	6 5/8	5 1/2	+ 1 1/8	+ 20.45	7 7/8	4 1/2	5	6,748	44,705
DISNEY	DIS	N	43 3/4	45 1/4	- 1 1/2	- 3.31	63	43 5/8	19	31,010	1,356,687
FILMWAYS	FWY	A	6 1/8	6 1/4	- 1/8	- 2.00	10 1/4	5 1/4	5	2,404	14,724
FOUR STAR*			1 1/2	1/2		.00	5/8	1/4	5	667	333
GULF + WESTERN	GW	N	16 5/8	16 3/4	- 1/8	- .74	26 7/8	15 1/2	4	45,162	750,818
MCA	MCA	N	34 1/8	33 5/8	+ 1/2	+ 1.48	36 1/4	25	6	17,445	595,310
MGM	MGM	N	14	14		.00	15 3/4	12 7/8	7	13,102	183,428
TELETRONICS INTL.		O	5 3/4	5 3/4		.00	9 5/8	3 3/4	8	837	4,812
TRANSAMERICA	TA	N	13 7/8	13 3/4	+ 1/8	+ .90	13 7/8	8 1/4	8	64,973	901,500
20TH CENTURY-FOX	TF	N	9 7/8	9 7/8		.00	15	8 3/4	8	7,568	74,734
WALTER READE	WALT	O	1/8	1/8		.00	3/8	1/8	6	4,296	537
WARNER	WCI	N	22 5/8	23 3/4	- 1 1/8	- 4.73	25	17 1/2	21	17,001	384,647
WRATHER	WCD	A	4 3/8	4 5/8	- 1/4	- 5.40	5 1/8	3 1/8	8	2,244	9,817
									TOTAL	213,457	4,322,052

## Service

BBDO INC.	BBDO	O	22 1/4	21 3/4	+ 1/2	+ 2.29	22 1/4	16 3/4	8	2,513	55,914
COMSAT	CO	N	29 3/8	28 3/4	+ 5/8	+ 2.17	31 3/4	23 7/8	7	10,000	293,750
DOYLE DANE BERNBACH	DOYL	O	17 1/4	16 3/8	+ 7/8	+ 5.34	17 1/4	8 7/8	8	1,816	31,326
FOOTE CONE & BELDING	FCB	N	14 7/8	14 1/4	+ 5/8	+ 4.38	14 7/8	10 1/4	7	2,332	34,688
GREY ADVERTISING	GREY	O	16	15 1/2	+ 1/2	+ 3.22	16	6 7/8	7	1,104	17,664
INTERPUBLIC GROUP	IPG	N	28 3/8	27 7/8	+ 1/2	+ 1.79	28 3/8	16 3/8	7	2,290	64,978
MARVIN JOSEPHSON.	MRVN	O	10 3/8	10	+ 3/8	+ 3.75	10 3/8	6 3/4	5	1,854	19,235
MCI COMMUNICATIONS**	MCIC	O	1 5/8	1 1/2	+ 1/8	+ 8.33	3 3/8	1 3/8	5	16,795	27,291
MOVIELAB	MOV	A	1 1/8	1 1/4	- 1/8	- 10.00	2 5/8	1	5	1,409	1,585
MPO VIDEO ELECTRONICS	MPO	A	3 1/4	3 5/8	- 3/8	- 10.34	4 1/4	2 3/8	5	537	1,745
NEEDHAM, HARPER	NDHMA	O	10 1/2	8 3/4	+ 1 3/4	+ 20.00	10 1/2	5 5/8	5	823	8,641
A. C. NIELSEN	NIELB	O	19 3/4	19 5/8	+ 1/8	+ .63	24 5/8	16 3/4	12	10,598	209,310
OGILVY & MATHER	OGIL	O	26 3/4	26 1/4	+ 1/2	+ 1.90	27 1/2	17	8	1,805	48,283
J. WALTER THOMPSON	JWT	N	14 1/2	14 3/8	+ 1/8	+ .86	14 1/2	7 7/8	7	2,649	38,410
									TOTAL	56,525	852,820

## Electronics/Manufacturing

AMPEX	APX	N	6 5/8	6 3/8	+ 1/4	+ 3.92	9 1/4	4 3/4	10	10,885	72,11
ARVIN INDUSTRIES	ARV	N	13 5/8	13 7/8	- 1/4	- 1.80	16	9 5/8	4	5,959	81,19
CCA ELECTRONICS	CCA	O	3/8	3/8		.00	1/2	1/8	2	897	33
CETEC	CEC	A	1 3/4	1 7/8	- 1/8	- 6.66	2 3/4	1 1/4	10	2,244	3,92
COHU, INC.	COH	A	2 3/8	2 3/8		.00	3 5/8	2	20	1,617	3,84
CONRAC	CAX	N	23	21 7/8	+ 1 1/8	+ 5.14	29 1/8	20	7	1,427	32,82
EASTMAN KODAK	EASKO	N	85	84 7/8	+ 1/8	+ .14	116 3/4	84	22	161,347	13,714,49
FARINON ELECTRIC	FARN	O	8 1/4	8 1/2	- 1/4	- 2.94	11 1/2	7	11	4,291	35,40
GENERAL ELECTRIC	GE	N	51 1/4	51 1/2	- 1/4	- .48	58 3/4	46	13	184,581	9,459,77
HARRIS CORP.	HRS	N	53 1/2	53 7/8	- 3/8	- .69	54 3/8	33 3/4	11	6,071	324,79
HARVEL INDUSTRIES**	HARV	O	5 1/2	5 1/2		.00	6 1/2	2 3/4	14	480	2,64
INTL. VIDEO CORP.**	IVCP	O	1 1/4	1 3/8	- 1/8	- 9.09	3 1/8	1 1/8	11	2,701	3,37
MICROWAVE ASSOC. INC	MAI	N	18 1/4	18 3/4	- 1/2	- 2.66	21 7/8	13 3/4	11	1,320	24,09
3M	MMM	N	56 1/4	58 1/2	- 2 1/4	- 3.84	66 1/2	52 1/2	21	114,240	6,426,00
MOTOROLA	MOT	N	52 1/2	50 1/2	+ 2	+ 3.96	57 3/4	41 1/4	20	28,353	1,488,53
N. AMERICAN PHILIPS	NPH	N	28 3/4	29 1/2	- 3/4	- 2.54	33	19 7/8	7	12,033	345,94
OAK INDUSTRIES	OEN	N	8 7/8	9 1/4	- 3/8	- 4.05	12 1/4	7 1/4	8	1,639	14,54
RCA	RCA	N	25 5/8	25	+ 5/8	+ 2.50	30	18 7/8	13	74,728	1,914,90
ROCKWELL INTL.	ROK	N	29	28 1/8	+ 7/8	+ 3.11	32 1/2	23 3/8	8	31,200	904,80
RSC INDUSTRIES	RSC	A	1 3/8	1 5/8	- 1/4	- 15.38	2 1/2	1 3/8	7	2,690	3,69
SCIENTIFIC-ATLANTA	SFA	A	18 5/8	17 3/4	+ 7/8	+ 4.92	18 7/8	10 1/4	13	1,657	30,86
SONY CORP.	SNE	N	8	7 5/8	+ 3/8	+ 4.91	9 7/8	7 1/4	19	172,500	1,380,00
TEKTRONIX	TEK	N	63 1/2	62 3/8	+ 1 1/8	+ 1.80	67	44 1/4	17	8,671	550,60
TELEMATON	TIHT	O	1/2	1/2		.00	1	1/4	1	1,050	52
VARIAN ASSOCIATES	VAR	N	13 7/8	13	+ 7/8	+ 6.73	17 1/4	12	12	6,838	94,87
WESTINGHOUSE	WX	N	16	13 3/4	+ 2 1/4	+ 16.36	19 1/8	13	7	87,503	1,400,04
ZENITH	ZE	N	26	26 1/4	- 1/4	- .95	38 1/4	23 5/8	12	18,818	489,26
									TOTAL	945,740	38,803,415
									GRAND TOTAL	1,768,233	57,599,865

Standard & Poor's Industrial Average 114.1 113.7 + .4

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.



## Joe Fogarty: new factor in balanced FCC equation

There is about FCC Commissioner Joseph R. Fogarty the look of an aging altar boy. At 45, he is beginning to gray, but he is still gentle, almost seraphic, in his looks, and his appearance seems to fit neatly with a deferential air. ("I wouldn't try to kid you," he will say with apparent sincerity to a visiting reporter. "You could see right through me.") But a word of caution: Don't be deceived. Joe Fogarty is a man of conviction who speaks his mind. And in an agency operated according to the conservative philosophy of its chairman, Richard E. Wiley, Commissioner Fogarty, a Democrat, is a liberal—"a traditional liberal." In short, he is not one to be overlooked.

Mr. Fogarty, who joined the commission on Sept. 17, waited no more than a week before making his presence felt: He voted on some complicated common-carrier items, then he took on the commission and its staff in what turned out to be a losing—and heated—argument over whether public broadcasting stations bear the same obligation as do commercial stations to afford "reasonable access" to political candidates.

In plunging into his new duties so precipitously, Commissioner Fogarty does not feel he was reckless. He believes his experience on Capitol Hill equipped him to act on the matters that he did. (Indeed, he still insists he was right in holding that Congress did not have public broadcasting in mind when it adopted the "reasonable access" provision that Senator James Buckley [R-C-N.Y.] used in demanding time to present commercials over the facilities of a number of New York state public television stations. "I was in on the debate in 1971, so why should I hold back?" he asks.) "On-the-job training is fine, but I have an obligation to participate."

Words like obligation and duty come up often in his conversation. Determination is another word those who know Mr. Fogarty might use in describing him. There is, for instance, the matter of his law degree from Boston College. He managed that while in the Navy in the 1950's. So long as he was based in Boston, attending classes at night was not a great burden, even though he was married and the father of a baby son. But in his final year, the Navy transferred him to Newport, 80 miles away over pre-superhighway roads. "I couldn't quit," he says, so he made the 160-mile round trip three or four nights a week for two semesters—except when a special Navy assignment prevented him from attending any classes for a five-week stretch. But he graduated, and says he will



Joseph Robert Fogarty—member, FCC; b. Jan. 12, 1931, Newport, R.I.; AB, College of the Holy Cross, Worcester, Mass., 1953; U.S. Navy, 1953-59; Naval School of Justice, Newport, 1955; J.D., Boston College Law School, Boston, 1959; Enos & McCarthy, Lowell, Mass., 1959-60; Moore, Virgadamo, Boyle & Lynch, Newport, 1960-64; staff counsel, Senate Commerce Committee, 1966-75; counsel, Senate Communications Subcommittee, 1975-76; m. Joan Baxter, July 20, 1957; children—John, 18; Anne, 16; Katherine, 15; Mary Elizabeth, 13; Brendan, 12; Megan, 8.

be "forever grateful" to Boston College for enabling him to earn his degree. (One of his professors, incidentally, was a priest, Robert Drinan, now Representative Drinan [D-Mass.].)

Commissioner Fogarty is grateful, too, to Senator John O. Pastore (D-R.I.), the retiring chairman of the Senate Communications Subcommittee, who hired Mr. Fogarty in 1963, when he was practicing law and participating in local Democratic politics in Newport, where he had grown up (and, indeed, had served as an altar boy, at St. Joseph's Church), to aid him with matters coming before the full Commerce Committee. But he disabuses questioners of the notion that a remark he had made—that he is "Pastore's man"—implied that the senator controls him. "I trained under Senator Pastore, and we think alike on most issues," Commissioner Fogarty says. "But I am my own man."

He is demonstrating that in the views he is expressing. For instance, he would favor "experimenting" with VHF drop-ins, as urged by the Office of Communication of the United Church of Christ, provided they did not cause "irreparable harm" to existing stations. What's more, he is "sympathetic" to UCC's suggestion that the commission favor minority-group members in granting licenses for dropped-

in channels. That, he says, "is an excellent point." Would such favoritism be feasible or legal? He is not sure. But, he says, "We've got to do everything we can to promote minority ownership in broadcasting. It's a white man's world in communications."

When he is asked about such a bread-and-butter issue—for broadcasters—as the five-year license, he indicates he does not feel strongly about lengthening the license period beyond three years. His concern is with the service the licensee provides. "The longer the period between renewals," he says, "the greater the commission's obligation to make certain the licensee lives up to its public interest obligation."

What does this add up to ideologically? "I'm a liberal," he says, "a traditional liberal." One almost expects the windows to crack and the ceiling to fall at the remark. There has not been a commissioner offering that self-description since Nicholas Johnson departed the FCC premises in 1973.

There is no question that Commissioner Fogarty approaches his job from a point of view different from that of Chairman Wiley. His concern, he has said, is to ease the regulatory burden on broadcasters, "consistent with the public interest." Commissioner Fogarty seems more at home with the attitude of Commissioner Benjamin L. Hooks, with whom he has sided on a number of issues and who has been tapped to be the next executive director of the National Association for the Advancement of Colored People. "Ben keeps talking about the 'poor folk,'" Commissioner Fogarty said the other day. "You've got to look at the impact of what you do on the 'poor folk.'" As his train of thought returned to what he said was the commission's "atrocious" decision that permitted public television stations to be used "for political purposes," it seemed that he was thinking not solely of people who were economically disadvantaged.

All this, mind you, from a commissioner who plans to specialize in the arcane field of common carrier regulation. He is not an expert in the subject; he is laying on a rigorous regimen of study to become one. But he sees the thrust of the commission's activity headed increasingly in the direction of such matters as computer communications, data processing and fiber optics—all matters, he says, he finds "fascinating."

Given his interests—and they include, he says, seeing to it that broadcasters fulfill their public interest obligations—Joe Fogarty himself should make for some intriguing reading in the six-and-a-half years ahead.

## Hawaii calls

In declaring the family-time restrictions of the television code to be illegal, Federal Judge Warren Ferguson gave the National Association of Broadcasters an unusual opportunity to remove or repair that and other defects that have been accumulating in the code over the years. The evidence is slight, however, that the opportunity is fully recognized.

At a meeting a fortnight ago, the NAB's executive committee wisely decided to recommend repeal of the requirement that television members of the association must also subscribe to the code. That would be one step toward a desirable decentralization of self-regulation. There is no sign, however, that action will proceed much beyond that. Indeed some influential NAB directors are talking about more controls instead of fewer. Illusions die hard.

The television code, like its radio predecessor, has been exalted by supporters as a deterrent to government regulation. The logical extension of that theory is that as self-regulation is institutionalized, government regulation will diminish. In practice it hasn't worked that way, and even if it had, there would be a serious question as to why a private bureaucracy of regulation is preferable to a government bureaucracy, if independence of action is similarly circumscribed. The fact is, of course, that broadcasters now submit to two expanding bureaucracies, the NAB Television Code Authority and the FCC. It is also a matter of record that the FCC learned years ago to turn NAB regulation into government regulation, without the formality of rulemaking or the risk of court appeal.

It all started when the FCC began questioning the license renewals of radio stations that exceeded the commercial time restrictions in the NAB radio code. As all radio licensees—NAB code subscribers or not—know now, the NAB code standards are the FCC's renewal standards. The enforcement is as real as if the government had written the rules in the first place.

The precedent was put to use a few years later when, at the urging of the present chairman of the FCC, the NAB television directors tightened their code standards for the commercial load in children's programs. Those code standards are now the FCC's standards, and any licensee—code subscriber or not—that exceeds them does so at the risk of losing its license.

Family-viewing time emerged from the same process of government nudge and industry concession. However he may disavow it now, FCC Chairman Richard E. Wiley called the networks and the NAB in to do something about banishing sex and violence from early evening periods. Arthur Taylor, then the new president of CBS (now at liberty), may have marched out carrying the flag in an attempt at instant leadership, but the principles had been settled in the FCC's offices. It remained but a formality for the NAB directors, at a special meeting during the association's annual convention in April 1975, to reserve the 7-9 p.m. period for programs suitable for family viewing, a criterion not otherwise defined.

It is not irrelevant to recall that Mr. Wiley, in a luncheon address to the NAB convention preceding the board meeting that produced family time, archly referred to the impending deliberations of "my friends on the television board" (BROADCASTING, April 14, 1975). The record also shows that independent stations later negotiated their own deadlines for compliance with family-viewing time through coordination with the office of the FCC chairman. Judge Ferguson would have been gullible indeed to believe it when told that there was no one in the hen house but us chickens.

Quite apart, however, from the manipulation of the code as an

instrument of government control is the question of whether the code has served its other professed purpose of defusing criticism of television. The record suggests otherwise—by an appalling volume.

If the stated aspirations of the architects of family time had been realized, the sanitization of 7-9 p.m. would have stilled all those editorials, speeches and seminars that persuaded the NAB directors to take action. The din is louder now and the participants more numerous. Demands for reform have escalated. It says something about the efficacy of NAB code amendments when the American Medical Association and the Parent Teachers Association of America, as reported elsewhere in this issue, embark on national campaigns to curb television violence.

Obviously there is a need for self restraint among television broadcasters who have access to just about every person in the nation. But no code can replace an individual editor's decision as to the point at which sex becomes objectionable or violence excessive. Broadcasters may wish to take refuge in some set of standards decreed from Washington, but the responsibility for the programing emerging from their transmitters is not transferable.

The near future of the television code is to be decided at the NAB winter board meetings next month in Hawaii. The directors would be well advised to pack some new ideas with their swim wear and their sun-tan oil.

## Talent squelcher

The word from Jimmy Carter's provisional headquarters in Plains, Ga., last week was that the President-elect was drafting legislation to lock what he once called the revolving door between regulatory agencies and regulated industries. The aim, as explained by his press secretary, Jody Powell, is to prevent people from sharpening their skills and contacts in government service and then leaving to take jobs in private enterprises doing business with the government.

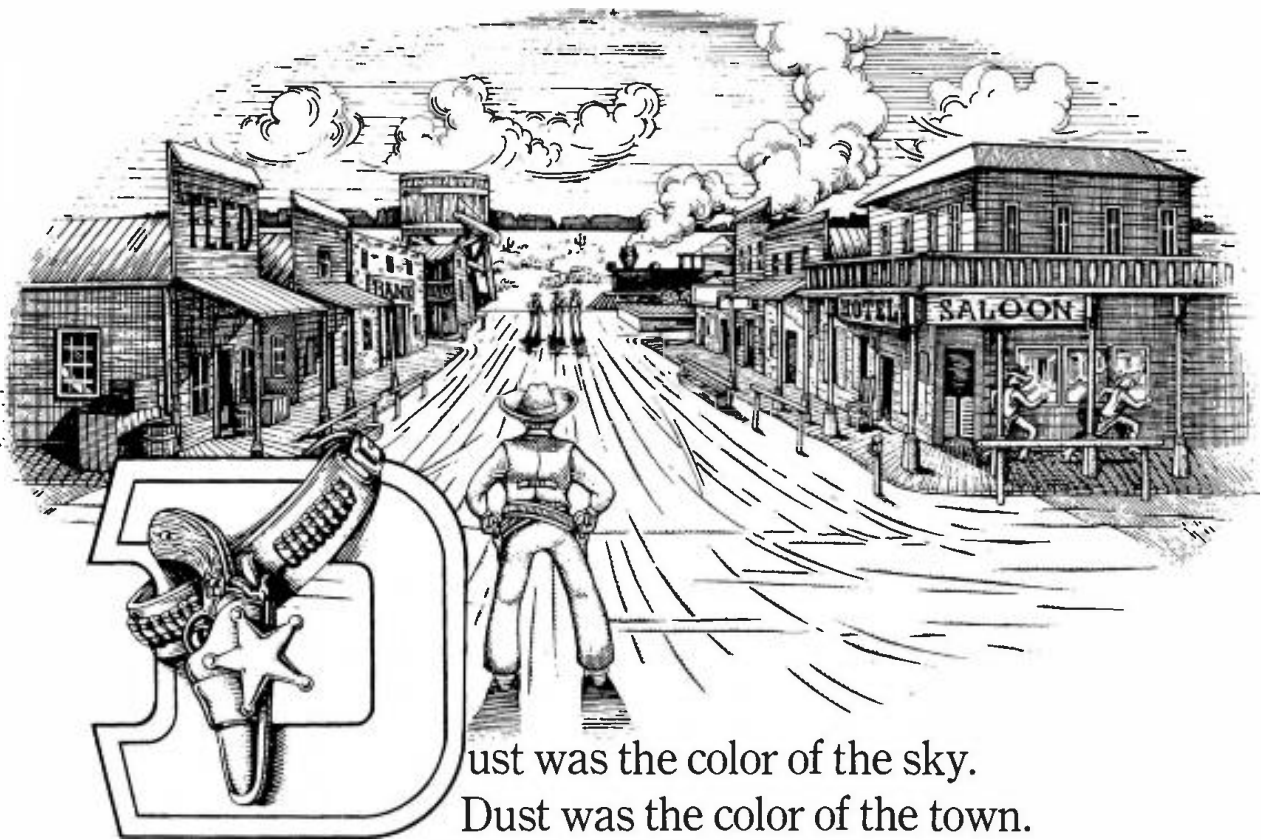
There is, of course, a ring of rectitude in all of this. But in real life both government and private enterprise are better served if reasonable freedom of movement from one to the other is preserved. Unless Mr. Carter wants only drones to enter government service in the expectation of spending whole lifetimes there, he had better adjust himself to the prospect that the young and ambitious will submit to recruitment as a way station to larger rewards outside.

Present laws preventing obvious abuses of influences by those leaving government agencies, such as the FCC, for private employment or professional practice, are adequate. Surely Mr. Carter can find larger enterprises to occupy his time.



Drawn for BROADCASTING by Jack Schmidt

*"Don't you just love these remote jobs that get us out of those stuffy studios?"*



The young sheriff moved toward the railway platform, pausing only to wipe his moist palms on his holsters.

He watched the Union Pacific engine hurtle around the bend and screech to a clanging, hissing stop. Silently, the Dalton boys swung from the train onto the station platform. Suddenly the sheriff found himself staring down the barrels of three shotguns. The street behind him was empty but for the dust.

There was no turning for help.

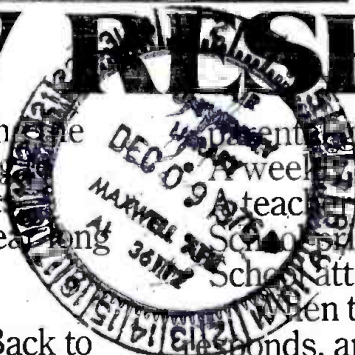
As his hands crept slowly toward his gun belt he knew he had to say it now or forever hold his peace. A crooked smile played about the corners of his mouth, as he drawled, "Boys, I want you to hear me and hear me good. Just remember, that Xerox is a registered trademark of Xerox Corporation and, as its brand name, should be used only to identify its products and services."



# WSB-TV RESPONDS

Public education ranks among the top 3 Atlanta problems, according to a recent community ascertainment survey. WSB-TV is responding with a year-long campaign, including:

- Editorials;
- A prime-time entertainment "Back to School" special with groups such as "Earth, Wind and Fire";
- 3 live television convocations — the first featuring the Reverend Jesse Jackson;
- 5-part mini-doc series;
- A half hour with Atlanta School Superintendent, Dr. Alonzo Crim;
- "Parenting" spots with helpful hints for



parental guidance; a weekly salute to a public school; a teacher recognition program; a ride promotion; and school attendance incentives. When there's a need, WSB-TV responds, and "Operation Education" will continue until improvements are achieved.

**WSB-TV** The People's Choice  
ATLANTA