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The pace quickens and the options multiply

Broadcasting Dec 13

the newsweekly of broadcasting and allied arts

Our 46th Year 1976

NEWSPAPER

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M O N T G O M E R Y A L 36112

Welcome Home



M^CGAVREN GUILD

Look-Out!

THE SHANA NA IS ON THE LOOSE

ALREADY PRE-SOLD
TO THE ABC OWNED STATIONS

**AND WE'VE GOT THEM
IT'S HAPPY DAYS SET TO MUSIC...**

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FOR THE FALL OF 1977



THE SHANA NA WILL BE
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7:30-8:00 P.M. (EST)
ON JANUARY 11, 1977

**30 MINUTES OF THE WILDEST,
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LBS



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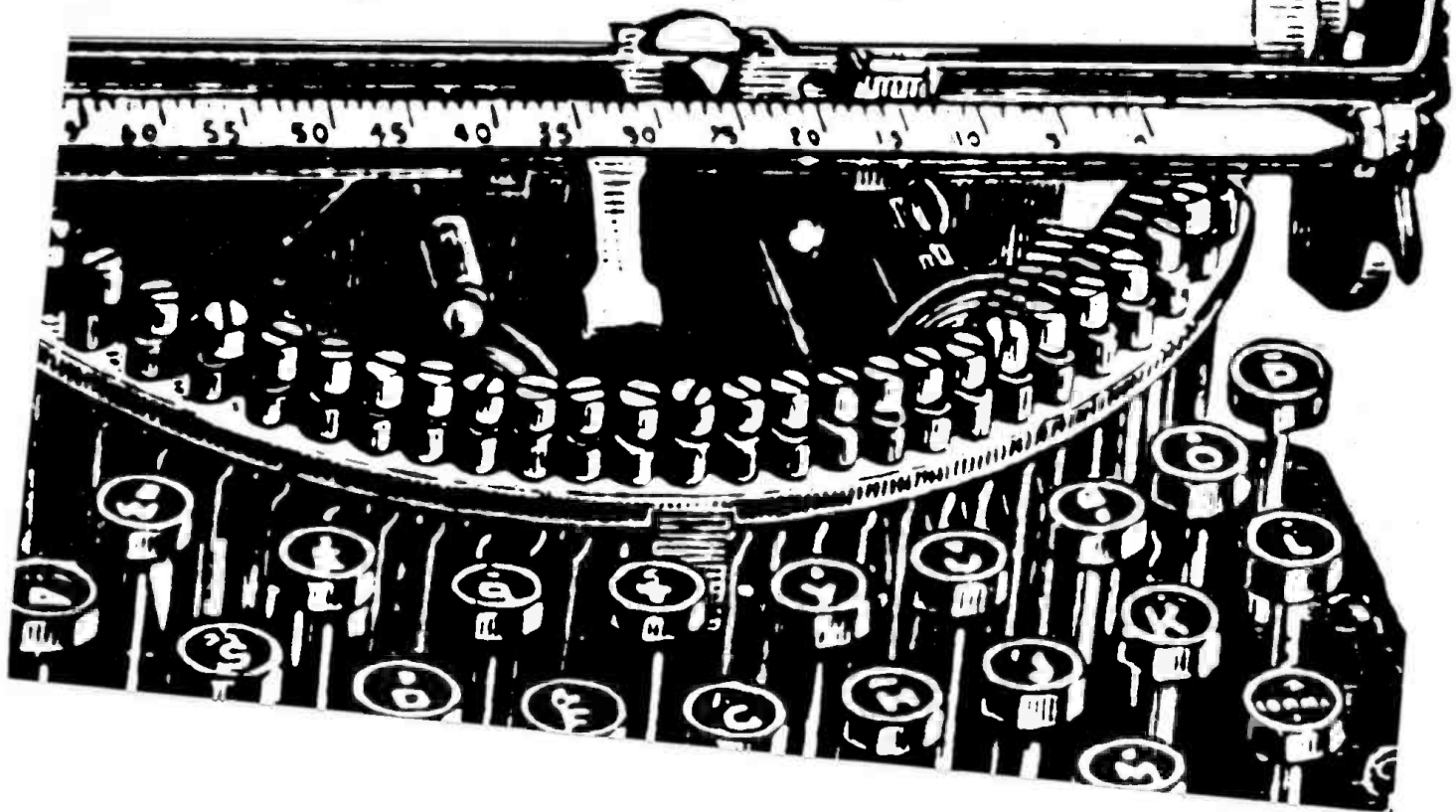
If you think your editorials are good... prove it!

Enter the First Annual National Broadcast Editorial Association Award for Excellence in Radio and Television Editorials.

It's the first award in broadcasting dedicated solely to recognizing excellence in editorials. The competition will be judged by Fellows of the Nieman Foundation at Harvard University and the professional journalism fellowship programs at Michigan and Stanford Universities. Deadline for entries, March 1st.

For more information look for the NBEA awards brochure in the December NAB mailing or contact the National Awards Coordinator, Philip Scribner Balboni, Editorial Director, WCVB-TV, 5 TV Place, Needham, MA 02192 Tel. 617/449-0400.

If you win this one... you are good!



The Week in Brief

SIGNPOSTS □ Key Carter headhunter Matthew Coffey sits for a wide-ranging interview about the people factor in the new administration. **PAGE 21.**

TOPICS FOR DISCUSSION □ House Communications Subcommittee will probably hold hearings on family viewing and EEO in public broadcasting when Congress reconvenes. **PAGE 23.**

NO TO BELLOTTI □ Massachusetts attorney general's petition to the FCC for a ban on over-the-counter drug advertising is turned down for lack of proof. **PAGE 24.**

CAPTION ACTION □ FCC approves use of portion of TV signal for transmitting coded captioning for deaf viewers. **PAGE 24.**

NEW AND IMPROVED □ A look at the world of broadcast equipment finds that manufacturers are making better the dramatic breakthroughs of recent years such as ENG and satellites, while working on newer developments such as AM stereo and automatic transmission systems. **PAGE 26.**

TERRITORIAL IMPERATIVE □ Broadcasters, who thought their UHF preserve was going to be protected at 1979 WARC conference, now aren't sure. FCC says not to worry, however. **PAGE 45.**

TALKING BIRDS □ The Public Service Satellite Consortium holds a conference to take a look at the social uses of communications satellites. **PAGE 45.**

FOOD FOR THOUGHT □ The Federal Trade Commission is deluged with pro and con testimony on its proposed rule to regulate nutritional information in food advertising. **PAGE 46.**

NOT ON JOB □ ANA's Allport responds to Nick Johnson effort to get advertisers to work together on TV violence, saying concerted action is improper, verges on censorship. **PAGE 53.**

THE TRUTH SHALL MAKE YOU FREE □ CBS Chairman William Paley, honored by the B'nai B'rith Anti-Defamation League with its First Amendment Freedoms Award, says in accepting it that the free press is a prerequisite to human freedom. **PAGE 58.**

NEWS AGENDA □ Workshops and panel sessions are all set for this week's RTNDA convention in Bal Harbour, Fla. **PAGE 60.**

RIVALRY □ The NAB sets up a radio programming conference, schedules it just prior to the National Radio Broadcasters Association convention. Does this mean war? **PAGE 63.**

NO MORE RECORDS □ Broadcasters tell the FCC that they don't want an increase in the amount of material radio stations must file and make available for public inspection, while public-interest groups contend they need such material. **PAGE 64.**

THE WRIGHT JOB □ The new House majority leader, Jim Wright (D-Tex.), a former ad executive, is considered somewhat of a friend to broadcasters. **PAGE 66.**

AND TO CLARIFY □ Justice Department sends a follow-up letter to the FCC regarding the Westinghouse petition, to help clarify the relationship between comments in that inquiry and the department's network antitrust suits. **PAGE 67.**

STANDING PAT □ The FCC has rejected petitions for reconsideration of its action easing the access-channel requirements it had imposed on cable-television systems in 1972. **PAGE 68.**

EXCLUSIVE PROTEST □ The NCTA is complaining to Congress about the proposed consent agreement, which includes exclusivity clause for movies, reached between NBC and the Justice Department. **PAGE 69.**

DELIVERY PROMISE □ Irving Kahn, new director of Times Fiber Communications Inc., promises to demonstrate a working system of fiber optics for multichannel cable-television installation at the April NCTA convention. **PAGE 69.**

A WORD ON VIOLENCE □ Canadian group studying the possibility that violence on the streets might be a reflection of violence in the media winds up its tour of duty and sets March 1977 as target date to publish its report. **PAGE 70.**

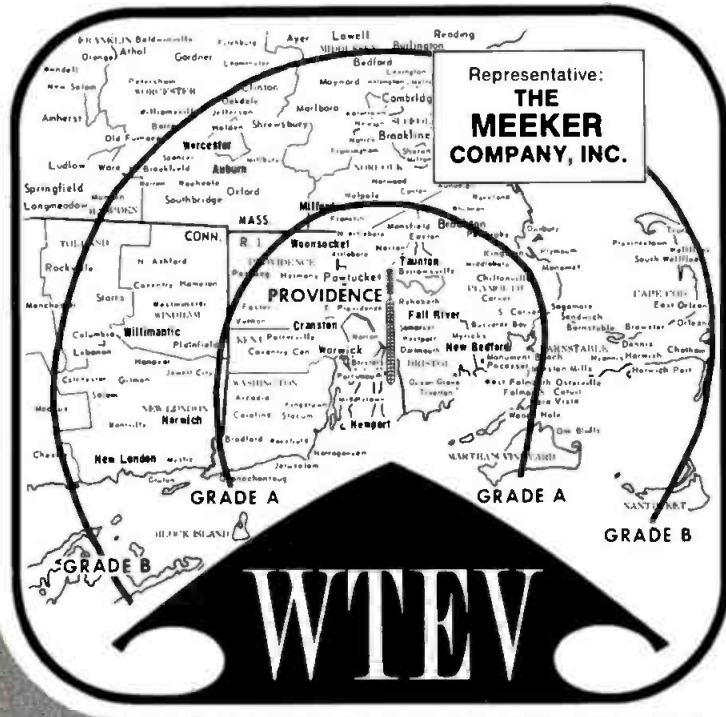
RTNDA'S VRIESMAN □ The new president of the news directors' association takes over this week in Bal Harbour. He's a WGN Continental veteran who already has earned his stripes as a newsman and administrator. **PAGE 93.**

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FAMOUS LANDMARKS From the earliest colonial days, the Providence area has been identified with the concept of religious freedom, as witness houses of worship shown. Left - First Baptist Church in America, dedicated in 1775, and now the Providence meeting house of the nation's oldest Baptist congregation founded by Roger Williams in 1638. Above - Touro Synagogue, established in Newport in 1763, the oldest synagogue in America.

To cover the Providence ADI - use WTEV



This station should be a must on your media list. Affiliated with the abc television network, WTEV has greatly increased its total viewers. Plus, it delivers unique uniform coverage throughout the entire Providence ADI. For productive results from your advertising, include WTEV in your plans for reaching this major market.

WTEV 6

PROVIDENCE, R.I.
NEW BEDFORD-FALL RIVER, MASS.
NEW LONDON, CONN.

Vance L. Eckersley, Manager

STEINMAN TELEVISION STATIONS

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

Two down

One casualty of Jimmy Carter's plans for lean White House staff is expected to be television adviser to President, position held recently by Robert Mead for President Ford, before that by Al Snyder for President Nixon. To whatever degree such counsel is required, it is likely to be furnished by Gerald Rafshoon, Mr. Carter's advertising expert from Atlanta, who is now assisting in inaugural planning and is expected to continue in advisory role after new administration takes over. He would function much as actor-producer Robert Montgomery did in Eisenhower White House.

Also expected to turn up missing: White House Office of Communications, which came into being under Herb Klein during Nixon years, run later by Margita White, now FCC member.

Moving up

Along with its bigger audience shares, ABC-TV will almost certainly get bigger share of network revenues this year than ever before. But, reflecting lag in translating ratings into rates, its revenue share will also almost certainly be third again while CBS-TV's, despite third-place ratings position, will probably remain first. Broadcast Advertisers Reports estimates as of late November put ABC's billings share at 32.1%, NBC-TV's at 33.2% and CBS-TV's at 34.7%. With total network business running almost 22% ahead of last year's, those shares mean that each network had already billed more by mid-November of 1976 than in all of 1975.

Moving in

John A. Schneider, president of CBS/Broadcast Group, is quietly assuming role of senior broadcast spokesman for CBS in Washington. He'll be seen oftener in space that had been reserved for Arthur Taylor, deposed CBS Inc. president, in CBS's new Washington offices at 1800 M Street, N.W. (although lavish quarters that had been designed for Mr. Taylor will reportedly be scaled down). Bill Leonard, as CBS Inc. Washington resident vice president, directs affairs there.

Mr. Taylor, incidentally, has announced establishment of office at 30 Rockefeller Plaza, New York — which houses headquarters of RCA and NBC.

Chips to fall

It's Olympics showdown time in Moscow. All three commercial TV networks will have representatives there this week, and outcome may be known by next week. NBC-TV's delegation will be led by

President Robert T. Howard, CBS-TV's by President Robert Wussler, ABC-TV's presumably by President Rooney Arledge of ABC Sports. Friday (Dec. 17) is day for official submissions. Russians are said to have indicated they intend to decide promptly.

Network officials say they've seen little evidence to support speculation that, along with unprecedented prices, Russians are demanding extensive collateral commitments such as Russian control over telecasts, donations of American equipment and U.S. airing of special programs playing up brighter side of Russian life. Russians have said they'd like to see vignette on Russia on U.S. TV but have not linked it to Olympics deal, according to some sources — who also say they realize new demands could arise in last-minute negotiations. Price itself is apt to be problem enough, estimated in \$75-\$100-million range, but network officials discount idea of all three chipping in and pooling or rotating coverage.

Contact man

President-elect Jimmy Carter's transition team, beginning to turn its attention to communications matters (see page 21), has named Simon Lazarus, one-time aide to former FCC Commissioner Nicholas Johnson, to serve as liaison with commission. And he and number of other individuals, including Barry Jagoda and Rick Neustadt, from press office, have had informal contacts with Office of Telecommunications Policy.

Transition team has been going outside government to develop papers for incoming administration on issues confronting agencies and departments and options for dealing with them. Mr. Lazarus, on leave from Washington law firm of Arnold & Porter ("Closed Circuit," Nov. 22), will soon start contacting industry and citizen groups on communications matters, if he hasn't already started.

Code quandry

How to enforce wholesomeness in television prime time after U.S. district court in Los Angeles declared code's family-viewing restrictions unlawful is subject National Association of Broadcasters TV code review board takes up in special meeting in Washington today (Dec. 13) and tomorrow. Code board "doesn't have faintest idea," according to one of its members, but feels compelled to do something in face of growing pressure from viewers to clean up violence.

Informal conversations within association have produced these

possibilities: to break all program-related code standards out of code and make them voluntary guidelines; to set up special code services department, possibly with research division to investigate violence (concern about family-viewing decision's impact on advertising provisions in code has led to suggestion that services department also be adviser to advertisers); to establish panel of nonbroadcasters to advise on code matters.

After NIS goes down

Members of special committee of broadcasters now using NBC News and Information Service (NIS) feel they're making progress toward finding alternative sources of material for use by all-news radio stations after NIS closes down next May 29 (BROADCASTING, Nov. 29). Committee chairman Bill Weaver, of KNWZ(AM) Albuquerque, N.M., now estimates about 35 of NIS's 62 subscriber stations intend to stay all-news or mostly so.

Irons in committee's fire are said to include: efforts by AP, UPI and Mutual network to find ways to expand or adjust their respective services to help NIS stations; agreement by Capital Cities Communications to consider making portions of its Fairchild news product available; exploration by some NIS staffers of possibilities of creating news/feature program package, and indications that NBC will consider subleasing some of its lines, at least temporarily, if needed for delivery of material supplied by new sources.

Private war on public air

Showdown, if any, between Corporation for Public Broadcasting and Public Broadcasting Service over control of noncommercial programming may not come until after positions of incoming Carter administration and of new Congress become clear, according to Lawrence K. Grossman, PBS president. Mr. Grossman, former New York advertising agency owner and before that NBC vice president, is committed to proposition that political influence and programming do not mix and that both CPB and PBS boards must arrive at separation of powers.

Second meeting of two groups is scheduled in Washington for Jan. 13 in effort to reach accommodation. But there's prospect that settlement won't come before crystallization of new administration's views on basic questions of program control. Consensus is that PBS has made its greatest programming progress since assumption of presidency by Mr. Grossman last January.

Monday Memo[®]

A broadcast advertising commentary from Robert C. Gillespie, manager, local media services, General Foods, White Plains, N.Y.

Two program birds with one local-production stone

There are two issues television broadcasters face today that require their immediate, serious attention. If these issues were to be categorized, one could be said to be a negative consideration while the other could be thought of as a positive one. But I believe these two issues can be resolved as one and the results worthwhile.

The first of these issues is gratuitous or excessive violence in television programs and the concomitant phenomenon of other offensive material that can be lumped under the heading of poor or at least questionable taste.

Responsible broadcasters should not have to be reminded that such material has no place in their schedules, for reasons that are quite obvious given the intrusive nature of television. It is my opinion that the overwhelming majority of people in this industry fit that description and are worthy of the trust and confidence of the audiences they serve. Those who mistreat this awesome power conferred on them by their operating license probably do so out of lack of judgment, thoughtlessness or diversion of their attention to other matters. It is not my contention that they are consciously guilty of any moral turpitude.

If any proof is needed, several studies can be cited to show them that objectionable programs can have a deleterious effect on the audience—in all strata of society and in all age groups—and on the effectiveness of the advertising messages found within such material.

To all broadcasters, a plea for vigilance against carrying such offensive material must be made. This is occasioned by the crossover of former network series that are now in syndication, and the release to networks and stations of the more recent crop of feature films, treating, as some of them do, more mature themes. Off-network series may now be totally inappropriate, particularly if scheduled in the time periods available to the affiliates. A feature film in a theater where discretion can be exercised, is quite a different thing from assaulting all types of viewers in their homes while advertisers are attempting to promote their offerings.

On the other side, the more positive suggestion for broadcasters is not a full-fledged alternative to violence and bad taste, but it could help to replace some of the potential problem areas.

It is simply this: Stations, do more of your own programs.

Surely this is a way to exercise control of program content. Given the hypothesis



Bob Gillespie joined General Foods in August 1965 as associate media coordinator and rose to his present post as manager, local media services. His first broadcasting experience was with CBS-TV where he was engaged in all facets of program production. He entered the advertising world with Colgate-Palmolive as assistant manager of their spot-television unit and then went with General Foods. He is an active member of the International Radio and Television Society, the National Academy of Television Arts and Sciences and the National Association of Television Program Executives.

that you are responsible, upright citizens of your community, we need have no concern over the acceptability of program environment when we place our advertising.

You have the equipment and facilities to do local programs—live, tape or film. You have the personnel to do your own programs. You know what your audience needs in the way of entertainment or enlightenment. All it takes is a little imagination to get started. And if you have already started, continue to expand your efforts.

As long as it is produced locally, the type of program is immaterial. Documentaries dealing with local issues have usually been well received by audiences. Bright, upbeat treatments of attractive aspects of the local scene have met with success. Whether entertainment, education or journalism is stressed, you will find a responsive audience, not as large as it might be, but interested and very attentive—and isn't that what advertisers seek?

Unfortunately, the broadcasting business does not abound with samples of the type of local programs to which I refer. Even where they exist, they do not fall into the category of rating successes so that they become widely known. Some-

times, only the most astute promotion efforts bring them to the viewer's attention. But production quality and genuine local topics presented sincerely can build and hold the loyal audience.

While not meant to be all-inclusive, my list of good examples would include weekly TV series such as *Sight & Sound* on WNBC-TV New York; *Project 13* on WTVT Tampa, Fla.; *Montage* on WKYC-TV Cleveland; *Take 2* on KUTV Salt Lake City; *30 Minutes* on WCIA Champaign, Ill., and *Eyewitness Magazine* on KDKA-TV Pittsburgh. A recent entry, *High Stakes*, by WJZ-TV Baltimore, puts consumer education into a game show format. Monthly series such as *Our City's History* on WNAC-TV Boston, inform and entertain. Specials such as *Why Johnny Don't Know* done by WPLG-TV Miami, and various timely offerings by WNEW-TV New York move the public to demand corrective action from their elected officials on local problems.

The list could go on. Suffice to say that the scope is limited only by the bounds of your imagination—and in broadcasting that's no limit at all.

A helpful hint concerning selling the advertising time in these local programs, either as sponsorships or multiple participations: If positioned correctly, the sales approach can succeed with all types of advertisers and their agencies. It has been my experience—and General Foods has long been engaged in encouraging and supporting this activity under its "Share and Share Alike" procedure—that a specially designated salesperson can do the job best.

Freed from the day-to-day routine of selling time and providing service to accounts, under no pressure to meet quotas and not entirely dependent upon sales commissions for total compensation, this person can spend more time with the program production team, getting to know every facet of the concept and execution. The background thus provided will permit this salesperson to give more thought to the selection of suitable advertising prospects and put together a logical, cogent appeal based on a sufficient measure of altruism coupled with sound business practice.

This specialist can be called a program sales executive or a sales/production coordinator. It likewise matters little whether this person works for one station, a group of stations or a sales representative firm. The important thing is to know the advertisers. Know their needs, marketing strategies and their timing constraints. Be flexible in constructing a total selling approach, packaging other spot positions, if necessary, to equalize costs and delivery.

May success mark your efforts.

The All New Christal Company

PROUDLY ADDS ANOTHER
OF AMERICA'S FINEST
STATIONS TO ITS SELECT
LIST OF CLIENTS:

WJW CLEVELAND

A Storer Station

The quality of the select list concept is best reflected by the clients represented.

WSB AM/FM

WGY/WGFM

WJIB

WAPI AM/FM

WSOC AM/FM

WHIO AM/FM

WWJ AM/FM

WAIT

KTRH/KLOL

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WTMJ/WKTI

WHN

WTAR/WKEZ

KFAB/KGOR

WIOD/WAIA

WPTF/WQDR

KOIT

WHAM/WHFM

WSYR

WTIC AM/FM

WWSH

The Christal Company

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

Business Briefly

RCA □ Company's service division, through Al Paul Lefton, New York, has selected-market spot-radio flight ready to begin Jan. 3 for two weeks. Markets include Los Angeles, Detroit and Miami. Adults, 25-64, are demographic target.

Eastern Airlines □ Two flights are scheduled on spot TV in early part of 1977 in five major markets, with first taking off on Jan. 3 for three weeks and second on Feb. 7 for five weeks. Young & Rubicam, New York, is aiming for men, 25-49.

American Home Products □ Whitehall Laboratories division is moving four brands to Kelly, Nason, New York, which replaces Grey Advertising, New York. Billings are estimated at \$4 million, primarily in TV. Products are Dristan capsules, Freezone (corn remover), InfraRub and Sleep-Eze.

United Artists Pictures □ Company, through R.D.R. Associates, New York, time buyer, is planning spot-radio campaigns for two of its winter releases, "Network" and "The Pink Panther." "Network" will get multi-market two-week flight beginning this week for its openings in cities including Atlanta and Houston. One-week flight for "The Pink Panther" will kick off on Dec. 27. In both cases, R.D.R. Associates is buying to reach adults, 18-34.

Du Pont □ Reach toothbrush will be centerpiece of spot-TV campaign to

begin in early January for seven weeks. Rumrill-Hoyt, New York, is seeking to reach women, 25-49.

Miles Laboratories □ S.O.S soap pads will be featured in spot-TV drive beginning in early January for six alternate weeks. Women, 18-49, will be objective of campaign, which is created and placed by Doyle Dane Bernbach, New York.

Continental Airlines □ Spot-TV flight is being booked by Continental starting in early January for about 10 weeks. Benton & Bowles, New York, is seeking to reach men, 25-54.

General Foods □ Company's Maxwell House coffee, through Ogilvy & Mather, New York, has selected-market seven-week drive in spot-radio ready to kick off Jan. 3. Geographical areas include New England and upstate New York. Ogilvy's specific demographic target is women, 35-64.

Baldwin □ Jonathan Winters is spokesman for company's FunMachine home entertainment unit in co-op effort that began early this month and will run for undetermined time. Three 30-second TV spots and three 60-second radio commercials feature Mr. Winters in roles of Chester the kid, Jake the working man and Sidney the proper gentleman and are aimed at men and women, 25 and over. Northlich, Stolley, Cincinnati, is agency.

Outboard Marine □ Company's Lawn

Boy lawnmowers, based in Galesburg, Ill., will receive six-week spot-radio exposure to begin in late February. Markets include Atlanta, Dallas and Milwaukee. Men, 25 and over, will be demographic targets of Lawn Boy's ad agency, Valentine-Radford, Kansas City, Mo.

American Chemical □ Company, through Lewis and Gilman, Philadelphia, is readying 10-week spot-radio promotion to begin Feb. 28. Campaign will be concentrated in Midwest. Agency has men, 25 and over, as demographic target.

Campbell Soup. □ Hungry Man meat pies will be main course of spot-TV promotion set to break in mid-January for two months. BBDO, New York, is taking aim at women, 25-49.

Nationwide Insurance □ Spot-TV will be used by Nationwide in concerted push to start in late January for four months. Spots will be geared toward total men, with Ogilvy & Mather, New York, opting for prime periods and sports and news programs.

Luden's □ Flat Box Super Strength cough drops will be showcased in spot-TV flight to begin in early January for 11 weeks. Richard K. Manoff Advertising, New York, is seeking to reach men and women, 25-49.

Airwick Industries □ Airwick Twins will be highlighted in spot-TV campaign beginning in mid-January, using four flights of two-to-four weeks. Placement of campaign will be by R.D.R. Associates, New York, which is aiming for women, 18-49.

Mars □ Marathon candy bar will be showcased in spot-TV promotion to run in about 97 markets starting on Jan. 10 for seven weeks. D'Arcy-MacManus & Masius, New York, is looking for time periods to reach children, 6-11, and teen-agers.

Hamilton Beach-Scovill □ Line of "fast-cooking" utensils will be promoted heavily on network television for two months starting in late December, using prime-time sports, news and game shows. More than 100 network announcements will be scheduled. Hicks & Greist, New York, is aiming to reach men and women, 21-54.

Kimberly-Clark □ Various feminine hygiene products will be spotlighted in spot-TV effort starting in late December for 12 weeks. Kelly, Nason, New York, is

BAR reports television-network sales as of Nov. 28

ABC \$860,678,900 (32.1%); □ CBS \$933,759,500 (34.8%); □ NBC \$888,161,800 (33.1%)

Day parts	Total minutes week ended Nov. 28	Total dollars week ended Nov. 28	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.	179	\$1,424,400	6,774	\$ 35,471,000	\$ 31,883,600	+ 11.3
Monday-Friday 10 a.m.-6 p.m.	962	20,771,900	47,806	581,107,400	485,168,600	+ 19.7
Saturday-Sunday Sign-on-6 p.m.	286	9,125,800	14,326	304,047,500	232,041,200	+ 31.0
Monday-Saturday 6 p.m.-7:30 p.m.	105	4,620,700	4,855	144,017,900	116,661,500	+ 23.4
Sunday 6 p.m.-7:30 p.m.	19	1,239,700	1,017	43,291,000	21,927,000	+ 97.4
Monday-Sunday 7:30 p.m.-11 p.m.	425	38,866,800	19,988	1,375,787,500	1,150,058,000	+ 19.6
Monday-Sunday 11 p.m.-Sign-off	214	6,028,200	9,804	198,877,900	160,558,100	+ 23.9
Total	2,190	\$82,077,500	104,570	\$2,682,600,200	\$2,198,298,000	+ 22.0

Source: Broadcast Advertisers Reports

1976 CALENDAR



THE HIT OF THE NEW SEASON!


“Based on the October reports, the CBS Owned Stations are delighted with THE MUPPET SHOW and the audience the series generates. The all-family appeal is evident, especially among women 18-49, dispelling any and all ‘pure’ kiddie show labels.”

– Thomas M. Battista, Executive Vice-President,
CBS Television Stations

The Muppet Show is No. 1

ARB

OCTOBER

SATURDAYS/SUNDAYS	MONDAYS	TUESDAYS
<p>#1 LOS ANGELES, WITH A 10 ADI RATING AND 20 SHARE #1 IN TV HOUSEHOLDS #1 IN WOMEN 18-49</p> <p>KNXT, Saturday 7:00 p.m. Tops a game show, a music-variety show, news, off-network series, movies, first-run series.</p>	<p>#1 ST. LOUIS, WITH A 15 ADI RATING AND 27 SHARE #1 IN TV HOUSEHOLDS; #1 IN WOMEN 18-49</p> <p>KMOX-TV, 6:30 p.m. Wins time period against a game show, news, and off-network series.</p>	<p>#1 BOSTON, WITH A 14 ADI RATING AND 26 SHARE #1 IN TV HOUSEHOLDS #1 IN WOMEN 18-49</p> <p>WCVB-TV, 7:30 p.m. Tops two game show and two off-network series.</p>
<p>#1 CHICAGO, WITH A 12 ADI RATING AND 30 SHARE #1 IN TV HOUSEHOLDS #1 IN TOTAL WOMEN #1 IN WOMEN 18-49</p> <p>WBBM-TV, Saturday 6:30 p.m. Beats a game show, an animal series, and three off-network series.</p>	<p>#1 ACCESS HIT New hit of the season, rating #1 in more access periods than any other new access series!</p>	<p>#1 MIAMI, WITH A 16 ADI RATING AND 29 SHARE #1 IN TV HOUSEHOLDS #1 IN TOTAL WOMEN #1 IN WOMEN 18-49</p> <p>WTVJ, 7:00 p.m. Wins against news, a game show and an off-network series.</p>
<p>#1 WASHINGTON, IN WOMEN 18-49 AMONG NETWORK AFFILIATES</p> <p>WMAL-TV, Saturday 7:00 p.m. Almost triples lead-in in women 18-49.</p>	<p>#1 COLUMBUS, O., WITH A 22 ADI RATING AND 40 SHARE #1 IN TV HOUSEHOLDS #1 IN WOMEN 18-49</p> <p>WTVN-TV, 7:30 p.m. Posts a strong lead over a game show and doubles the rating share of a musical variety series.</p>	<p>#1 PORTLAND, OR WITH A 14 ADI RATING AND 26 SHARE #1 IN TV HOUSEHOLDS #1 IN WOMEN 18-49</p> <p>KATU, 7:30 p.m. Tops two competing game shows and off-network series in time period.</p>
<p>#1 PITTSBURGH, AMONG WOMEN 18-49</p> <p>WJIC-TV, Sunday, 6:30 p.m. Increases rating lead-in by 25% and share by 28%. Tops rating of news and public affairs of network affiliate and tied by KDKA-TV, in women 18-49.</p>		<p>#1 BUFFALO, WITH A 20 ADI RATING AND 37 SHARE #1 IN TV HOUSEHOLD #1 IN TOTAL WOMEN #1 IN WOMEN 18-49</p> <p>WGR-TV, 7:30 p.m. Tops a game show, a bowling series, a basketball game and an off-network series.</p>

Every Night of the Week!

976

ARB

WEDNESDAYS

THURSDAYS

FRIDAYS

#1 PHILADELPHIA, AMONG WOMEN 18-49

WCAU-TV, 7:30 p.m.
Improves the news lead-in rating by 36%, the TV households by 43%, and women 18-49 by 84%.



#1 DETROIT, WITH A 14 ADI RATING AND 29 SHARE #1 IN TV HOUSEHOLDS #1 IN WOMEN 18-49

WWJ-TV, 7:30 p.m.
Wins over three game shows, and two off network series.

#1 CINCINNATI, IN WOMEN 18-49 AMONG NETWORK AFFILIATES

WLWT, 7:30 p.m.
Wins against access talk-variety show and an access court show in women 18-49.

#1 MILWAUKEE, WITH A 14 ADI RATING 30 SHARE #1 IN TV HOUSEHOLDS #1 IN TOTAL WOMEN #1 IN WOMEN 18-49

WTMJ-TV, 6:30 p.m.
Tops two game shows and an off-network series.

#1 HOUSTON, WITH A 15 ADI RATING AND 33 SHARE #1 IN TV HOUSEHOLDS #1 IN TOTAL WOMEN

KPRC-TV, 6:30 p.m.
Tops two game shows and an off-network series.



#1 WOMEN 18-49, Among women 18-49, rating #1 in that key demographic in more access periods than any other new access series!

#1 ATLANTA, WITH A 13 ADI RATING #1 IN WOMEN 18-49 AMONG NETWORK AFFILIATES

WAGA-TV, 7:30 p.m.

#1 PROVIDENCE, WITH A 11ADI RATING IN A 3-WAY TIE.

WTEV, 7:30 p.m.

#1 DENVER, WITH A 14 ADI RATING AND 27 SHARE

KMGH-TV, 6:30 p.m.
Tops a game show, a talk-variety series, and an off-network series.



#1 MINNEAPOLIS, IN WOMEN 18-49 AMONG NETWORK AFFILIATES

WCCO-TV, 6:30 p.m.

#1 SEATTLE, WITH A 14 ADI RATING AND 35 SHARE #1 IN TV HOUSEHOLDS #1 IN TOTAL WOMEN

KOMO-TV, 7:30 p.m.



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"...Even the most sophisticated grown-ups (and children) will love it."—*Cue*

"...A delightful half-hour of family entertainment."
—*Detroit Free Press*

"...The freshest and most original of the new variety shows."
—*Los Angeles Times*

"...One of the hottest new entries."
—*New York Times*

"...If you have a child, or ever were one, you ought to watch."
—*Chicago Tribune*

"...The best example of a family hour program I've yet seen."
—*Seattle Daily Times*

"...It's a lot of fun."
—*New York Daily News*

"...Our vote for the best family hour show must go to the new Muppet Show."
—*Santa Monica Evening Outlook*

"...Will bring light to your life and a grin to your face."
—*Denver Post*

"...Shows plenty of imagination, color, comedy and pizzazz."
—*Oregon Journal*

"...It's all fun. Enjoy!"
—*Houston Post*

"...An extra treat for the family."
—*Family Circle*

"... Totally enchanting, a joy for young and old."
—*Cincinnati Post*

"...Long live the Muppets!"
—*Louisville Times*



KERMIT THE FROG ©MUPPETS Inc. 1956, 1976
Other MUPPET Characters © Henson Associates Inc. 1976



directing spots toward women, 18-49.

Ocean Spray □ Dip 'n Bake barbecue sauce will be highlighted in spot-TV effort beginning in late January for one month. Ted Bates, New York, is zeroing in on women, 25-49.

Ell Lilly □ Company's Elanco Products division, based in Indianapolis, will go with intensive spot-radio campaign for agricultural chemicals beginning Dec. 27. Campaign will be directed to Midwest. Gardner Advertising, New York, will aim spots at farmers.

Campana □ Doan's Pills will be accented on spot-TV flight set to start in early January for about four months. D'Arcy-MacManus & Masius, New York, is targeting toward men and women, 50 and over.

Whitehall Laboratories □ Viro-Med will be accented in spot-TV promotion to begin in early January for 10 weeks. Wm. Esty, New York, is seeking time periods calculated to reach men and women, 18-49.

Tasty Baking □ Philadelphia-based company's Tastykake pies will get four-week spot-radio campaign to begin Jan. 10. Sixty-second spots will be purchased mainly in Middle-Atlantic states area. Agency, Lewis & Gilman, Philadelphia, is aiming spots at women, 18-49.

Tony's □ Nationwide pizza chain, through Carmichael-Lynch Advertising, Bloomington, Minn., is readying three-week spot-radio campaign to begin Feb. 1. Middle Atlantic and Southwestern states will get bulk of buys. Women, 18-49, are demographic targets.

White Lily Foods □ Knoxville, Tenn.-based company will push White Lily punch mixes in spot-TV flight starting in early February for 10 weeks. Tucker Wayne, Atlanta, is focusing on women, 25-49.

Tyson Foods □ Springdale, Ark.-based company's frozen-foods division, through Brooks-Pollard, Little Rock, Ark., has major-market three-week radio campaign planned for mid-March start. Markets include New York, Los Angeles and Chicago. Women, 18-49, are demographic targets.

Washington-Oregon-California Pear Bureau □ Organization, through David Evans, is planning multi-market spot-radio splurge, to kick off Jan. 13 and run for three weeks. Markets include New York, Los Angeles, Chicago and Philadelphia. Women, 18-49, are demographic target.

Brooks Fashion Shops □ Chain of Southern regional stores, through Gaynor & Ducas Inc., New York, has intensive one-week spot-radio campaign set to begin Dec. 27. Southern states will be

Rep appointments

- WXRT(FM) Chicago; WHFS(FM) Bethesda, Md.; WYQ(FM) Ebsensburg, Pa.: P/W Radio Representatives, New York.
- KUJ(AM) Walla Walla, Wash.; WCMX(FM) Fort Wayne, Ind.; WXRY(FM) Columbia, S.C.; KTRK(FM) Topeka, Kan.: Bernard Howard & Co., New York.
- WGNB(AM) Providence, R.I.: Kadetsky Broadcast Properties, Boston.
- KIOY(FM) Fresno, Calif.: Radio Time Sales/International, San Francisco, as national rep and Bill Dahlsten and Associates, Los Angeles, as Southern California rep.
- WLDR-FM Traverse City, Mich.: Neil Group, Troy, Mich.
- WCJB(TV) Gainesville, Fla.: H-R Television, New York.

predominant in this buy, which will be geared to women, 18-24.

Sterling Drug □ Campho-Phenique medication will be emphasized in spot-TV campaign to begin in mid-January for one month. Men and women, 18-49, are

target group of spots being placed by Independent Media Services, New York.

Michelin Tires □ Thirteen-week spot-TV drive is planned by Michelin for start in late March to reach men, 18-49. Al Paul Lefton, New York, has created spots and is buying time periods with emphasis on sports- and news-oriented segments.

Blue Bell □ Company, based in Greensboro, N.C., has its Wrangler line of blue jeans ready for major 23-week spot-radio promotion, beginning Jan. 31. Markets include New York, Philadelphia and Boston. Agency, Altman, Stoller, Weiss, New York, has separate spots for boys and girls and for adults, 25-34.

Phoenix Candy □ Brooklyn, N.Y.-based firm is launching its largest TV campaign ever in 1977, with two flights set for first half of year in six major markets. First flight will begin on Jan. 17 for eight weeks and second on March 14 for eight weeks. Helitzer Advertising, New York, is buying children's programming to reach children, 6-11.

Cumberland Packing □ Company, through The Mediators, New York time-buying service, has six-week selected-market spot-radio campaign ready for Jan. 1 launch. Women, 18 and over, are demographic targets.

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■ indicates new or revised listing

This week

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, Bal Harbour, Fla.

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

■ **Dec. 18**—Day-long program on the new copyright law, presented by *The American Society of Composers Authors and Publishers* in association with *The Entertainment Law Institute of the Law Center of the University of Southern California*. Participants will include Barbara A. Ringer, register of copyrights; Thomas C. Brennan, chief counsel, Senate Judiciary Subcommittee on Patents, Trademarks and Copyright, and Bruce Lehman, counsel, House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, Century Plaza hotel, Los Angeles.

January 1977

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

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

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

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

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

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

■ **Jan. 10**—Meeting of *National Collegiate Athletic Association television committee* as part of 71st annual NCAA convention (Jan. 6-13), Hotel Fontainebleau, Miami Beach.

■ **Jan. 10-Feb. 12**—World Administrative Conference of the *International Telecommunications Union*, International Conference Center, Geneva.

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

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

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

Jan. 14-15—*Utah Broadcasters Association* winter workshop and 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.

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, Fontainebleau 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.

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 Sept. 16-19.

Oct. 2-8, 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.

■ **Jan. 18**—*Nebraska Broadcasters Association* legislature dinner, Nebraska Club, Omaha.

■ **Jan. 20-21**—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meeting, Aladdin hotel, Las Vegas

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

■ **Jan. 21-22**—Winter meeting of *Public Radio in Mid-America (PRIMA)*. Sessions will include equipment update, FCC reregulation and deregulation status of Association of Public Radio Stations-National Public Radio consolidation. Speakers: Sue Harmor chairman of NPR board; Ron Bornstein, APRS board Walter Sheppard, WITF-FM Hershey, Pa. (© copyright), Host: KMWU(FM) Wichita, Kan. Holiday Inn Plaza, Wichita.

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

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

Jan. 23-28—*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* mid-winter manager meeting, The Meadowlands, New Jersey Sports Complex, East Rutherford. Contact: Arnold L. Zucker, NJBA executive secretary, c/o Rutgers University, Brunswick.

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

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

Jan. 28—Deadline for entries in 11th annual *Robert F. Kennedy Journalism Awards* competition for outstanding coverage of the problems of the disadvantaged. Radio and television will be two of the six categories. Winner in the broadcast category, among others, will receive \$1,000 cash prize and be eligible for grand prize that will entail an additional \$2,000. Information and entry forms: Journalism Awards Committee, 1035 30th Street, N.W., Washington, D.C. 20007; (202) 338-7444.

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

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.

■ **Jan. 31** — FCC's deadline for comments on proposed changes in international radio regulations to be presented at *1979 World Administrative Radio Conference of the International Telecommunications Union*. Issues include proposed international frequency allocations table and number of problem areas affecting resolution of public and federal government needs (Docket 20271). Replies are due Feb. 21. FCC, Washington.

February 1977

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

■ **Feb. 1** — Deadline for entries for Janus Awards of *Mortgage Bankers Association of America*, conferred annually for excellence in financial news programming during the 1976 calendar year. Eligible are all networks or radio and television stations and cable-TV stations. Entry forms and further information: Public relations department, MBAA, 1125 15th Street, N.W., Washington 20005; (202) 785-8333.

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. 6-11** — *Institute for Performance Improvement* seminars on communications law. First seminar (Feb. 6-8) will explore significant legal developments affecting commercial AM, FM and TV. Second seminar (Feb. 9-11) will concentrate on legal background, current problems and prospects for new technologies. On seminars' faculty: Seymour M. Chase, Federal Communications Bar Association; Henry G. Fischer, editor, *Pike & Fischer Radio Regulation*; Robert L. Schmidt, president, National Cable Television Association; John P. Bankson Jr., FCBA president, and Henry W. Harris, Cox Cable Communications. Woodbridge Condominium and Conference Center of Snowmass, Colo. Contact: IPI, 2969 Baseline Road, Boulder, Colo. 80303; (303) 443-6961.

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. Fontainebleau 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** — *Southern Baptists Radio and Television Commission* eighth annual Abe Lincoln Awards. Tarrant County Convention Center, Fort Worth.

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. Con-

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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 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). Statler Hilton hotel, Washington. Arrangements: Alvin H. Perlmutter, NBC News vice president.

Open Mike®

The real enemy

EDITOR: Your Nov. 29 editorial, "Lest We Forget," about the need for broadcasters to concentrate on winning newspaper advertisers was precisely on target. For too long radio stations have regarded other stations as prime targets and have cut each other up while the newspapers sat back, smiled and picked up the increasing budgets. We'll have to scratch to make 1977 as good a year as we want it. Newspapers are where the money's at.—Maurie Webster, president, The Webster Group, New York.

In the cold

EDITOR: Are there small-market broadcasters with the determination to control their own programing? If there are enough of us, perhaps something can be done to stop indirect program control by larger stations.

Powerful stations lay claim to exclusive metro markets which may include several independent, individually licensed local broadcast stations, in defined communities, even including county seats. The big stations are acquiring exclusive contracts to sports and other events and freezing small ones out.

Not allowing my station access to special events hurts my economic viability and that of my local business community. Local advertisers need the local audience at my local rates. They cannot afford regional rates.

It is logical to limit exclusivity, by rulemaking in the public interest (FCC) or through elimination of restraint of trade

(the Federal Trade Commission), to city of license.—William A. Reck, operating partner, WTRR(AM) Sanford, Fla.

Put it back together

EDITOR: I was pleased to see the 1975 radio revenue figures in the Nov. 8 edition. However, I was also disappointed that the FCC again separated the revenue of independent FM stations within metropolitan markets from total radio revenue.

FM revenue is continuing to obtain a more significant share of advertising dollars in most metro markets every year. Total market revenue should include all radio revenue to be really meaningful and not just limited to AM and AM-FM combinations. This is especially true when a ranking of markets by revenue is published. For the FCC to report a decline in total radio revenue in some markets and then to show sizable gains in independent FM revenue within these same markets seems to represent an important inaccuracy.—Richard L. Kozacko, vice president, The Keith W. Horton Co., Elmira, N.Y.

The wrong man?

EDITOR: It seems to me that if the B'nai B'rith wanted to give an award to someone "for symbolizing the people's right to know" (see page 58) they would have done better looking to one of William S. Paley's former employes—Daniel Schorr. When was the last time Mr. Paley put his job on the line for the First Amendment?—Lawrence A. Mahannah, Grand Rapids, Mich.

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Sol Taishoff, editor.

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New York: 75 Rockefeller Plaza, 10019
Phone: 212-757-3260.
Rufus Crater, chief correspondent.
Rocco Famighetti, senior editor.
John M. Dempsey, assistant editor.
Winfield R. Levi, general sales manager.
David Berlyn, Eastern sales manager.
Ruth Lindstrom, account supervisor.
Harriette Weinberg, Lisa Flournoy,
advertising assistants

Hollywood: 1680 North Vine
Street, 90028. Phone: 213-463-3148.
Bill Merritt, Western sales manager.
Sandra Klausner, editorial-advertising assistant.

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Top of the Week

The transition to Carter: more going on than meets the eye

Wiley, Hooks departure dates not set in concrete; new executive order could make anti-revolving-door policy retroactive to incumbents; next FCC nominee more likely to be chosen for engineering than ethnic background; 'interim' chairman could head FCC

As the Carter administration continues to form itself in rented and borrowed space in Washington, Atlanta and Plains, Ga., one problem transition team members are putting aside for the moment is FCC appointments. But there are indications that the Carter administration will have some surprises—even shocks—in store for those concerned with the commission and with government in general.

Officials involved with personnel do not know when Commissioner Benjamin L. Hooks will leave for his new post with the National Association for the Advancement of Colored People—it might be March, it might be as late as June. Nor do they know, to their satisfaction, Chairman Richard E. Wiley's plans. A tough executive order designed to guard against conflicts of interest, being prepared for the new President's signature, just might—if descriptions of it are accurate—affect those plans.

However, although no talent hunt is now under way, a qualification that one key hunter regards as paramount in a prospective FCC candidate is known: It is knowledge of engineering and common carrier matters ("Closed Circuit," Nov. 15). It is *not* color. As Matthew Coffey, director of the Talent Inventory Program of the transition, put it to BROADCASTING on Thursday: "You are talking about problems facing agencies; you're not dealing with tokenism."

Hamilton Jordan, a long-time aide to the President-elect, is generally regarded

Gatekeeper to the White House. Matthew Coffey, the 35-year-old director of the Carter transition team's Talent Inventory Program, is a man of two worlds. At present, he is the man the incoming Carter administration counts on to direct the search for the men and women who will ultimately serve in the cabinet and in the regulatory agencies.

But he is also a man with a passion for public broadcasting—by which, he wants it made clear, he means noncommercial radio as well as television. And it is that second role—as president of the Association of Public Radio Stations—to which, he says, he is anxious to return when the transition to the Carter administration is completed, on Jan. 20.

Mr. Coffey, who has a BA and MA from the University of West Virginia, began learning the mysteries of how a President staffs his administration while a White House aide in the Johnson administration. He was hired by Ralph Dungan, the top personnel man, after being picked as one of the "10 outstanding young men in the civil service" (he had been an investigator for the Civil Service Commission). When Mr. Dungan took an ambassadorial post and was replaced by John Macy, who was also head of the Civil Service Commission, Mr. Coffey remained as his assistant.

And that's where the seeds of the second Coffey specialty began to be sown. After leaving the White House in 1969, Mr. Macy was named president of the Corporation for Public Broadcasting, and Mr. Coffey was his assistant. Then, after about five years, he became the first president of the dues-supported APRS, whose function is to inform the public about public radio.

However, Mr. Coffey hadn't forgotten his days in the White House. His published articles on presidential staffing caught the eye of Carter campaign workers, who asked him to do some papers on "contingency" organization of the White House, on the functioning of the White House personnel system and on an overview of the manner in which the President should make appointments. On Nov. 3, he was in business as director of TIP for the incoming Carter administration.

as the chief talent scout.

However, Mr. Coffey, a one-time assistant in personnel matters in the Johnson White House who is now on leave of absence from his job as president of the Association of Public Radio Stations, is directing the day-to-day search for people to staff the government after Jan. 20. He does not yet have all of the answers regarding the FCC's make-up. But his knowledge of the questions helps put matters in perspective and he discussed them in his office in the Health, Education and Welfare building, at the foot of Capitol Hill.

There is the matter of Mr. Hooks's departure. The commissioner was picked by the NAACP last month to succeed Roy Wilkins as executive director. At the time, Commissioner Hooks indicated he would leave the commission and go on the NAACP payroll late in January or early in February, although he was not to succeed Mr. Wilkins until August.

The ambiguity of that situation results from internal NAACP political problems; there is a reluctance on the part of NAACP officials to put pressure on Mr. Wilkins to leave. One possibility is that Mr. Hooks would join NAACP in a kind of transition role that would continue for several months. At any rate, Commis-



sioner Hooks told Mr. Coffey, his departure from the commission could occur in March or as late as June.

A clearer picture of the commissioner's plans may emerge from a meeting of the NAACP board on Jan. 10, when the Hooks succession is expected to be discussed. But Mr. Hooks has obtained a ruling from the FCC general counsel's office that his having been named executive director-designate of the NAACP creates no conflict-of-interest problem for him as a commissioner. However, the office said it would advise him of matters in which there might be a conflict.

Because of the uncertainty surrounding the date of Commissioner Hooks's departure, Mr. Coffey said, his team is not yet seeking a replacement, although names are being suggested by various citizen groups. There is enough to do filling vacancies that are certain.

And work on filling positions that exist on regulatory agencies—the Federal Trade Commission, the Consumer Product Safety Commission, the Securities and Exchange Commission and the Nuclear Energy Commission—is proceeding rapidly. This Friday (Dec. 17), Mr. Coffey expects to submit to President-elect Carter lists of names of candidates for the jobs, along with supporting memoranda, for a

first-cut review. The work of filling the posts of director and deputy director of the U.S. Information Agency has reached the same point.

Chairman Wiley's status poses another question for the Talent Inventory Program. Though Mr. Wiley has said publicly and privately—and repeatedly—that he plans to remain with the commission until his term expires, on June 30, regardless of whether the Carter administration moves him out of the chairman's office, Mr. Coffey said he wanted to talk to Mr. Wiley for confirmation of his plans. He said one regulatory commission chairman, whom he did not name, had insisted publicly he would not resign but told him privately he would if asked.

Nor was Mr. Coffey moved by the explanation that Chairman Wiley's plans are based largely on his determination to avoid the consequences of a conflict-of-interest law that would prevent him from practicing law before the commission for a year if he resigned before his term expired. Mr. Coffey said Carter advisers John Moore and Robert Lipschutz are working with Charles Kirbo, the Atlanta lawyer who is one of the President-elect's closest political confidantes, on an executive order to shut what Mr. Carter refers to as the "revolving door" through which individuals pass between government agencies and the industries they regulate. Mr. Coffey said such an order would prohibit former government lawyers from practicing before the government "for several years." And although he was reluctant to be categorical on the matter since, he said, he had not seen the final draft, he indicated it would apply to Mr. Wiley if he remained in government under President Carter.

The possibility that both Chairman Wiley and Commissioner Hooks might remain on the commission for the next several months, under a Democratic President, has raised the possibility that an "interim" chairman would be named for the last months of Mr. Wiley's term. It might be Commissioner Hooks or, Mr. Coffey said, Commissioner Joseph Fogarty, one of the other Democrats on the commission. Mr. Coffey said the appointment of "an interim" chairman "wouldn't seem to make much sense." But, he said, it is one of various options that might be considered. He indicated he would turn to that question after Jan. 1.

The question of race in the selection or a replacement for Commissioner Hooks has become an issue. The commissioner has said repeatedly he would urge the new administration to name a black to replace him, and last week he said on the *Today* show that he had made that recommendation. The National Black Media Coalition is collecting names of blacks for submission to the transition team as candidates for the FCC job.

Mr. Coffey said President-elect Carter is serious in his commitment to seek out women and minority group members to fill jobs throughout the government. The

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In Brief

- **ABC-TV cancelled** Norman Lear's *The Nancy Walker Show* and Universal's *Holmes and Yoyo* late last week in announcing its **second-season schedule**, which will end up with five new series: *The Nancy Drew and Hardy Boys Mysteries* (Sunday, 7-8 p.m., NYT), children-oriented series from Universal, beginning Jan. 30; *Mrs. Blansky's Beauties* (Saturday, 8-8:30 p.m.), Paramount Television's new sitcom starring Roz Kelly (playing Pinky Truscadero, former girl friend of *Happy Days*' the Fonz) and Nancy Walker, produced by Garry Marshall, to begin in late January; *Fish*, Danny Arnold Productions' sitcom spinoff (from *Barney Miller*), also late January start (Saturday, 8:30-9 p.m.); Larry Gordon Productions' *Dog and Cat* (Saturday, 10-11 p.m.), tongue-in-cheek cop show due in March, and Columbia Pictures Television's *Feather and Father* (Monday, 10-11 p.m.), comedy-drama with legal setting, also due in March. Four ABC series change time periods in shuffle: *Most Wanted* (to Monday, 9-10 p.m.), *What's Happening* (to Thursday, 8:30-9 p.m.), *Barney Miller* (to Thursday, 9-9:30 p.m.) and *The Tony Randall Show* (to Thursday, 9:30-10 p.m.).
- Staff of President-elect **Jimmy Carter** is analyzing report of Panel on International Information, Education and Cultural Relations which last year, under chairmanship of former CBS Vice Chairman Frank Stanton, recommended reorganization of USIA, with Voice of America made independent agency and other functions turned over to State Department (BROADCASTING, March 17, 1975 et seq.). On flight from Atlanta to Washington last week, Mr. Carter, when questioned on agency's direction, said that **"I'm not going to decide about that until I study the Frank Stanton report...It's a superb report that ought to be assessed before I make a final selection"** on who should head agency, adding that "staff is now going through" report.
- Rating scorecard: **ABC-TV again was on top** for week ended Dec. 5 with 21.1 rating. CBS pulled 19.9 and NBC 18.7. Hitting top-three spots were ABC's prospering trio of *Happy Days* (31.0 rating, 45 share), *Laverne and Shirley* (30.3 rating, 44 share) and *Charlie's Angels* (28.4 rating, 45 share). **NBC's three sitcoms** premiering Dec. 1 **sank like stones**. *CPO Sharkey* (15.4 rating, 23 share) came in at number 56; *McLean Stevenson Show* (15.6 rating, 22 share) was 55th and *Sirota's Court* (10.8 rating, 15 share) wound up 62 out of possible 67. **Season to date: ABC 20.9, NBC 19.9 and CBS 18.6.**
- **Sale of WDIO-TV Duluth and satellite, WIRT** Hibbing, both Minnesota, by Channel 20 Inc. to publishing company of Harcourt, Brace, Jovanovich, New York, for \$4 million reportedly is in negotiation. Seller is principally owned by A. Hedenburg & Co., Duluth construction firm; Frank P. Befere, who also owns WMFG-AM-FM Hibbing and WHLB(AM)-WIRN(FM) Virginia, Minn., and John H. Poole, who owns majority of KNJO(FM) Thousand Oaks, Calif. Broadcast division of buyer is headed by Robert Edgell and has purchased WCOD-FM Hyannis, Mass., subject to FCC approval (BROADCASTING, Dec. 6). Wdio-TV is ABC affiliate on channel 10, with 316 kw visual, 31.6 kw aural and antenna 1,010 feet above average terrain. Wirt is on channel 13, with 125 kw visual, 21.6 kw aural and antenna 670 feet above average terrain. (Broker: W. John Grandy.)
- **WBUF(FM) Buffalo, N.Y., sold** by Amalgamated Music Enterprises to Robert Liggett and Associates for \$700,000. Seller principals are Albert Wertheimer and estate of Paul E. Davis, and it also owns wvor(FM) Rochester, N.Y. Buyer owns WBCM(AM)-WHNN(FM) Bay City, WABJ(AM)-WQTE(FM) Adrian and WFMK(FM) East Lansing, all Michigan. WBUF is on 92.9 mhz with 94 kw and antenna 1,100 feet above average terrain.
- Class-action suit charging **Mattel Inc.** and certain company officials with "systematic program of **deceptive and misleading**" television advertising "directed exclusively at children" was filed last week in Los Angeles Superior Court on behalf of Committee on Children's Television, San Francisco Consumer Action, American G.I. Forum of California and others. Complaint alleges variety of misrepresentations including presenting items not included in package and using "trick" camera angles to exaggerate product size and mobility. Relief sought includes **\$16 million in damages** as well as allocation of 25% of company's yearly TV budget (said to stand at more than \$6 million) for at least 10 years to **counteradvertising fund**. Spokesman for Mattel said company advertising is "truthful and accurate in every respect."
- **House Communications Subcommittee** has put together **panel to advise on broadcast issues** in subcommittee's reconstruction of Communications Act. Confirmed so far: William Leonard, Washington vice president, CBS; Erwin

Krasnow, National Association of Broadcasters general counsel; Donald McGannon, chairman and president, Westinghouse Broadcasting Co.; Frank Lloyd, director, Citizens Communications Center; J. Laurant Scharff, Washington communications law firm of Pierson, Ball & Dowd; Ellen Agress, attorney specializing in representing citizen groups, Moore, Berson, & Lifflander, New York; Tracy Westen, director, University of California at Los Angeles law school's Communications Law Program. Subcommittee is also putting together **advisory panels for cable and common carriers**. Eugene Cowen, ABC Washington vice president is being considered for cable; Dean Burch, former FCC chairman and also member of Pierson, Ball & Dowd, is being considered for common carrier.

- **WNWS(FM) New York**, NBC-owned station, will change its call letters to **WYNY(FM)** at 12 midnight Jan. 1, switching its format from all-news to soft rock. Change follows NBC's decision to phase out its News and Information Service by mid-1977 (wnws has been running poor third in ratings to all-news wCBS(AM) and WINS(AM)).
- FCC Administrative Law Judge John H. Conlin, in extension of initial decision, has **denied renewal of license** for KOAD(AM) Lemoore, Calif. Judge Conlin had earlier recommended short term renewal of license to "more closely review" station performance (BROADCASTING, March 17, 1975), but decision was remanded for rehearing. Judge Conlin decided last week that licensee still did not exercise proper responsibility over station operation, did not meet programing proposals and that preparation of 1974 renewal application was characterized by general lack of regard for truth and accuracy.



Barnathan



Lotspeich



Carroll



Evans



Lefko

- **Julius Barnathan**, VP in charge of broadcast operations and engineering of ABC broadcast division, named president, broadcast operations and engineering, responsible for all technical operations for ABC TV Network and for planning, designing and acquiring equipment and facilities for TV network, radio network, owned TV and radio stations.
- **Edgar H. Lotspeich**, VP-advertising for Procter & Gamble, Cincinnati, retires from company on Dec. 15 after 39-year association. He will be succeeded by **Charles C. Carroll**, manager of advertising production for P&G, which spent about \$360 million in advertising last year.
- **Robert V. Evans**, VP-general counsel of CBS Inc. since 1968, plans to take early retirement following his 57th birthday in mid-January, after some 27 years with company. Successor has not been designated.
- **Robert A. Lefko**, VP for corporate planning and development at MMT Sales, station rep firm, named executive VP for sales, Television Bureau of Advertising, New York, and will oversee expanded selling effort planned by TVB for 1977. He succeeds Joseph J. Sullivan Jr., who resigned effective end of this year ("Closed Circuit," Sept. 20).
- **Robert S. Walsh**, station manager, NBC-owned WMAQ-TV Chicago, named VP-general manager of NBC's WRC-TV Washington, effective Jan. 1. He succeeds Tom E. Paro, promoted to VP, special projects, NBC station relations (BROADCASTING, Dec. 6).
- **Richard S. Stakes** has submitted his resignation as president of *Washington Star*. Mr. Stakes, who had headed *Star's* broadcasting division, left new post after seven months. He told friends he considered himself on **collision course** with new owner of *Star* properties, Joe L. Allbritton. Mr. Allbritton will perform duties of president, at least for time being. **Robert Nelson**, long-time associate of Mr. Allbritton's and executive vice president and counsel of Washington Star Communications Inc., was named president of broadcast division. Andrew Ockershausen, who has headed broadcast properties as executive vice president, is expected to join ABC as vice president to operate WMAL-AM-FM Washington after ABC's purchase of those stations for \$16 million is approved by FCC ("Closed Circuit," Nov. 15).

talent hunt he supervises, he said, has an "outreach" program that extends beyond the establishment groups to women and ethnics for recruits.

But the FCC, Mr. Coffey said, "needs someone who knows a lot about common carriers and engineering . . . The whole question of networking by satellites is only marginally broadcast-related. But it's important to the communications services. There's no one on the commission who knows that much about it. Those qualifications are more important than that a person be black."

Mr. Coffey equivocated a bit; he said it was not certain whether those views would become part of the "job profile" that would be drafted when the hunt for an FCC candidate began. However, he acknowledged that he has a large say in drafting the profile.

For a time last week, it seemed that the intimate relationship that had developed between Jimmy Carter and Ralph Nader during the campaign had come to an abrupt halt over Mr. Carter's first appointments. Mr. Nader was quoted as telling a gathering of consumer advocate groups that he was disappointed in the choices and that Mr. Carter had reneged on a promise to consult with him on appointments.

But Mr. Coffey, whose responsibility extends to the appointments that were criticized, did not appear disturbed. He understood Mr. Nader had said that the reports did not represent his true feelings. In any event, Mr. Coffey said, the dialogue between his team and Mr. Nader has been extensive. "He's made 80 recommendations to our office, and four or five of our people have been in touch with him."

"I suppose," said Mr. Coffey, "his complaint is that the governor hasn't talked to him."

Other priorities for Van Deerlin subcommittee

Communications unit will hold one-day hearing on family viewing, oversight session for public broadcasting

The subject of TV sex and violence will likely surface early next year in Congress in hearings before Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee.

The main task before the subcommittee is the planned rewrite of the Communications Act, but Mr. Van Deerlin is expected to accede to the wishes of two members of the subcommittee—Timothy Wirth (D-Colo.) and Henry Waxman (D-Calif.)—who are pushing for an inquiry into family viewing.

Both congressmen have been active in the subcommittee's earlier inquiries, and held hearings last year in each of their home districts on family viewing. Also, Mr. Wirth took an active role in the sub-

committee's inquiries into the impact of television on children last Congress and Mr. Waxman has among his constituents the Hollywood writers and producers who successfully challenged the National Association of Broadcasters' family viewing policy.

They seek one day of hearings in January or early February next year to question some of the plaintiffs and defendants (the networks, the NAB) in the family viewing case. A spokesman for Mr. Wirth said the network witnesses would be asked their plans and suggestions for cleaning up violence, the writers and producers their thoughts on how they can increase their influence with the networks in programing decisions.

The Van Deerlin subcommittee also is expected to conduct oversight hearings early in the next session, beginning probably with public broadcasting. The subcommittee called the Corporation for Public Broadcasting and the Public Broadcasting Service in for hearings last year to explore their responsibilities for ensuring equal employment opportunities for minorities at public broadcasting stations. That inquiry will continue, and in addition, the subcommittee is concerned about skirmishing between CPB and PBS over control of programing (BROADCASTING, Dec. 6).

FCC OK's use of line 21 for captions

Question remains, however, as to whether networks will use it

The FCC has opened the door to the "closed" captioning of television programs for the benefit of the hearing-impaired. It is not certain when or to what degree the networks will walk through it, however.

The commission last week, in a 7-to-0 decision, approved a rule change that had been sought by Public Broadcasting System to permit the use of line 21, field 1, and the available half of line 21, field 2, of the television vertical blanking interval for the transmission of coded captions that would be visible on decoder-equipped television sets.

The commission's order, however, takes account of the possible other uses to which line 21 might be put. It mentioned specifically weather information and news releases.

The commission said a fuller use of the system might increase the appeal of the decoders and thereby speed their development and lower their costs, now estimated at \$100 per unit. For the same reason, the commission said it would leave open the possibility that it would in the future consider proposals for technical systems other than the system proposed by PBS, which was approved.

The PBS captioning system, which was demonstrated to the commission in a

The slate. The nominees for the radio and television boards of the National Association of Broadcasters were announced last week. Roughly half of the seats on both boards, filled for two-year terms, turn over each year. Final ballots will be returned to NAB Jan. 31.

The nominees (asterisks denote incumbents, who are permitted to succeed themselves once):

Radio board (one elected in each category):
District one (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont): David D. Brown, WTVL-AM-FM Waterville, Maine; Arnold S. Lerner, WLLH(AM)-WSSH(FM) Lowell, Mass.
District three (Delaware, District of Columbia, Maryland, Pennsylvania and West Virginia): Victor C. Diehm Jr., WAZL(AM)-WVCD(FM) Hazleton, Pa.; Jerry Lee, WDVR(FM) Philadelphia.
District five: (Alabama, Florida, Georgia, Puerto Rico and the Virgin Islands): John Alexander, WFLA-AM-FM Tampa, Fla.; Paul Reid*, WBHB(AM) Fitzgerald, Ga.
District seven (Kentucky and Ohio): Walter E. May*, WPKE(AM)-WDHR(FM) Pikeville, Ky.; Charles K. Murdock, WLW(AM) Cincinnati.
District nine (Illinois and Wisconsin): Donald G. Jones*, KFIZ(AM) Fond du Lac, Wis.; Charles E. Wright, WBYS-AM-FM Canton, Ill.
District 11 (Minnesota, North Dakota and South Dakota): Paul R. Lange, KDLR-AM-FM Devils Lake, N.D.; John G. Lemme, KLF(AM) Little Falls, Minn.
District 13 (Texas): Stan McKenzie, KWED-AM-FM Sequin; Dudley Waller, KEBE(AM)-KOOI(FM) Jacksonville, Tex.
District 15 (California—excluding counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial—and Nevada, Hawaii and Guam): Frank W. McLaurin*, KSRO(AM) Santa Rosa, Calif.; Lorraine Walker, KCBN(AM)-KRNO(FM) Reno.
District 17 (Alaska, Oregon and Washington):

Robert W. Ball, KPQC-AM-FM Portland, Ore.; Rodney W. Loudon, KALE(AM) Richland, Wash.; Ted A. Smith, KUMA(AM) Pendleton, Ore.;

Class A market (population of 500,000 or more): Michael O. Lareau, WOOD-AM-FM Grand Rapids, Mich.; Virginia Pate Wetter*, WASA(AM)-WHDG(FM) Havre de Grace, Md.

Class B market (population of 100,000 to 500,000): Daniel W. Kops, WAVZ(AM)-WKCI(FM) New Haven, Conn.; Ben A. Laird*, WDUZ-AM-FM Green Bay, Wis.; Ted L. Snider, KARN(AM)-KKYK(FM) Little Rock, Ark.

Class C market (population of 25,000 to 100,000): Frank A. Balch, WJOY(AM)-WQCR(FM) Burlington, Vt.; Bill Sims*, KOJO(AM)-KIOZ(FM) Laramie, Wyo.; Ken Soderberg, KAUS-AM-FM Austin, Minn.

Class D market (population of 25,000 or less): Edward P. Fritts, WNLA-AM-FM Indianola, Miss.; J. R. Livesay, WHOW-AM-FM Clinton, Ill.

Television board (six will be elected):

Leslie G. Arries Jr., WBEN-TV Buffalo, N.Y.; Bill Bengtson*, KOAM-TV Pittsburg, Kan.; Thomas E. Bolger*, Forward Communications Corp., Wausau, Wis.; Clayton Brace, KGTU(TV) San Diego, Calif.; Don B. Curran, Kaiser Broadcasting Co., San Francisco; Eugene B. Dodson*, WTVT(TV) Tampa, Fla.; David E. Henderson, Outlet Broadcasting Co., Providence, R.I.; Wayne Kearl, KENS-TV San Antonio, Tex.; Robert B. McConnell*, WISH-TV Indianapolis; Mike Shapiro*, WFAA-TV Dallas; Mark Smith, KLAS-TV Las Vegas, and Walter M. Windsor, WFTV(TV) Orlando, Fla.

meeting two months ago, (BROADCASTING, Oct. 18), was developed with the help of the Department of Health, Education and Welfare and the Corporation for Public Broadcasting.

The commercial networks, however, have been cool to the captioning project. They opposed the PBS proposal, fearing the pressures that would be exerted on them to provide captioning if captioning was made permissive. The networks contend that only a relatively small number of Americans—about 335,000—are "profoundly deaf" and that others with hearing difficulties could be aided by such means as plug-in earphones connected to the set that do not involve captioning.

And captioning, they say, is expensive—\$7,600 per hour of prime-time programing, including amortization, space and maintenance, according to NBC.

Network spokesmen in New York on Friday said they were unable to comment on the commission's action since they had not yet seen the announcement.

The commission, in its release, may have given the networks a nudge. It said, "We look forward to the day . . . when all persons who suffer hearing impairments will be able to enjoy television programing. The decision here should go a long way toward achieving this goal."

FCC says no to proposal to limit drug ads

The FCC has rejected a proposal supported by 14 state attorneys general that it issue a rulemaking aimed at banning

television commercials for over-the-counter drugs before 9 p.m. The commission said that there is no empirical evidence that such advertising leads to the abuse or misuse of drugs and that, as a result, it would be unreasonable to accept the idea that otherwise lawful advertising should be prohibited.

Attorney General Francis X. Bellotti of Massachusetts was the prime mover behind the petition. The 14 petitioners and others supporting the petition said that repeated advertising to children of over-the-counter drugs could lead to the poisoning of children through accidental ingestion and the development of "pop-a-pill society" which involved illegal drug use. The commission said, however, that panel discussions that it and the Federal Trade Commission sponsored indicated there was little scientific evidence on the relationship between over-the-counter drug advertising and the accidental ingestion of drugs by young children. And in the absence of a compelling showing that such advertising has harmful effects, the commission said, it must conclude that the public interest would be served by a free flow of information regarding proprietary drugs.

The lack of evidence supporting petitioners' allegation was not the only factor in the commission's decision. The First Amendment was another. The commission said it could no longer be concluded that advertising was outside the protection of the First Amendment. It cited the Supreme Court's holding that "the free flow of commercial information is indispensable to the public interest."

The commission vote was 7 to 0, with Commissioners Benjamin Hooks and Abbott Washburn concurring.

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

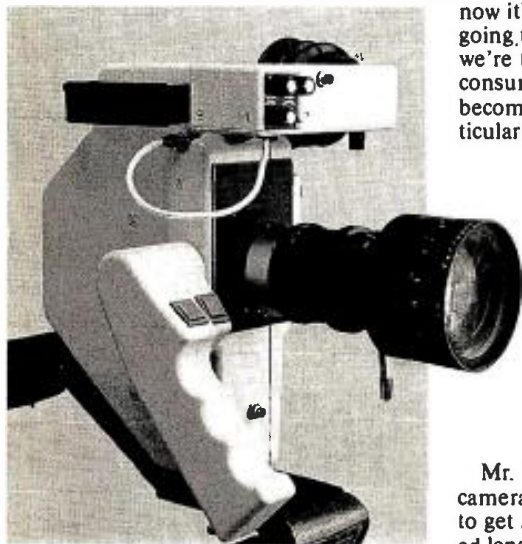
The states of the art in broadcast equipment

While manufacturers on the one hand are refining the dramatic innovations of recent years, they're building toward new developments for the future

Breakthroughwise, it's been a busy few years in broadcast equipment. Electronic news gathering has swept the country. Video-tape development, in both helical and quadruplex formats, has been dramatic. Satellite technology has gone from outer space to out in back. Automatic transmission systems are just around the corner. AM stereo is getting serious. And still, as any engineer will tell you, we haven't seen anything yet.

BROADCASTING has taken the pulse of equipment supply and demand to produce this special report. These are the principal findings:

■ **ENG is here to stay.** Moreover, there's no successor system on the horizon. The trend is to make today's ENG gear more portable and compact, to increase its power potential and to improve its picture quality. In other words, the revolution is behind us; what's ahead is evolutionary improvement on the basic ENG concept. (That is not to say that the ENG takeover is universal. A number of television stations, particularly in the smaller markets, either find ENG too expensive or don't consider the news com-



Thomson-CSF's Microcam

Ampex's BCC-4 camera and friends*

petition strong enough to convert from film.)

The next ENG breakthrough could be in charge-coupled devices (CCD), solid-state sensors that would replace tubes in the camera chain. However, both manufacturers and broadcasters see this development as being a number of years in the future.

Also on the horizon: computerized processes, similar to those used to beef up TV pictures from the moon, that would improve and enhance ENG's images.

Network specialists express different ideas of what is needed next in ENG. Julius Barnathan, ABC-TV's newly minted president for broadcast operations and engineering (see "Top of the Week"), told BROADCASTING that his major concern with cameras, now that weight is down to a manageable size, is the consumption of power.

"Backpacks are here," he said, "and now it's a question of how durable they're going to be—how reliable. The main thing we're trying to do now is to get the power consumption down so that the battery life becomes higher. This is a critical area, particularly in certain [news coverage] situations where you need more time before you have to change batteries," Mr. Barnathan said.

"The next major thing in ENG," he said, "is the portable tape deck, which is the weakest link at this time. Some modifications have been made but we're still using three-quarter-inch slant track. Hopefully, someone will come up with a half-inch format that would reduce everything in size."

Mr. Barnathan also said lenses for ENG cameras are "a problem in terms of trying to get additional lenses other than the fixed lens that comes with the camera. There are times when you need wider or longer

lenses.

"The problem at the moment," Mr. Barnathan said, "is to make the systems standard or compatible."

Joseph Flaherty, general manager of engineering and development, CBS-TV, noted three areas requiring improvement for ENG: (1) portability and reliability of camera and video-tape equipment, (2) technical quality and stability of the portable equipment, and (3) portable power sources. To make things tougher, he noted that all of these improvements need to be made while maintaining or reducing present costs.

Mr. Flaherty stressed the need for smaller and lighter weight field video-tape recorders—something in the 10- to 15-pound range, including batteries. Such a radical reduction in weight could require a change in video-tape format—perhaps to half-inch video tape—when and if it becomes technologically acceptable, Mr. Flaherty said. "A large portion of the weight of field equipment is related to the battery-power sources," he said, noting that "there are two ways to attack this problem. One is to improve the watt-hour per pound capacity of the battery, and the other is to minimize the power consumption in the camera and video-tape machines. Both approaches should be pursued," he said.

"Today's ENG cameras are technologically ahead of the video-tape machines," Mr. Flaherty said, "because portable VTR's are a recent innovation and must evolve in design to improve quality over the next few years. This is particularly important when one realizes that the

*The complete ENG system includes (clockwise from top): the TBC-1 digital time-base corrector and the VPR-8300 3/4-inch recorder-editor, the VPR-4440 3/4-inch video-cassette recorder and AC-44 battery power adapter, and the BCC-4, a self-contained color camera.

The reality of 5 footcandles.



Film. The ideal low-light news medium. For fast-breaking news, dramatic documentaries, on-location commercials.

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

Eastman Ektachrome video news film is capable of providing broadcast quality images down to 5 footcandles (with forced processing).

And this can make the difference between picking up a good story beautifully—or having no story at all.

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

Film is good news.



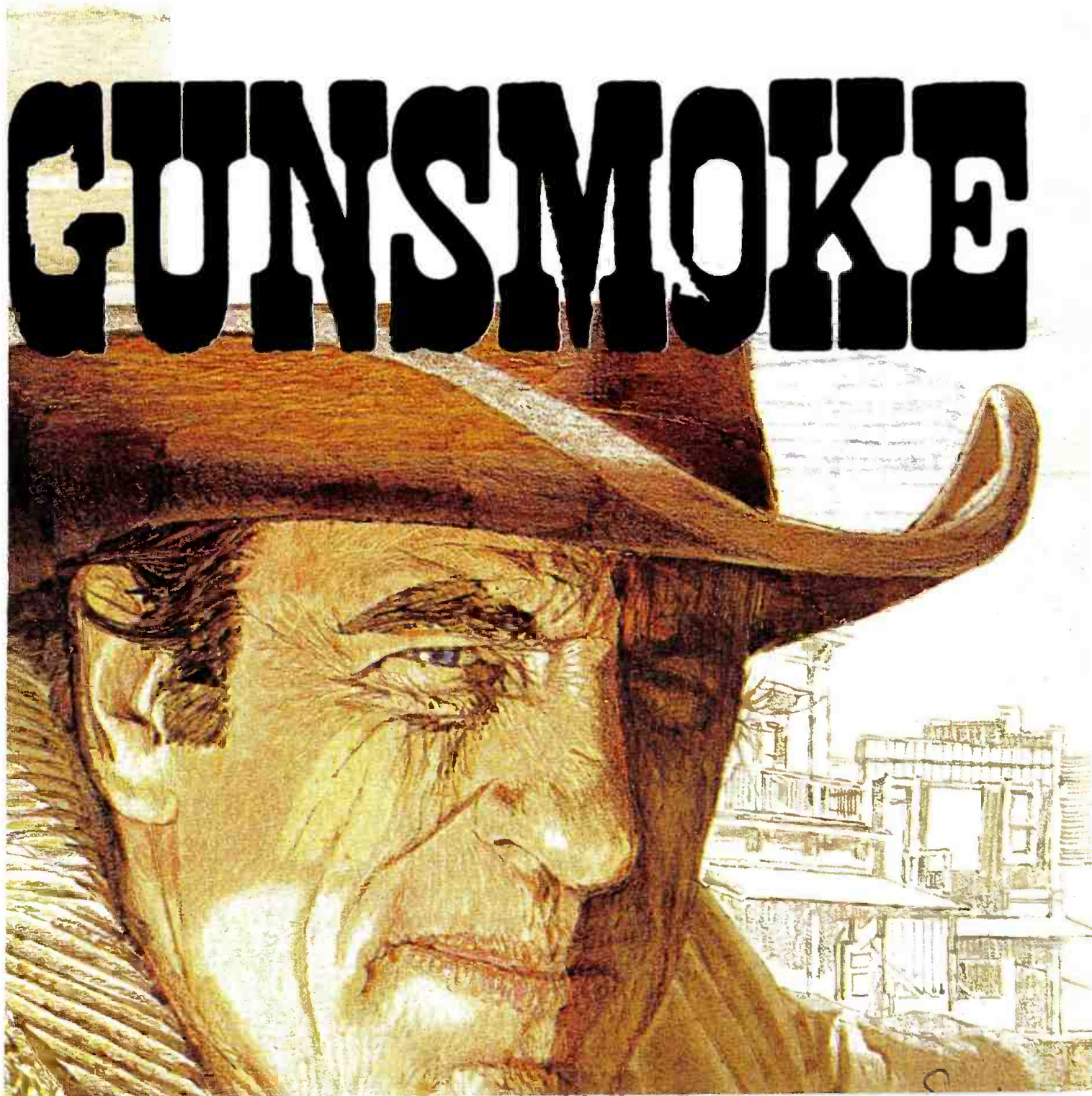


Far and away the highest rated dramatic hour
in syndication. Highest in households, 18-49 women and
18-49 men. As well as total women and total men.

ARB Syndicated Program Analysis and NSI Report on Syndicated Programs.
May 1976. Audience estimates subject to qualifications available on request.

VIACOM

GUNSMOKE



**Mix an ENG camera
with a studio camera, and
what do you get?**

A Sony.



The Sony BVP-100, to be exact. A new kind of portable color video camera, from Sony Broadcast.

There have been portable ENG cameras before. Field production cameras, too. But the BVP-100 is a camera deliberately designed to give you the best of both worlds.

The BVP-100 combines the lightweight body, economy, and simple setup procedure of an ENG camera with the broadcast picture quality, manual controls, and built-in professional features of a field production camera.

It's like having two cameras in one.

In the field, the BVP-100 is fully portable, easy to handle, completely automatic. You can depend on it to cover fast-breaking news, sports events, any ENG situation you run into.

But when you're in commercial or documentary production, you need more than an automatic ENG camera. You need a camera you can control manually. A camera you can interface with other cameras. A camera like the BVP-100.

Take a look at some of the special advantages the Sony BVP-100 can offer you:

1. Beam-splitting prism optics. Three 2/3" Plumbicons* with beam-splitting prism optics provide broadcast quality signal resolution, high sensitivity, low registration error, and extremely stable operation—at a signal-to-noise ratio of better than 50db.

2. Built-in masking generator. Unlike many portable color cameras, the BVP-100 has built-in masking circuitry. This insures optimum predictable colorimetry at all times,

and of course allows matching the BVP-100's colorimetry to that of other cameras.

3. Built-in test generators. On location, you can make many necessary balance and test monitoring adjustments without accessory equipment. And the less accessory equipment you need, the faster you can move.

4. Quick adjustment to changing light. The BVP-100 special black stability circuit and automatic white balance help maintain correct color proportion levels. Even in rapidly changing lighting conditions.

5. Flare compensation. The BVP-100 has fully adjustable flare compensation circuitry to remove any annoying distortion in black balance created by an optical disturbance.

6. Recorder playback through viewfinder. For field situations, the recorded video signal is switchable to the BVP-100 viewfinder. You can monitor and review instantly.

7. Easy access to controls. The BVP-100 is designed with all setup and operating controls conveniently located for quick adjustments while the camera is in use.

And there's more. Much more. Built-in filters. Image enhancement. Easy setup. Operation with battery or AC adaptor. Plus a single 10-pin connector cable that links to the new Sony BVU-100 Portable Videocassette Recorder, or to any other Sony portable recorder.

For further information on the BVP-100 Color Video Camera, write to Sony Broadcast.

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camera takes and processes the picture only once, while the picture may undergo two or three video-tape generations before being broadcast."

Mr. Flaherty said that ENG has achieved its initial goal: "to be as good as 16mm film on the air. Nevertheless," he said, "CBS isn't ready to rest on these laurels. The network believes it has made a major breakthrough in quality improvement with development of the digital noise reduction system, a device that reduces the noise in a television picture by approximately 8½ db. Thus, as one generation of ENG tape is recorded onto the next, the noise is reduced and avoids the picture deterioration now encountered in the three-quarter-inch video-tape dubbing process. "We think the noise reducer will have a major impact on the industry resulting in an improvement in the quality of the television service," Mr. Flaherty said.

The CBS executive noted another ENG problem, related to the gathering of international news, which must be edited on-the-spot. "In this case," Mr. Flaherty said, "present ENG video-tape editing systems are too bulky to be truly portable. There is a need to reduce the total size and weight of the editing machines, the editors themselves, the monitors, et al. This development faces a practical problem in that the market for such equipment is very much smaller than that for the ENG market generally. Nevertheless, the ENG service will be greatly enhanced with the availability of such portable editing equipment," Mr. Flaherty said.

Frank Fleming, vice president, engineering, NBC-TV, said that ENG cameras could be smaller and need to be durable and reliable. "Picture quality also could be improved," he said, because as the size of tape gets smaller, some sacrifices are made, and quality is one of them. Solid-state pick-up devices would help reduce the weight of cameras and improve the picture quality, he said, but this breakthrough is several years away.

Mr. Fleming also expressed concern over the power consumption of portable cameras, but emphasized that picture quality should not be sacrificed in an attempt to reduce power.

So much for the demand side of the ENG equation. Here are some recent developments in supply.

Ampex has introduced an ENG system that weighs under 50 pounds and comprises a hand-held color camera (BCC-4), a three-quarter-inch portable cassette recorder/reproducer (VPR-4400) and a battery charger/power adapter (AC-44). The camera weighs 22 pounds, including viewfinder and 10x zoom lens. It is powered by a five-and-a-half pound battery belt, providing one-and-a-half hours of operation before recharging.

International Video Corp. has made some changes on its 7000P/ENG color camera since it was introduced at last year's National Association of Broadcasters convention. IVC President Ron

"Robin Hood's Place Was in Sherwood Forest, Not in the Statehouse or the Jury Room."

Editorials

Uninsurable risks

The swift rise in casualty and property insurance rates in the past two years is more than just a painful expense for policyholders. It is a sign of something dangerously wrong with the way the nation's legal system is creating huge new liabilities and laying them off on the insurers (page 46). Unless this trend is checked, whole categories of risk are going to become uninsurable under any private system. Then either the government will have to take over large areas of the insurance industry and operate at an escalating loss, or some of the major hazards of living and doing business in this country will go uncovered.

The insurance industry is in trouble primarily because legislatures, judges, and juries all over the country are trying to play Robin Hood. They are creating new liabilities and inflating old ones, piling awards for pain and suffering and punitive damages on top of compensation for medical expenses and lost income. They are using liability claims as an instrument for transferring wealth.

Medical malpractice insurance already is close to a breakdown, with many companies pulling out entirely and others limiting their coverage to the best risks. The same trends are showing up in product liability and in workmen's compensation, once a stable, highly predictable line.

Insurance underwriters cannot pay losses out of some bottomless pool of funds, as jurors seem to think. Their function is simply to spread the costs of a hazard over a large group that is exposed to it, so that everyone pays something and no one is wiped out. If outside awards drive the costs out of sight, the pro rata share of each policyholder (his premium) becomes more than he can afford.

It is time for policyholders in each state to start reminding the legislature that they are the ones who pay the bill. Robin Hood's place was in Sherwood Forest, not in the statehouse or the jury room.

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The liability claims explosion is analyzed by *Business Week* in this editorial. We call it to your attention because it focuses on a developing problem which threatens to have significant repercussions for consumers, businesses and the economy.

For further information about the claims explosion and how it affects our society, contact:



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PortaPed



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Listec Television Equipment Corp.

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Agents for: W. Vinten, Ltd. and Television Products Co., Inc.

Fried said that the company's efforts on this camera have been directed toward "light weight, high performance and a high degree of flexibility." The shoulder-mount camera weighs 17 pounds and has a backpack and operates up to 200 feet from its backpack. The camera can operate for up to four hours from a battery pack. It accepts up to 26 different portable and studio lenses.

JVC Industries has a color portable video camera (GC-4800U) that weighs eight and a half pounds. JVC's camera has automatic gain control and automatic color control circuits that compensate automatically for changing conditions.

Philips Broadcast Equipment Corp.'s ENG series includes a hand-held, battery- or AC-powered camera (LDK-II) weighing 15 pounds. The backpack weighs 19 pounds and contains provisions for connection of two microphones and a composite interface connector to connect signals to the remote control unit or an associated VTR.

Neil Vander Dussen, division vice president, RCA Broadcast Systems, told BROADCASTING that RCA is making evolutionary improvements on ENG cameras, and expects no revolutionary changes or developments in the next few years. The next jump, he said, probably will be charged-coupled devices. RCA has a color camera (TK-76) that is self-contained (without backpack) and weighs just under 22 pounds, including lens and shoulder support.

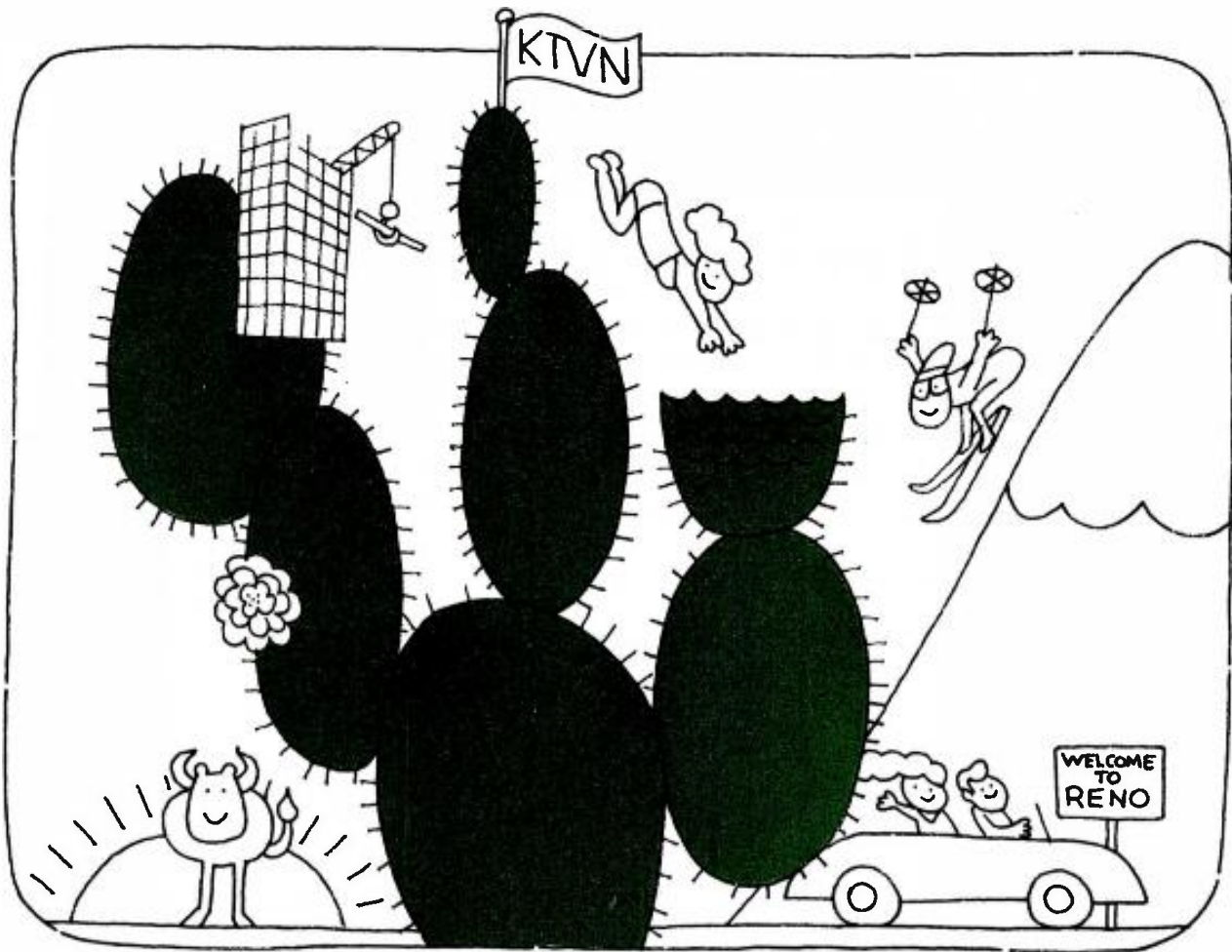
Sony also is working to make its ENG package smaller and lighter. As David K. MacDonald, general manager, broadcast division, Sony Corp. of America, explained: "Our efforts in the U-Matic color system for ENG are to make it smaller, increase editing facility and improve the picture quality."

Sony is offering a three-Plumbicon, three-quarter-inch tube color camera (BVP-100) with backpack control unit. It has a one-and-a-half inch viewfinder for video-tape playback. The camera, with viewfinder and lens, weighs 12½ pounds.

Renville McMann Jr., president of Thomson-CSF Laboratories, said that future improvements on the company's Microcam ENG camera will include remote control features, circuitry improvements for low-noise performance and picture quality to low-light performance of two footcandles. The camera generally is being made more rugged to give it better resolution and accuracy in registration, he said.

Next year, Thomson plans to manufacture a high-brightness, four-inch viewfinder for the Microcam. A Silvercell battery pack, weighing three-and-a-half pounds for five-hour operation, also will be introduced.

■ **The battle continues between helical and quadruplex and between one-inch and two-inch tape.** The result, for many broadcasters, is a state of confusion. On one hand, there's the fear that the one they select today could be ob-



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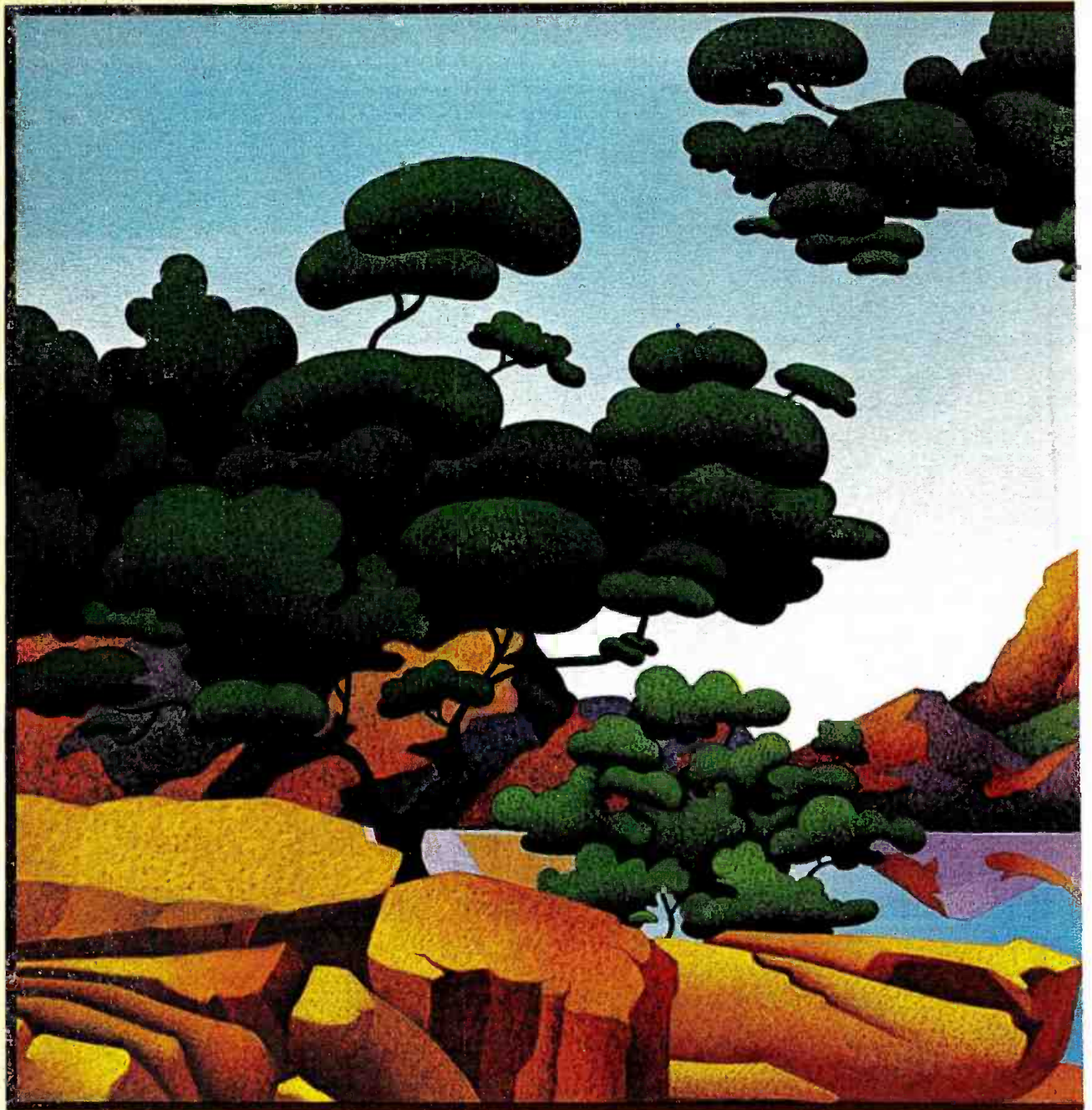
lic affairs performance. The May 1976 Arbitron survey of this three station market shows KTVN's early evening Newswatch has 37% more viewers than its nearest competitor.

Katz TV Continental now represents KTVN. With 15 sales offices from Seattle to Jacksonville, Katz is the fastest growing TV station representative.

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RADIO IN THE KEY OF LIFE

First man to die
For the flag we now hold high
Was a black man/Crispus Attucks

The ground where we stand
With the flag held in our hand
Was first the redman's

Guide of a ship
On the first Columbus trip
Was a brown man/Pedro Alonzo Nino

The railroads for trains
Came on tracking that was laid
By the yellow man

We pledge allegiance
All our lives
To the magic colors

Red, blue and white
But we all must be given
The liberty that we defend
For with justice not for all men
History will repeat again
It's time we learned
This World Was Made For All Men

Heart surgery
Was first done successfully
By a black man/Dr. Daniel Hale Williams

Friendly man who died
But helped the pilgrims to survive
Was a redman/Squanto

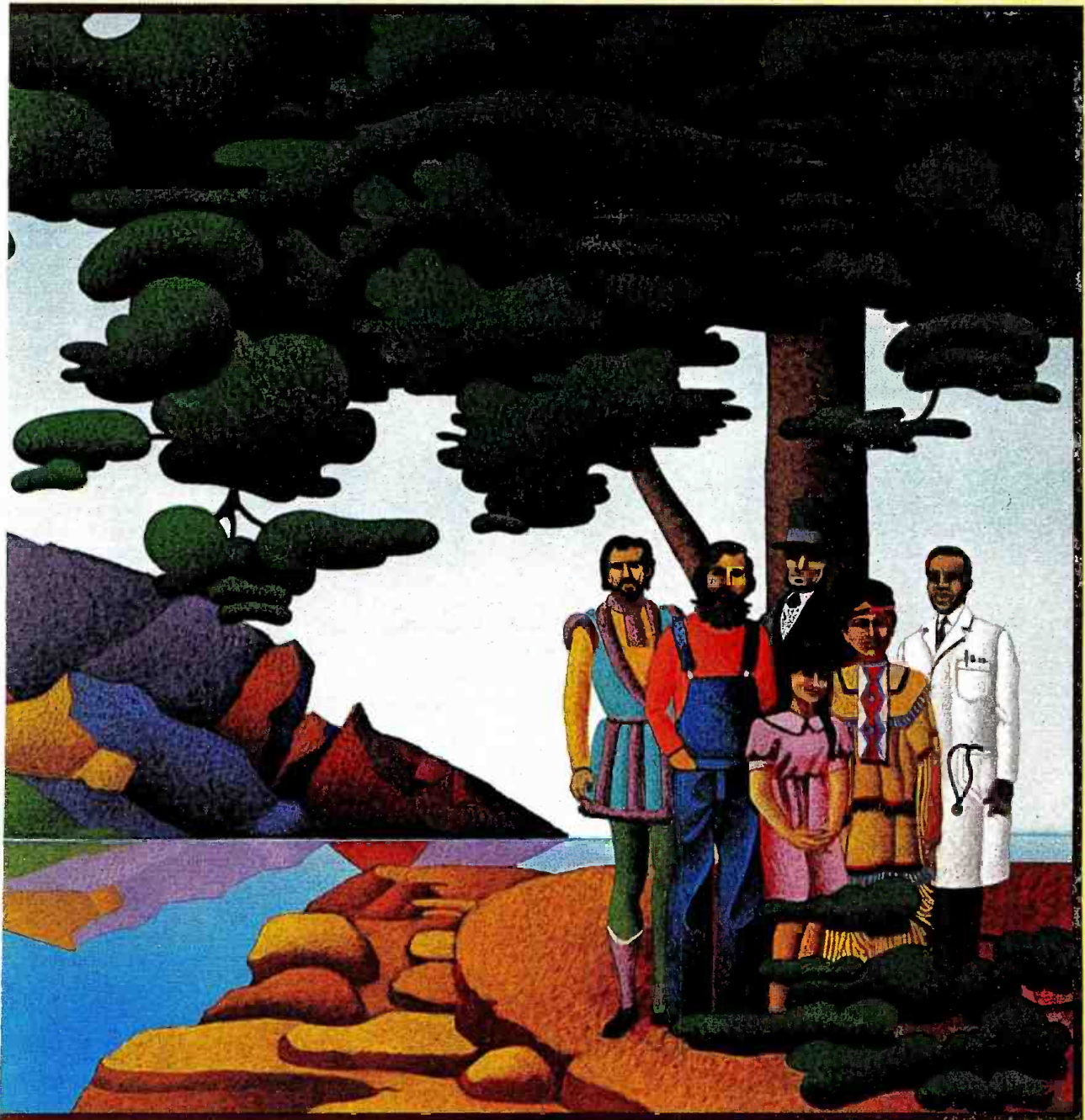
Farm workers rights
Were lifted to new heights
By a brown man/Cesar Chavez

Incandescent light
Was invented to give sight

By the white man/Thomas Edison

We pledge allegiance
All our lives
To the magic colors
Red, blue and white
But we all must be given
The liberty that we defend
For with justice not for all men
History will repeat again
It's time we learned
This World Was Made For All Men
Now I know the birthday of nation
Is a time when a country celebrates
But as your hand touches your heart
Remember we all played a part in America
To help that banner wave

First clock to be made
In America was created
By a black man/Benjamin Banneker



Scout who used no chart
 Helped lead Léwis and Clark
 Was a redwoman/Sacagawea

Use of martial arts
 In our country got its start
 By a yellow man

And the leader with a pen
 Signed his name to free all men
 Was a white man/Abraham Lincoln

We pledge allegiance
 All our lives
 To the magic colors
 Red, blue and white
 But we all must be given
 The liberty that we defend
 For with justice not for all men
 History will repeat again
 It's time we learned
 This World Was Made For All Men

This world was made for all men
 This world was made for all men
 This world was made for all men
 God saved His world for all men
 All people
 All babies
 All colors
 All races
 This world's for you
 and me
 This world
 My world
 Your world
 Everybody's world
 This world
 Their world
 Our world
 This world was made for all men

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An institution. Although ENG has exploded on the scene and video tape is continuing to make headway in other areas of television production, film is still the news standard of the industry, particularly for small-market stations that find ENG too expensive. Part of Eastman Kodak's response to the ENG challenge is represented in this production set-up, including the synchronized film videoplayer VP-X (far left) which has still-frame capability and can hold up to 400 feet of film.

solete tomorrow. On the other is the knowledge that neither is perfect.

Quadruplex is, generally speaking, the high end of the VTR line—in terms of quality and price. It is in sync with FCC-approved signals and thus saves time in post production. But two-inch tape is expensive, and all that quality—not all visible to the naked eye—costs money.

Helical VTR's use quarter-inch, half-inch, three-quarter-inch and one-inch tape—all at a saving to the broadcaster. Most agree that helical's quality is not up to quad's. Moreover, the signals it reproduces cannot go on the air without being reprocessed through a time-base corrector (TBC), adding another element of expense.

Today, six manufacturers offer the one-inch VTR format. Sony and Ampex each have unique formats that can only be played on their own recorders, while Fernseh, IVC, Philips and RCA manufacture VTR's that are said to be compatible.

ABC's Mr. Barnathan expressed the sentiments of many broadcasters when he said, "We must find a way to get the manufacturers together on one-inch tape. The problem of committing yourself to one-inch today is that the format may change tomorrow. Also, you don't want to be at the mercy of having only one manufacturer make the product, because tomorrow he may not want to make it anymore."

"The quality of the one-inch tape in all formats is of high-band quality," he said. "The use of it is very realistic, and I think people will start to use it effectively. The only thing holding us back is the problem of compatibility [using one manufacturer's system with another's]. Once they solve that problem, which they can by locking heads, we can come up with a solution."

Among the current VTR offerings:

Ampex's VPR-4400 cassette ENG

recorder features a built-in color playback amplifier that permits the operator either to preview what has been recorded through the camera viewfinder or to transmit the color signal back to the studio. It will operate for two hours before recharging.

Ampex offers a three-quarter-inch cassette recorder/editor (VPR-8300) as a studio companion to its ENG system. The editing recorder provides still-framing, automatic editing, search-to-zero capabilities, dubbing control switches for color stabilization in playback for tape duplicating and a built-in backspace editor.

Ampex recently introduced a one-inch helical-scan high-band color teleproduction recorder (VPR-10), designed for ENG and other remote productions. The recorder has remote control capability and can be operated while the unit is in motion. It is rack mountable and can be operated in any position. The portable unit weighs 45 pounds with batteries and cover and can run up to 90 minutes on battery power.

Fernseh Division of Robert Bosch offers a family of one-inch VTR's (BCN's). They are a helical, segmented-field format, which, according to Bob Blair, operations manager, "all have signal-noise resolution qualities equal to quad."

Fernseh's portable VTR (BCN-20) has the capacity for one-hour play and weighs 40 pounds, including batteries.

Fernseh plans to introduce an editing machine for its VTR at the NAB convention. It will have insert or assemble editing capacities and can be interfaced with any segmented-field machine.

The BCN-40 and BCN-50 are basically the same design as the BCN-20, although they have a transport deck which includes two tapes, scanners, control functions, and another deck of recording electronics. The BCN-50 also has another rack of

equipment including playback processor, a TBC, dropout compensator and amplifiers.

Mr. Blair said that Fernseh is working toward electronic still frame and electronic slow motion in its VTR's.

IVC offers a portable, helical-scan VTR (IVC-8020) that weighs 44 pounds, including battery and tape reel. The recorder provides playback and includes an assemble-edit and shuttle system. After each take, tape is automatically cued up to assemble the next take to that previously recorded. It allows an hour's worth of recording on one nine-inch reel and can be triggered by the cameraman or by a separate remote control unit.

IVC also offers a compact, one-inch segmented helical-scan format VTR (IVC-8000) that has a control track and three audio tracks, two of which include Dolby A noise-reduction systems.

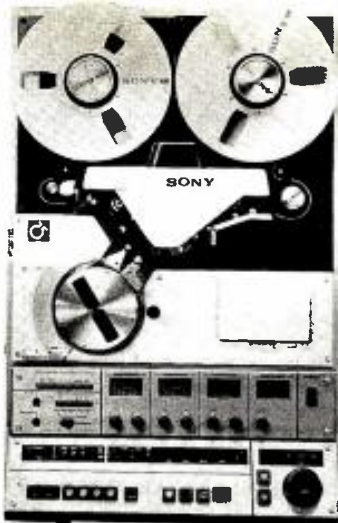
Last month, JVC introduced a portable, helical-scan video cassette recorder (CR-4400U), which is interchangeable with U-standard three-quarter-inch video cassette recorders and players. Weighing 24½ pounds, the recorder has a built-in color processing circuit, and automatic editing with the remote start/stop switch on JVC's color camera.

JVC also introduced a video cassette recorder/editor (CR-8300U), which is interchangeable with U-standard three-quarter-inch video cassette recorders and players. It has video insert and assemble editing and weighs 66 pounds.

Mr. Vander Dussen of RCA sees all video-tape formats existing today continuing to be used by broadcasters. He said quadruplex VTR's at RCA will become more compact, lighter in weight and more flexible with improvements made in performance. RCA has introduced a portable helical-scan videocassette recorder that uses three-quarter-inch tape, weighs 26 pounds with battery and operates for two hours from battery. RCA's quadruplex



RCA's TR-600



Sony's BVH-1000

VTR (TR-600) has many automatic features and can be used in the studio or vans.

Sony's new one-inch high-band, helical VTR (BVH-1000) has comparable picture quality at less than half the price of quad machines, says Mr. MacDonald of Sony. Three audio tracks are provided. An integrated system is employed in the VTR, uti-

lizing five motors. The servo system includes drum servo, capstan servo, tension servo and reel servo.

Mr. MacDonald said that by mid-1977 Sony plans to have a portable version of this VTR for battery operation, weighing under 50 pounds.

■ **Most of the attention in ENG is paid to the miniaturized cameras, tape recorders and microwave systems that are its most obvious appendages.** What makes it work, of course—for all but purely “live” broadcasts—is the timebase corrector. That instrument's development has become a business in itself.

Broadly speaking, it is the function of a TBC to strip off the “sync” (synchronization pulse) of the magnetic tape recorded on a variety of helical-scan recorders—generally speaking, too unstable to meet FCC standards—and to apply a new, “corrected” sync pulse that will lock up with all other parts of the nation's television grid. Before the TBC came along, the lower regions of the helical-scan universe (dominated by the black-and-white Sony “Portapaks” of the late sixties) were populated almost exclusively by “video freaks” who were experimenting with new

forms of television outside the main stream.

All that changed when Consolidated Video Systems and Television Microtime introduced reasonably priced TBC's to the broadcast world at the 1973 NAB convention. A year later they were the fashion, as eight manufacturers had their own models on display—all in the business of trying to make a silk purse out of a sow's ear by making broadcast quality out of helical-scan recorders.

Now it's a matter of getting the bugs out, while most manufacturers are concentrating on refining the basic TBC concept. After surveying manufacturers, it appears that TBC's will come down in size as the memory units become larger.

Ampex recently introduced its digital TBC (TBC-1), which, Ampex's Don Kleffman, general manager, audio-video systems division, said, “has been developed with the special demands of ENG and microwave transmission in mind, and incorporates many performance features” for any helical-scan recorder.

The unit has a correction capability that combines “averaging” and line-by-line correction systems. It has a correction window of more than six full lines. The unit uses A/D converter, has VTR interfacing built into it and has power consumption of under 200 watts.

IVC has a digital TBC (2200) that ac-

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The low power 3/5 kW grounded grid transmitters are simple to operate and include many of the features found in the higher power units, such as vacuum capacitors, a large H.V. transformer, circuit-breakers, to minimize maintenance and down time.

Of course, all RCA FM transmitters are backed by 24-hour service on technical advice and parts distribution system that's a credit to the RCA name.

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cepts input from such direct-color helical VTR's as IVC's and Ampex's one-inch recorders; from such heterodyne color VTR's as the various U-Matics; from non-capstan-servo VTR's (by means of an accessory), and from segmented-scan VTR's like quad's or 9000's. It includes a drop-out compensator, a sync-pulse generator that meets all broadcast specs, a gen-locking system and controls.

RCA's Mr. Vander Dussen expects to see the following refinements made in TBC's: decreasing the size, improving the performance and decreasing the cost. He said new accessories will be added to the fundamental TBC to allow for flexibility to user, including a noise reduction system and amplifiers.

Sony recently introduced its new digital TBC (BVT-1000), designed for both high-band and helical VTR's. It is sold in a no-options configuration and includes velocity and drop-out compensators, full processing and NTSC advanced sync. It combines a wide window of + or -2H with a moving window concept to help hold picture lock, even with wide-error excursions and will handle both direct and processed heterodyne modes and includes anti-gyro circuitry.

Tektronix will soon introduce its video A/D, which uses monolithic chips to provide accuracy and resulting in cost savings. The Tek unit is an 8 bit, 20 MHz device that draws less than seven watts. The unit's dimensions are 6 inches by 8 inches by 1 inch. It will be available by the summer of 1977.

■ **Other areas of interest to broadcasters** include automatic transmission systems, circular polarization, AM stereo and satellite transmission. Critical decisions on all four are pending at the FCC.

The commission is scheduled to make a decision on automatic transmission systems (ATS) on Dec. 21. At that time, the FCC will announce whether or not it will adopt rules permitting ATS and consider rules in nondirectional AM and FM stations. Rules for AM directional antennas and TV stations may be made in a second report at a later date.

Sources at the FCC told BROADCASTING that it is expected that the FCC will permit ATS and only a few technical details have yet to be ironed out. In its announcement, the FCC is expected to define the difference between an unattended station and a station operated by ATS. According to the FCC, a broadcast station must have some form of a duty operator and cannot be fully unattended—a station cannot set up an ATS, lock the door and forget about it.

The FCC decision on circular polarization—an area in which a controversy exists among broadcasters—is due in March. Most agree that it would benefit TV reception but many think they are not quite ready for its expense.

Circular polarization is said to reduce visible ghosting and to otherwise improve reception. To achieve this, however, TV stations would have to (1) change

transmitter antenna to a circular format, (2) possibly strengthen or modify the transmitting tower, (3) increase the size of the transmission line and (4) add or double the power capacity of the transmitter. To do so would mean a 50% to 100% increase in cost of conventional antennas, according to Neil Smith, an engineering consultant for ABC-TV from the firm Smith & Powsteenko.

Field testing for AM stereo is being conducted by the National AM Stereophonic Radio Committee. Various systems are being tried out and the results will be presented to the FCC, probably next spring, so it can decide which system should be the national standard. Four systems for AM stereo have been proposed by manufacturers—Comm Associates Inc., Motorola and Sansui, which has proposed two (BROADCASTING, March 22 and Feb. 9). RCA withdrew its proposed system last month.

Manufacturers of satellite transmission equipment and earth stations are working to improve basic antenna designs and to introduce optional features. The present standard for broadcast antennas is 10 meters in diameter, but that is expected to be halved when the FCC approves a smaller size for receive-only disks. That doesn't mean the larger disks will be scrapped, however; decreasing the antenna size, most manufacturers say, does not justify the resulting increase in electronic content (noise), the increase in maintenance and lower reliability. A TV station that has a receiving earth station can also transmit to a satellite—which is called up-link—by adding a transmitter with a high-power amplifier and a video exciter.

Expense has been a major factor—and, thus far an inhibiting one—for broadcasters' decisions to use earth-station transmission. Broadcasters must consider the cost of equipment, construction and the land where the site of the station will be located. On the average, it costs in the neighborhood of \$400,000 to purchase redundant transmitting and receiving equipment and to have it installed. Site of the earth station can be anywhere—city or rural areas—as long as frequency interference is avoided. Much of the use of earth stations is dictated by the FCC, which has performance criteria for antennas and monitors frequency allocations.

K. F. Leddick, marketing manager for Scientific-Atlanta, says his company is making only evolutionary changes on its broadcast earth stations. "Smaller antennas would not be feasible," he said, "because of the increase of power, increase of maintenance and lower reliability that result with smaller antennas." So the company's emphasis is on new features to make the operation of the stations more flexible and easier to use. One of the new optional features Scientific Atlanta offers is an antenna position controller, which enables an operator to aim the disk to any satellite with a flick of a switch.

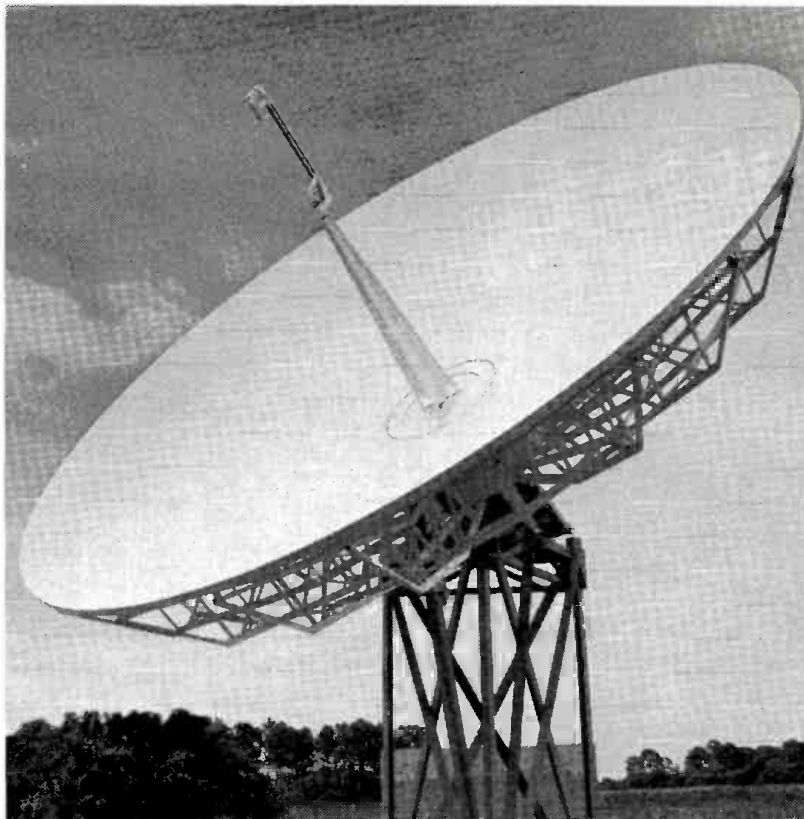
Also getting into satellite equipment is Harris Corp.'s new Satellite Communications Operation, which has introduced the

Intelsat standard earth terminal to Intelsat or other satellites operating in the four and six gigahertz bands. The antenna is 32 meters and has redundant 55 K non-cryogenic parametric amplifiers.

■ **The broadcast equipment world is a big one**, and increasingly, for the broadcaster, the choices are difficult. Dave MacDonald at Sony sums up that dilemma.

"The big problem is that for 20 years the typical broadcaster has never really been involved in the decision-making process. The manufacturing for the broadcast industry has been relatively small; the requirements for machines have been standardized on quadruplex [for example]. That's all been changed now. The broadcast engineer is now not only faced with decision—ENG has come along, video-tape formats to replace quad are here—but he has to look to as many as three manufacturers to decide which one is the best one for him. That's a pretty traumatic experience for a lot of engineers.

"The broadcast business has faced a period of two to three years of massive change, including high-band, ENG, transmission principles, TV sets getting involved in decoding. A tremendous amount of technological change is happening that is going to be input into the next two or three years." □



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Since you're already aware of RCA quality, it makes sense to find out what's inside this Audio Processing System.

Behind those dials and light-emitting diodes is the reason for RCA quality: RCA technology. And it's pretty impressive.

The system shown here, for example, is our BA-145AGC amplifier and the BA-146/147 Limiter. All tops in AM, FM and TV Audio Control. Both have our unique Program Modulated Release (PMR) with automatic reset—for the latest approach to fast attack, with inaudible AGC or limiting action. And with RCA, fast limiting without a "thump" is certain—our non-temperature sensitive insulated-gate field-effect transistor (IG/FET) controlling element simply designs the thump out.

Of course, there's plenty more to see in an RCA audio processing system. And you're backed by RCA technical service, and RCA parts distribution, all the way. Send the coupon, today.

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Dear RCA: Okay. Tell me more about what's inside your audio processing systems. Send literature immediately. Have your representative call.

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Title _____ Station _____

Address _____

City _____ State _____ Zip _____

I'm interested in:

- BA-145 AGC Amplifier for AM, FM, or TV BA-146 Limiter for AM
 BA-147 Limiting Amplifier for FM or TV (use 2 for stereo)

RCA Broadcast Systems



Some of the best programs on earth are now coming from outer space.

That's why you should be looking to Scientific-Atlanta. We make the dependable earth stations you can count on to pull in the satellite programming already pulling in the audiences.

Already, we've installed over 50 satellite earth stations here in the United States. It makes us by far the industry leader. In addition, the Scientific-Atlanta earth stations in operation around the world means we're the people who have a proven track record of dependability stretching from the icy reaches of Alaska to the hot, baking desert of Saudi Arabia.

What's more, only Scientific-Atlanta makes a complete earth station. So if a malfunction is in an

electronics module and we get a call for help, we won't have to call anyone else for help. We make it all. We fix it all.

And our network of 8 Scientific-Atlanta service centers across the country makes sure it's fixed quickly. Emergency service by an experienced earth station engineer is available on a 24-hours-a-day basis.

All of which means if you want to take full advantage of the abundance of satellite programming, the first thing on your schedule should be to call Ken Leddick at (404) 449-2000. Or please write us. Nobody on earth knows more about earth stations.

Scientific Atlanta



WARC notice stirs concern about interlopers getting into UHF preserve

TV industry group contends answers to questions raised by commission were given last June; FCC officials pooh-pooh fears; Lee reiterates his stand against unwarranted spectrum tampering

FCC work in preparation for the 1979 World Administrative Radio Conference is continuing to cause uneasiness among broadcast industry representatives who fear that the commission may permit other services to invade areas of the spectrum now reserved for UHF television.

The most recent matter to set off alarm bells was the commission's third notice of inquiry to develop information on which the U.S. position at the International Telecommunications Union-sponsored conference will be based (BROADCASTING, Dec. 6). It poses a number of questions concerning UHF that the television industry group advising the commission thought it had disposed of in a report last summer (BROADCASTING, June 14).

Commission officials, however, suggest such expressions of concern are premature. They say no conclusions have been reached, that the inquiry is simply to collect information on which decisions can be made.

The inferences broadcasters draw from the questions is that there are forces at work seeking to carve out portions of the UHF spectrum—470-890 mhz—for land mobile and other services and that there may even be sentiment for a "wired nation."

They note that the commission has listed requirements of other services and the government for space in the UHF band which exceed the available space by some 600 mhz. And a proposed international table of frequency allocations, which fills 137 pages of an appendix, leaves open the question of what should be done with the UHF portion.

The questions the television advisory group thought it had answered deal with such matters as the qualitative and quantitative benefits that would be derived from use of the UHF spectrum for one service as opposed to another, the extent to which satellite delivery of programs to cable television system headends will siphon off over-the-air viewers, and the possibility of sharing frequencies. The advisory group's conclusion was that the "full complement of frequencies presently available for television broadcasting [should] be preserved." It noted that the VHF band is saturated and that UHF is needed to meet the public's need "for

more and diverse television broadcast services."

Jim Ebel, KOLN-TV Lincoln, Neb., a member of the television advisory group, reads the notice of inquiry as "an indication there will be a real push to take away more of the UHF spectrum." And adding to his concern is the fact that the various services seeking frequencies in the UHF share of the spectrum are represented by a number of bureaus within the commission. The Broadcast Bureau, which has been keeping a watchful eye on broadcasters' needs, is, he said, outnumbered.

The advisory group, which discussed the notice of inquiry at a regularly scheduled meeting in Washington on Tuesday, plans to alert broadcast industry groups to what the committee sees as the dangers in the notice and to urge them to file comments. As Mr. Ebel noted, it is the commissioners who will have the final decision.

Commissioner Robert E. Lee, who is UHF's most faithful defender on the commission, did not dissent to the notice of inquiry, but he did issue a concurring statement in which he said he emphasized the importance of the UHF band to the nation's television service.

"I agree that the commission should study future spectrum requirements, including competing spectrum demands," he said. "However, before I can consider tampering with television frequencies, I want to see hard facts as to actual non-broadcast spectrum use . . . It would be tragic to give up the promise of UHF television for speculative nonbroadcast demands based on inefficient spectrum use."

One of the commission staff members most directly involved in developing the notice said the commission is not close to the point where a decision can be made. Harry Fine, deputy chief engineer, said that the question of the future use of UHF spectrum has been left open to consider the requirements of other services that contend that the UHF spectrum band is not fully utilized. "That is not to say the other services will get what they want," he added. "We want comments on this to help us. The commission will make the decision."

Technical Briefs

S-A offering. Scientific-Atlanta has introduced new video receiver for application in domestic and international satellite communication earth stations. Called model 414 receiver, unit is said to offer better performance through use of plug-in modules to select bandwidths. Features include synthesizer-tuned down converter.

New switchers. Motorola Communications and Electronics Inc., Schaumburg, Ill., is offering new manual and sequential CCTV video switchers. Both units—contained in low-profile housings—are available in four, six, eight or ten inputs with one output. Seller says switchers are

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For Example

merv is #1

**Miami-Ft. Lauderdale,
4:30-6 PM Mon-Fri**

WTVJ

**Metro Rating and Share
DMA Rating and Share**

**Households
Total Adults
Adults 18-49
Adults 25-54
Total Women
Women 18-49
Women 25-54
Total Men
Men 18-49
Men 25-54
Total Viewers**

Against competing talk-variety shows, Merv's Metro and DMA Ratings and Shares are nearly two and a half times as high.

Source: NSI October 1976

**The Merv Griffin Show
90 Minutes Five Times
Weekly With the
Nation's Biggest, Most
Entertaining Super Stars**



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At last, a wireless microphone that doesn't sound like a wireless microphone. Here's a diversity microphone system that has minimized distortion, maximized range and reception.

Automatic diversity switching using two antennas and high dynamic range front-ends, insure dropout-free performance, even in difficult locations.

It operates at 950 MHz and employs a combination of precision control, signal

processing and filtering to reduce intermodulation so that up to 15 non-interfering channels are available in a single studio. The 950 Diversity Microphone System offers the reliability of conventional studio microphones.

It's compact and easily concealed. Able to make the scene wherever the action is. No longer are creative forces bound by cables, booms nor rigid spatial limitations. And the 950 Diversity Microphone System affords the flexibility of interchangeable microphones.

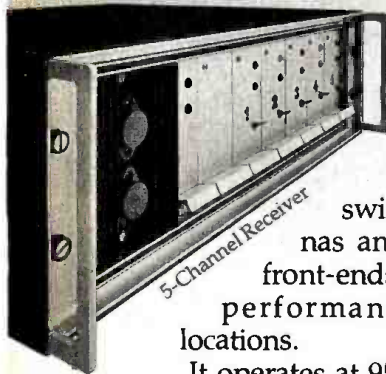
It will revolutionize studio programming and remote operations for news, sports, and special events.

950 Diversity Microphone System. The broadcast-quality wireless microphone that goes anywhere, captures anything. Already successfully on the job, it really works!



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highly adaptable to most systems.

Savings claims. Sony Broadcast, New York, has introduced BVH-1000, new one-inch high-band broadcast video recorder. Company claims unit offers superior quality at less than half price of quad machines and by using one-inch tape, reduces tape costs by 50%. Among features is integrated servo system using five motors.

Change not needed. FCC has extended indefinitely its requirement that television receivers equipped with 70-position UHF tuners maintain tuning accuracy within + or - 2 mhz of correct frequency without fine tuning. FCC, in proposing to change standard by requiring tuners to meet tuning accuracy within one mhz of correct frequency for channels 14-69 and relaxing standard for channels 70-83, found that evidence from both receiver and tuner manufacturers showed two mhz requirements produced sufficient results for all channels and that one mhz receiver would not produce significant consumer benefit.

Consumer concern. FCC Commissioner Joseph R. Fogarty supported interests of American consumer in speech to National Association of Regulatory Utility Commissioners, stating that FCC policy of fostering competition in common-carrier industry benefits rate-paying public. Commissioner Fogarty said complaints from AT&T, Bell System, independent telephone companies and others have asserted these policies are "potential disaster for rate-paying public," but that commission studies indicate consumer benefits from competition with no real impact upon phone industry revenues or local service rates.

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 John Lagercrantz, Stockholm, which represents Collins there.

From Lookout Mountain. Noncommercial KUSC(FM) Los Angeles was scheduled to begin transmitting in stereo from new location Dec. 5 with new transmitters and site change from Los Angeles campus of University of Southern California to Lookout Mountain in Hollywood Hills. Though power of signal was to decrease from 29.5 kw to 10.7 kw, station expects potential audience to increase from one to 10 million due to new high location. In addition, studio operations have moved off campus to new location with some 12,000 square feet available, another 10-fold increase. Financing was provided by \$75,000 five-year grant from Corporation for Public Broadcasting, said to be first-ever major market radio coverage expansion project grant.

Satellites were the subject

Washington meeting focuses on public broadcasting interconnection; Wiley has to pull announcement of small-dish decision; Van Deerlin discusses personnel prospects under Carter's reign and in the new Congress

Some 200 persons gathered in Washington last week for a seminar on public-service uses of satellites.

The agenda for the first conference of the Public Service Satellite Consortium ranged from a case study of a satellite system for Alaska to briefings at National Aeronautics and Space Administration's Goddard Space Flight Center. Speakers on hand for the first day of the conference, which ran Dec. 8 to 10, included FCC Chairman Richard E. Wiley, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and Henry Loomis, president of the Corporation for Public Broadcasting.

Chairman Wiley implied he had hoped to come to the conference with the news that the commission would accept applications for earth stations with diameters smaller than nine meters. "I changed my speech," however, he said, after the commission chose not to take final action on the matter. Chairman Wiley, did say that the decision should come early this week "at the very latest."

(The commission last week postponed the decision in order to allow staff members to review technical data. It appears certain it will allow the smaller, cheaper terminals. It is understood that the declaratory ruling that the commission is working on would allow dishes as small as four meters but focuses on dishes of 4.5 meters. Technical showings would be made to support such applications.)

Mr. Van Deerlin expressed his disappointment that the small earth-station policy had not been resolved this week and said that the "time has come to unleash satellite technology" from unnecessary financial and technical restraints. Regarding the public broadcasting satellite interconnection project, he said the Corporation for Public Broadcasting and the Public Broadcasting Service should have given more thought to the sharing of earth stations with other users. He said that he plans to take up the issue during oversight hearings before his subcommittee during the next Congress.

The bulk of Mr. Van Deerlin's keynote address was devoted to discussing personnel prospects under the Carter administration and in the new Congress. Among those he noted was Bowman Cutter, assistant to the president of the Washington Post Co., and former director of the Cable Television Information Center, whom Mr. Van Deerlin said might be headed for a

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For Example

merv is #1

Boston

4:00-5:30 PM Mon-Fri

WNAC

Metro Rating and Share
DMA Rating and Share

Households

Total Adults

Adults 25-54

Total Women

Women 18-49

Women 25-54

Total Men

Total Viewers

In head-on match up, beats competing talk variety show by 40% in DMA share and better than 50% in total adults and total women.

Source: NSI October 1976

The Merv Griffin Show
90 Minutes Five Times
Weekly With the
Nation's Biggest, Most
Entertaining Super Stars



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post in the Office of Management and Budget. Mr. Cutter currently is leader of Mr. Carter's Office of Budget Analysis transition staff.

The congressman also said that Mr. Carter will probably appoint a director of the White House Office of Telecommunications Policy before he names two new FCC commissioners. He said that OTP should provide "a road map" on new technology for the executive branch and noted that it was "seriously damaged" some years ago when it became involved in political controversy.

CPB's Mr. Loomis was available not only to explain the satellite interconnection project but also to defend CPB's application to the FCC, which requested that public broadcasting have sole use of its earth stations. With federal money contributing to the project, he said it would raise "national communications policy questions."

On the subject of smaller earth stations, he said that the initial application to the FCC for the satellite interconnection project was based on the assumption that radio stations will be allowed to use 15-foot (4.5 meters) stations.

Others on the three-day agenda group included C.R. Jones, associate manager, NASA Systems Division, Hughes Aircraft, who outlined Hughes's application to NASA for a public service satellite to be launched as part of the 1979 space shuttle experiments (BROADCASTING, Nov. 22). James G. Potter, PSSC director of planning and analysis, took the opportunity to "plant bugs in your ears about the possibilities of satellite communications in public service." James C. Fletcher, administrator, NASA, also discussed the shuttle project, and discussed a "bright future" for satellite technology and public service uses.

Leak or luck?

Engineer solicits UHF stations, offers them help in getting VHF drop-ins; his son, it turns out, works on that project at the FCC; both deny security breach

The FCC considers the VHF drop-in proceeding on which it is working as one of the most delicate and controversial pending before it. Security has been tight. As a result, commission officials were shocked to learn that a Bethesda, Md., consultant was soliciting business from UHF stations with letters indicating he could help them win FCC approval of VHF drop-ins in their respective markets. What was doubly disturbing was that the person signing the letter, J. Paul Audet, has the same last name as a young commission engineer working on the project, James R. Audet. James R., it developed, is J. Paul's son.

The son, who is 24 and lives with his parents, said he was "very embarrassed." But he said he did not "compromise" the

security of the information on which he was working. He said his father simply had made "shrewd guesses."

The father, who is not a graduate engineer and who said most of his consulting work is done for the Department of Defense in the field of television—"closed circuit stuff"—also said his son had not given him any information. In fact, to avoid conflict of interest, he said neither tells the other what work he is engaged in.

The commission's security office is checking into the matter. And for the time being, at least, the younger Mr. Audet has been removed from work on the drop-in project.

The markets that the elder Mr. Audet selected for his letters of solicitation, he said, were based on his own research, although the letters refer to VHF drop-in proposals made by the Office of Telecommunications Policy in the study which led to the present commission inquiry. And that research, Mr. Audet said, indicates that, given the advanced state of the engineering art over that in existence when the present table of allocations was adopted 25 years ago, "hundreds" of VHF channels could be added to the nation's television markets.

The commission staff is not expected to produce a list of more than four or five markets where drop-ins might be considered technically. At that point, the commission would probably seek comments in a rulemaking proceeding looking to dropping in short-spaced VHF channels. The commission is scheduled to consider the matter next week.

Mr. Audet declined to discuss his work in detail, referring to the "proprietary" nature of the information. But he said he planned to present his findings to the commission in the form of a proposal in "four more months."

Although he has not yet checked out all of the figures, he said, he professed to be certain of "eight or nine" markets, which show up in each of the three separate drop-in plans on which he is working.

Mr. Audet said the stations he had contacted are in those eight or nine markets. He would not identify them. However, they are known to include Gaylord Broadcasting's KHTV (ch. 39) Houston and WVTM (ch. 18) Milwaukee, Springfield Television Broadcasting Corp.'s WKEF (ch. 22) Dayton, Ohio, Spanish International Communications WLTW (ch. 23) Miami and WFIE-TV (ch. 14) Evansville, Ind.

Mr. Audet, who identified himself in the letter as president of Audet Associates Inc., said WFIE-TV "would have a better-than-even chance of obtaining FCC approval" for a transfer to "the Office of Telecommunications Policy (OTP) specified channel 5, 12, or some other VHF frequency."

The offer had a 30-day expiration date, after, which time Mr. Audet said other UHF stations in Evansville would be approached. The letter to WFIE-TV was written on Nov. 22.

Harper makes industry's case before FTC hearings on food ads

Proposed regulations would inhibit communication process, he testifies; Choate, Charren argue for extension of rules to cover children's ads

The Federal Trade Commission continued to be deluged with testimony last week as hearings went on regarding its proposed trade regulation rule on food advertising. Some 95 witnesses have been scheduled for Washington hearings alone, with about 55 having already been heard from in San Francisco, Chicago and Dallas.

The proposed rule seeks to regulate claims and information within food advertisements. Specific areas addressed during this round of hearings involved natural, organic and health food claims; calories, as well as those regarding fats, fatty acids and cholesterol.

Among those scheduled to appear are members of the advertising community who will oppose the proposed rule, with claims that it not only will be ineffective but will hurt the advertising business. Two citizen group representatives, however, want the rules strengthened in regard to children.

In prepared testimony, scheduled for delivery today (Dec. 13), Paul C. Harper Jr., chairman and chief executive officer of Needham, Harper & Steers, opposed the disclosure provisions, citing the rising costs and limited number of advertising spots on network television. "This underscores the need for simplicity in the execution of the sales message as well as the precision in its delivery."

"It is my belief that the rule as now written would severely compromise the commercial effectiveness of food advertising without materially improving the understanding of the public as to the nutritional values involved," he continued.

Mr. Harper also said the provisions of the rule could lead many advertisers to "reduce or eliminate" television advertising. He explained that the communications effect of a commercial can be destroyed when it is overloaded with data and that "it is expecting too much of a given food commercial in competition with dozens of others to perform an educational function beyond the communication of the salient consumer value."

An appearance by Howard Bell, president of the American Advertising Federation, has been scheduled for Jan. 12. In a prepared outline of his testimony, Mr. Bell

Happy Holidays to the Staff and Families of...

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ALASKA KENI - Anchorage	IOWA KWWL - Cedar Rapids KGLO - Mason City KTVO - Ottumwa KCAU - Sioux City	NEVADA KVUU - Las Vegas KLAS - Las Vegas KOLO - Reno	RHODE ISLAND WJAR - Providence	ALBERTA CFCN - Calgary CFRN - Edmonton CKSA - Lloydminster
ARIZONA KOAI - Flagstaff KPAZ - Phoenix KTAR - Phoenix KZAZ - Tucson KBLU - Yuma	KANSAS WIBW - Topeka KARD - Wichita	NEW HAMPSHIRE WMUR - Manchester	SOUTH CAROLINA WCSC - Charleston WNOK - Columbia WBTW - Florence WFBC - Greenville	BRITISH COLUMBIA CFJC - Kamloops CHBC - Kelowna CHAN - Vancouver CHEK - Victoria
ARKANSAS KFMS - Fort Smith KAIT - Jonesboro KARK - Little Rock	KENTUCKY WBKO - Bowling Green WKYT - Lexington WLKY - Louisville	NEW MEXICO KOB - Albuquerque KSWB - Roswell	SOUTH DAKOTA KABY - Aberdeen KDLO - Florence KOTA - Rapid City KPLO - Reliance KELO - Sioux Falls KSPY - Sioux Falls	MANITOBA CKY - Winnipeg
CALIFORNIA KBK - Bakersfield KRCR - Chico/Redding KIEM - Eureka KJEO - Fresno KCOP - Los Angeles KHJ - Los Angeles KPLM - Palm Springs KTXL - Sacramento KXTV - San Diego KTVU - San Francisco/Oakland KEYT - Santa Barbara	LOUISIANA WAFB - Baton Rouge WBZZ - Baton Rouge KNDE - Monroe WVUE - New Orleans KTAL - Shreveport	NEW YORK WAST - Albany/Schenectady WBNG - Binghamton WGR - Buffalo WENY - Elmira WBTB - Newark WOR - New York WPTZ - Plattsburgh WHOC - Rochester WNYS - Syracuse WKTU - Utica	TENNESSEE WRCB - Chattanooga WATE - Knoxville WNGE - Nashville	NEW BRUNSWICK/NOVA SCOTIA CJCH - Halifax CKCW - Moncton CHSJ - St. John CJCB - Sydney
COLORADO KRDO - Colorado Springs KOA - Denver	MAINE WVH - Bangor WMTW - Poland Springs WCSH - Portland WAGM - Presque Isle	NORTH CAROLINA WSOC - Charlotte WFMY - Greensboro WITN - Washington WWAY - Wilmington	TEXAS KTXS - Abilene KAMR - Amarillo KTBC - Austin KFDM - Beaumont KZTV - Corpus Christi WFAA - Dallas KXTX - Dallas/Ft. Worth KHUT - Houston KCBD - Lubbock KTRE - Lufkin KMID - Midland KCTV - San Angelo KSAT - San Antonio KLTU - Tyler KQEN - Waco KRGV - Weslaco KFDX - Wichita Falls	NEWFOUNDLAND CJON - St. Johns
D. C. WDCA - Washington	MARYLAND WBFF - Baltimore WHAG - Hagerstown WBOC - Salisbury	NORTH DAKOTA KFYR - Bismarck KXMB - Bismarck WDAX - Devils Lake KDIX - Dickinson WOAY - Fargo KXJB - Fargo-Valley City KXMC - Minot KXMD - Williston	UTAH KUTV - Salt Lake City	NORTHWEST Yellowknife
FLORIDA WEVU - Fort Myers WINK - Fort Myers WTLV - Jacksonville WCIX - Miami WOBO - Orlando WJHG - Panama City WEAR - Pensacola WCTV - Tallahassee WFLA - Tampa WPEC - West Palm Beach	MASSACHUSETTS WLVI - Boston WWLP - Springfield WSMW - Worcester	OHIO WLWT - Cincinnati WJW - Cleveland WTVN - Columbus WDTN - Dayton WLIO - Lima WSTV - Steubenville WSPD - Toledo WKBN - Youngstown WHIZ - Zanesville	VIRGINIA WSVA - Harrisonburg WLVA - Lynchburg WAVY - Norfolk WYAH - Norfolk/Portsmouth WXEX - Richmond	ONTARIO CKVR - Barrie CKWS - Kingston CKCO - Kitchener CJOH - Ottawa CHOV - Pembroke CHEX - Peterborough CKSO - Sudbury CHFD - Thunder Bay CFTO - Toronto CKNX - Wingham
GEORGIA WXIA - Atlanta WRDW - Augusta WTVM - Columbus WSAV - Savannah	MICHIGAN WBKB - Alpena WWTW - Cadillac WJBK - Detroit WNEM - Flint/Saginaw WZZM - Grand Rapids WJIM - Lansing WLUC - Marquette WWUP - Sault Ste. Marie	OKLAHOMA KTEN - Ada/Admore KWTV - Oklahoma City KOTV - Tulsa	WASHINGTON KSTW - Seattle KXLY - Spokane KNOO/KNDU - Yakima	QUEBEC CJPM - Chicoutimi CFCF - Montreal CFMT - Montreal CFVO - Ottawa/Hull CFQM - Quebec City CKMI - Quebec City CKRT - Riviere Du Loup CKRN - Rouyn-Noranda CKSH - Sherbrooke CKTM - Trois Rivieres
HAWAII KPUA - Hilo KGMB - Honolulu KMAU - Wailuku	MINNESOTA KAAL - Austin KBJR - Ouluth/Superior KEYC - Mankato KMSP - Minneapolis	OREGON KCBY - Coos Bay KVAL - Eugene KOTI - Klamath Falls KOB1 - Medford KPTV - Portland KPIC - Roseburg	WEST VIRGINIA WHIS - Bluefield WCHS - Charleston WBOY - Clarksburg WOWK - Huntington WOAY - Oak Hill WTAP - Parkersburg WDTV - Weston	SASKATCHEWAN CKBI - Prince Albert CKCK - Regina CFQC - Saskatoon CJFB - Swift Current
IDAHO KTVB - Boise KIFI - Idaho Falls KMVT - Twin Falls	MISSISSIPPI WCBI - Columbus WJTV - Jackson	PENNSYLVANIA WOPC - Altoona WICU - Erie WHP - Harrisburg WJAC - Johnstown WLYH - Lebanon/Lancaster WPHL - Philadelphia WTAF - Philadelphia	WISCONSIN WEAU - Eau Claire WFRV - Green Bay WISC - Madison WVTV - Milwaukee	YUKON Whithorse
ILLINOIS WCIU - Chicago WSNS - Chicago WAND - Ocasur WEEK - Peoria KHQA - Quincy WTVO - Rockford WHBF - Rock Island	MISSOURI KRCG - Jefferson City KODE - Joplin WDAF - Kansas City KOLR - Springfield KQTV - St. Joseph KPLR - St. Louis			
INDIANA WTVW - Evansville WPTA - Fort Wayne	MONTANA KULR - Billings KXGN - Glendive KFBB - Great Falls KEFW - Kalispell KGV0 - Missoula			
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and stations in Australia, Japan, Africa, and the Philippines

Rex Humbard Christmas Satellite Special
from Israel, prime time Dec. 23/24

Ed DiGiulio Speaks Out:



The ENG 'emperor' has no clothes!

**Like the Chowchilla kidnapping story,
most fast-moving news situations
simply do not lend themselves
to live ENG coverage.**

For all the hoopla and hyperbole attending the selling of ENG as the only way for television news to go, a more sobering view of electronic news gathering has come into focus during the past year.

Actually, in the broadest, fullest meaning of the term, electronic journalism (EJ or ENG) has been with us ever since the inception of television news, doing what it alone can do so superbly well — transmitting live coverage of important, meaningful news events, special Senate hearings, political conventions, debates, elections, major sports events, and every other kind of news situations that warranted going live during prime time television. From the fall of McCarthy to the fall of Nixon, so to speak.

What is novel about ENG is the lightweight, more portable, new electronic camera and transmission equipment.

However, put to the test as a news gathering tool in a fast-moving, fast-breaking situation which is not planned or controlled in terms of location and time, even the new ENG equipment often fails to live up to its potential for immediate, live transmission.

For example, if ever a story appeared to cry out for 'immediacy and live coverage,' it was the story of the Chowchilla children's kidnapping. Especially during the first two days, and up to the moment when the children returned safely to their homes.

And yet, there was no ENG live coverage! For a variety of reasons: the remoteness of the areas involved, the inability to establish line-of-sight microwave transmission, and the heavy expense entailed in using costly telephone transmission lines.

Interestingly, as the story was breaking late Thursday night, July 15th, network

ENG crews did not even bother to show up at the dry creekbed where the abandoned Chowchilla school bus was first discovered. That part of the story was *exclusively* covered by CP-16 camera crews from KMJ-TV (Fresno), whose quick thinking and ability to move rapidly gave us newsfilm from the scene, shot at low light levels with EK 7240 video news film and force-developed two stops — film which was then picked up by the networks!



Ed DiGiulio, President of Cinema Products Corp., chairing the "Newsgathering for Television" session at the SMPTE conference in Los Angeles.

At the Livermore quarry where the children and their driver had been buried, for all the complex transmission paraphernalia that was brought to this remote location, once again (as in Chowchilla itself) ENG coverage was reduced to merely recording the scene on tape.

So bamboozled is the public about ENG's much-vaunted immediacy and live coverage capability, that ENG is being credited with covering many events it did not cover.

And so we pick up a misleading report even in a responsible publication like Newsweek (July 19, 1976) to the effect that 'When Lynette (Squeaky) Fromme attempted to assassinate President Ford in Sacramento last September, ABC and CBS minicams were there.' They may have been there all right, but for all their much publicized 'immediacy, versatility

and speed,' they did not record the story, neither live nor taped! Actually it was the CP-16 camera crews from KQVR-TV (Sacramento) that provided the nation and the world with *exclusive* footage of the assassination attempt!

Too bad Lynette Fromme was not more accommodating to 'do her thing' where the minicams were set-up and ready. Too bad Chowchilla is not located in downtown Los Angeles. We might then have had some live ENG coverage of the most dramatic news stories of the year.

But the fact is that the ENG 'emperor' has no clothes! Like the Chowchilla kidnapping story, most fast-moving news situations simply do not lend themselves to *ring-side-seat live ENG coverage*.

What price 'immediacy' when there is rarely an event newsworthy enough to interrupt scheduled programming? When 99 times out of 100, ENG equipment is used merely to record events on tape?

To be sure, if you are in a market where live coverage is truly a competitive factor (and there aren't many such markets), then do give serious consideration to the acquisition of at least one complete quality ENG outfit with van and microwave transmitting capability — if your station can afford it.

But before you commit yourself to a capital outlay of \$200,000 or more per complete minicam outfit — do consider what a reliable and efficient CP-16R/A newsfilm camera can accomplish at about one twentieth of the cost!

16mm newsfilm is still the mainstay of a balanced, rational news gathering operation.

This is one in a series of 'open letters' to the TV news industry — to station owners, managers, chief engineers, news directors, controllers and accountants — dealing with the role of ENG in relation to film in a news gathering operation.

If you have any question concerning the issues raised in these 'open letters,' please feel free to call me directly at Cinema Products.



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Ed DiGiulio

New TV home count. Arbitron's new *Television Households Book*, out now, puts the U.S. television penetration at 97.24% of all households, up from 97.04% year ago. Based on Arbitron TV market reports from September 1975 through August 1976, the book estimates TV households at 71,556,200, a 12-month gain of 1.39% as compared with 1.19% rise in estimated total households. (The Arbitron TV homes estimate is slightly higher than Nielsen's 71.2 million.) Among the states, Maryland is shown with the highest TV penetration (99%). Alaska with the lowest (93%). *Household Book*, which includes county-by-county estimates, is available through Arbitron offices.

said that "food product advertising, including broadcast media advertising, is not an appropriate or practical vehicle for nutritional education." Among the reasons he cited are that consumers do not pay attention to the media because of its advertising and that "informational overload and resultant confusion are inevitable." Like Mr. Harper, he claimed the rule would take its toll on commercial time and costs. As an example he said that "the rule may force large advertisers to use 60-second rather than 30-second commercials, thereby effectively reducing the opportunities of others to advertise. He added that food advertising contributes \$650 million to television revenues and that "any substantial diminution in this support will impair the ability of television stations to carry out their public functions."

With his testimony last week, Robert Choate, chairman of the Council on Children, Media and Merchandising, sought to extend the proposed rules to children, who are not now covered by them. "To exclude them now," he said, "would be to further delay protections for a vulnerable audience of major size." He noted, as well, that informed children could influence their parents' food-buying decisions.

Peggy Charren, president of Action for Children's Television, in prepared testimony to be delivered next month, said that "unfortunately, the disclosure provisions of the proposed rule do not adequately consider the child as a target of food commercials." While admitting that a child may not understand the disclosures at first, she said, "it is most important that the child learn, even gradually, that the disclosed information is the equivalent of a significant statement about the food's value." And she continued that "it is not at all unreasonable to require that commercials designed for children provide disclosure designed for children."

In order for young children to understand, she said, the rule must be expanded not only to require visual disclosure but also aural.

Earlier this month, Madeleine S. Large, president of FACT (Families Against Cen-

sored Television), totally opposed the rule. She claimed that what it really says is that "Big Brother is the processor of all knowledge and truth which he intends to share with us; that no other statement or truth is believable, and that he will rearrange truth as and when he pleases." She said that the rule is an attempt to "destroy ... the free flow of diverse ideas."

The FTC's 30 days of hearings in Washington conclude Jan. 12.

Allport says ad censorship is not solution to TV violence

President of advertiser group tells editors that using economic muscle to dictate content on TV should not be employed

Whether there is or is not too much violence in television programming, "censorship by advertisers is not the solution," Peter W. Allport, president of the Association of National Advertisers, told television and radio editors of major-market newspapers in a letter last week.

He was writing, he said, in response to a membership solicitation letter from the National Citizens Committee for Broadcasting's Nicholas Johnson, a former FCC commissioner. The Johnson letter, Mr. Allport said, contained an "implied proposal that advertisers—the sponsors—be called on to become the censors of what the public may or may not see on television."

"This approach is wrong in principle and in practice," Mr. Allport said. "It is as wrong for television as it would be for any other medium."

"An advertiser may—and in fact has an obligation—to select the program with which he wishes to be associated in accord with his best marketing judgments. Equally, he has every right to purchase time and space according to other criteria."

"But the use of economic muscle to dictate what broadcasters should not present to the American public must be as strongly resisted for television as it would be were advertisers to try to dictate the editorial content of newspapers or magazines."

"The primary issue in the NCCB mailing is violence. It is not my intent to debate that issue. Many of us may agree that TV is overly saturated with violence. Advertisers individually may concur and—as some, for marketing or other reasons, have—move to disassociate their products from such programs. Others, on the other hand, may not. But no matter how one feels, censorship by advertisers is not the solution."

Mr. Allport said he was "reminded of

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CARRIER FOR ACTION
ADVERTISERS**

For Example

merv is #1

**San Francisco-Oakland
3:30-5 PM Mon-Fri**

KRON

**Metro Rating and Share
DMA Rating and Share**

**Households
Total Adults
Adults 25-54
Total Women
Total Men
Men 18-49
Men 25-54
Total Viewers**

**Merv garners a 30 DMA share
in this five-station market,
and is more than 30% ahead
of nearest competition in
delivery of total women.**

Source: NSI October 1976

**The Merv Griffin Show
90 Minutes Five Times
Weekly With the
Nation's Biggest, Most
Entertaining Super Stars**



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delivered
fast, it's in
the bag.**



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Call Delta for an expedited pick-up, or bring your package to Delta's passenger counter at least 30 minutes before scheduled departure time (or to the air cargo terminal at the airport 60 minutes before scheduled departure time). The package can be picked up at the DASH Claim Area next to the airport baggage claim area 30 minutes after flight arrival at destination. Or we deliver it at an additional charge. **DELTA**
The airline run by professionals

Rate examples	(Tax included)
Atlanta-Washington	\$21.00
Boston-Miami	26.25
Los Angeles-New Orleans . .	31.50
Dallas/Ft. Worth-	
Los Angeles	26.25
San Francisco-Atlanta	31.50
Philadelphia-Houston	26.25
New York-Tampa	26.25
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**Delta is ready
when you are.**

the time when McCarthyism flourished and attempts were made to pressure advertisers to withdraw their support from programs and individuals which its adherents opposed. That episode and those pressures are now deeply regretted.

"The principle here is analogous. If 'white hats' can demand that advertisers be the censor of television, so can 'black hats.' The question is not 'who' or for 'what side.' The question is the substitution of advertiser judgment for broadcaster judgment."

The NCCB letter, Mr. Allport continued, hit upon the proper solution in NCCB's statement of purpose, when it called upon citizens to "create their own public interest standards and to take the matter directly to their local broadcasters."

Mr. Allport in fact had three suggestions: (1) "Viewers can and should make themselves heard by the management of the stations they watch"; (2) "all of us might be more selective in our tuning—the ratings will soon reflect the results" and (3) "viewers can originate to express their hopes and desires to the broadcasters or for self-education purposes."

Mr. Allport said viewers "have every right to let an advertiser know through various means that they do, or do not, like his advertising. That is the name of the game. Such action, however, is a far cry from urging the advertiser to use his economic muscle so that he may substitute his judgment on the editorial content of the medium for that of the broadcaster. The encouragement of that game plan—even for the best of motives—can only lead down a road which none of us wants to travel."

Business gains seen for radio

But ABC's Neal says growth also depends on more promotion, better sales management

Significant growth in national advertising on radio over the next three to five years is projected in a study conducted by Glendinning Associates for ABC Radio.

The results of the Glendinning survey, conducted from October 1975 to May 1976, was announced last week by Harold L. Neal Jr., president of the ABC Radio Division. He said ABC is "extremely optimistic about the future of national radio over the next few years, but we feel strongly that the growth of this business depends almost entirely upon the efforts of all of us to capitalize on the enormous volume potential which exists in this market."

Mr. Neal said the Glendinning report predicted "vast growth" for network radio, both for wired and unwired systems. He noted that radio stations would share in the increased revenues.

Mr. Neal also quoted the report as saying that with TV costs growing, advertisers will be forced to try to "stretch" their dol-

lars, and radio is expected to be a favored medium.

Another conclusion of the study, according to Mr. Neal, is that the radio industry can have "a significant impact on the amount of new business that comes from national advertisers." He urged radio to develop a better information system than currently exists to report advertising expenditures by major national companies on an accurate and timely basis.

"The most comprehensive industry data source available at the current time is the annual FCC report," he pointed out. "However, the survey confirmed the beliefs of many that there may be confusion concerning the correct definition of local and national revenues."

Mr. Neal also recommended that the radio industry "increase its advertising and promotion spending." He observed that in 1975 radio accounted for only 2.4% of all advertising by media organizations and said this was less than half the advertising spending of TV and only 10% as much as the print media.

"We are going to change this situation," he said firmly.

Summing up a recommendation from the report, Mr. Neal said "the radio industry must increase action to improve the over-all quality of its sales activity." He said the industry must develop a more scientific approach to territory coverage, to weighing call frequency by agency volume, to establishing minimum daily call requirements for salesmen and to developing sales information reporting systems that enable management to monitor the activities of salesmen more effectively.

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, *Gerzorninplatz*, will be contemporary and zany adaptation of Sunday comic strips. Project is being produced by Rothman/Wohl Productions in association with Filmways.

Expanded radio samples. 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 more likely to listen to types of stations different from those preferred by general population.

***Regardless
of who made your
2/3-inch Plumbicon* TV camera,
or where it was made—
Amperex has the exact replacement
for the tube
that came with the camera.***



We know this tube as only its originator *can* know it. You can take our word for it...*there is only one Plumbicon*. And no matter where your Plumbicon camera comes from, whether it's a full-sized studio camera or one of the new hand-held portables... Amperex has the replacements for your equipment that will give you equal or better performance compared to any tube that came with the camera.

There *is* this difference. Amperex replacement tubes are immediately available, off-the-shelf,

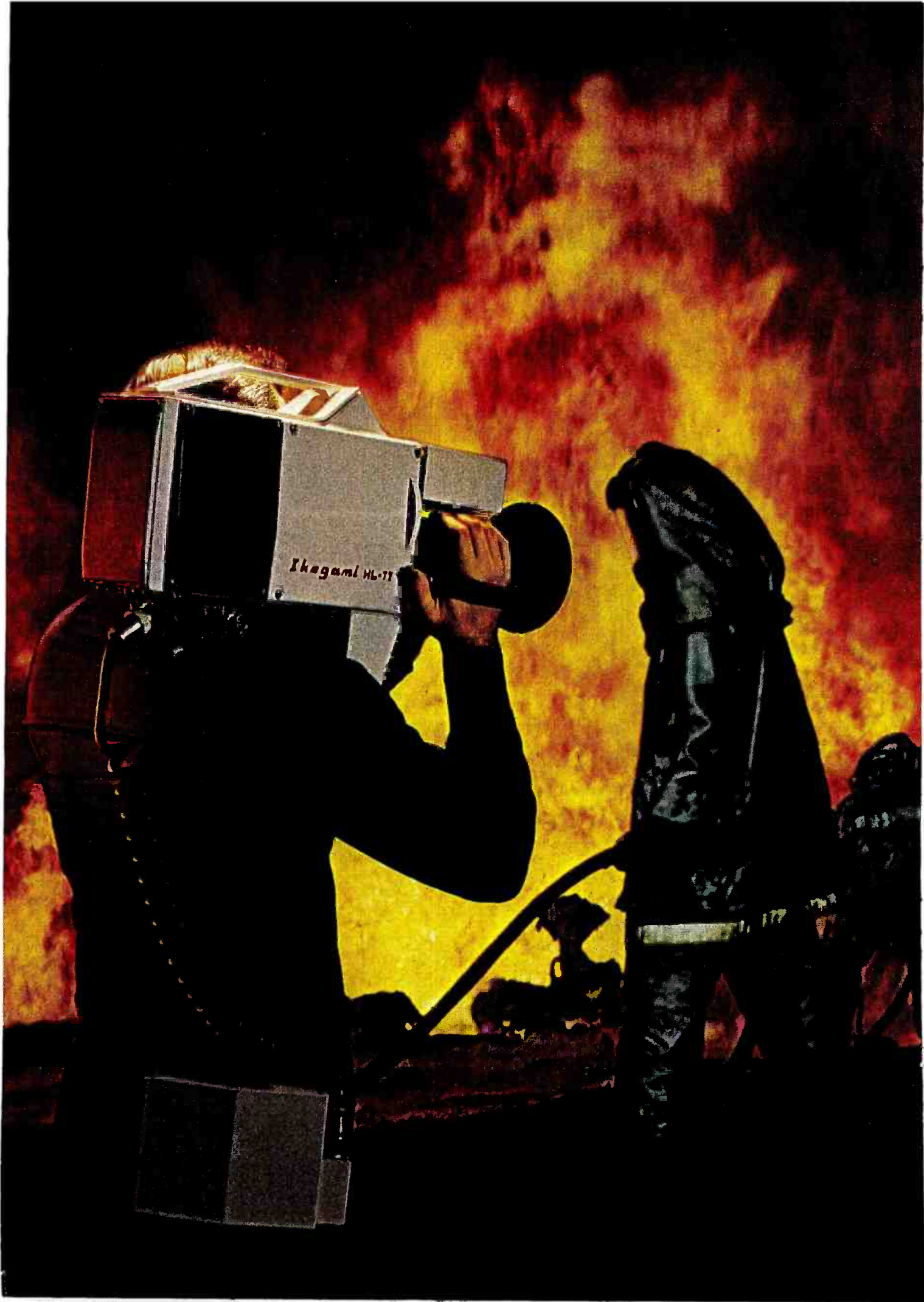
for delivery within 24 hours through local distributors and Amperex factory sales representatives. And Amperex tube distributors (your own local businessmen), are carefully selected for their ability to support Plumbicon TV camera systems with on-the-spot customer support and on-the-spot customer service.

For more information on Plumbicon TV camera tubes, write or phone: Electro-Optical Devices Division, Amperex Electronic Corporation, Slatersville, Rhode Island 02876. Telephone: 401-762-3800.

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TOMORROW'S THINKING IN TODAY'S PRODUCTS

A NORTH AMERICAN PHILIPS COMPANY



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



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

The reason: The prime features built into Ikegami

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

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

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

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



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

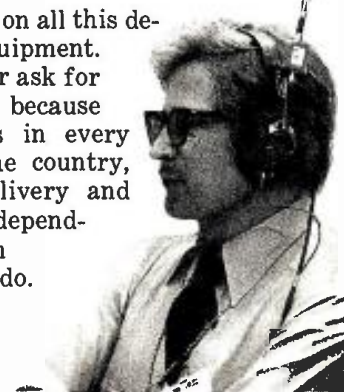
For microwave transmission from our HL-33 and HL-35 ENG cameras to a remote pickup point, we offer the Ikegami PF71 portable microwave relay system. This backpack unit transmits the video signal on the 13-GHz microwave band; audio and command signals on the 950-MHz uhf band. Maximum range is about 1800 feet with omni antenna, 3700 feet with 60-degree horn, two miles with a 20-degree horn.

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

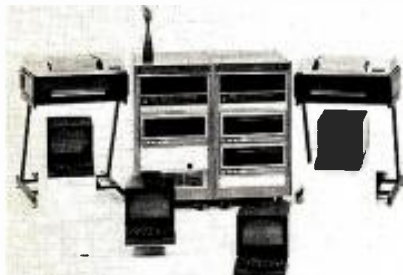
We've got the specs on all this dependable portable equipment. Just write for them, or ask for a demonstration. And because we have distributors in every major area across the country, you can get fast delivery and service. If you want dependability, you get it from Ikegami. More people do.

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ONLY BROADCAST PEOPLE COULD HAVE DEVELOPED AN AUTOMATION SYSTEM LIKE THIS.

Because only broadcast people are attuned to the special problems a television station encounters.

So they know that a station manager wants his own system, not a time-sharing one.

The Cox System is just that: in-house and in your control. Tailored to your needs. And unsurpassed in its efficiency and economy.

Find out more about this remarkable advance in broadcast automation. Telephone Bill Henderson at 404/256-5200.

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Broadcast Journalism*

Paley: Free press is prerequisite to human freedom

CBS chairman receives award from Anti-Defamation League; Cox calls for the rewriting of Communications Act Section 315

Everyone devoted to "freedom of knowledge and freedom of action" must "help develop an increased understanding throughout the world of the concept of the free press as a prerequisite to human freedom," William S. Paley, chairman of CBS Inc., said last week.

"We must give substantial support to the profession of journalism, backing those who are devoting their lives to it and making sure that an adequately prepared body of new talent goes into it," he asserted. Regrettably, he said, "freedom of the press is no longer a clear reality, even in those countries that claim to have it," and in the U.S., broadcast journalism is subject to special "crippling" restrictions "simply because stations are licensed to avoid technical chaos on the airwaves."

Mr. Paley spoke Tuesday night (Dec. 7) at a dinner at which he received this year's First Amendment Freedoms Award of the Anti-Defamation League Appeal. The award honors "individuals who by their words and deeds give to the First Amendment of the Constitution of the U.S. their effectual support."

In the keynote address at the dinner, held at the New York Hilton hotel with some 1,000 guests attending, Archibald Cox, Harvard Law School professor and former director of the U.S. Watergate Special Prosecution Force, called for the rewriting of Section 315 of the Communications Act, the political equal-time law. But he did not specify precisely how it should be rewritten, and he called for voluntary TV coverage of leading minority party candidates in the future.

After criticizing the Carter-Ford debates as being not news events but events staged for television—events which also excluded other legitimate contenders for the Presidency—Mr. Cox said at one point that, "We should acknowledge that equal time is dead and broadcasters are as free as newspapers to determine what coverage to give candidates and their speeches. Section 315 should be rewritten."

Later in the speech, referring to television and particularly network television, Mr. Cox said that "the medium is too powerful, too pervasive and too important in major selections to shut out the minority candidates and their ideas..."

"Might not the networks set aside in subsequent political campaigns some modest allocation of time for every duly qualified candidate who meets some objective minimum requirement such as getting on the ballot in a specified number of



Bird in hand. William S. Paley (c), chairman of CBS, receives the Anti-Defamation League of B'nai B'rith's First Amendment Freedoms Award from Benjamin R. Epstein (r), national director of the ADL, and Charles F. Luce, chairman of Consolidated Edison Co. of New York and chairman of the dinner at which the presentation was made.

states?...Nothing in the recent ruling of the federal court on the family hour or in any other decisions that I have read would interfere with a cooperative effort thus to effectuate one of the fundamental processes of the First Amendment."

Mr. Paley said that freedom of the press is at least "a constitutionally guaranteed ideal in our society," and at most "has been a powerful reality in safeguarding our other freedoms. It is essential for us to be sharply aware, however, that in a world of fast-moving events, swift reactions and persistent tensions, the idea and practice of a free press must not continue to stop at national boundaries. Most of the problems, most of the needs and most of the opportunities that face mankind in this space age are global in their significance.

"To recognize, define and meet them, the freest possible flow of world news is essential. Without it, the preservation of peace, the fullest use of the world's human and material resources and the containment of the twin threats of waste and pollution—all of these are endangered and perhaps rendered impossible."

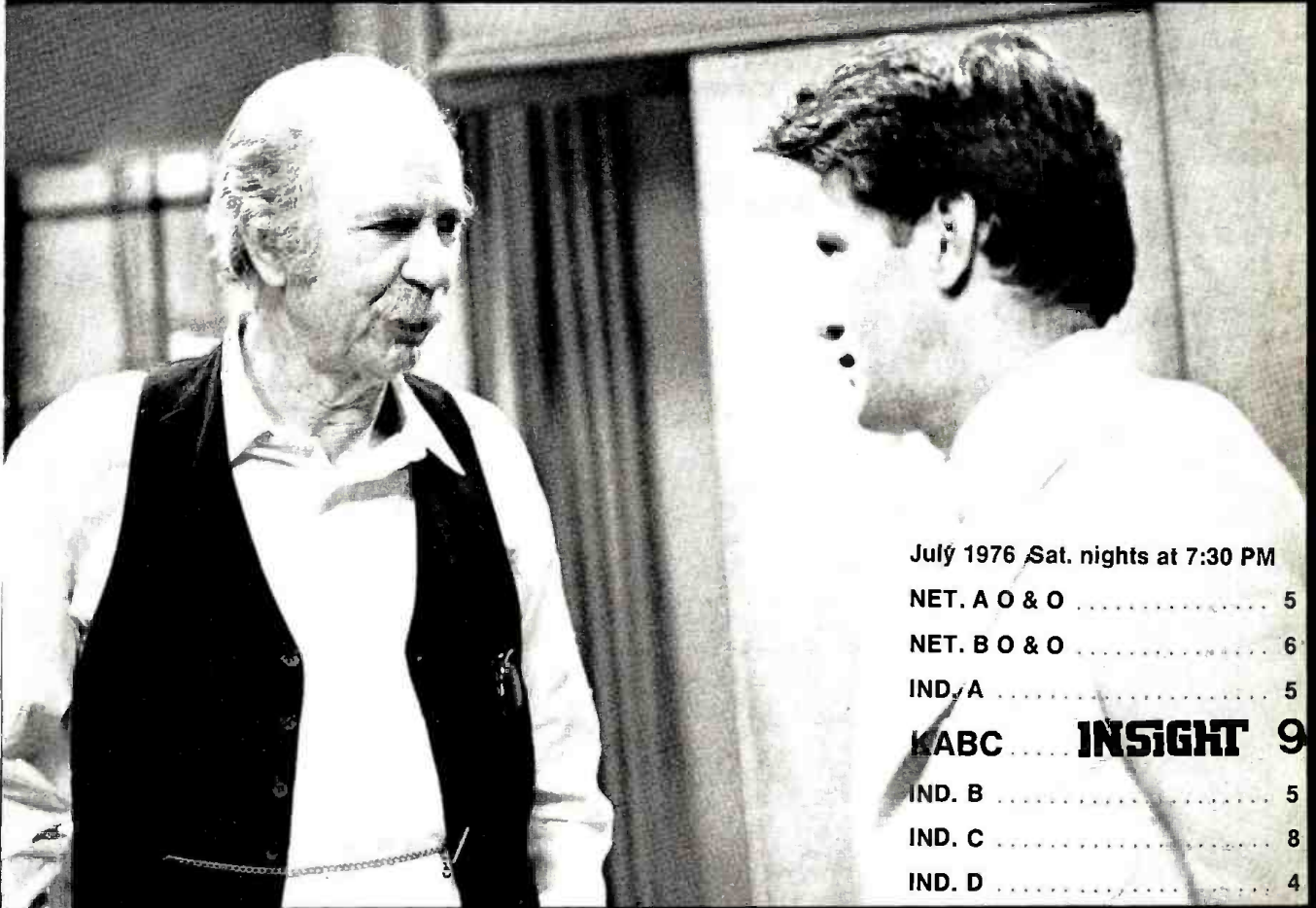
CBS establishes chair at Columbia University

Million-dollar grant given to school to help train professional journalists

A million-dollar grant has been awarded by the CBS Foundation to establish a chair in international journalism at the Columbia University Graduate School of Journalism, the first endowed chair established there by a major communications company since the late Joseph Pulitzer made the gift that created the school in 1912.

William S. Paley, CBS chairman, said, "The grant is made as concrete and continuing evidence of the importance that CBS attaches to the freest possible flow of world news. Nearly 40 years ago, CBS began the first worldwide network news-gathering organization with the recruiting of correspondents overseas at the time of Hitler's Anschluss on Austria. Since that time we have put great emphasis on bring-

Who says public affairs/ religious programming can't compete in access?



July 1976 Sat. nights at 7:30 PM

NET. A O & O	5
NET. B O & O	6
IND. A	5
KABC	INSIGHT 9
IND. B	5
IND. C	8
IND. D	4

Demographics

HOMES	329,000
WOMEN	214,000
WOMEN 18-49	158,000
(74% of total women)	
MEN	242,000
MEN 18-49	177,000
(73% of total men)	
TEENS	52,000
CHILDREN	28,000

INSIGHT

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Photograph by Susanne Faltner Stevens

Let Dick Cavett bring new listeners to your radio station with . . .

MoneySense

Here's a new 52-program series that offers authoritative guidance on all those money problems that every family faces, but that few really know how to cope with. Dick Cavett probes and discusses virtually every aspect of personal money-managing, and imparts valuable tips on:

- how to cope with the high cost of auto insurance
- how to invest in antiques
- planning wisely for retirement
- getting ready for the tax auditor
- and much, much more.

Occasional guest appearances by nationally-known financial experts add an extra dimension to this timely series.

Free to participating stations!

That's right. **MoneySense** costs you nothing. And you'll have exclusivity in your area. Each program runs 2½ minutes, and they'll be sent to you in 13-week cycles on 12-inch discs — four in all. January will be your first air date, so act now. Write or call:



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ing the American people first-hand and fast reports on worldwide events and developments."

On the same theme that he emphasized earlier in the week in accepting an Anti-Defamation League Appeal award for service to the first amendment (story page 58), Mr. Paley continued: "It is with alarm and concern that we now see an erosion of freedom of the press all over the world—to name some in most recent years, in India, in South Africa, in Laos, in Cambodia and in South Vietnam. Even the United Nations has become involved through the UNESCO resolution, now tabled for revision, that would subject to governments' surveillance all news emanating from their countries, whether originating from state or private news agencies. It is clear to us that a free press, to be effective in a world of growing interdependence and fast-mov-

ing events, cannot stop at national boundaries.

"We believe that freedom of the press must be reasserted and strengthened on a global basis. We have great confidence that this goal will be served through a permanent chair in the Graduate School of Journalism at Columbia. It can do much to focus continuing attention on the situation and to improve the training of professional journalists in this area."

Dr. William J. McGill, president of Columbia, said "the Columbia-CBS partnership in this endeavor assures intelligent, skilled interpretation and communication of complicated world events that ultimately affect the lives of us all." Dean Elie Abel of Columbia said a journalism faculty committee will be named to plan the selection of the chair's first incumbent.

Hour-by-hour in Bal Harbour

Upwards of 600 registrants are going to make this week's Radio Television News Directors Association convention at the Americana hotel, Bal Harbour, Fla., the "biggest ever," according to the convention program chairman and incoming RTNDA president, Wayne Vriesman.

The meeting will be largely an intramural affair. Speakers will include ABC News's Sam Donaldson, CBS News's Walter Cronkite, NBC News's David Brinkley and KNXT(TV) Los Angeles anchorwoman Connie Chung.

Workshops and panel sessions will stick for the most part to the very basic ("Newsroom Budgets and Cost Control," "Better Broadcast Writing," "ENG Hardware"), but will range to the slightly esoteric ("TV News Skin Test Consulting") and to the news in news ("Progress in Electronic Coverage in Courtrooms").

There will also be as many as 35 exhibitors spread over some 50 booths. They also are geared to the broadcast newsmen and include ENG manufacturers, syndicated news programmers, AP and UPI, and firms such as Gulf Oil and Xerox with an institutional story to tell.

The complete RTNDA convention agenda follows.

Sunday, Dec. 12

Board meeting. 9:30 a.m.-4 p.m.

Registration. 10 a.m.-9 p.m.

Reception. 6-7:30 p.m. Poolside, sponsored by Miami stations and RTNDA.

Monday, Dec. 13

Continental breakfast. 8-9:30 a.m.

Registration. 9 a.m.-5 p.m.

Exhibits open. 9 a.m.-5 p.m.

Business session. 9:30-11:30 a.m. Convention welcome, Ralph Renick WTVJ(TV) Miami; president's address, John Salisbury; convention report, Wayne Vriesman; Canadian report,

Karl Sepkowski; keynote address, Walter Cronkite, CBS; secretary to the board report, Rob Downey; managing director report, Len Allen; treasurer report, Paul Davis; nominating committee report with more nominations accepted, Ron Mires; old and new business; resolutions.

Reception. 11:30 a.m.-noon.

Luncheon. Noon-2 p.m. Speaker, Sam Donaldson, ABC; RTNDA scholarship presentations, Colonel Barney Oldfield.

Simultaneous workshops. 2-3:10 p.m.

Radio all news. Moderator, Ron Davis, WINZ(AM) Miami; guests: Bill Scott, WINS(AM) New York; Rob Sunde, WCBM(AM) New York.

Small-market radio. Moderator, Tom Petersen, KWWL(AM) Waterloo, Iowa; guests: John Picano, WIRK(AM) West Palm Beach, Fla.; Larry Schmitz, KLEM-AM-FM LeMars, Iowa.

ENG hardware. Moderator, Chris Clark Bot-saris, WTVF(TV) Nashville; guest, James Kitchell, NBC.

Newsroom budgets and cost control. Moderator, Paul Davis, WCIA(TV) Champaign, Ill.; guests: Larry Maisel, WTOL-TV Toledo, Ohio; Chuck Harrison, WGN-AM-TV Chicago.

Break. 3:10-3:20 p.m.

Simultaneous workshops. 3:20-4:30 p.m.

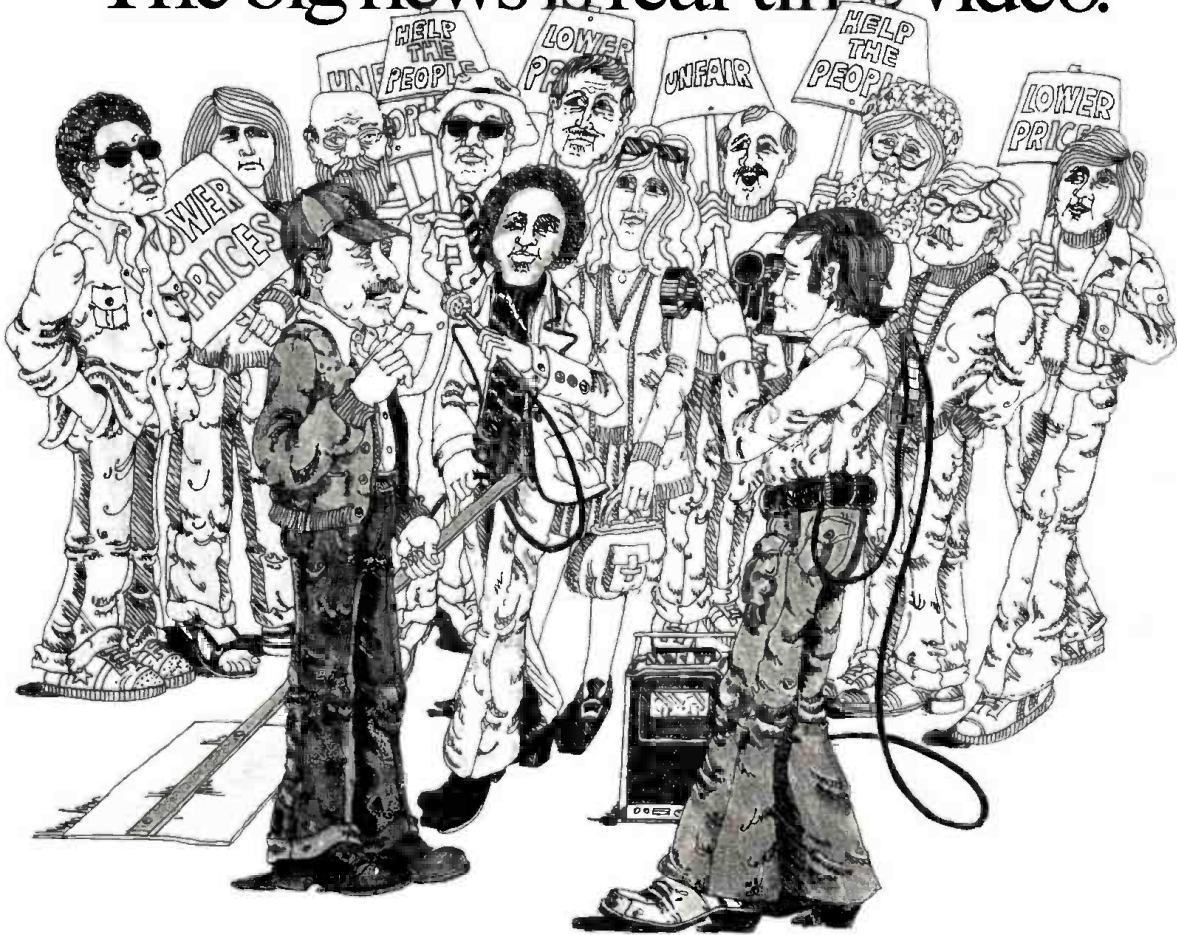
Radio format news. Moderator, Jack Williams, Northwestern University; guests: David Graves, KDKA(AM) Pittsburgh; Cyrus Russell, WWOK(AM) Miami; Pam Whiting, KCMO(AM) Kansas City, Mo.

Radio audience research. Moderator, Mike Parker, FKII(AM) Los Angeles; guests: Bob Henaberry, consultant; Willis Duff, ERA Broadcast Research Consultants; David LeRoy, Florida State University.

Better broadcast writing. Lecturer, Ed Bliss, American University.

ENG problems. Moderator: Ray Miller, KPRC-TV Houston; guests: Bill Ballard, WBTB(TV) Charlotte, N.C.; Bill Avery, KELO-TV Sioux Falls, S.D.; Ken Tiven, KYW-TV Philadelphia.

The big news is real-time video.



Ampex ENG is on the scene.

Ampex ENG products are best because we took the time to bring you true quality in portable equipment. With a reputation like ours to protect, we couldn't risk hanging a hundred pounds of batteries on the back of an ex-lineman and sending him into a crowd.

BCC-4, for example, is the ENG camera that feels like a film camera and shoots like a studio camera. This full-color midget is as stingy with power as it is generous with picture quality.

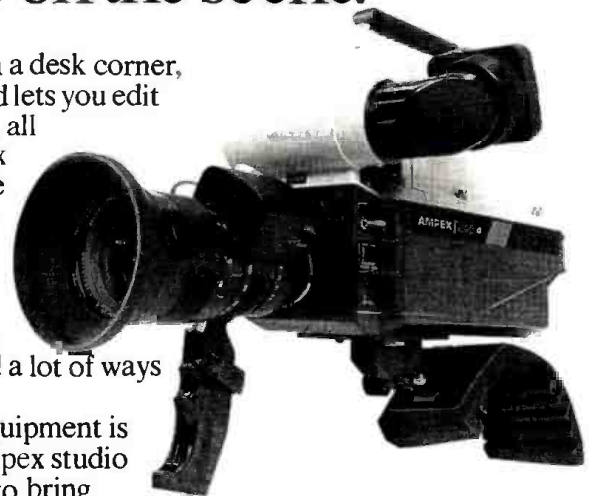
And the portable VPR-4400 isn't much larger than the 3/4-inch videocassette it uses. But it brings back a tape that has everything the camera saw, and everything the mic picked up.

Back at the studio, the

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Tuesday, Dec. 14

Continental breakfast. 7:30-9 a.m.

Association for Education in Journalism breakfast. 7:30-9 a.m.

Panel discussion. *TV news skin-test consulting.* 8-9:30 a.m. Ed Godfrey, KGW-TV Portland, Ore., moderator; guests: Frank Magid, Frank Magid & Associates; Willis Duff, ERA Research.

Lecture. *How to research public records.* 8-9:30 a.m. Lecturer, Clarence Jones, WPLG-TV Miami.

Registration. 9 a.m.-5 p.m.

Exhibits open. 9 a.m.-5 p.m.

Business session. 9:30-11:30 a.m. Election of officers, election of at-large board members, old and new business.

Reception. 11:30-noon.

Luncheon. Noon-2 p.m. Speaker, David Brinkley, NBC.

Panel. *Business and industry: the missing beat in radio-TV news.* Moderator, George Ruge, Pacific Gas & Electric; guests: Dan Cordtz, ABC; Philip McHugh, McHugh & Hoffman.

Repeats of Monday workshops. 2-3:10 p.m. Radio all news, small market ENG hardware, newsroom budgets and cost control.

Break. 3:10-3:20 p.m.

Repeats of Monday workshops. 3:20-4:30 p.m. Radio format news, radio audience research, better broadcast writing, ENG problems.

Wednesday, Dec. 15

Continental breakfast. 7:30-9 a.m.

Society of Professional Journalists, Sigma Delta Chi, breakfast. 7:30-9 a.m.

Exhibits open. 9 a.m.-noon.

Panel discussion. *Progress in electronic coverage in courtrooms.* 9-10:30 a.m. Moderator, Ted Capener, Bonneville International; guests: Alabama Circuit Judge Robert Hodnette Jr.; J. Laurent Scharff, Pierson, Ball & Dowd (RTNDA counsel); Bob Grip, WKRG-TV Mobile, Ala.; Robert Stoldal, KLAS-TV Las Vegas.

Business session. 10:30-11:30 a.m. Constitutional amendments, old and new business, resolutions.

Reception. 11:30 a.m.-noon.

Luncheon. Noon-2 p.m. Speaker, Connie Chung, KNXT(TV) Los Angeles. RTNDA awards presented by Dick Yoakum, Indiana University; Baskett Mosse, Northwestern University.

Lecture. *Personnel management.* 2-4 p.m. Alfred Cox, North Texas State University.

Network affiliate and Canadian meetings. 4 p.m.

Paul White reception. 6:30-7:15 p.m.

Paul White dinner and award presentation. 7:15 p.m.

Journalism Briefs

Help for students. Radio Television News Directors Foundation has notified schools of journalism and communications of its 1977 scholarships/fellowships. These are for up to \$1,000 each, paid in semiannual installments of \$250 for two years of undergraduate and/or master's level graduate enrollment provided by the Ben Chatfield, Bruce Palmer, James McCulla and Bruce Dennis memorial scholarships. Deadlines: March 1 for entries on campus; April 1 for department head submission to RTNDE.

New awards. National Broadcast Editorial Association's Awards for Editorial Excellence have been established by NBEA to "signify the hallmark of quality in broadcast opinion." Judges will be selected from three major U.S. journalism fellowship programs—Nieman Foundation program at Harvard University, and professional journalism programs at University of Michigan and Stanford University. Regional winners will be chosen in East, Central and West sections of country and national winners chosen from six regional finalists. According to coordinator of awards program, Philip S. Balboni, editorial director of WCVB-TV Boston, awards are only ones in broadcasting dedicated solely to recognition of editorial excellence and judged by working journalists. Deadline for entries is March 1. National awards will be presented at NBEA's annual meeting in Atlanta, June 15-18. "To measure the consistency of a station's commitments to editorializing," NBEA is asking for sample editorials from each of 12 months of judging period.

One spoke over the line

WABC-TV New York is said to encourage its *Eyewitness News* team of on-air regulars to deflate the solemnity of the events of the day by tossing off occasional wisecracks.

But the 6 o'clock *Eyewitness News* weatherman Tex Antoine got himself an immediate suspension without pay when he reacted to a story concerning the attempted rape of an eight-year-old girl by snapping, "With rape so predominant in the news lately, Confucius once say, 'If rape is inevitable, relax and enjoy it.'"

Mr. Antoine delivered the one-liner and then ran through his weather report. During the commercial break, Ron Tindiglia, WABC-TV news director, ordered him to get back on the air to apologize. "If I offended you with the Confucius saying, I apologize," Mr. Antoine said after the break. That was on Nov. 24; he's been off the air ever since, spending part of the time on a hastily arranged vacation in St. Thomas, the Virgin Islands.

WABC-TV officials said Mr. Antoine will return to his *Eyewitness News* duties, but the exact date is still to be announced.

NAB comes out of the trenches against NRBA

Radio programing conference is planned by former; it will be held in Los Angeles only weeks before the latter's convention

If they won't join you, beat 'em.

That appears to be the new policy at the National Association of Broadcasters concerning its rival for the affections of the nation's radio stations, the National Radio Broadcasters Association.

Two years ago, NRBA went toe-to-toe against the NAB when it gave up its former identity as an FM association. Last week, the NAB announced it was establishing its own annual radio conference, and would present the first just two or three weeks before the NRBA is scheduled to conduct its own national convention.

The first such radio programing "college" as it is called by the NAB, is seen by the association's planners as an intensive three days of sharing of knowledge about programing and the state-of-the-art in programing equipment. It will be conducted next September at the Marriott hotel in Los Angeles. Exact days have not been pinned down yet, but the choice is between Sept. 7-10 and 14-17. The NRBA's convention is scheduled for Oct. 2-6 in Chicago's Palmer House.

The NAB has engaged David Morehead of KMET(FM) Los Angeles as convention chairman and Claude Hall, program consultant, as convention manager (he will be paid in the neighborhood of \$5,000). In addition a steering committee is being assembled, so far including Chuck Blore of the creative firm Chuck Blore & Don Richman Inc., Los Angeles; Bob Hamilton of *Hamilton Radio Quarterly*, Los Angeles; Stan Kaplan of WAYS(AM)-WROQ(FM) Charlotte, N.C.; Mardi Nehrbass of Big Tree Records, Los Angeles, and Charles Warner of WMAQ(AM) Chicago.

The planned radio congress breaks new ground for the NAB. It is a response, according to NAB's vice president for radio, Charles T. Jones, to a "great, desperate need in the industry to share programing ideas," and is another piece in the concentrated effort at the association in recent years to upgrade services for and promotion of the radio industry.

Mr. Jones says he anticipates from 1,000 to 3,000 broadcasters to attend the meeting at \$100 a head.

The program for the radio congress is still on the drawing board, but Mr. Jones says it will attempt to cover in panel discussions and sessions "every imaginable kind of programing," from the usual trading of programing techniques to more

academic looks at the psychological effects of radio on listeners, for example, or the impact of record lyrics on the young.

It will open with an "explosion" of music and close with an awards banquet, at which will be presented a series of newly instituted radio programing awards, according to Mr. Jones. In addition, a trade show for programing software and hardware is contemplated.

The NAB program bumps up against NRBA's annual convention, although NAB says that is not by design and NRBA professes not to care. The NRBA convention is scheduled to take place Oct. 2-5, 1977 at Chicago's Palmer House hotel, but because of lack of enthusiasm among NRBA members and exhibitors for that location, it will be moved to New Orleans, probably to the New Orleans Hilton hotel Oct. 9-12.

NAB's Mr. Jones said the dates of the radio conference were picked (1) because if it were any sooner, it would possibly conflict with potential registrants' summer vacations and (2) because if it were later it would run up against the Arbitron fall sweeps, which would also tend to cripple attendance. James Hulbert, NAB senior vice president for station services, said the idea for the new convention was hatched at NAB two or three years ago, "long before we had ever heard of NRBA," but

that it did not get off the ground until this year because it became tangled inside NAB's bureaucracy.

NRBA President James Gabbert's reaction to the NAB project was cool. "We're just doing our thing," he said. "We're not bothering them." NRBA's convention, which has grown markedly in the last two years, has evolved beyond programing into an all-purpose radio management meeting and trade show which has attracted largely small and independent radio stations and groups.

Mr. Gabbert, who is president of KIQI(AM)-KIOI(FM) San Francisco, sees the NRBA meeting and the new NAB meeting as having different purposes, and doubts (1) that NAB will draw as many people as Mr. Jones's projects and (2) that NRBA will be injured. "They may take away some of our convention people," he said, "but not our exhibits," which feature hardware and software for all facets of radio operations.

Nevertheless the topic of NAB's meeting will be on the agenda of NRBA's next executive committee meeting in Washington Jan. 11. NRBA is closing its New York office and reopens in Washington the first of next year.

The steering committee for the program is scheduled to meet for a planning session in Los Angeles Jan. 18 or 19.

Radio stations fear, groups push for more record-keeping

Broadcasters tell FCC added regulations would be unnecessary and burdensome; public-interest organizations say they need access to program information

Broadcasters and public interest groups disagreed in comments filed last week with the FCC on a proposed rulemaking to require broadcast licensees to maintain certain program records.

Most broadcasters were opposed to any increase in the amount of material a station must file and make available for inspection by members of the public. The National Association of Broadcasters voiced the opposition of most small broadcasters and many major broadcasting operations in asking the commission to turn down the proposals, which would require: (1) retention and transcription of tapes or disks of news and public affairs programing; (2) accessibility of stations' program logs to the public; (3) that stations supply copies of material in the station's public file, and (4) that stations keep all written comments from the public for three years.

Most opposition, as it was in earlier filings, was to the first proposal. NAB, ABC and Storer Broadcasting Co. complained of possible fairness doctrine procedures that would involve the commission, as Storer

said, "in matters which must be left to journalistic discretion." Present procedures for fairness complaints are sufficient, Storer said, without thrusting the commission into the role of reviewing programing decisions and judging whether the licensee "has selected the 'best' or 'fairest' programs to serve its community."

NAB added that the burdens of retaining scripts, tapes or disks of all news and public-affairs programs would be far greater than the public benefit. NAB and ABC cited the economic hardships stations would suffer in purchasing the additional equipment necessary to record the programs, the additional time and funds needed to employ clerical and technical staff to record and file the information and the burdens and costs of extensive record-keeping. NAB said small-market broadcasters would suffer the most. ABC and NBC added that stations with all-news and talk formats would face financial burdens "so staggering as to inhibit the use" of those formats, as NBC put it.

Keystone Broadcasting System Inc., with over 1,200 affiliated stations, said that "sufficient grounds exist" to exempt small-market broadcasters from the requirements if the commission decides to institute the rules. Keystone said because of the financial burdens, and because most small markets are served by one or two pri-

many radio voices that can be easily monitored by the local audience, small-market broadcasters should be exempt from the rules.

Meredith Corp., with nine radio and television stations, said the proposal to require radio stations to make program logs available for public inspection was unnecessary because "the logs are seldom, if ever, requested." Meredith also said that if the rule is established, it could be used by a station's competitors, or competitors of the station's advertisers, to learn the broadcaster's methods of programing, clustering advertising and drawing an audience. The commission recognized this danger when it instituted the rule for television stations, Meredith said, and allowed TV licensees to refuse access to the logs "for good cause." The problem for radio stations would be greater, however, Meredith said, because radio stations, to a much greater extent than television stations, maximize their audience by the methods in which they program.

Broadcasters feel that retention of letters from members of the public is unnecessary because, as NAB put it, "there is a total lack of public interest in this information." NBC said an average of "less than one person per year per station" has requested to see NBC television stations' letter files since the commission instituted the rule for TV stations in 1973.

Keystone said it was not opposed to the rule if it did not require additional respon-

sibility and costs on the part of the licensee. Keystone said it did not object to the rule if the broadcaster could simply file the letters and be absolved of all responsibility in case members of the public destroy or alter them. Most broadcasters simply viewed the proposal as an additional responsibility which would prove unnecessarily costly and burdensome.

The Rio Grande Valley Coalition on the Media, an organization formed to help the poor and Mexican-Americans in south Texas, said, however, that written comments have helped it to determine "the strength of allegations about discriminatory programing, commercialization, equal time and fairness questions." Many public interest groups agreed with the United Church of Christ, which said that the letters can be "especially instructive" to community leaders and citizens interested in becoming involved in local broadcast practices. UCC added that retention of the letters would place "no undue burden on licensees."

UCC also raised the point many broadcasters feared: that fairness doctrine complaints could be more easily facilitated if the commission were to require stations to maintain transcripts or tapes of all news and public-affairs programing. UCC said fairness and personal attack in programing should be able to be assessed by those bringing the charge. UCC said it has heard that it has been attacked over the air in the past, and its attempts to review the situa-

tion have been met with insufficient evidence supplied by the station. UCC said that in many instances, "open review of the program content between members of the public and the broadcaster might speed the presentation of contrasting viewpoints." UCC said much of the hostility and suspicion occasioned by fairness complaints could be avoided by more open station program records.

The Media Access Project, attorneys for the Public Media Center, added that the proposed rule would "provide the public with an opportunity to participate effectively in the regulatory process."

The public interest groups also agreed with UCC that information contained in the program logs is necessary to determine the amount of commercialization and programing practices.

UCC said that availability of logs for television stations is now required by the FCC, and that the requirement is just as necessary for radio stations. The groups agreed with Citizens Communications Center (BROADCASTING, Dec. 6), that it would be unfair to allow broadcasters to use program log information in pleadings before the FCC and to deny such information to protesters.

All public interest groups filing said it is necessary to require stations to provide some means of machine reproduction of material in the public files. They agreed with Rio Grande Valley Coalition that the volunteers help the groups use do not have the time for lengthy and time-consuming hand-copying of the materials.



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12-13

Changing Hands

Announced

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

■ **KBMA-TV** Kansas City, Mo.: Sold by Westport Television Inc. to Scripps-Howard Broadcasting Co. for \$7.5 million. Seller is owned by Benno C. Schmidt and BMA Corp., Kansas City-based, publicly traded insurance holding company headed by William D. Grant, board chairman. Mr. Schmidt has no other broadcast interests. BMA is also majority owner of KTXL(TV) Sacramento, Calif. Buyer is publicly traded group owner, over 60% owned by E. W. Scripps Co., publisher of 15 daily newspapers. Seller is headed by Jack R. Howard, board chairman. Seller also owns WPTV(TV) West Palm Beach, Fla.; WCPO-TV Cincinnati; WEWS(TV) Cleveland; KTEW(TV) Tulsa, Okla.; WNOX(AM) Knoxville, Tenn., and WMC-AM-FM-TV Memphis. KBMA-TV is independent on channel 41, with 1,000 kw visual, 100 kw aural and antenna 1,060 feet above average terrain. Broker: Howard E. Stark.

■ **WWWE(AM)** Cleveland: Sold by Ohio Communications Inc. to Combined Communications Corp. for \$7.5 million. Seller principals are Nick J. Mileti and Joseph Zingale, who will retain co-owned

WwW(FM) Cleveland. Buyer, 60% publicly held, 40% owned by John J. Louis Jr. and Karl Eller families, publishes *Cincinnati Enquirer*, owns number of outdoor advertising firms and broadcast group including four AM's, two FM's and seven TV's. WwW is on 1100 khz with 50 kw full time.

■ KAH(AM)-KAFI(FM) Auburn, Calif.: Sold by Auburn Broadcasting Corp. to Empire Broadcasting Corp. for \$551,400. Seller is owned by Donald J. Inglett who has no other broadcast interests. Buyer, owned by Robert Kieve (12.5%), James M. Trayhern (10%), Fred A. German (10%), Bruce M. Cameron (10%) and 21 other stockholders, also owns KLIV(AM) San Jose and KARA(FM) Santa Clara, both California. Mr. Trayhern is also minority owner of WCMF(FM) Rochester, N.Y., and Mr. German is minority stockholder of WDKX(FM) Rochester. KAH is 5 kw daytimer on 950 khz. KAFI is on 101.1 mhz with 3.2 kw and antenna 450 feet above average terrain. Broker: William A. Exline Inc.

■ WKLX(AM) Portsmouth, Va.: Sold by Rust Communications Group Inc. to John L. Sinclair Jr. for \$350,000. Principal in Rust, group owner, is William F. Rust Jr. Seller also owns WHAM(AM)-WHFM(FM) Rochester and WFLY(FM) Troy, both New York; WAEB(AM)-WXKN(FM) Allentown and WNOW(AM)-WQXA(FM) York, both Pennsylvania, and WRNL(AM)-WRXL(FM) Richmond, Va. Buyer also owns WANT(AM) Richmond and WCVL(AM)-WLFO(FM) Crawfordsville, Ind. WKLX is on 1350 khz full time with 5 kw. Broker: Blackburn & Co.

Approved

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

■ WSNT-AM-FM Sandersville; WJAT-AM-FM Swainsboro; WBRO(AM) Waynesboro, all Georgia: Sold by Webb Pierce to Cleatus O. Brazzell (99%) and wife Frances (1%) for \$1,290,000. Mr. Pierce is country music singer who owns no other stations. Buyers also own WELP-AM-FM Easley, S.C., Mrs. Brazzell holding 72% and Mr. Brazzell 28%. WSNT is on 1490 khz with 1 kw day and 250 w night. WSNT-FM is on 94.3 mhz with 3 kw and antenna 185 feet above average terrain. WJAT is 1 kw daytimer on 800 khz. WJAT-FM is on 98.3 mhz with 3 kw and antenna 285 feet above average terrain. WBRO is 1 kw daytimer on 1310 khz.

■ WMA(AM) Springfield, Ill.: Sold by Stuart Broadcasting Co. to Mid-West Family Stations for \$700,000. Seller, owned by James Stuart and family, owns KOEL-AM-FM Oelwein and KMNS(AM)-KSEZ(FM) Sioux City, both Iowa; KSA(AM)-KYEZ(FM) Salina, Kan.; KWTO-AM-FM Springfield, Mo., and KRGI-AM-FM

Grand Island and KFOR-AM-FM Lincoln, both Nebraska. Buyer (William R. Walker, Joseph D. Mackin, Philip Fisher and Charles Mefford, principals) owns WYFE(AM) Rockford and WYFE-FM Winnebago, both Illinois; WITL-AM-FM Lansing and WSJM(AM)-WIRX(FM) St. Joseph, both Michigan; WIZM-AM-FM La Crosse, WISM-AM-FM Madison and WYTL(AM)-WOSH(FM) Oshkosh, all Wisconsin. WMA is on 970 khz, with 1 kw day and 500 w night.

■ KNOR(AM) Norman, Okla.: Sold by Cleveland County Broadcasting Co. to KNOR Radio Inc. for \$501,550. Principal in seller is Tol E. Dickenson, who is retiring and has no other broadcast interests. Buyer is owned by Hugh B. Garnett Jr. (31.5%), Hugh Moore (31.5%), George Wilburn (28%) and the parents of Mr. Garnett, Hugh and Glee Garnett, as minority stockholders. Garnett family and Mr. Wilburn and his wife, Ruth Ann Wilburn, are majority owners of KWHW-AM-FM Altus and KWON(AM) Bartlesville, both Oklahoma. Mr. Moore, Chattanooga attorney, is son-in-law of Hugh and Glee Garnett. KNOR is on 1400 khz with 1 kw day and 250 w night.

■ Other sales approved by the FCC last week included: WJRD(AM) Tuscaloosa, Ala.; KMAK(AM) Fresno, Calif.; WIRV(AM) Irvine, Ky.; KTMF(AM) New Prague, Minn.; KNND(AM) Cottage Grove, Ore. (see page 77).

WSWG stands before the bar

FCC is hard on attorney for Greenwood stations charged with programing, EEO faults

An attorney for a Mississippi radio licensee last week was peppered with questions from FCC commissioners about his client's alleged failure to live up to programing and equal employment opportunity promises. The attorney for public interest groups that petitioned to deny renewal of license for the stations, WSWG-AM-FM Greenwood, supported by the FCC's Broadcast Bureau, had a more sympathetic audience in the oral argument, the commission held in the proceeding.

Forbes W. Blair, attorney for WSWG-AM-FM, endeavored to persuade the FCC commissioners to reverse last year's initial decision by Administrative Law Judge Reuben Lozner denying license renewal for the stations (BROADCASTING, Sept. 8, 1975). Mr. Blair stressed many of the same arguments the stations originally presented to Judge Lozner, and was met by polite, but persistently similar lines of questioning.

FCC Chairman Richard E. Wiley tried to establish WSWG's rationale for promising, in its 1969 application to purchase the

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"We made our comparisons before ordering the 7000P. It's easier to handle and has more features than other portables. For live supermarket pickups, we just stop a clerk and do white balance with his smock, then do black balance, and get color under fluorescents or mercury vapor lights comparable to what we used to get with expensive lighting setups. I've used the black stretch feature to bring details up out of shadows, and created a convincing autumn scene with the paint controls when we had only a handful of fall-foliage trees in the distance.

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BROADCAST UPDATE

stations, that it would be the only stations primarily geared to meet the needs of Greenwood's majority black population. To Mr. Blair's reply that the promises were made by an overly zealous former general manager, and that the transfer application promises should not be combined with the 1970 license renewal applications that were the basis of the hearing, Chairman Wiley maintained that wswg-AM-FM should have informed the commission of its inability to meet the proposals.

Chairman Wiley also asked Mr. Blair why the stations again proposed to meet the needs and interests of the black community in the 1970 renewal applications. Mr. Blair said that in 1970 wswg's format was black-oriented music. In 1971, he said, the stations switched to a country-and-western music format for economic reasons. The stations were losing \$1,000 a month, Mr. Blair said. Mr. Blair stated that there were no public affairs programming complaints until the music format change. Chairman Wiley responded that the stations still substantially missed the promised mark of over four hours of public affairs programming per week in actually delivering about 43 minutes.

FCC Commissioner Benjamin L. Hooks also questioned the licensee's assessment of the needs and interests of Greenwood's black population. Wswg has maintained since the initial decision hearing that surveys it has taken show the problems faced by whites and blacks in the community cannot really be separated. Each group is confronted by similar problems such as drug abuse, housing problems and crime, Mr. Blair said. Therefore, Mr. Blair said, programming for the needs of one segment of the community is also meeting the needs of the other segment. Commissioner Hooks suggested that the problems of Greenwood's blacks may vary in quantity and concentration from those of Greenwood's whites.

Alvin O. Chambliss of North Mississippi Rural Legal Services, representing the petitioners' side (petitions to deny renewal of license were originally filed by the Citizens Communications Center and the Southern Media Coalition), renewed the issue of the firing of three black disk jockeys when wswg changed format. Mr. Chambliss called the firing "one of the most blatant racist attacks" he has encountered, stressing that the licensee had not met its proposal to hire and train black high school students and had summarily dismissed the black disk jockeys it had hired simultaneously with the format change. Theodore D. Kramer, counsel for the commission, added that the licensee afforded the disk jockeys no opportunity to audition for the new jobs, giving them no chance to prove themselves.

When asked by Chairman Wiley whether he took the position that the licensee made deliberate misrepresentations to the FCC, Mr. Kramer said Judge Lozner did not specifically designate that charge, but that the Broadcast Bureau was taking that position.

Mr. Blair expressed the desire for a reprimand, if the commission makes sanction at all.

Former ad man voted House majority leader

Texan Wright wins in upset; he's in favor of opening chamber to broadcast

Representative Jim Wright (D-Tex.), a former advertising executive and 22-year veteran of the House, emerged from the underdog position to win the House majority leadership last week. He ran in a field of four and ultimately defeated Representative Phillip Burton (D-Calif.) by just one vote (148-147) in the caucus of House Democrats.

Of the four men running for the second highest job in the House—the other two were Representatives Richard Bolling (D-Mo.) and John McFall (D-Calif.)—Mr. Wright is considered most palatable to broadcasters. "I don't think he will lead any processions for the industry," said one broadcaster in Mr. Wright's native Fort Worth last week, but over the years "he always listened, always was helpful and we got his votes."

Mr. Wright, a partner in a Fort Worth advertising firm before his election to Congress, has had high praise for the efforts of local broadcast stations in the past, but mistrusts the networks' news reporting, a skepticism reflected in his attitude toward proposals to permit live broadcasts of House proceedings: He favors the idea but "expressly would not favor giving carte blanche to the networks to pick and 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 (BROADCASTING, Dec. 6)."

Mr. Wright is said to be a good fit with Representative Thomas P. (Tip) O'Neill (D-Mass.), who was elected Speaker by unanimous voice vote last week. Both men sit somewhere in the middle range on the liberal scale, and Mr. O'Neill, say broadcast insiders in Washington, is to be preferred over his predecessor, Carl Albert (D-Okla.), who retires.

On the one issue of chamber broadcasts, it was reported earlier that Mr. O'Neill took a backstage hand in seeing the broadcast resolution tabled in the last Congress. Mr. O'Neill, however, said he now favors the idea of telecasting the House.

Media Briefs

For Xmas shoppers. FCC's 40th annual report—for fiscal year 1974, which ended June 30, 1974—is out. Commission's public information officer, Samuel Sharkey, said copy for 186-page report was in hands of Government Printing Office in July, added that steps are being taken to reduce sharply in coming years length of time between end of fiscal year and is-

suance of report. Report, which is available from GPO for \$2.60, contains review of major events in areas of commission's regulatory concern from July 1, 1973, to June 30, 1974.

Rebutted. CBS and NBC have joined ABC (BROADCASTING, Dec. 6) in asking FCC to dismiss petition that sought denial of license renewals to networks' owned-and-operated television stations in Chicago. Petition, which was filed by Illinois division of Polish American Congress, asking action against NBC's WMAQ-TV, CBS's WBBM-TV and ABC's WLS-TV, was submitted past deadline, according to networks, and contained no specific facts in its charges of employment discrimination and defamatory remarks against Polish Americans in programming.

Parity. Boy Scouts of America has recognized broadcasting's status as co-equal in journalism world with changes in its journalism merit badge. Previously merit badge stressed print reporting, offering broadcasting as option in only one of the merit badge's requirements. In new merit badge, there is broadcast option to match every print option.

Postscript from Justice to filing on Westinghouse causes minor stir

Department sends letter to Wiley in attempt to clarify relationship between comments in inquiry and its network antitrust suits; others see other motives

A three-paragraph letter that the chief of the Justice Department's Antitrust Division sent to FCC Chairman Richard E. Wiley has occasioned raised eyebrows and, among some lawyers involved, a flurry of excitement.

All that the division had intended to do, department officials insist, was to clarify the division's position in the wake of the filing on the Westinghouse petition for an inquiry aimed at strengthening the power of affiliates in dealing with networks (BROADCASTING, Nov. 29). The division apparently had second thoughts about the effect the comments might have on the antitrust suits it has pending against the networks.

The antitrust division had supported the Westinghouse petition, urging the commission to inquire into "network structure, power and affiliate relationships." But the pleading, signed by Deputy Assistant Attorney General Jonathan Rose, was followed a week later by the letter, which was signed by Donald I. Baker, the assistant attorney general. It said that the comments "may have raised questions concerning the relationship between the comments" and the division's antitrust suits against the networks that are pending in

U.S. District Court in Los Angeles.

"While we continue to believe that a general inquiry by the commission into network practices is appropriate and fully warranted at this time, we wish to emphasize that the department's comments should not be construed as suggesting that the inquiry encompass those issues now being litigated" in Los Angeles.

Mr. Baker added that the letter and the comments are not intended to preclude either the commission or the department from "taking any action consistent with its respective responsibilities."

Some network lawyers, who were provided with copies of the letter, read considerable significance into it. One said it was highly unusual for the department to send such a letter, and expressed the view that the department was "having trouble gracefully eating crow."

He noted that Mr. Baker referred to "practices" not "structure" and read that as indicating the department was intending to withdraw its comments on the Westinghouse petition for fear that the court in Los Angeles might decide that the matters being litigated in Los Angeles should be considered by the commission. Some confusion in the antitrust division was suspected.

Commission lawyers did not read that much into the letter. But they did feel that it raised more questions than it answered.

At the department, Kenneth Anderson, head of the division's section concerned with communications matters, and Barry J. Kaplan, one of the attorneys working on the antitrust cases, and Mr. Rose said there had been no confusion among officials there. The comments were filed after thorough discussions among interested persons, they said. And, Mr. Anderson said, "we'll proceed apace "both with the antitrust suits and the Westinghouse matter." As for the reference to "practices" rather than "structure," he said there is no point in trying to "diagram sentences."

However, he seemed to confirm a theory of some lawyers that the intended audience of the letter was Judge Robert Kelleher, who is presiding over the suits in Los Angeles, and who is being asked to accept a consent decree the department entered into with NBC (BROADCASTING, Nov. 22).

Mr. Anderson said the letter was sent, "just in case anyone was confused that we were suggesting that the cases should be subsumed by what the FCC was doing. We wanted to make it clear to everyone, including the judge, that the matters are separate." The letter, he said, was meant to clarify the situation, not modify it.

Lawyers noted that an issue in the suits is the networks' contention that the court lacks jurisdiction, that the matters being litigated are properly the concern of the FCC. Motions to dismiss the suits on that ground are pending and, one network lawyer said, "It probably occurred to them [the department] after they filed the comments, that the defendants might use them in support of their motions to dismiss the suits."

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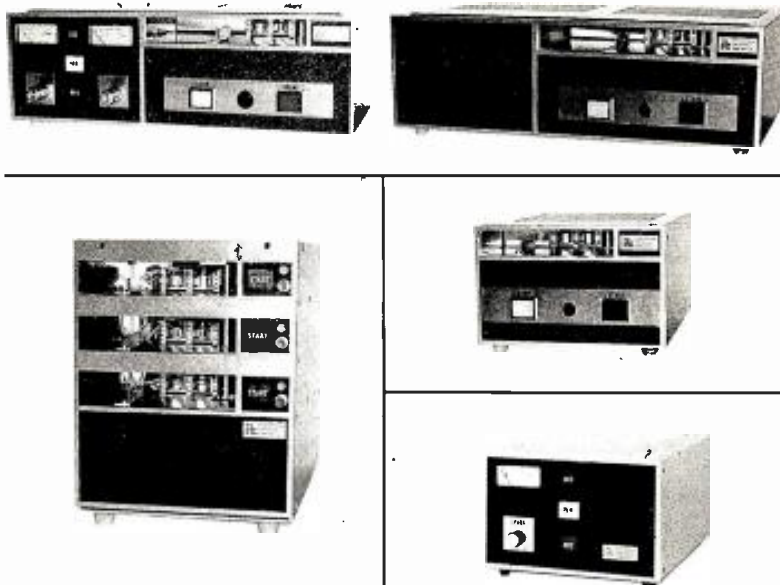
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FCC sticks by ease-up on cable

Liberalized access rules to stand; some others are tidied up by agency in response to citizen groups

The FCC has rejected petitions for reconsideration of its action easing the access-channel requirements it had imposed on cable television systems in 1972. At the same time, however, it issued some clarifications of its rules as a result of concerns expressed by citizen groups.

The commission in April had deleted a number of rules—among them, one requiring major systems to have sufficient capacity to provide one nonbroadcast channel for each channel used to distribute broadcast programming and another requiring older systems to reconstruct to provide four dedicated access channels and new ones to provide such channels from the commencement of operation. Some other rules were modified.

The commission, in rejecting petitions for reconsideration, said it retains its commitment to the provision of access services and channels. However, it said that information collected since 1972 indicates that the burden of complying with the access rules would be excessive and would ultimately impair total cable service to the public.

A specific request it rejected—one made by the staff of the Cable Television Information Center of the Urban Institute—would permit delivered channel capacity to be the subject of negotiation between the cable operator and the franchising authority without FCC review. The commission said excessive burdens dictated by local authorities created no less an undue strain on systems than those imposed by the commission.

The clarification of some rules, however, was in response to groups complaining about the manner in which some systems were interpreting the rules. In one clarification, for instance, the commission said that it expects cable operators to make a maximum effort to provide "blackout" time for access programming on systems that do not have sufficient capacity for access channels.

The commission also said that, in permitting operators to charge for production time, it did not intend to include charges for the playing of tapes or film provided by public-access-channel users when no use of system production equipment is involved and the programming presented is in a format compatible with that of the system.

The FCC also took action on several other cable television items. It:

- Initiated a proceeding aimed at adding to its rules frequency channeling requirements and other actions to prevent interference from cable television systems

to authorized over-the-air service. With cable systems now carrying 20 or more television channels, there is need for standard frequency channel plans for cable delivery of television signals, the commission said. Comments are due Jan. 17, replies, Feb. 15.

- Eliminated a requirement that cable systems submit annual reports on fixed dates. Systems will be required to complete or correct within 60 days materials the commission sends to them. The finished reports will be fed into the Cable Television Bureau's computerized data management systems.

- Proposed a rule to require systems to notify the commission of changes in their name, mail address or system operational status.

- Amended its rules to make identification of "legally qualified candidate for public office" consistent with the definition adopted on July 20 for broadcast services. The definition now includes a candidate who "either" has qualified for a place on the ballot or "has publicly committed himself to seeking election by the write-in method," and is eligible for the office being sought.

NCTA protests exclusivity clause in Justice-NBC agreement

Letter goes out from Schmidt to Hollings, Van Deerlin, others

The National Cable Television Association is complaining to Congress about the proposed consent agreement reached last month between NBC and the Justice Department (BROADCASTING, Nov. 22). The agreement, an attempt to end four years of antitrust litigation, includes limitations on the exclusivity NBC can secure on feature films as against pay cable.

But, said NCTA President Robert Schmidt in a letter to Congressional leaders, the agreement, if approved by the presiding judge in the case, "solidifies in a law a blatantly anticompetitive practice which has been condemned in recent hearings of the Senate Antitrust and Monopolies and the House Communications Subcommittee and challenged in a pending rulemaking at the FCC." The message was sent to Senate Judiciary Committee Chairman James O. Eastland (D-Miss.), House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), House Judiciary Committee Chairman Peter Rodino (D-N.J.) and Senator Ernest F. Hollings (D-S.C.), leading contender for the chairmanship of the Senate Communications Subcommittee next Congress.

Mr. Schmidt said that the agreement enables NBC to "demand exclusive con-

tracts (for up to two years) for the exhibition of first-run movies on television," is an "abridgement of the legislative process" and should be resolved in "appropriate congressional and regulatory forums."

"The amazing fact of this development is that this anticompetitive agreement was reached in settlement of an antitrust complaint against the network," he asserted.

Kahn's new baby will be delivered at NCTA meeting

A working system of fiber optics for multichannel cable-television installations will be demonstrated next April at the Chicago convention of the National Cable Television Association, it was promised last week. The promise came from Irving Kahn, former president of Teleprompter Corp. and one of the architects of a new company, Times Fiber Communications Inc., formed to develop and manufacture fiber-optics systems.

The organization of Times Fiber was announced a fortnight ago (BROADCASTING, Dec. 6). Mr. Kahn said last week that the system to be demonstrated next April will be offered at prices that will be "very competitive" with conventional cable installations.

Times Fiber intends to offer total-system packages. Mr. Kahn said he was confident that the demonstration next April will "remove any doubt" that the technology is ready for commercial introduction. The system uses laser beams transmitted through glass fibers.

Fifty-one percent of Times Fiber Communications stock will be owned by Insilco Corp., a diversified manufacturing company that is the parent of Times Wire & Cable, a leading supplier to the cable television industry. The other 49% of Times Fiber will be primarily owned by Mr. Kahn and two former officials of Bell Laboratories, Drs. Franklin W. Dabby and Ronald B. Chesler, who have jointly formed the privately held Fiber Communications Inc. Times Wire & Cable and Fiber Communications will operate as divisions of the new Times Fiber Communications, which will be based in the Meriden, Conn., area.

Lawrence J. DeGeorge, founder of Times Wire & Cable and vice chairman of Insilco, will take on the added jobs of chairman, president and chief executive officer of Times Fiber. William M. Lynch, Insilco operating vice president, will become executive vice president and chief operating officer of Times Fiber and head of its Times Wire & Cable division. Drs. Dabby and Chesler will direct the Fiber Communications division. Mr. Kahn will be a director of Times Fiber.

Insilco reported revenues of \$302.4 million and net earnings of \$15.2 million in the nine months ending last Sept. 30.

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Source: NSI October 1976

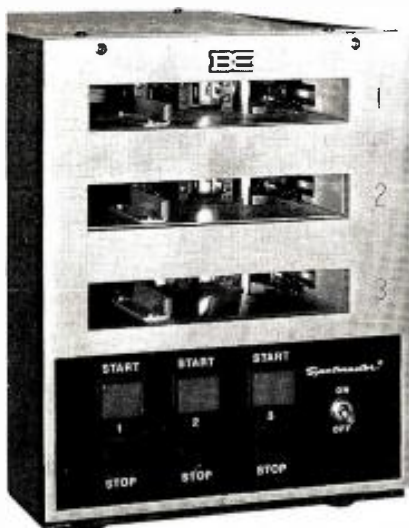
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Programming

Canadians will have official word on television violence from special committee

Government group-finishes up 15-country tour here, will report on consultations

Four days of consultations with members of Congress, the FCC and the public broadcasting community in Washington last week capped a month-long study tour of the United States by a Canadian government-appointed commission to examine violence in the media.

The three-member Ontario Royal Commission on Violence in the Communications Industry is studying the possibility that violence on the streets might be a reflection of violence in the media—all the media, although it narrows down quickly to television, according to Judy LaMarsh, a Canadian attorney, author, journalist, TV host and former member of Parliament, who heads the commission.

The United States was the last of 15 countries the group visited (the others, including Great Britain, France, Norway and Sweden, were west and east European countries). It is in the U.S., however, Ms. LaMarsh said, that many of Canada's own problems with televised violence originate, because over half the Canadian people can watch American programs over the air, and furthermore, the United States exports more film and music programming than any other nation.

Ms. LaMarsh said there is not much Canada can do about American programming, but it could make changes in its own system of television. That suggestion and others will be explored in a written report the commission will make, targeted printing date for which is March 1977.

In the United States, the panel spent 10 days in Los Angeles, where it talked with many of the plaintiffs in the suit by the Hollywood producers and writers against the FCC, the networks and the National Association of Broadcasters over family viewing. It then spent a week in New York talking to, among others, some of the defendants in that case—representatives of the three commercial networks—and last week it saw FCC Chairman Richard Wiley, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif), the top officials of the Corporation for Public Broadcasting and the Public Broadcasting Service, and Nicholas Johnson's National Citizens Committee for Broadcasting (although Mr. Johnson was on the West Coast at the time).

The work product of the commission, which will incorporate some 27 research projects commissioned in Canada, the findings of reports on the consultations in the 15 countries and a discussion of remedies for Canada was commissioned

by the governor of Ontario, but will in effect be a report to the entire Canadian government.

There is no parallel to that project in the United States at present, and Ms. LaMarsh reports receiving some 400 requests in this country for the results—mainly from researchers, educators and government.

The other members of the commission are Scott Young, a journalist and author and Judge Lucien A. Beaulieu.

Wasilewski protests Catholic criticism of family viewing at UNDA session

NAB president is 'disappointed' in year-old church decision, which he thinks is short-sighted

National Association of Broadcasters President Vincent T. Wasilewski has belatedly returned a barb from the U.S. Catholic Conference over family viewing.

From his seat on a panel Dec. 3 at the fifth annual general assembly of UNDA-USA, a national Catholic association of broadcasters and communicators, in Fort Lauderdale, Fla., Mr. Wasilewski cited personal hurt over the criticism of the USCC administrative board more than a year ago charging that family viewing was the product of closed-door meetings between broadcasters and government that in the end would afford no appreciable protection to children from televised sex and violence.

Mr. Wasilewski told the Catholic meeting that he had expected Hollywood writers and producers to oppose the action when it was taken in April 1975. "What I was unprepared for, however, was the opposition of the U.S. Catholic Conference," he said.

"I was disappointed with church officials in this instance," he said. "I felt, and still do, that such opposition does not reflect the men and women in our parishes across the nation. It seemed short-sighted and counterproductive."

Mr. Wasilewski's remarks turned to sarcasm as he noted that in fact the Hollywood writers and producers have prevailed for the moment with the decision of the U.S. district court in Los Angeles in their favor against family viewing: "I am sure the judge found solace in the fact that even though he was going along with Norman Lear and Mary Hartman, at least the Catholic Church was on his side."

The USCC board, composed of 29 bishops, protested family viewing in a statement in September 1975 charging the plan was "unacceptable" because its enforcement rests with the networks and the NAB. The networks, in its opinion, are slaves to the ratings and have to appeal to the lowest common denominator to get high audience figures. The broadcasters' job, it said, is to protect the interests of broadcasters, and nowhere in the events

leading to the family-viewing decision was opportunity given the public to participate. Furthermore, the board said, the audience advisories mandated by the family-viewing plan for question programs scheduled during family time only invite larger viewership.

Mr. Wasilewski, a Catholic, protested: "Here we were, a national organization of broadcasters, attempting—through self-regulation—to do something that would give the parents a little better chance to keep their children from seeing programs for which they might not be ready—and, to my dismay, we find ourselves opposed by the church. I just could not understand why the bishops would object to broadcasters taking a step in the right direction—no matter how small a step, no matter what the debate about its effectiveness."

Mr. Wasilewski said if NAB's appeal of the family-viewing decision succeeds, the association will continue family viewing in the TV code. But if not, "we will have to pursue other ways to control potentially offensive material on television, and the time that it appears."

He appealed to the U.S. Catholic Conference to join the broadcasters' side in the dispute, adding, "I just hope I will never find myself at confession because I support the family-viewing concept."

Programing Briefs

VII to 53. Paramount Television reports that its *Portfolio VII* package of 30 feature film titles has been sold to 53 stations, including 23 of top-25 markets. Among station buyers: WCBS-TV New York, KNXT(TV) Los Angeles, KMOX-TV St. Louis, WBBM-TV Chicago, WCAU-TV Philadelphia, WBZ-TV Boston and KBTW(TV) Denver. Titles include "Paper Moon," "Serpico," "El Dorado," "Rosemary's Baby" and "The Odd Couple."

Stuff of miniseries. ABC-TV and Paramount Pictures Television have bought rights to former White House aide John Ehrlichman's novel, "Washington." Paramount, with Stanley Kalles as executive producer, will turn it into miniseries of at least eight hours for 1977-78 season.

Very young. Group W will produce new half-hour series of prime-time TV programs, *The First Three Years*, focusing on that period of child's life. Preschool Project of Harvard University's Graduate School of Education will cooperate. WBZ-TV, Group W-owned TV station in Boston, will do actual production of series for airing next year on all Group W stations. Company's syndication arm, Group W Productions, will also make it available nationwide.

Crystal ball. National Telefilm Associates is producing initial 26 color half-hours of *Lorne Greene's World of Tomorrow*, weekly series in which Mr. Greene visits scientists, engineers and inventors to take viewers backstage to see products of



Rationale. Paddy Chayefsky (l), the former TV writer who now makes his fortune in the movies, discusses his new hit, "Network"—called "crude" by some and "paranoid" by others (BROADCASTING, Nov. 22)—with FCC Chairman Richard Wiley (r) after a screening of the controversial film in Washington. (Mr. Wiley found it "interesting.") Later, in an interview with Barbara Walters for *ABC Evening News with Harry Reasoner and Barbara Walters*, Mr. Chayefsky said this of his latest endeavor: "I'm not talking about network news at any time. I'm talking about what happens to a network when it's taken over and made into a cash flow industry, part of a larger corporation.... Go and see this picture with an audience.... They yell. They shout. They applaud. They stomp. They scream back at the picture. Some people occasionally get up and boo. I'm all a little nervous about this myself. I hadn't expected the intensity of such a reaction.... I'm concerned that when the responsible people [leave TV] it will turn into nothing more than just another maker of profits. And I think I've got a right to say, 'Fellows, watch it. Don't make that much money. So you only make a hundred million. You don't make 150 million.'"

future. Series is to be distributed for syndication next fall.

Aircheck check. Air Talent Productions, Houston, has initiated service to help air personalities perfect their aircheck. ATP offers special effects, limiting, equalization, compression, reverb and variable alignment heads to enhance airchecks and editing system to eliminate weak points. 9610 South Rice, Houston 77096; (713) 729-4500.

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 the Marschak Co., and Barbara Shapiro, who had worked at agencies and the Film Study Center of the Museum of Modern Art. *Kressel/Brown Associates, 250 West 57th Street, New York.*



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The Broadcasting Playlist™ Dec 13

Contemporary

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a- 10a 3p	3-7p	7-12p	
1	1 Tonight's the Night (3:55) Rod Stewart—Warner Bros.	1	1	1	1
4	2 You Don't Have to Be a Star (3:40) Marilyn McCoo & Billy Davis Jr.—ABC	2	3	2	2
3	3 Rubberband Man (3:30) Spinners—Atlantic	3	3	3	3
2	4 Muskrat Love (3:28) Captain & Tennille—A&M	4	5	4	4
8	5 You Make Me Feel Like Dancing (2:48) Leo Sayer—Warner Bros.	5	2	5	5
12	6 Nadia's Theme (2:50) Barry De Vorzon & Perry Botkin Jr.—A&M	6	6	6	7
5	7 More Than a Feeling (3:25) Boston—Epic	8	7	7	6
7	8 You Are the Woman (2:42) Firefall—Atlantic	11	8	11	8
23	9 Carwash (3:18) Rose Royce—MCA	7	10	10	11
17	10 Stand Tall (3:20) Burton Cummings—Portrait	12	9	9	9
11	11 Love So Right (3:19) Bee Gees—RSO/Polydor	10	11	8	10
16	12 Sorry Seems to Be the Hardest Word (3:28) Elton John—Rocket/MCA	9	12	12	12
6	13 Beth (2:45) Kiss—Casablanca	13	13	13	14
13	14 Nights Are Forever without You (2:52) England Dan & John Ford Coley—Big Tree	16	14	16	13
10	15 Disco Duck (Part 1) (3:15) Rick Dees & His Cast of Idiots—RSO/Polydor	18	15	15	16
25	16 After the Lovin' (3:50) Engelbert Humperdinck—Epic	15	16	17	18
18	17 I Never Cry (3:43) Alice Cooper—Warner Bros.	14	17	18	17
21	18 Livin' Thing (3:30) Electric Light Orchestra—United Artists	20	22	14	15
19	19 I Wish (4:12) Stevie Wonder—Tamla/Motown	17	19	19	20
30	20 Blinded by the Light (3:48) Manfred Mann—Warner Bros.	23	18	21	19
24	21 Cherchez La Femme (3:33) Dr. Buzzard's Original Savannah Band—RCA	19	26	20	23
20	22 Just to Be Close to You (3:28) Commodores—Motown	22	21	23	21
27	23 Hot Line (2:59) Sylvers—Capitol	21	25	22	25
26	24 Enjoy Yourself (3:24) Jacksons—Epic	26	20	27	22
22	25 Fernando (4:11) Abba—Atlantic	24	24	25	24
9	26 Rock'n Me (3:05) Steve Miller Band—Capitol	25	28	26	28
28	27 This Song (3:45) George Harrison—Dark Horse	30	27	24	26
14	28 If You Leave Me Now (3:40) Chicago—Columbia	28	23	32	27
29	29 Dazz (5:35) Brick—Bang	27	29	28	32
31	30 New Kid in Town (5:02) Eagles—Asylum	29	30	31	30
31	31 Walk This Way (3:31) Aerosmith—Columbia	32	35	30	29
33	32 Somebody to Love (4:53) Queen—Elektra	31	31	34	33
36	33 Isn't She Lovely (6:33) Stevie Wonder—Tamla/Motown	*	*	29	31
15	34 The Wreck of the Edmund Fitzgerald (5:57) Gordon Lightfoot—Reprise	37	33	35	35
34	35 Love Me (3:10) Yvonne Elliman—RSO/Polydor	34	36	36	37
36	36 Torn between Two Lovers (3:40) Mary MacGregor—Ariola America	33	37	37	40
37	37 Night Moves (3:20) Bob Segar—Capitol	35	32	40	39
32	38 Do You Feel Like We Do (7:19) Peter Frampton—A&M	40	34	*	38
39	39 Free Bird (4:55) Lynyrd Skynyrd—MCA	*	*	33	34
40	40 (Don't Fear) The Reaper (3:45) Blue Oyster Cult—Columbia	38	38	*	*

Playback

The tortoise and the hare. It took almost two months for *Nadia's Theme* (A&M) by Barry De Vorzon and Perry Botkin Jr. to work its way from the Montreal Olympics into "Playlist" top 10 (at 6 this week). It took only one week for *Carwash* (MCA), title song from the movie, to bolt into the top 10 after its debut last week. **Rising Stars.** *Blinded by the Light* (Warner Bros.), Manfred Mann's version of Bruce Springsteen's original, also rates a bolt. Mr. Mann, whose first hit was *Do Wa Diddy* in the sixties, is composer, arranger and keyboard player in Manfred Mann's Earth Band. "It's happening; what can I tell you. This current one is really big," says Warner Bros.'s Bob Meris. It's on at WHBQ(AM) Memphis where Judy Smithart comments: "It's a different sound we haven't heard in awhile. I think it'll do well here." Also on in Memphis is *Dazz* (Bang) by Brick, a new five-piece group from Atlanta. *Dazz*, or disco jazz, is "utterly fantastic. Definitely a smash" in Memphis, says Ms. Smithart. Following Brick are the Eagles at No. 30 on "Playlist" with *New Kid in Town* (Asylum/Elektra). Featuring Joe Walsh, former James Gang guitar genius, "the Eagles are super hot and the album is very, very good," says WCOL(AM) Columbus' Dave Bishop.

Country

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a- 10a 3p	3-7p	7-12p	
1	1 Broken Down in Tiny Pieces (3:00) Billy (Crash) Craddock—ABC/Dot	1	1	1	1
2	2 Baby Boy (3:04) Mary Kay Place—Columbia	2	2	2	2
10	3 Sweet Dreams (3:00) Emmylou Harris—Reprise	6	3	3	5
13	4 Statues without Hearts (2:42) Larry Gatlin—Monument	4	5	4	3
3	5 Thinking of a Rendezvous (3:22) Johnny Duncan—Columbia	5	4	6	6
5	6 Good Woman Blues (2:50) Mel Tillis—MCA	3	8	7	9
6	7 Take My Breath Away (2:48) Margo Smith—Warner Bros.	7	7	9	11
9	8 Lady Miss Clawdy (2:19) Mickey Gilley—Playboy	8	10	5	8
11	9 She Never Knew Me (2:46) Don Williams—ABC/Dot	10	9	8	7
4	10 9,999,999 Tears (3:00) Dickey Lee—RCA	11	6	10	4
21	11 Everything I Own (2:49) Joe Stampley—ABC/Dot	9	11	11	10
18	12 Every Face Tells a Story (3:28) Olivia Newton-John—MCA	12	12	13	12
25	13 You Never Miss... Good Thing (3:47) Crystal Gayle—United Artists	13	14	12	16
7	14 Cherokee Maiden (2:56) Merle Haggard—Capitol	18	13	17	15
17	15 Thank God I've Got You (2:17) Statler Bros.—Mercury	14	17	14	20
22	16 Two Dollars in the Jukebox (2:22) Eddie Rabbitt—Elektra	17	21	15	14
16	17 Never Did Like Whiskey (2:08) Billie Joe Spears—United Artists	16	16	18	22
19	18 Hillbilly Heart (2:55) Johnny Rodriguez—Mercury	15	23	20	19
12	19 Somebody Somewhere (3:00) Loretta Lynn—MCA	21	15	19	17
16	20 Fox on the Run (2:03) Tom T. Hall—Mercury	20	20	16	21
22	21 I Can't Believe She Gives It All to Me (2:25) Conway Twitty—MCA	22	19	21	13
8	22 Her Name Is (2:17) George Jones—Epic	19	18	22	18
14	23 I'm Gonna Love You (2:52) Dave & Sugar—RCA	24	22	25	23
15	24 Living It Down (2:30) Freddy Fender—ABC/Dot	23	24	23	25
20	25 Among My Souvenirs (2:32) Marty Robbins—Columbia	*	*	24	24

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

Fates & Fortunes

Media



Cookerly

Thomas B. Cookerly, general manager, WMAL-TV Washington, also named executive VP of licensee, Evening Star Broadcasting Co., subsidiary of Washington Star Communications Inc.

Griffith W. Foxley, assistant general, attorney, ABC Inc., New York, and **Douglas Land**, assistant general attorney, ABC Radio

network and owned stations, appointed general attorney, ABC Inc. **Donald Martin**, attorney, theaters and real estate for ABC corporate legal department, promoted to assistant general attorney. **Neil MacLeod**, director, business administration, broadcast operations and engineering, ABC, West Coast, named director of television financial controls, West Coast, ABC-TV and ABC Entertainment.

David P. Beddow, news director, KDKA-TV Pittsburgh, named VP/general executive of parent, Group W, New York, assigned to corporate projects related to current operational activities and long range planning.

Jon Schill, sports director/anchor, KRGV-TV, Weslaco, Tex., promoted to station manager, succeeding **Richard Manship**, who returns to WBRZ(TV) Baton Rouge as station manager.

Richard K. Penn, general sales manager, KJIS-AM-FM Los Angeles, appointed general manager, KTAR(AM)-KBBC(FM) Phoenix. All are Combined Communications stations.

Richard F. Marcellan, VP/general manager, KKYX(AM) San Antonio, Tex., named to same post, co-owned KFJZ-AM-FM Fort Worth. He is succeeded as KKYX general manager by **Bill Rohde**, station's program director. **Florentino Esquivel**, KKYX air personality, appointed director of public affairs there. All are Swanco Broadcasting stations.

Robert J. Flotte, sales manager, KOJO(AM)-KIOZ(FM) Laramie, Wyo., named general manager.

Bob Roberts, program director, WTMR(AM) Camden, N.J., appointed station manager.

Charles A. Radatz, sales manager, WKTS(AM) Sheboygan, Wis., named station manager.

Michele Darmiento, assistant to director of community relations, KNXT(TV) Los Angeles, appointed manager of community information.

John Conway, air personality/assistant program director, KAZM(AM) Sedona, Ariz., appointed assistant general manager and news/program director.

Nancy Vollino, log editor, WBBM-TV Chicago, named publicist.

Larry Viviano, art director at WKBD-TV Detroit, named to similar post at WWJ-TV Detroit.

Bob Thaman, art director, Reach Productions, Dayton, Ohio, joins WLWT(TV) Cincinnati in same position.

Don Lord, VP, Eastern regional manager, Silver Burdett educational publisher, Morristown, N.J., joins Maine Public Broadcasting Network, Orono, as director of business/administration.

Broadcast Advertising



Orthwein



Adams

James B. Orthwein, president, D'Arcy-MacManus & Masius, St. Louis, appointed board chairman/chief executive officer, D'Arcy-MacManus & Masius Inc. **Charles F. Adams**, president of Bloomfield Hills, Mich., operation,



Raldt



Jones

elected corporate president/chief operating officer. **William T. Raldt**, vice chairman of Chicago office, elected DM&M chairman of ex-

ecutive committee. **Ernest A. Jones**, member of board and executive committee, named chairman, international.

Brett Shevack, from Young & Rubicam, New York, joins Daniel & Charles Associates there as VP/creative director.

Lyndel L. Dean, art director, and **Nelda J. Brown**, plans director, Cranford/Johnson/Hunt & Associates, Little Rock, Ark., named VP's.

Harry Way, director of media for Colgate-Palmolive Co., New York, named chairman of Television Advertising Committee of Association of National Advertisers, succeeding **A.B. (Gus) Priemer**, of S.C. Johnson & Son, Racine, Wis., who remains on committee.

George E. Plous, account executive, national sales, CBS television stations, New York, named to same post, CBS-TV network sales there. **Terry Drucker**, manager, audience analysis, NBC-owned television stations, New York, joins CBS Radio Spot Sales there as research director, succeeding **Frank Quillinan**, appointed director of national sales research, CBS television stations.

Jimmy Carroll, from Benton & Bowles, New York, joins Kenyon & Eckhardt there as manager of broadcast budgets and cost controls.

Sydney Shacknove, media assistant, Botsford Ketchum, San Francisco, promoted to assistant planner, media department. **Nan McSwain**, broadcast services coordinator, promoted to talent manager, broadcast services department.

John J. Hanrahan, media supervisor, media research department, Leo Burnett, Chicago, named manager, media and program analysis. **Leta C. Strube**, also from media research department, appointed associate manager, media and program analysis.

Richard J. Maloney III, New York sales manager, Metro TV Sales, appointed VP. **Tony Intellisano**, senior research analyst, named research supervisor. **L. Alan DeVaney**, account executive, Metro TV Sales, Chicago, appointed national sales manager of co-owned WTCN-TV Minneapolis. Both are Metromedia subsidiaries.

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Carol Telchman, research analyst, Telerep, New York, appointed director of research and sales promotion.

Dave Gruen, from Dancer-Fitzgerald-Sample, San Francisco, joins J. Walter Thompson there as account representative.

Linelle Vines, director of broadcasting, Elder-Beerman Stores, Dayton, Ohio, joins Fahlgren & Ferriss Advertising, Cincinnati, as writer/producer. **Jeanni McCormick**, from Cargill, Wilson & Acree, Atlanta, joins F&F as broadcast production coordinator.

Nina Ruth Davidson, on Pizza Hut account, Noble-Dury, Nashville, joins Kizer & Kizer Advertising, Oklahoma City, as media director.

Dino Dinovitz, local sales manager, WTAJ-TV Philadelphia, promoted to national sales manager.

Dennis Griffin, local sales manager, KKYX(AM) San Antonio, Tex., and **Dan Bell**, local sales manager, KRMG(AM) Tulsa, Okla., named national sales managers of their respective stations. Both are Swanco Broadcasting stations.

Fritz Beesemyer, account executive, KHS-AM-FM Los Angeles, named sales manager, KBBB(FM) Phoenix. All are Combined Communications stations.

Claire Shaffner, local sales manager, WAYS(AM)-WROQ(FM) Charlotte, N.C., appointed general sales manager, succeeded by **Jack Collins**, general manager, WAXY(FM) Fort Lauderdale, Fla.

Marni Fennessey, schedule manager, Victorian Broadcasting Network, Melbourne, Australia, joins WNAC-TV Boston as traffic supervisor.

Programing

Sy Salkowitz, president, 20th Century-Fox Television, Beverly Hills, Calif., named corporate VP of 20th Century-Fox Film Corp. **Ronald Beckman**, Fox TV executive VP of business affairs and administration, promoted to executive VP, expanding his activities to include administration of all areas of division.

William F. Baker, program director, WEWS(TV) Cleveland, appointed assistant general manager for programing.

Mary Barto Hughes, from Dailey & Associates, San Francisco, joins WHP-TV Harrisburg, Pa., as program director/administrative assistant.

Paul Morgan, air personality, KKYX(AM) San Antonio, Tex., named program director. **Gary Mack**, program director, KLEO(AM) Wichita, Kan., appointed to same post, KFJZ-AM-FM Fort Worth, succeeded by **Ken Clifford**, KLEO assistant program director. All are Swanco Broadcasting stations.

Gene Walsh, operations director, WRAL-TV Raleigh, N.C., named production manager, WTNH-TV New Haven, Conn.

Norm Woodruff, news consultant, San Francisco, named coordinator of news and program planning for KTAR(AM) Phoenix and KSDO(AM) San Diego. Both are Combined Communications all-news stations.

John Runfola, program director, WRDI(AM)-WRDR(FM) Hammonton-Egg Harbor, N.J.,

named to same post, WMVB-AM-FM Millville, N.J.

Broadcast Journalism

Bernard Osborne, manager of budget control, ABC News, New York, appointed manager of budget and financial control. **Terrence Carnes**, budget control supervisor, newsfilm and news services, appointed manager of administrative and financial services. **Nat McBean**, ABC News budget controller, named manager of administration, Washington office. **Frank Cannizzaro**, financial analyst in corporate planning department, appointed manager of planning and special projects.

David McCormick, assigned to national network assignment desk, NBC, New York, named news director for network-owned WKYC-TV Cleveland and for NBC News bureau there. He succeeds **Richard Lobo**, named news manager, KOA-AM-FM-TV Denver. **Phillip Buckman**, news manager for WKYC-TV and news bureau there, appointed executive producer.

Mike Shapiro, editor/producer, NBC's News and Information Service, named assistant news director, WCAU(AM) Philadelphia. **Gene Scott**, anchorman, KYW(AM) there, joins WCAU in same post.

Bob Males, news producer, WNAC-TV Boston, promoted to assistant assignment editor, succeeded by **Jack Swan**, news writer. **Susan Noble**, visiting professor at Boston University, returns to WNAC-TV as news writer.

Suzan Harris, reporter, KOVR(TV) Stockton, Calif., named assignment editor, succeeding **Bill Gray**, appointed executive producer, KGTV(TV) San Diego.

Nick Lawler, assistant news director, WAST(TV) Albany, N.Y., appointed assignment editor, WTVH-TV Syracuse, N.Y. **Dennis Jones**, WTVH-TV photographer, named ENG editor. **Anne Lilly**, reporter, WHO-TV Des Moines, Iowa, joins WTVH-TV in same post. **Lynn Fellows**, chief photographer, WAND(TV) Decatur, Ill., named WTVH-TV news photographer. **Bob Kirk**, WTVH-TV weekend anchorman, assumes additional duties as primary "live eye" reporter.

Bill Hartnett, news director, KQV(AM) Pittsburgh, appointed executive editor, responsible for development of news/public affairs. **Carl Eckels**, news director, WQVE(FM) there, assumes additional duties as KQV news director. Both are Taft stations.

Mel Bally, president of Emperor Productions, New York, programing consultancy firm, named studio producer of one-hour *Action News* program on WPIX(TV) New York.

Donald F. Loose, manager of news operations, WTMJ-AM-TV-WKT(FM) Milwaukee, has resigned. He has announced neither reason for resignation nor future plans.

Pam Whiting, newscaster/writer/reporter and moderator of public affairs and educational programing, KCMO(AM)-KCEZ(FM) Kansas City, Mo., appointed news director.

Bob Kirby, news editor, KWKH(AM) Shreveport, La., appointed news director, KWKH and co-owned KROK(FM) there. **Mark Sands**, news director, KJOE(AM) there, and **Dan Lewis**, news director/air personality, WMRO(AM) Aurora, Ill., join KWKH as news editors. **Percy Brown**,

retired Air Force writer, named KWKH reporter.

Spencer Levine, news editor, KSDO(AM) San Diego, appointed news reporter, KIML(AM) Gillette, Wyo. This corrects item in Nov. 22 "Fates & Fortunes" that identified Mr. Levine as KSDO news director.

Andrea Weisgerber, reporter/copy editor, *Wheeling* (W. Va.) *Intelligencer*, joins WTRF-TV there as reporter.

Mark S. Haines, reporter/newscaster, WPRO-AM-FM Providence, R.I., joins WPRI-TV there as field reporter.

Debra Kay Smith, reporter/photographer, KTVH(TV) Hutchinson, Kan., appointed assignment editor.

Wally Kennedy, air personality, WTRX(AM) Flint, Mich., named newsman/announcer, WSB(AM) Atlanta.

Al Vecchione, special television consultant to Democratic National Committee, Democratic National Chairman Robert Strauss and President-elect Jimmy Carter, named executive producer, *The MacNeill/Lehrer Report*, co-produced by noncommercial WNET(TV) New York and noncommercial WETA-TV Washington. Until January of this year, he had been executive director of public affairs programming for WETA-TV.

Jonathan Lehrer, Washington correspondent, Democratic National Committee's Public Affairs News audio service and Carter Radio News, joins WJOL(AM) Joliet, Ill., as reporter.

Cable

Donald L. Stone, regional manager, Channel 100, based in Monterey, Calif., appointed VP of affiliate development, Burlingame, Calif., headquarters.

Claire M. Williams, acting manager, Warner Cable's Marinette, Wis., system, appointed manager. **Marna L. Miles**, operations director, Warner's Fort Walton Beach, Fla., system, named assistant general manager of that system.

Joseph Romasco, general manager, Theta-Com CATV, Phoenix, elected VP of parent, Texscan Corp.

John M. Cascioli, manager, Eastern Shore CATV, Ocean City, Md., appointed general manager, Antietam Cable Television, Hagerstown, Md.

Equipment & Engineering

Harry Dornbrand, president, Fairchild Space & Electronics Co., division of Fairchild Industries, Germantown, Md., elected president of co-owned American Satellite Corp. there. **Emanuel Fthenakis**, corporate VP, communications and electronics, appointed acting president of Fairchild Space & Electronics.

Jonas Heiser, with KSDO(AM) San Diego, appointed AM engineering specialist for all Combined Communications AM stations, including KSDO, KTAR Phoenix, wwdj Little Rock, Ark. and KIIS Los Angeles. **Mike Callahan**, chief engineer, KIIS-FM Los Angeles, named FM engineering specialist for all Combined Communications FM stations, including KIIS-FM, KEZL San Diego and KBBC Phoenix.



For posterity. Bill Leonard (l.) CBS Washington vice president, presents a fully indexed video-tape and transcript record of CBS News's July 4 Bicentennial Day television coverage and indexes and microfiche copies of transcripts of all CBS News television broadcasts since the beginning of 1975 to James E. O'Neill (r), deputy archivist of the U.S., for housing in the National Archives. The gift augments the Archives's existing collection furnished by CBS News since 1974.

Wes Bell, engineer, KRMG(AM) Tulsa, Okla., joins KFJZ-AM-FM Fort Worth and Texas State Network there. **Jim Henry**, KRMG engineer, promoted to studio supervisor. All are Swanco Broadcasting subsidiaries.

Lawrence W. Ehnstrom, from Hauenstein & Burmeister, Minneapolis, joins Telemation Inc., Salt Lake City, as Midwestern regional distributor/original equipment manufacturing and government sales manager. **Richard Walters**, from Telemation's Atlanta office, named to cover newly established Southeastern region.

Michael Q. Crane, in sales/marketing, Technicolor, Los Angeles, joins Deluxe Laboratories, Hollywood, as technical representative.

Jack Wood, branch manager, Midwest Tele Communications, Virginia Beach, Va., promoted to manager of Dallas branch office.

Allied Fields

Shirley Wolfstal, with personnel department of Bloomingdale's, New York, named execu-

tive placement manager for Broadcast Personnel Inc. there.

Earl J. McHugh, assistant general counsel, NBC, New York, resigns effective Dec. 31 to join Insurance Company of America, Philadelphia, as VP, law.

Gene McPherson, former VP and general manager of WLW(TV) Indianapolis, named senior consultant of Reymor & Gersin Associates, TV news consulting and audience research firm based in Oak Park, Mich.

Ken Greenwood, on leave of absence from University of Tulsa (Okla.) as head of School of Communications, returns to Swanco Broadcasting there as consultant.

Rod Baum, from Creative Radio Co., subsidiary of Sudbrink Broadcasting, Atlanta, joins Bonneville Broadcast consultants, Tenafly, N.J., as production assistant, initially working with beautiful music tapes.

Pat Robertson, president, Christian Broadcasting Network, Virginia Beach, Va., named by Religious Heritage of America to receive Faith and Freedom award for his work in broadcasting.

Bill Apostol, assistant manager, noncommercial WRRC(FM) River Grove, Ill., joins Underwriters Laboratories, Chicago-based consumer testing organization, as director of radio/TV/films, responsible for public service announcements, films and news features for broadcast on product safety.

Deaths

Frank W. Hall, 56, president, Albert Frank-Guenther Law, New York, died at his home in Long Island, N.Y., Dec. 6 of complications following brain surgery several months ago. He joined agency in 1946, was named VP in 1953, director in 1961, chairman of executive committee in 1967, senior VP in 1969 and president in 1970. Survivors include his wife, Suzanne, one son and two daughters.

John Scott, 64, VP, Radio Free Europe/Radio Liberty, Washington, died after heart attack Dec. 1 in Chicago. He joined Radio Liberty as VP in 1973. Survivors include his wife, Masha, and two daughters.

Edward D. Becker, 75, retired general VP, Hearst consolidated publications, New York, and former general manager, Hearst's WCAE(AM) Pittsburgh (now WTAE), died in Baltimore Dec. 5 after long illness. He is survived by his wife, Catherine, and two sons.

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As compiled by BROADCASTING for the period Nov. 29 through Dec. 3 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

FM applications

■ Tucson, Ariz.—Great Southwest Communications Inc. seeks 107.5 mhz, 14.79 kw, HAAT 3547.9 ft. P.O. address: 5151 E. Broadway, Tucson 85711. Estimated construction cost \$121,026; first-year operating cost \$206,183; revenue \$218,400. Format: Adult-contemporary. Principal is Peter M. Marcus, principal stockholder of Winnipeg Corp., licensee of WWCO(AM) Waterbury, Conn., and promotion man-

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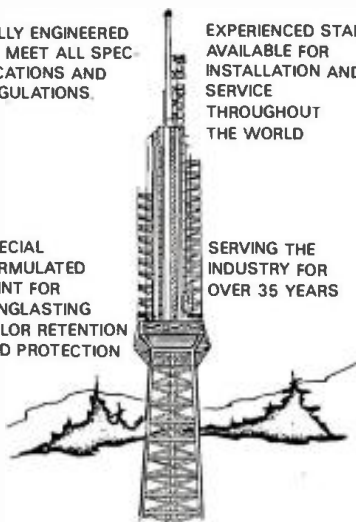
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ager of KTKT(AM) Tucson. Ann. Dec. 3.

■ Dunedin, Fla.—Hispanic Broadcasting Associates seeks 92.1 mhz, 1.807 kw, HAAT 362.6 ft. P.O. address: Box 4668, San Juan, P.R. 00936. Estimated construction cost \$35,500; first-year operating cost \$57,400; revenue \$75,000. Format: Standard-pops, Spanish. Principals are Steven H. Pauli and Reinaldo Royo Jr. Mr. Pauli is broadcast consultant and stockholder of Latin-American Broadcasting Co., Holiday, Fla. Mr. Royo is vice president of El Mundo Broadcasting Corp., San Juan. Ann. Dec. 3.

■ *Minneapolis—Center for Communications and Development seeks 89.7 mhz, 10 w, HAAT 152 ft. P.O. address: 810 Fifth Ave., North Minneapolis 55405. Estimated construction cost \$20,086; first-year operating cost \$58,275. Format: Educational. Principal: Applicant is organization devoted to minority and low-income group programming. Group already operates low-power station there. Ann. Nov. 30.

■ Carthage, Miss.—Central Mississippi Broadcasting Co. Inc. seeks 98.3 mhz, 3 kw, HAAT 293 ft. P.O. address: RFD 5 Philadelphia, Miss. 39350. Estimated construction cost \$40,300; first-year operating cost \$45,000; revenue \$72,000. Format: Standard pops. Principals: A.P. Culpepper, Philadelphia, Miss. restaurant owner, and Eric U. Mioton, vice president of Philadelphia clothing store. Neither has any other broadcast interests. Ann. Dec. 3.

■ Glasgow, Mont.—Glasgow Broadcasting Co. seeks 93.5 mhz, 3 kw, HAAT 29 ft. P.O. address: Box 671, 504 2nd Avenue South, Glasgow 59230. Estimated construction cost \$61,402.30; first-year operating cost \$24,200; revenue \$35,000. Format: MOR. Principal: W.L. Holter owns KLTZ(AM) Glasgow and is principal stockholder of Scottie Broadcasting Co., licensee of KYLT-AM-FM Missoula, Mont., and Holter Broadcasting Co., licensee of KBLL(AM) Helena, Mont. He formerly owned Big Sky Broadcasting Co., licensee of KKG(AM) Great Falls, Mont. Ann. Dec. 3.

FM actions

Broadcast Bureau granted following CP modifications to extend completion time to date shown: KLUK Atlanta, Tex. (BMPH-14,884), Feb. 24, 1977; KSDL El Paso (BMPH-14,939), May 18, 1977; Action Nov. 9. WDMG-FM Douglas, Ga. (BMPH-14,957), May 28, 1977; Action Nov. 23.

■ *Petersburg, Alaska—Broadcast Bureau granted waiver to use the class A assignment in Petersburg for its class D noncommercial station. Action Nov. 10.

■ *La Verne, Calif.—Broadcast Bureau returned application for 89.9 mhz, 10 w, P.O. address: 1950 Third St., La Verne 91750. Estimated construction cost \$26,073; first-year operating cost \$50,000. Format: Variety. Principal: Applicant is private college. Ann. July 9.

■ *Wallingford, Conn.—Broadcast Bureau granted CP for new station to operate on 89.9 mhz, (BPED-2152). Action Nov. 10.

■ Many, La.—Broadcast Bureau granted CP for new station to operate on 107.1 mhz; ERP 3 kw (H); ant. height 300 ft. (H); remote control permitted (BPH-9580). Action Nov. 19.

■ Essex, Mass., North Shore Christian Broadcasters—Broadcast Bureau dismissed application for non-commercial 88.3 mhz, 3.673 kw (H), 2.359 kw (V), HAAT 280 ft. P.O. address: 159 Main St., Essex 01929. Estimated construction cost \$76,452; first-year operating cost \$146,548. Format: educational. Bureau found financial proposal unacceptable and determined station was not qualified as educational applicant. Action Nov. 5.

■ Ironwood, Mich., Big G Little o—Broadcast Bureau granted 106.9 mhz, 25 kw, HAAT 520 ft. P.O. address: 810 E. Iron St., Bessemer, Mich. 49911. Estimated construction cost \$69,441; first-year operating cost \$50,000; revenue \$84,000. Format: MOR, C&W. Principals: John and Dorothy Gervasio (30%), Raymond and Norma Rigoni (30%), Marjorie Gervasio

(30%) and Charles and Rochelle Gervasio (10%). No broadcast interest. (BPH-9817). Action Nov. 18.

■ Tarkio, Mo., Ashdown Broadcasters—Broadcast Bureau granted 93.5 mhz, 3 kw, HAAT 235 ft. P.O. address: Rte. 1, Hwy. 32, Ashdown, Ark. 71822. Estimated construction cost \$22,808; first-year operating cost \$37,050; revenue \$50,000. Format: C&W, contemporary. Principals: Jimmy N. McCollum (30%), Norman W. Peacock (25%), C.N. McCollum (20%), and four others. Jimmy McCollum is VP, general manager with minor interests in KOKO(AM) Warrensburg, Mo. Mr. Peacock is physician. Steve Pearce (5%) is general manager and part owner of KMLA(FM) Ashdown, Ark. (BPH-9742). Action Nov. 18.

■ University City, Mo.—Broadcast Bureau granted waiver of rules and accepted for filing application for new class D station.

■ *Blackwood, N. J.—Broadcast Bureau granted CP for new station to operate on 91.5 mhz; condition (BPED-2172). Action Nov. 16.

■ *Dayton, Ohio—Broadcast Bureau granted CP for new station to operate on 88.5 mhz; remote control permitted; condition (BPED-2094). Action Nov. 11.

■ *Roosevelt, Utah—Broadcast Bureau granted CP for station to operate on 90.9 mhz (BPED-2204). Action Nov. 11.

■ Rainelle, W. Va.—Broadcast Bureau granted mod of CP to change trans.; change TPO; ERP 1.15 kw (H&V); ant. height 460 ft. (H&V); remote control permitted (BMPH-14962). Action Nov. 18.

FM starts

■ *WBHM Birmingham, Ala.—Authorized program operation on 90.3 mhz, ERP 25 kw, HAAT 740 ft. Action No. 23.

■ KUBC-FM Montrose, Colo.—Authorized program operation on 94.1 mhz, ERP 31 kw, HAAT 1750 ft. Action Nov. 23.

■ *WJMJ Hartford, Conn.—Authorized program operation on 88.9 mhz, ERP 7.2 kw, HAAT 580 ft. Action Oct. 18.

■ WMUM Marathon, Fla.—Authorized program operation on 94.3 mhz, ERP 3 kw, HAAT 105 ft. Action Nov. 22.

■ *WAMF Tallahassee, Fla.—Authorized program operation on 90.5 mhz, TPO 10 w. Action Nov. 22.

■ WDZQ Decatur, Ill.—Authorized program operation on 95.1 mhz, ERP 50 kw, HAAT 500 ft. Action Nov. 1.

■ WTAZ Morton, Ill.—Authorized program operation on 102.3 mhz, ERP 3 kw, HAAT 300 ft. Action Nov. 23.

■ KQIZ-FM Amarillo, Tex.—Authorized program operation on 93.1 mhz, ERP 71 kw, HAAT 160 ft. Action Nov. 22.

■ KSUB-FM Cedar City, Utah—Authorized program operation on 92.5 mhz, ERP 41 kw, HAAT 1690 ft. Action No. 22.

Ownership changes

Applications

■ KUAM-AM-FM-TV Agana, Guam—Seeks assignment of license from Pacific Broadcasting Corp. to Pacific Telestations Inc. for \$650,000, assumption of \$525,000 bank loan and \$110,000 non-competition covenant. Buyer is requesting waiver of FCC's multiple-ownership rules because of seller's financial instability. Buyer cited past FCC policy of allowing relaxation of rules for "small, economically marginal markets." Seller is principally owned by H. Scott Killgore, who has no other broadcast interests. Buyer is owned by Lawrence S. Berger (51%), Ronald E. Pritchard (17%), Elliott L. Cushman (14%) and two other

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

stockholders. Mr. Berger is principal of KHVH(AM) Honolulu, and all buyers but Mr. Cushman have interests in WVUV(AM) Leone, American Samoa. Mr. Cushman has minority interest in KGMB-TV Honolulu, awaiting FCC approval for sale from Hefel Broadcasting Corp. to Lee Enterprises for over \$10 million (Broadcasting, June 13). Ann. Nov. 29.

■ KGMB-TV Honolulu—Seeks assignment of license from Hefel Broadcasting Corp. to Lee Enterprises Inc. for \$10 million plus assumption of about \$2 million in liabilities. Seller (principal Cecil Hefel) owns two other Hawaii television stations and five radio stations in Hawaii and mainland U.S. Buyer, publicly traded, owns four television stations, four radio stations and 15 daily newspapers, mainly in Midwest. Ann. Nov. 2.

■ WSMW-TV Worcester, Mass.—Seeks assignment of license from State Mutual Life Assurance Co. of American 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 application for new television station with subscription television authority on channel 20 in Houston and have interest 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, Apr. 5). Ann. Dec. 6.

■ WUAB(TV) Lorain, Ohio—Seeks assignment of license from United Artists Broadcasting Inc. (64%) and Kaiser Broadcasting Co. (36%) to Gaylord Broadcasting Co. for \$10.5 million. If Gaylord's purchases of WUAB and WVUE(TV) New Orleans (BROADCASTING, June 28) are approved by FCC, company will hold full portfolio of seven TV's. Gaylord, subsidiary of Oklahoma Publishing Co., Oklahoma City, owns WTVT(TV) Tampa, Fla.; KTVT(TV) Fort Worth; KHTV(TV) Houston; KSTW(TV) Tacoma, Wash.; WYTV(TV) Milwaukee, and two AM stations, Kaiser is liquidating its stations. United Artists retains WWSH(FM) Philadelphia and WRIC-TV Ponce, PR. Ann. Sept. 20.

■ WAEO-TV Rhinelander, Wis.—Seeks assignment of license from Northland TV Inc. to Northwoods Television Inc. for \$723,625. Seller is principally owned by Alvin E. O'Konski who is retiring and has no other broadcast interests. Buyer is owned by George N. Gillett Jr. (100%). Mr. Gillett is also vice chairman and a major stockholder of publicly traded Globe Broadcasting Co. (formerly Globetrotter Communications Inc.) which owns WVON(AM)-WGCI(FM) Chicago; WMGC(AM) [formerly WIXY]-WDOK(FM) Cleveland, and WDEE(AM) Detroit. Ann. Nov. 29.

Actions

■ WJRD(AM) Tuscaloosa, Ala. (1150 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from Tidmore & Harrison, receiver, to GMC Broadcasting for \$300,000. Buyer: GMC Broadcasting is equally owned by W. A. Grant Jr., George Mitnick and Charles Crow. Mr. Grant is Jasper, Ala., businessman with interests in WWB-AM-FM Jasper, WWF(AM) Fayette, WWR(AM) St. Augustine, Fla. Mr. Crow is Birmingham, Ala., MD with interest in WACC. Mr. Mitnick is Jasper businessman with in-

terest in CATV franchise there (BAL-8584). Action Nov. 22.

■ KMAK(AM) Fresno, Calif. (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of McCarthy Broadcasting Co. Inc. from Peter E. Tracy (50% before; none after) to John F. McCarthy (50% before; 100% after). Consideration: \$460,000. Principals: Mr. Tracy was mainly "financial investor" residing in Harrison, N. Y. Mr. McCarthy has no other broadcast interests (BTC-8124). Action Nov. 16.

■ Chief of Broadcast Bureau dismissed petition by WNAB, Inc., licensee of WNAB Bridgeport, Conn., for reconsideration of Aug. 12, Broadcast Bureau grant of application for transfer of control of WDJZ Broadcasting Co. Inc. from Salvatore A. Bontempo to Daniel J. Ferricola, and affirmed grant (BROADCASTING, Sept. 6) (BTC-8095). Action Nov. 22.

■ WSNI-AM-FM Sandersville; WJAT-AM-FM Swainsboro; WBRO(AM) Waynesboro, all Georgia: Broadcast Bureau granted transfer of control of Radio Station WJAT Inc. from Webb Pierce to Cleatus O. Brazzell (99%) and wife Frances (1%) for \$1,290,000. Mr. Pierce is country music singer who owns no other stations. Buyers also own WELP-AM-FM Easley, S.C., Mrs. Brazzell holding 72% and Mr. Brazzell 28%. (BTC-8097-8). Action Nov. 17.

■ WIRV(AM) Irvine, Ky. (1550 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Irvanna Broadcasting Co. Inc. to Kentucky River Broadcasting Co. Inc. for \$150,000. Seller is owned by James M. and Sue D. Gaskin and was sold due to judgment in divorce proceeding. Buyer is owned by Messrs. A. Dale Bryant and James M. Hay, both of Jackson, Ky. Mr. Bryant is attorney and stockholder of Intermountain Broadcasting Co. Inc. applicant for WEKG(FM) Jackson and Red River Gorge Broadcasting Co. Inc., licensee of WSKV-FM Stanton, Ky. Mr. Hay is stockholder of Intermountain and Veer Broadcasting Co. Inc., applicant for WGRK(FM) Greensburg, Ky. (BAL-8798). Action Oct. 18.

■ KTMF(AM) New Prague, Minn. (1350 khz, 500 w-D)—Broadcast Bureau granted transfer of control of TMF Communications Inc. from John W. Farland and Edward Townsend (100% before; none after) to Kingsley H. Murphy Jr. (none before; 100% after). Consideration: \$170,000. Principals: Messrs. Farland and Townsend have no other broadcast interests. Mr.

Murphy owns WISS-AM-FM Berlin, Wis. and is stockholder and director of *Minneapolis Star & Tribune Co.*, which owns 47% of WCCO-AM-FM-TV Minneapolis, KTVH-TV Hutchinson, Kan. and Rice Lake Television, Rice Lake, Wis. Mr. Murphy is franchisee of proposed STV (KEMO-TV San Francisco) and is seeking CP for WWHL(AM) Pine Castle-Sky Lake, Fla. (BAL-8831, BALRF-3107). Action Nov. 22.

■ KDAN(AM) South St. Paul, Minn. (1370 khz, 500 w-D)—Broadcast Bureau granted transfer of control of KDAN Broadcasting Inc. from Robert Hahn, et al. (50.001% before; .2% after) to Richard H. Darby (49.999% before; 99.8% after). Consideration: \$5.00. Principals: Messrs. Hahn, Robert A. DuFresne, Argan Johnson, Mark Modjeski and Max L. DeBolt are, in corporate reorganization, transferring control of KDAN to Mr. Darby. Only Mr. Hahn retains any interests (BTC-8171). Action Nov. 22.

■ WPMP(AM)-WPMO(FM) Pascagoula-Moss Point, Miss. (AM:1580 khz, 1 kw-D; FM:99.1 mhz, 26 kw)—Broadcast Bureau granted transfer of control of Crest Broadcasting Co. Inc. from Hugh O. Jones (50.36% before; none after) to James O. Jones II, Mabel J. Turnbough and Sarah S. Jones. Consideration: none. Transfer is resolution of the estate of Hugh O. Jones. Ms. Sarah Jones, as deceased's wife and executor of estate, receives 25.18% of Crest (total of 28.5%); Mr. James Jones owned 2.66% before, 15.25% after, and Ms. Turnbough owned 2.46% before and 15.05% after. Mr. James Jones and Ms. Turnbough also own, respectively, 64.7% and 29.4% of Tung Broadcasting Inc., Picayune, Miss., licensee of WRJW(AM)-WJOJ(FM). Mrs. Jones owns small amount of Tung stock. (BTC-8165). Action Nov. 22.

■ *WBGU-TV Lima, Ohio (ch. 57)—Broadcast Bureau grant assignment of license from Ohio Educational Television Network Commission to Bowling Green State University. Principals: Governmental body of Ohio wishes to assign station to educational institution, in accordance with original intentions concerning station. (BALET-19, BALTP-482, BALTS-421). Action Nov. 17.

■ KEOR(AM) Atoka, KTEN-FM Ada, both Oklahoma—Broadcast Bureau granted transfer of control of Oklahoma Broadcasting Co. from Eastern Oklahoma Television Co. Inc. to Bill Hoover et al. Consideration: none. Transfer represents corporate restructuring. Oklahoma Broadcasting is wholly owned subsidiary of Eastern Oklahoma, which has no other major broadcast interests. Mr. Hoover is president and principal stockholder of Eastern Oklahoma, which has more than fifteen other shareholders (BTC-8149). Action Oct. 18.

■ KNOR(AM) Norman, Okla. (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Cleveland County Broadcasting to KNOR Radio Inc. for \$501,550. Principals: Principal in seller is Tol E. Dickenson, who is retiring and has no other broadcast interests. Buyer is owned by Hugh B. Garnett Jr. (31.5%), Hugh Moore (31.5%), George Wilburn (28%) and the parents of Mr. Garnett, Hugh and Glee Burnett, as minority interest stockholders. Garnett family and Mr. Wilburn and his wife, Ruth Ann Wilburn, are majority owners of KWHW-AM-FM Altus and KWON(AM) Bartlesville, both Okla. Mr. Moore, Chattanooga attorney, is son-in-law of Hugh and Glee Burnett. (BAL-8803). Action Nov. 22.

■ KNND(AM) Cottage Grove, Ore. (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of

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license from KTOB Inc. to Thornton Pflieger Inc. for \$176,969. Seller: Robert S. Lipman (35%), David F. DeVoto (20%) and Jack R. Garrison (20%), none of whom have other broadcast interests. Buyer: David R. and wife, Mary Thornton Pflieger (50% each) Mr. Pflieger is employed by equipment manufacturer. (BAL-8797). Action Nov. 22.

■ **WGAL-AM-FM Lancaster, Pa.** (AM: 1490 khz. 1 kw-D; FM: 101.3 mhz. 8.5 kw)—Broadcast Bureau granted assignment of license from WGAL Inc. to Hall Communications for \$850,000. Sellers: John F. and estate of J. Hale Steinman and families, also own WGAL-TV Lancaster; WDEL(AM)-WSTW(FM) Wilmington, Del.; WTEV(TV) New Bedford, Mass. (Providence, R.I.), and publishes *Lancaster Intelligence-Journal* and *New Era*. Principals in buyer are Robert M. Hall and Donald Laufer who also own WICH-AM-FM Norwich, Conn.; WNBH(AM)-WMYS(FM) New Bedford, Mass.; WUSJ(AM) Lockport, N.Y.; WBVP(AM)-WWKS(FM) Beaver Falls, Pa., and WETE(AM) Knoxville, Tenn. Action Nov. 30.

■ **WFID(FM) Rio Pedras, P.R.** (95.7 mhz, 30 kw)—Broadcast Bureau granted transfer of control of Fidelity Broadcasting Corp. from estate of Rafael Jose Acosta (51% before; none after) to Carola A. de Camaro and Jose Julian and Victoria Acosta (49% before; 100% after). Consideration: none. Principals: Stock is being transferred to wife and children as part of deceased's will provisions. (BTC-8090). Action Nov. 22.

■ **KBMT(TV) Beaumont, Tex.**—Broadcast Bureau granted assignment of license from Liberty/National Corp. of Oklahoma City to Texas Telecasting Inc. for \$2.4 million. Seller, publicly traded holding company which owns Liberty National Bank & Trust Co. of Oklahoma City, received waiver of FCC's "three-year" rule to sell stations which it received as payment for debts owed by previous owner, Harbour Television Systems Inc. (Broadcasting, Feb. 23). Principals in buyer are Michael G. and Clinton McKinnon who also own KIII(TV) Corpus Christi, Tex., and KSON(AM) San Diego. Action Nov. 29.

Facilities changes

TV actions

■ **KBSC-TV Corona, Calif.**—Broadcast Bureau granted CP to change ERP to 1320 kw; Max. ERP 2630 kw; change type of trans.; change type ant.; make changes in ant. structure (increase height); ant. height 2890 ft. (BPCT-4960). Action Nov. 19.

■ **WSBK-TV Boston**—Broadcast Bureau granted CP change ERP to 1410 kw; max. ERP 3720 kw (BPCT-4963). Action Nov. 18.

■ **KRTV-TV Great Falls, Mont.**—Broadcast Bureau granted CP to change max. ERP to 100 kw (H&V) (BPCT-4933). Action Nov. 18.

AM application

■ Commission waived rules and accepted for filing application of Atlas Communications Inc. to add nighttime operation WJPC(AM) Chicago. Atlas based its request for waiver largely on fact that WJPC is only station in Chicago area both black-oriented and black-owned. Atlas asserted that grant of its application

would provide first black-owned and black-programmed nighttime aural service to more than 1,230,000 blacks in Chicago. Further, it said that its proposed nighttime coverage would reach more than 90 percent of Chicago's black population and argued that acceptance and grants of its application would further FCC policy with respect to development and extension of black-owned broadcast stations. Atlas also submitted engineering material indicating that its nighttime proposal would not cause interference to any existing radio stations. Action Nov. 24.

AM actions

■ **KBUZ Mesa, Ariz.**—Broadcast Bureau dismissed mod. of license covering change in studio location to Thomas Mall, Phoenix, Ariz. (outside corp. city limits) (BML-2604). Action Nov. 11.

■ **WKEN Dover, Del.**—Broadcast Bureau granted CP to increase daytime power to 5 kw; install directional ant.-2; conditions (BP-20,024). Action Nov. 10.

■ **KBGN Caldwell, Idaho**—Broadcast Bureau granted CP to change ant. trans. location to 3.2 miles N.W. of the intersection of Highways 44 and 16, Star, Idaho; change studio location to 3303 E. Chicago, Caldwell and operate trans. by remote control from studio location; change trans.; remote control permitted (BP-20,286). Action Nov. 18.

■ **WTTC, New Brunswick, N.J.**—Broadcast Bureau granted mod. of license covering studio location to Veronica Ave. and Franklin township near Brunswick, N. J. (outside corp. city limits) (BML-2610). Action Nov. 18.

■ **KHLB Burnet, Tex.**—Broadcast Bureau granted CP to increase ant. height and redescribe studio location as 207 W. Wash., Burnet; operate trans. by remote control from studio location and change type of trans.; conditions (BP-20,657). Action Nov. 18.

■ **KBLW Logan, Utah**—Broadcast Bureau granted CP to increase daytime power to 5 kw; change trans. and studio location to 810 West 2nd North, Logan (BP-20,065). Action Nov. 16.

■ **WLSJ Big Stone Gap, Va.**—Broadcast Bureau denied request to identify its Big Stone Cap-Appalachia, Va. Action Nov. 11.

AM starts

Following stations were authorized program operating authority for changed facilities on dates shown: WGRV Greeneville, Tenn. (BP-20,142), Nov. 22; WSLW White Sulphur Springs, W. Va. (BP-20,260), Nov. 22; WTTL Madisonville, Ky. (BP-20,006), Nov. 22.

FM application

■ ***WHSS Hamilton, Ohio**—Seeks CP to install new trans.; change TPO. ERP 0.208 kw, HAAT 285.87 ft. Ann. Nov. 30.

FM actions

■ **WDJC Birmingham, Ala.**—Broadcast Bureau granted CP to install new aux. ant. at trans. location to be operated on 93.7 mhz. ERP 9.1 kw (H&V); ant. height 420 ft. (H&V); remote control permitted (BPH-10280). Action Nov. 18.

■ **WLAY-FM Muscle Shoals, Ala.**—Broadcast Bureau granted CP to install new trans.; add circular polarization to ant.; change TPO; ERP 3 kw (H&V); ant. height 300 ft. (H&V); utilize old main trans. as auxil-

ary (BPH-10260). Action Nov. 18.

■ **KBUZ-FM Mesa, Ariz.**—Broadcast Bureau dismissed mod. of license covering change in studio location to Thomas Mall, Phoenix, Ariz. (outside city limits) (BMLH-551). Action Nov. 11.

■ **KUZZ-FM Bakersfield, Calif.**—Broadcast Bureau granted CP to change ERP 5.5 kw (H&V); ant. height 1340 ft. (H&V); change TPO; remote control permitted (BPH-10281). Action Nov. 18.

■ **KRTH Los Angeles**—Broadcast Bureau granted CP to install new aux. ant. at main trans. location to be operated on 101.1 mhz. ERP 58 kw (H&V); ant. height 2880 ft. (H&V); remote control permitted (BPH-10282). Action Nov. 18.

■ **KRVE-FM Los Gatos, Calif.**—Broadcast Bureau granted CP to install new ant. change TPO; ERP 370 w (H&V); ant. height 860 ft. (H&V); remote control permitted (BPH-10256). Action Nov. 18.

■ **KSOM-FM Ontario, Calif.**—Broadcast Bureau granted CP to change trans. location to 5 miles North of Cucamonga, West boundary of Section 13 R7W T1N, near Cucamonga, Calif; operate by remote control from studio site 8729 Ninth St., Cucamonga, Calif.; install new trans.; install new ant.; makes changes in ant. system (decrease height); change transmission line; change ant. height 89 ft. (H&V); ERP 3 kw (H&V); remote control permitted (BPH-9972). Action Nov. 18.

■ **KFMU Oak Creek, Colo.**—Broadcast Bureau granted CP to change TPO; change ERP 265 w (H&V); ant. height 1030 ft. (H&V); remote control permitted (BPH-10284). Action Nov. 18.

■ **KKHI-FM San Francisco, Calif.**—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 8.6 kw (H&V); ant. height 1200 ft. (H&V); remote control permitted (BPH-10,150). Action Nov. 23.

■ **KNJO Thousand Oaks, Calif.**—Broadcast Bureau granted CP to change trans. location to end of Ventu Park Rd. on Mountain Top, Thousand Oaks; install new ant.; make changes in ant. system; decrease height; change TPO; Max. ERP 560 w (H&V), ERP 400 w (H&V); ant. height 630 ft. (H&V); remote control permitted (BPH-10289). Action Nov. 23.

■ **WWYZ Waterbury, Conn.**—Broadcast Bureau granted CP to install new trans.; make changes in ant. system (increase height); change TPO; Max. ERP 12.5 kw (H&V); ERP 4.6 kw (H&V); remote control permitted (BPH-10283). Action Nov. 23.

■ **WCVU Naples, Fla.**—Broadcast Bureau granted request to identify as Naples-Fort Meyers, Fla. Action Nov. 11.

■ ***WPRK Winter Park, Fla.**—Broadcast Bureau granted mod. of CP to change trans.; change ant.; ERP 1.3 kw (H&V); ant. height 90 ft. (H&V); remote control permitted (BMPED-1441). Action Nov. 18.

■ **WUFF-FM Eastman, Ga.**—Broadcast Bureau granted mod. of CP to change ant.; change TPO; ERP 2 kw (H&V); ant. height 370 ft. (H&V); remote control permitted; conditions (BMPH-14946). Action Nov. 18.

■ **WBYG Kankakee, Ill.**—Broadcast Bureau granted CP to install new trans.; install new ant.; ERP 10 kw (H&V); ant. height 230 ft. (H&V) (BPH-10285). Action Nov. 18.

■ **Emmetsburg, Iowa**—Broadcast Bureau granted mod. of CP to specify studio location and remote control as 2215 Main St., Emmetsburg; change transmission line; ERP 3 kw (H&V); ant. height 300 ft. (H&V); remote control permitted (BMPH-14958). Action Nov. 18.

■ ***KWIT Sioux City, Iowa**—Broadcast Bureau granted mod. of CP to change trans. location to 0.5 miles North of U. S. Route 20, 3.7 miles West of Lawton, Iowa; make changes in ant. system (decrease height); change TPO and transmission line; ERP 100 kw (H&V); ant. height 920 ft. (H&V); remote control permitted; condition (BMPED-1427). Action Nov. 16.

■ **KGNO-FM Dodge City, Kansas**—Broadcast Bureau granted CP to change trans. location to 2.2 miles S. E. of 0.6 miles North of Howell, Kansas; change studio location and operate by remote control from 1 mile North of Dodge City, Kansas on Ave. "A" Dodge City; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 100 kw (H&V); ant. height 430 ft. (H&V); remote control permitted (BPH-9835). Action Nov. 18.

■ **WSTM St. Matthews, Ky.**—Broadcast Bureau granted mod. of license covering change in studio location and remote control to 7900 Shelbyville Rd.,

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ouisville, Ky. (outside city limits) (BMLH-561). Action Nov. 10.

■ **KLCL-FM Lake Charles, La.**—Broadcast Bureau granted CP to change trans. location to Spanish Trail, Sulphur, La.; make change in ant. system (increase height); change ERP 33 kw (H&V); ant. height 400 ft. (H); remote control permitted (BPH-10249). Action Nov. 16.

■ **WJMD Bethesda, Md.**—Broadcast Bureau granted CP to install new trans.; change ERP 21 kw (H&V); ant. height 780 ft. (H&V); remote control permitted; conditions (BPH-10288). Action Nov. 18.

■ ***WRPS Rockland, Mass.**—Broadcast Bureau granted CP to make changes in ant. system (increase height) (BPED-2362). Action Nov. 16.

■ **WLEW-FM Bad Axe, Mich.**—Broadcast Bureau granted CP to install new trans.; install new ant.; operate by remote control from trans. location and studio location at 935 S. Van Duke Rd.; Bad Axe.; change TPO; ERP 3 kw (H&V); ant. height 235 ft. (H&V); remote control permitted; conditions (BPH-10225). Action Nov. 18.

■ **WSHN-FM Fremont, Mich.**—Broadcast Bureau granted CP to install new trans.; make changes in ant. system (increase height); change ERP 2.75 kw (H&V); ant. height 295 ft. (H&V); condition (BPH-10257). Action Nov. 16.

■ **WQLR Kalamazoo, Mich.**—Broadcast Bureau granted CP to add circular polarization to ant.; make changes in ant. system (increase height); change TPO; ERP 33 kw (H&V); ant. height 600 ft. (H&V); remote control permitted (BPH-10248). Action Nov. 16.

■ **KMRS-FM Morris, Minn.**—Broadcast Bureau accepted data filed in accordance with commission's first report and order adopted August 24 and released September 1 in Doc. 20316 to change frequency 95.7 mhz; ERP 100 kw (H&V); ant. height 360 ft. (H&V); condition (Doc. 20316). Action Nov. 18.

■ **KBK Lexington, Mo.**—Broadcast Bureau accepted data filed July 2 in accordance with commission's first report and order adopted June 10 in Doc. 19828 to change frequency to 107.3 mhz; ERP 100 kw (H&V); ant. height 500 ft. (H&V); make changes in ant. system (increase height); condition (Doc. 19828). Action Nov. 18.

■ **KNCY-FM Nebraska City, Neb.**—Broadcast Bureau granted mod. of CP to change trans. location to 125 ft. north of State Route 2, 55 miles west of Nebraska City limits; change trans.; change ant.; make changes in ant. system (increase height); change TPO; ant. height 300 ft. (H&V); ERP 3.0 kw (H&V); remote control permitted (BMPH-14876). Action Nov. 18.

■ **WWRJ Southampton, N. Y.**—Broadcast Bureau granted mod. of CP to make changes in ant. system (increase height); change ant. height 2.35 kw (H&V); ERP 340 ft. (H&V); change TPO; remote control permitted (BMPH-14960). Action Nov. 18.

■ **WPEG Concord, N. C.**—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 20 kw (H&V); ant. height 390 ft. (H&V); remote control permitted; conditions (BPH-10250). Action Nov. 18.

■ ***WDPS Dayton, Ohio**—Broadcast Bureau granted CP to change frequency to 88.7 mhz; change trans. location to 300 South Northampton Ave., Dayton, install new trans.; new ant.; make changes in ant. system (increase height); (Share time with WCXL, Kettering, Ohio) remote control permitted (BPEI-2381). Action Nov. 18.

■ **WURD Georgetown, Ohio**—Broadcast Bureau granted CP to install new ant.; make changes in ant. system (increase height); change TPO; ERP 1.6 kw (H&V); ant. height 390 ft. (H&V) (BPH-10263). Action Nov. 18.

■ ***WCXL Kettering, Ohio**—Broadcast Bureau granted CP to request share time with WDPS, Dayton, Ohio (BPED-2375). Action Nov. 18.

■ **KPAM-FM Portland, Ore.**—Broadcast Bureau granted CP to install new trans.; install new ant.; delete remote control; change TPO; ERP 100 kw (H&V); ant. height 1000 ft. (H&V); condition (BPH-10254). Action Nov. 18.

■ **KUID Portland, Ore.**—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 100 kw (H&V); ant. height 870 ft. (H&V); remote control permitted (BPH-10255). Action Nov. 18.

■ **WWFM-FM Charleroi, Pa.**—Broadcast Bureau granted CP to install new ant.; make changes in ant. system (increase height); change TPO; ant. height 300

ft. (H&V); ERP 3 kw (H&V); correct coordinates; remote control permitted; condition (BPH-9939). Action Nov. 18.

■ **WDAS-FM Philadelphia**—Broadcast Bureau granted CP to change trans. location to Umbria and Domino Lane, Philadelphia (WHYY-TV site); operate by remote control from the studio site Belmont Avenue and Edgely Road, Philadelphia; install new ant.; make changes in ant. system (increase height); change TPO; ERP 3.30 kw (H&V); ant. height 870 ft. (H&V); remote control permitted (BPH-9952). Action Nov. 10.

■ **WWDB Philadelphia**—Broadcast Bureau granted CP to redescribe trans. location as 329 West Domino Lane, Philadelphia; install new trans.; change TPO and ERP; ERP 18 (H&V); ant. height 850 ft. (H&V); remote control permitted (BPH-10252). Action Nov. 18.

■ **WPEZ Pittsburgh**—Broadcast Bureau granted CP to change ERP 34 kw (H&V); ant. height 810 ft. (H&V); remote control permitted (BPH-10262). Action Nov. 18.

■ **WRAK-FM Williamsport, Pa.**—Broadcast Bureau granted CP to replace defective ant.; make changes in ant. system (decrease height); change transmission line; ERP 53 kw (H); ant. height 1270 ft. (H); remote control permitted (BPH-10287). Action Nov. 18.

■ **WOLA Carolina, P. R.**—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 50 kw (H&V); ant. height 89 ft. (H&V); (BPH-10286). Action Nov. 18.

■ **KESS Fort Worth**—Broadcast Bureau granted CP to install new trans.; install new ant.; make changes in ant. system (decrease height); change TPO; add circular polarization to ERP; ant. height 430 ft. (H&V); ERP 100 kw; remote control permitted (BPH-10279). Action Nov. 18.

■ ***WTGM Norfolk, Va.**—Broadcast Bureau returned application for a CP since the proposal would receive prohibited overlap from *WCWM Williamsburg, Va. Action Nov. 12.

■ **WBKV-FM West Bend, Wis.**—Broadcast Bureau granted CP to install new ant. (change from directional to nondirectional); change ERP; ant. height 530 ft. (H&V); ERP 19 kw (H&V); remote control permitted (BPH-10278). Action Nov. 18.

■ **KROE-FM Sheridan Wyo.**—Broadcast Bureau granted mod. of CP to change trans.; change TPO and ERP; ERP 58 kw (H&V); ant. height 44 ft. (H&V); remote control permitted; condition (BMPH-14959). Action Nov. 18.

Following stations were authorized program operating authority for changed facilities on dates shown: KHOO Waco, Tex. (BPH-9760), Nov. 23; WKTK Catonsville, Md. (BPH-9942), Nov. 22; WOFM Greeneville, Tenn. (BPH-9614), Nov. 22; WQAL Cleveland (BPH-10,178), Nov. 19.

In contest

Designated for hearing

■ **Dodge City, Kan., FM proceeding:** Seward Coun-

ty Broadcasting Co. Inc. and Cattle Country Broadcasting, competing for 93.9 mhz (Docs. 20979-80)—Commission designated for hearing. Action will determine which of mutually exclusive proposals would better serve public interest. Action Nov. 26.

Procedural rulings

Dodge City, Kan., FM proceeding: Seward County Broadcasting Co. Inc. and Cattle Country Broadcasting, competing for 93.9 mhz (Docs. 20979-80)—ALJ Chester F. Naumowicz scheduled prehearing conference for Jan. 12 and hearing for Feb. 23, 1977. Action Dec. 1.

■ **WETT(AM) Ocean City, Md., license renewal proceeding,** Public Service Enterprises (Doc. 20674)—ALJ James K. Cullen Jr. extended from Nov. 30 to Dec. 14 time for filing proposed findings and conclusions of law and from Dec. 15 to Dec. 30 time for filing replies. Action Nov. 23.

■ **Otsego and Plainwell, Mich., FM proceeding:** Allegan County Broadcasters and Robert B. Taylor competing for 100.9 mhz (Docs. 20864-5)—ALJ James F. Tierney extended to Dec. 15 time for filing pleadings and supporting documents for disposition. Action Nov. 29.

■ **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. Dennison postponed hearing conference from Nov. 30 to Dec. 8. Action Nov. 29.

■ **WHAM(AM)-WHFM(FM) Rochester, N.Y., renewal proceeding:** Rust Communications Group (Doc. 20477)—ALJ Reuben Lozner scheduled hearing for Jan. 27, 1977. Action Nov. 29.

■ **Philadelphia, TV proceeding:** Vue-Metrics and Radio Broadcasting Co., competing for ch. 57 (Docs. 20842-45)—ALJ Joseph Stirmer scheduled further prehearing conference for Dec. 3. Action Nov. 29.

■ **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 scheduled hearing for Feb. 1, 1977 and canceled hearing set for Jan. 12. Action Nov. 30.

■ **Dallas, AM-FM proceeding:** Belo Broadcasting Corp. competing with Maxwell Broadcasting Corp. for 570 khz and 97.9 mhz. (Docs. 20945-8)—ALJ Thomas B. Fitzpatrick ordered comments and responsive pleadings relating to Nov. 12 amendments filed by Maxwell must be filed by Dec. 7. Action Nov. 29.

■ **WPMH(AM) Portsmouth, Va., license proceeding:** Chesapeake-Portsmouth Broadcasting Corp. (Doc. 19787)—ALJ Reuben Lozner canceled Dec. 7 hearing and rescheduled it for Dec. 20. Action Nov. 29.

FCC decision

WFAB(AM) Miami, renewal proceeding: United Broadcasting Co. of Florida (Doc. 19664)—FCC indicated it will stay effective date of action ordering United, to cease operating station, if United files motion for stay within five days with U. S. Court of Appeals. Commission said it was acting in deference to authority of court to take any action on request for stay it deems appropriate. By decision released September 30, 1975, FCC denied United renewal of license for WFAB finding that neither licensee nor station had

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assumed any responsibility for billing practices which led to violations of rules. Action Nov. 30.

Other actions

■ Commission clarified its policy regarding including community leader ascertainment surveys conducted for previously filed renewal applications into ascertainment surveys filed with assignment or transfer applications. Action was result of petition for clarification by law firm of Arent, Fox, Kintner, Plotkin, and Kahn, supported by comments by firm of Dow, Lohnes, and Albertson. Commission concluded public interest would be served by permitting prospective licensees to avoid unnecessary contacts and duplication of ascertainment efforts. It said applicants for assignments or transfers may integrate community leader surveys conducted for renewal surveys if conducted in compliance with 1971 Primer; by prospective principals or management-level personnel, and within six months prior to filing of assignment or transfer application. Commission noted interviews should be included in listing leader interviews supplied with application, stating that separate listing or identification of these contacts was not necessary. Action Nov. 23.

■ Commission conditionally granted application of State College Communications Corp. to change facilities of WQWK (FM) to operate with .025 kw and ant. height of 920 ft. on 96.7 mhz. State College is now involved in renewal proceeding (Doc. 20720) for WRSC (AM)-WQWK (FM). Grant was made without prejudice to actions in renewal proceeding. Action Nov. 30.

■ Commission granted applications of Beneficial Broadcasting Inc., for interim authority to operate facilities formerly licensed to KOIL and KEFM (FM), Omaha, Neb. It denied mutually-exclusive applications of Viking Omaha Inc. (KOIL Radio Company, Joint Venture), Nebraska-Iowa Broadcasting Corporation and Omaha Broadcasting Service Company for interim authority to operate the KOIL facilities and the mutually-exclusive applications of Viking Omaha (KEFM Radio Company, Joint Venture), Omaha Broadcasting Service Company, Nebraska Communications Corporation and Kyle Broadcasting Co. Inc., for interim authority to operate KEFM (FM) facilities. It also denied Viking's opposition to the Beneficial interim authority applications. FCC noted that Beneficial is only applicant for interim authority that is not involved in application for regular authority. Action Nov. 24.

Allocations

Petition

■ Joe E. Mackey—Seeks assignment of FM ch. 291 to Palm Springs, Calif. (RM-2790). Ann. Nov. 29.

Actions

■ Commission concluded that requests to modify existing licenses to different channel classes will be granted during rulemaking except for mutually exclusive contested allocations. New policy was announced in three separate cases: Commission added FM ch. 264 to Cheyenne, Wyo. and substituted ch. 280A for ch. 265A, Terrytown, Neb.; Chs. 290C and 297C were assigned to Mitchell, S.D., and ch. 272A was deleted, and ch. 243C was substituted for ch. 285A at Crestview, Fla. New policy, which amends rules governing FM table of assignments, becomes effective Dec. 10. (Docs. 20314, 20421, 20422). Action Oct. 27.

Rulemaking

Petitions

■ WKIK (AM) Leonardtown, Md.—Sound Media Inc., licensee of WKIK (AM) and new FM, requests show cause order for Key Broadcasting Corporation to change frequency of its FM station from ch. 249 to 240 (RM-1995, 2036). Ann. Nov. 29.

■ Entertainment Communications Inc., Tacoma, Wash.—Seeks to substitute FM ch. 279 for ch. 280A at Tacoma and modify license of KBRD-FM Tacoma to specify operation on ch. 279 rather than ch. 280A (RM-2790). Ann. Nov. 29.

Call letters

Applications

Call	Sought by
	New TV
WORF-TV	Lloyd Hearing Aid Corp., Rockford, Ill.
	New AM
KCTE	George C. Lackey, Southwest City, Mo.
	New FM's
WVSV	Lynn Ltd. Inc., Stevenson, Ala.
KNVR	North Valley Radio, Paradise, Calif.
KZIO-FM	Space/Time Broadcasting Co., Ridgecrest, Calif.
WSUE	Radio Soó Inc., Sault Ste. Marie, Mich.
WSUL	Dan Communications Inc., Montecello, N.Y.
*WPNR-FM	Syracuse University, Utica College Branch, Utica, N.Y.
KKRD	J.B. Brauer, Ardmore, Okla.
*WDNR	Widener College, Chester, Pa.
WSBM	Mossy Creek Broadcasting Corp., Jefferson City, Tenn.
	Existing AM's
WRCG	WRBL Columbus Ga.
WLBA	WNJR Gainesville, Ga.
KNOI	KPUL Pullman, Wash.
	Existing FM's
WJEZ	WJJD-FM Chicago
WKQX	WNIS-FM Chicago
WZWZ	WKMO Kokomo, Ind.
KTDY	KPEL-FM Lafayette, La.
WORG-FM	WHCE-FM Orangeburg, S.C.
WTNO	WDKN-FM Dickson, Tenn.

Grants

Call	Assigned to
	New AM
WFMT	WFMT Inc., Chicago
	New FM's
KQOK	KSRM Inc., Kenai, Alaska
*KGNU	Boulder Community Broadcast Association, Boulder, Colo.
WPXE-FM	Sanders Enterprises Inc., Starke, Fla.
WKIG-FM	Taltnall County Broadcasting Co., Glenville, Ga.
WCLL	Chilli Communications Inc., Chillicothe, Ill.
*KHHS	Unified School District No. 410, Hillsboro, Kan.
WGRK-FM	Veer Broadcasting Co., Greensburg, Ky.
WJSN-FM	Intermountain Broadcasting Co., Jackson, Ky.
*WSOF-FM	Madisonville Christian School, Madisonville, Ky.
WMDM-FM	Key Broadcasting Corp., Lexington Park, Md.
WOON	Grayling Broadcasting Co., Grayling, Mich.
KMMX	River Valley Broadcasting Co., Poplar Bluff, Mo.
KRSY-FM	Troy Raymond Moran, Roswell, N.M.
KMAV-FM	KMAV Radio Inc., Mayville, N.D.
*WCUC-FM	Claron State College, Claron, Pa.
KGGG-FM	James E. Taylor Broadcasting Co., Rapid City, S.D.
*KWRS	Whitworth College, Spokane, Wash.
	Existing TV
KGMV	KGME-TV Maui-Wailuku, Hawaii
	Existing AM's
KSGR	KDOT Scottsdale, Ariz.
KACH	KPST Preshon, Idaho
KBKB	KXGI Fort Madison, Iowa
WLOB	WCZN Flint, Mich.
KYXX	KBZB Odessa, Tex.
	Existing FM's
KGBS	KGBS-FM Los Angeles
KBKB-FM	KXGI-FM Fort Madison, Iowa
KTGR	KTGR-FM Columbia, Mo.
WKDF	WKDA-FM Nashville, TN.
KUEZ	KUTI-FM Yakima, Wash.
WSSN	WHAW-FM Weston, W.Va.
WGGG	WLKE-FM Waupun, Wis.

Translators

Applications

- KO6GN, KO7IV both Kayenta, Ariz.—Seek CP to add Shonto, Ariz. to present community, add equipment, increase power to 10 w and make changes in ant system (BPTTV-5728-9). Ann. Nov. 26.
 - K13LM Lapwai, Idaho—Seeks to change primary station to KXLY-TV Spokane, Wash. via Lewiston Idaho (BPTTV-5730). Ann. Nov. 29.
 - K12BJ Big Sandy, Mont.—Seeks to change frequency from ch. 12, 204-221 mhz, to ch. 13, 210-216 mhz (BPTTV-5731). Ann. Nov. 30.
 - Apache Tribe of Mescalero, Mescalero, N.M.—Seeks ch. 6 rebroadcasting KOB-TV Albuquerque N.M. via BPTT-3106 Capitan and Ruidoso, N.M. (BPTTV-5684). Ann. Nov. 29.
 - Apache Tribe of Mescalero, Mescalero, N.M.—Seeks ch. 11 rebroadcasting KBIM-TV Roswell, N.M. via K55AC Capitan and Ruidoso, N.M. (BPTTV-5685). Ann. Nov. 29.
 - K11IE Mescalero, N.M.—Seeks to change frequency from ch. 11, 198-204 mhz, to ch. 5, 76-82 mhz; change type of trans; increase power to 10 w; change primary station to KOB-TV Albuquerque, N.M. and operate via BPTT-3106 Capitan and Ruidoso, N.M. (BPTTV-5683). Ann. Nov. 29.
 - KO6EV Mescalero, N.M.—Seeks to change frequency from ch. 6, 81-88 mhz, to ch. 12, 204-210 mhz; change type of trans; increase power to 10 w; change primary station to KBIM-TV Roswell, N.M. and operate via K55AC Capitan and Ruidoso, N.M. (BPTTV-5682). Ann. Nov. 22.
 - Dutchess Community College, Poughkeepsie, N.Y.—Seeks ch. 54 rebroadcasting WMHT Schenectady, N.Y. Ann. Dec. 3.
 - NEP Communications Inc., Allentown-Bethlehem, Pa.—Seeks ch. 19 with 100 w, rebroadcasting WNEP-TV Scranton, Pa. Ann. Dec. 1.
 - W10AS Sabana Grande, Yauco, San German, all Puerto Rico—Seeks to delete Yauco from present principal community (BMPPTV-883). Ann. Nov. 30.
 - KO7LJ Eagle Butte, S. D.—Seeks to change primary station to KPRY-TV Pierre, S. D. (BPTTV-5732). Ann. Nov. 30.
 - K10FX Spokane, Wash.—Seeks to change frequency from ch. 10, to ch. 9, 186-192 mhz; change type of trans; increase power to 10 w (BPTTV-5733). Ann. Dec. 2.
- ### Actions
- K09NF Chitina, K09ND Old Harbor, K09NE Tatitlek, all Alaska—Broadcast Bureau granted CPs for new VHF translator stations rebroadcasting KTVA, KENI-TV, KIMO, KAKM, all Anchorage; conditions (BPTTV-5656, BPTTV-5657, BPTTV-5655). Action Nov. 17.
 - K07OI Kipnuk, Alaska—Broadcast Bureau granted CP for new VHF translator station rebroadcasting KIVA, KENI-TV, KIMO, KAKM, all Anchorage; conditions (BPTTV-5654). Action Nov. 17.
 - K48AC North Kenai, Alaska—Broadcast Bureau granted CP for new UHF translator station rebroadcasting KAKM Anchorage (BPTT-3014). Action Nov. 2.
 - K07OK California Polytechnic State University, Calif.—Broadcast Bureau granted CP for new VHF translator station rebroadcasting KCOY-TV Santa Maria, Calif. (BPTTV-5635A). Action Nov. 2.
 - K12KR Toponas and rural area, Colo.—Broadcast Bureau granted CP for new VHF translator station rebroadcasting KOA-TV Denver; conditions (BPTTV-5606). Action Nov. 17.
 - K59AV Salmont, Idaho—Broadcast Bureau granted license covering new UHF translator station (BLTT-1901). Action Nov. 16.
 - W67AJ Ann Arbor, Mich.—Broadcast Bureau granted CP for new UHF translator station rebroadcasting WJIM-TV Lansing, Mich. (BPTT-3072). Action Nov. 17.
 - K58AO Crystal Bay and Zephyr Cove, both Nevada—Broadcast Bureau granted CP for new UHF translator station rebroadcasting KOLO-TV Reno, Nev.; conditions (BPTT-2985). Action Nov. 17.
 - K021I Searchlight, Nev.—Broadcast Bureau granted

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CP for new VHF translator station rebroadcasting KSHO-TV Las Vegas (BPTTV-5586). Action Nov. 2.

■ K05GD Smith and Smith Valley, Nev.—Broadcast Bureau granted CP for new VHF translator station rebroadcasting KOLO-TV Reno, Nev. (BPTTV-5568). Action Nov. 2.

■ K65AX South end of Eldorado Valley, Nev.—Broadcast Bureau granted CP for new UHF translator station rebroadcasting KORK-TV Las Vegas (BPTT-3013). Action Nov. 2.

■ W42AD Unadilla Center, N.Y.—Broadcast Bureau granted CP for new UHF translator station rebroadcasting WSKG Binghamton, N.Y. (BPTT-2941). Action Nov. 10.

■ W62AO Hawley, Pa.—Broadcast Bureau granted change of frequency from ch. 64, 770-776 mhz, to ch. 62, 758-764 mhz (BPTT-3039). Action Nov. 17.

■ W56AQ Waymart, Pa.—Broadcast Bureau granted change of frequency from ch. 66, 782-788 mhz, to ch. 56, 722-728 mhz (BPTT-3058). Action Nov. 17.

■ W55AG Williamsport, Pa.—Broadcast Bureau granted change of frequency from ch. 74, 830-836 mhz, to ch. 55, 716-722 mhz, change type of trans.; make changes in ant. system (BPTT-3078). Action Nov. 17.

■ K55BG Wagner, S.D.—Broadcast Bureau granted CP for new UHF translator station rebroadcasting KUSD-TV Vermillion, S.D. (BPTT-3075). Action Nov. 17.

■ K61AH rural Garfield county, Utah—Broadcast Bureau granted license covering new UHF translator station (BLTT-1841). Action Nov. 12.

■ K72DD Ephrata, K75CE Spokane, K76CQ Pasco, all Washington—Broadcast Bureau granted licenses covering changes in UHF translator stations (BLTT-1896-8). Action Nov. 12.

■ K70FC Laramie, Wyo.—Broadcast Bureau granted license covering changes in UHF translator station (BLTT-1890). Action Nov. 12.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Nov. 30 (stations listed are TV signals proposed for carriage):

■ Bainbridge Video Inc. for Bainbridge, N.Y. (CAC-07558) WTVH Syracuse, N.Y.; WDAY-TV Scranton, Pa.; WPIX, WCBS-TV New York.

■ Red Bank-White Oak TV Cable Co., for Red Bank, Tenn. (CAC-07559) WXIA-TV, WAGA-TV, WETV Atlanta.

■ East Ridge TV Cable Co. Inc., for East Ridge, Tenn. (CAC-07560) WXIA-TV, WAGA-TV, WETV Atlanta.

■ Chattanooga TV Cable Co. Inc., for Chattanooga, Tenn. (CAC-07561) WXIA-TV, WAGA-TV, WETV Atlanta.

■ Continental Cablevision of New Hampshire Inc., for Dover, N.H. (CAC-07562): Requests certification of existing operations.

■ Citizens Cable of Allen County Inc., for St. Joseph

township, (unincorporated areas of) Wayne township, (unincorporated areas of) Aboite township, (unincorporated areas of) Adams, all Indiana (CAC-07563-6): Requests certification of existing operations.

■ Montgomery Cable TV Inc. 1177 Kane Concourse, Miami Beach, Fla. 33154, for Montgomery, Ala. (CAC-07567); WCOV-TV, WKAB-TV, WSFA-TV, WAIQ Montgomery, Ala.; WTCG, WHAE-TV Atlanta; WYAH-TV Portsmouth, Va.

■ Douglas Television Co. Inc., for Gila county and Payson, both Arizona (CAC-07568-9): Requests certification of existing operations.

■ Southwest CATV Inc., for Pharr, Tex. (CAC-07570): Requests certification of existing operations.

■ Valley Cable TV, for McAllen, Tex. (CAC-07571): Requests certification of existing operations.

■ Valley Microwave Transmission Inc., for Edinburg, Tex. (CAC-07572): Requests certification of existing operations.

■ Southwest CATV Inc., for Mission, Tex. (CAC-07573): Requests certification of existing operations.

■ Valley Microwave Transmission Inc. for Weslaco, Donna, Mercedes, La Feria, Harlingen, San Benito, all Texas (CAC-07574-9): Requests certification of existing operations.

■ Southwest CATV Inc. for Brownsville, Tex. (CAC-07580): Requests certification of existing operations.

■ Alice Cable Television Corp., for Falfurrias and San Diego, both Texas (CAC-07581-2): Requests certification of existing operations.

■ Forest City TV Cable Corp. for (village of) Brownsdale, Pa. (CAC-07583): Requests certification of existing operations.

■ Taylor TV Cable Co. for Taylor, Tex. (CAC-07584); WTCG Atlanta, and delete KTVT Fort Worth.

■ Quincy Cablevision, Inc., for Quincy, Ill. (CAC-07585): Requests certification of existing operations.

■ Metropolitan Cablevision Corp., for Perry Township, Wayne Township, Franklin Township, Washington Township, Lawrence Township, Warren Township, all Indiana (CAC-05801-4,06041-2): Petition for reconsideration and rehearing, filed by the city of Indianapolis. Ann. Nov. 30.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Newton Cable TV, for Newton, Kan. (CAC-07136); South Jersey TV Cable Company, for Ventnor, Margate, Longport, all N. J. (CAC-05002-4); Appalachian Cablevision of Ohio for McArthur, Ohio (CAC-06554); York Springs Cable for York Springs Borough, Pa. (CAC-06710); D. B. TV Inc., for Oakfield, Dyer Brook, Smyrna, Merrill, all Maine (CAC-0759-62); Midcontinent Cable Systems Company, for Ainsworth, Neb. (CAC-06852); Ellinwood Cable TV Company, for Ellinwood, Kan. (CAC-06895); Cablevision Corporation of Ohio, for Port Clinton, Ohio (CAC-06912); Grayling Cable Services for Grayling, Mich. (CAC-06925); Border Area Cable TV Inc., for Baudette, Minn. (CAC-06950); Suburban Cablevision for Caldwell (borough of), N. J. (CAC-07063); Suburban Cablevision, for Roseland (borough of), N. J. (CAC-07068); Rennselaer County Cablevision Corporation, for Rennselaer, Poestenkill, Sand Lake, N.Y. (CAC-07171-3); Clear Channels Cable TV Company, for Alcola (village of), Pa. (CAC-07080);

Clear Channels Cable TV Inc. for Oak Ridge (village of) and Hawthorn (borough of), both Pennsylvania (CAC-07081-2); Progressive Communications Inc., for Ness City, Kan. (CAC-07087); Marshall Cable, for Marshall, Minn. (CAC-07094); Garrett Coazial Television, Tower Inc., for Siloam Springs, Ariz. (CAC-07142); Warner Cable of Winter Haven, for Winter Haven, Lake Alfred, Eagle Lake, unincorporated areas of Polk county, all Florida (CAC-07243-7); Upper Valley Cable Corporation, for Woodsville, North Haverhill, Bath all N.H. Wells River, Vt. (CAC-07248-51); Cable TV Company of York, for Loganville (borough of), Pa. (CAC-07253); Midwest Video Corp., for College Station, Tex. (CAC-07257); Southwest Microwave Corp. for Ozona, Tex. (CAC-07262); City of Waverly, for Waverly, Kan. (CAC-07266); Television Enterprises Inc., for Eldorado, Tex. (CAC-07278); Waterbury Community Antenna Inc., for Waterbury, Middlebury, Plymouth, all Connecticut (CAC-07279-81).

■ St. Louis Park, Minn., Jerrold Polinsky—CATV Bureau granted application for certificate of compliance to commence operation of new twenty channel cable television system at St. Louis Park, Minn., located within the Minneapolis-St. Paul, Minn., major television market (CAC-05980). Action Nov. 16.

■ Commission granted application by Service Electric Cable TV Inc. (Teleservice Company of Wyoming Valley) for certificate of compliance for system at Sugar Notch Borough, Pa. Service Electric was authorized to carry: WNEP-TV, WDAU-TV, *WVIA-TV, all Scranton, Pa.; WBRE-TV Wilkes-Barre, Pa.; WOR-TV and WPIX, both New York. Action Nov. 24.

■ Commission denied application of Armstrong Utilities Inc., for certificate of compliance to add signals to its existing cable system at Boardman township, Ohio, in the Youngstown, Ohio, major television market. Armstrong is authorized to carry the signals of WFMJ-TV, WKBN-TV, WYTV Youngstown; *WVIZ-TV Cleveland; WUAB Lorain, *WNEO-TV Alliance, all Ohio, and WPGH-TV Pittsburgh, Pa. Armstrong also carries signal of *WQED Pittsburgh, although it failed to notify FCC at least 30 days prior to commencement of carriage. FCC cautioned that further violations would be dealt with. Armstrong sought waiver of signal carriage rules to add signals of WEWS, WJW-TV, WKYC-TV Cleveland. WKBN Broadcasting Corporation, licensee of WKBN-TV, WYTV Inc., licensee of WYTV, and Vindicator Printing Company, licensee of WFMJ-TV, opposed application. Action Nov. 16.

■ Corpus Christi, Tex., Athena Cablevision of Corpus Christi Inc.—CATV Bureau granted application for certificate of compliance (CAC-04341). Action Nov. 16.

Other actions

■ Commission authorized Colorado Springs Cablevision, Inc., successor in interest to Vumore Video Corp. of Colorado, Inc. (Colorado/Vumore), to carry signals of KBTB (and KMGH-TV) Denver, 10 proposed cable systems at Security, Widefield and Fort Carson, Colo., in Colorado Springs-Pueblo smaller television market. Action was response to Colorado/Vumore's petition for reconsideration of Dec. 16, 1970, action authorizing commencement of cable operations at 16 communities in Colorado, including Security, Widefield and Fort Carson. Action Nov. 17.

■ Service Electric Cable TV Inc. for Allentown, Pa.—CATV Bureau granted temporary authorization to carry signal of WFMZ-TV, Allentown, Pa., for ninety days. Action Nov. 26.

In contest

■ Port Jervis, N.Y., cable TV Proceeding: Port Video Corp. (Doc. 20,876)—ALJ Thomas B. Fitzpatrick continued hearing set for Nov. 30 without date and directed parties to file their issuance of consent order by Dec. 10. Action Nov. 24.

■ Washington county, Tenn., cable television proceeding: Washington County Utility District CATV Division (Doc. 20899)—ALJ Joseph Stiermer canceled procedural dates, including Dec. 14 hearing, pending action of joint request for issuance of consent order and end of proceeding. Action Nov. 30.

Rulemaking

■ Commission proposed amending rules to require cable television operators to notify FCC of changes to name, mail address or system operational status. In addition, Commission said it was imperative it know current operator legal name, mail address and operational status for each system community as identified by its FCC assigned "code."—eg. CAC-0001. Comments may be filed by January 14, 1977, and replies by January 28, 1977. Action Nov. 30.

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RADIO

HELP WANTED MANAGEMENT

General manager wanted for successful, highly respected midwest station, located in one of the country's finest small cities (pop. 29,000.) Good management skills, FCC rules knowledge required. Must be strong in local and regional sales. Stock available to right person. Send resume, financial requirements. Box Z-109, BROADCASTING.

Need gen mgr. now! New central Illinois FM in small market ready to go on air. Need pro to hire ones own team, handle P&L, and build a winner in growing market. Send complete resume and salary requirements. Box Z-113, BROADCASTING.

Sales manager desired by no. 1 station in medium-sized New England market. Must now be sales manager or top salesperson at station in northeast, preferably New England. Opportunity for high earnings. Good future and pleasant lifestyle for real producer who can sell, plan and motivate. EEO. Box Z-122, BROADCASTING.

WTAE AM&FM, Pittsburgh has an immediate opening for a general sales manager, or possibly, a national sales manager. Candidates must have heavy radio sales background and management experience. Will manage six person sales staff and work closely with KATZ radio reps. Contacts at national agency level a must and knowledge of the Pittsburgh market very helpful. We're looking for a super aggressive "Hitler" who can take charge. Top dollars for right person. WTAE is an Equal Opportunity Employer. MF. Resumes to Ted J. Atkins, VP & General Manager, WTAE Radio, Pittsburgh, PA 15230.

AM/FM station manager PA/NY Border. 5 years sales with 2 years successful sales manager position. Equity VP & GM possibilities. Bob Klose, 607-565-9411, Box 188, Waverly, NY 14892.

HELP WANTED SALES

Wanted: Sales person for midwest AM-FM. Box W-187, BROADCASTING.

Expanding sales staff. Mid-Michigan's leading radio station needs energetic, stable, willing to learn self starter. Income limited only by your sales ability and desire. Equal Opportunity Employer. Send resume to Box Z-86, BROADCASTING.

New York City company needs radio sales people on salary plus commission. Sell local stations. Send resume and current salary. Box Z-116, BROADCASTING.

Sales job open. New England group operation, medium-sized market, great opportunity. Must have minimum two years selling radio. Programming or production experience desirable. High commissions, good guarantee, beautiful area. If selected, personal interview arranged our expense. EEO. Write full details, including current billing, past employer references, desired income to Box Z-123, BROADCASTING.

Booming market, expanding, two immediate sales opening, contemporary-automated. Salary plus commissions. Dan Libeg, KSNN-AM-FM, Pocatello, ID.

Immediate opening for an experienced salesperson. First opening for us in 5 years. Big list, 2 exciting radio stations, one of them brand new. Top starting guarantee. Call or write WDW-WDZQ, 265 S. Park, Decatur, IL. Ron Fischmann, 217-423-9744.

Excellent opportunity for sales person with some experience. Call Garry McNulty at WINR, Binghamton, NY, 607-775-4240.

HELP WANTED SALES CONTINUED

Fort Lauderdale, Florida area beautiful music AM station is looking for strong retail-oriented salesperson with good track record to grow with an established company. Must be a creative, self-starter with top references who likes to make calls and money. Excellent financial terms to right person. Contact Bill Heaton; WLOD Radio; 2801 E. Oakland Park Boulevard; Fort Lauderdale, FL 33306. Phone: 305-566-8316. EOE.

WQIQ Radio in suburban Philadelphia needs 3 top-notch account executives. Tremendous billing potential. Single station market! 600,000 population. Over a billion dollars in retail sales! Good draw, benefits, expenses paid. John Haggard, 215-459-1602.

No. 1 rated 50kw regional rocker has two immediate openings for professional, well trained account executives. Commission and guarantee. Good street record and ambition required. Call or write WXIL, P.O. Box 1228, Parkersburg, WV 26101, Mr. Burgstreser 304-485-7425.

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.

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.

Broadcasting school expanding. January openings in LA. Management opportunities. Contact: Bill Silberman, Columbia School of Broadcasting, 6290 Sunset, Hollywood, CA 90028. 213-469-1677.

HELP WANTED ANNOUNCERS

No. 1 Midwest station 200,000+ SMSA taking applications for possible opening. 3rd phone. EOE. Box Z-16, BROADCASTING.

Country music drive time person. Must be experienced and good. Southeast equal opportunity employer. Send resume to Box Z-79, BROADCASTING.

Needed fulltime personality for MOR SW Florida coastal AM/FM. Group owned, excellent benefits. 5 years experience minimum. EEO Employer. Send resume to Box Z-99, BROADCASTING.

Talk show host. We're looking for a versatile personality with experience in hosting a radio call-in show. Medium market clear channel. Box Z-101, BROADCASTING.

Super heavy nighttime cooker, with excellent production and promotionally oriented. Medium market midwest top 40 run by professionals. Join us! Box Z-110, BROADCASTING.

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.

Morning communicator. Must be dependable, direct, and winning-team oriented. Excellent facility and opportunity. For announcer, strong on production and C&W format. EOE. KVOC, P.O. Box 2090, Casper, WY 82602.

Small market, big-sounding FM country seeks announcer with broadcast savvy. Tight Board, 3rd phone essential. WFEM, Ellwood City, PA 16117.

HELP WANTED ANNOUNCERS CONTINUED

Needed early '77 creative humorous early morning personality. Contemporary format, minimum 2 years experience. Good references and endorsed 3rd ticket required. Applications invited now from applicants who want a change after the holidays. Apply now, move later. Send tape & resume to Jerdan Bullard, WKUL, P.O. Drawer 968, Cullman, AL 35055. Equal Opportunity Employer.

Experienced morning announcer, plus, strong production. Send resume, salary requirements. No phone calls, MOR station. WMJM, Cordele, GA.

Combo DJ/newsperson for 50 kw FM, AOR format. Must be able to gather and air news. Tape and resume to WSPK, Box 511, Beacon, NY 12508.

Immediate opening for jock on MOR AM station experience necessary 2 years minimum send air check PIC and resume to Alien Strike, WTRC, PO Box 699, Elkhart, IN 46514. No tapes returned. E.O.E.

WTVL, Waterville, Maine seeking full time experienced announcer. Mature adult MOR voice necessary. No beginners, no heavy personalities. Send resume and tape immediately. EOE. WTVL, Box 79, Waterville, ME 04901. No phone calls.

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.

HELP WANTED TECHNICAL

Chief engineer for AM/FM, automation, Indiana. Box W-150, BROADCASTING.

Chief engineer, 50 KW AM, 100 KW FM. Challenge/opportunity for the exceptional engineer. EOE. Box Y-176, BROADCASTING.

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.

Florida, small market AM-FM. Full charge engineer, all new equipment. Great location and working conditions. Box Z-102, BROADCASTING.

Chief engineer for AM/FM stereo stations. Some board work. EOE. Contact Manager, KIRX/KRXL, Kirksville, MO 816-665-9828.

The best kept secret in broadcasting is Idaho! Matchless beauty in sun-dripped lakes and snow frosted peaks, powder-packed slopes dotted with skiers; forests and marshes abounding with game, deer and geese. Unpretentious, unrushed, but rapidly growing thru industry and agriculture. KSNN and KSNN-FM are seeking a qualified and highly practical chief engineer who wants room to work and grow, both on the job and off. Send resume to: Daniel C. Libeg, KSNN-AM-FM-SCA, 538 South Main, Pocatello, ID 83201.

Idaho AM/FM automated contemporary seeks engineer capable of growing with expanding facilities. Immediate placement. Dan Libeg, KSNN AM FM, Pocatello, ID.

Chief engineer. Top-rated contemporary FM station in major southeastern market is looking for an outstanding chief. The individual selected for this job will have a minimum of 3-5 years progressive experience as chief engineer in contemporary radio, and must be good. This person will be paid a top salary and enjoy working with a professional group in an outstanding station. If you fit the above description, let us hear from you. Send resume showing complete job and salary history, along with references to: Box Z-125, BROADCASTING.

**HELP WANTED TECHNICAL
CONTINUED**

Chief engineer, North East directional AM, requires strong background experience in audio and DA's. Group ownership and excellent benefits. WAMS, PO Box 3677, Wilmington, DE 19807. 302-654-8881.

Assistant chief engineer for AM/FM combination. 5kw DA-N AM; class C FM. Some experience necessary. Top-notch facility. Good pay and benefits. Call Steve Dickoff, 715-832-3463 or write WEAQ, Box 1, Eau Claire, WI 54701. EOE.

WNBH/WMYS New Bedford, Mass. needs chief engineer 50kw automated FM fulltime AM. Salary open. Must be experienced. EOE. Call Donald Laufer, 203-377-0088. No collect calls.

Combo engineer announcer, staff announcers, sales person for Athens country station, mail resume, Betty Smith, Box 545, Albany, GA.

An excellent opportunity for the position of chief engineer has opened with WSRB, Worcester, Mass. This full time position with the Knight Quality Station group offers the right person the opportunity to work with the finest FM facilities including redundant transmission systems, multiple studios and a live air staff. Your qualifications must be a minimum of five years in broadcast engineering, latest state of the art knowledge, and the ability to maintain this superb FM station at its present high standards. To be considered, send your complete resume to Edward Juare, Engineering Director, Knight Quality Stations, RFD 2, Box 517-AB, N. Scituate, RI 02857. An Equal Opportunity Employer.

Assistant chief engineer for flagship station of growing southwestern group. Strong studio maintenance background required. Send resume to: Guy Smith, P.O. Box 3280, Albuquerque, NM 87110 or call 505-266-5833. No collect calls please.

HELP WANTED NEWS

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.

News person for S.E. New York state AM/FM. Must be able to dig, write and air news. Tape and resume to WBNR, Box 482, Newburgh, NY 12550.

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 newspeople wanted for future positions. Send tape and resume to Bartell Broadcasting, 205 E. 42 St., New York, NY 10017. EOE.

A program for journalists with up to five years experience who want quicker advancement through further education/training leading to a Master's degree in Communication in Washington, D.C. The American University's Graduate Program in Public Affairs Journalism offers reporting on federal/metropolitan Washington. Also, seminars on issues of public policy, press and government, law, ethics, economics of the press, and courses in the social sciences. Candidates edit and write for our own American News Service, our community newspaper, Northwest, and WAMU-FM, a 50,000-watt public broadcast station. A one-year, fulltime program. Some graduate teaching assistantships available. For further information, write: Dean, School of Communication, The American University, Washington, D.C. 20016. Print and broadcast journalism sequences are accredited by the American Council on Education for Journalism. An Equal Opportunity Affirmative Action Employer.

Experienced anchor/reporter ready to move up to a major market professional all-news staff. Send tape, resume to Box 3678, Washington, D.C. 20007. EOE.

**HELP WANTED NEWS
CONTINUED**

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.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

Modern country program director/personality who can get ratings in drive time for southeast equal opportunity employer. Tell us about yourself. Box Z-80, BROADCASTING.

Producer/announcer University of Northern Iowa. For public stations KUNI, (100 kw) and KHKE, (8 kw). Serves as on-air host for music programs, conducts interviews and produces modular material. Thorough knowledge of American folk music required, B.A., 3rd class with endorsement, 2-3 years experience. Salary will be commensurate with training and experience. The University has an excellent fringe benefit program. Apply in writing and send audition tape with news and music intros to Dick Coltrill, Associate Director, Personnel Services, University of Northern Iowa, Cedar Falls, IA 50613 prior to January 14, 1977. UNI is an Affirmative Action/Equal Opportunity Employer. Members of the protected classes may identify themselves for purposes of Affirmative Action.

Continuity director, dynamite opportunity for creative writer. Meet deadlines with lots of ingenious professional copy, remember a million details, and keep smiling! Five figures if you can do it. Resume, samples to WROK, 1100 Tamarack Lane, Rockford, IL 61125.

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 Carlite. WVOY Charlevoix, MI 616-547-4454. Female applicants encouraged.

Dean, Marquette University is seeking nominations & applications for position of Dean of College of Journalism. Qualifications include experience in professional & academic journalism; experience in academic administration desirable. Candidates should have understanding of present & future needs of journalism education & ability to lead college. The college offers concentrations in news-editorial, radio-television & public relations/advertising. Also a minor in film. College has 13 full-time faculty, approximately 450 undergraduate students & 60 M.A. students. Position available with beginning of 1977-78 academic year. Salary is competitive & negotiable depending upon qualifications & experience. Send applications & resumes by Feb. 1, 1977. To Michael Morrison, S.J., Marquette University, Milwaukee, WI 53233. Marquette University is an Equal Opportunity, Affirmative Action Employer.

SITUATIONS WANTED MANAGEMENT

General manager available now. Young with excellent track record in management, sales, and programming. Profit oriented. Write today Box Z-37, BROADCASTING.

Successful GM seeking better position in medium-major market. Present station increased 125% my first year, and still growing. Family man in mid 30's. Will consider only stable ownership. Box Z-91, BROADCASTING.

Executive of multi station group desires change. Station and rep experience. Both small and large market records and references speak for themselves. Desire manager or sales manager of station or group. Replies confidential. Box Z-96, BROADCASTING.

**SITUATIONS WANTED MANAGEMENT
CONTINUED**

Successful, experienced GM/owner now wants back to progressive rock. Major/medium market. Will divest current properties. Can assume equity position or purchase outright. Box Z-105, BROADCASTING.

Professional GM seeking owner that desires Christian management. Currently GM of exceptionally successful MOR station. Extensively involved in all facets of administration, programming, promotion, production, sales, traffic, FCC, etc. 15 years experience. Extremely community oriented. Close-knit family, 34. Prefer Southeast medium market. Box Z-117, BROADCASTING.

Having problems? Sales oriented, general manager, thoroughly experienced, semi-retired past year will solve your problems in 1977. Available on full time basis for Southern market. Reply Box Z-118, BROADCASTING.

Twenty plus years of successful radio management, knowledgeable all phases. W.N. Schnepf, 515-432-7427.

Young manager in small market, with experience in all phases of radio seeks new and challenging management level position. Super salesman and administrator. Call Mike Anthony at 715-634-8533 after 6 p.m.

SITUATIONS WANTED SALES

Ready for the move to sales. Experience in continuity, production, announcing, news, programming, traffic. Only 23. BJ from Missouri. Prefer Missouri-Kansas-Oklahoma-Arkansas small-medium market. Box Z-98, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, 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.

Mature, conscientious person. Adaptable. Personable. Good news, tight board. All areas considered. Audition tape available. Contact: Box Z-74, BROADCASTING.

4 years experience including music director, news & production. 2½ years at present station. Prefer Penna., surrounding states. EZ, MOR, Beautiful Music, classical. 30, married, BS, willing learner. Box Z-78, BROADCASTING.

Talk show host makes national news, now seeks advancement. Intelligent, good taker, entertaining, experienced. Box Z-81, BROADCASTING.

You need a good voice, delivery, and large market experience. Contact me. I need southwest medium or large. Contemporary MOR, rock. Box Z-82, BROADCASTING.

Top-notch music director/programmer looking for secure position. 8 years experience, 3rd endorsed, B.A. degree, stable. Box Z-84, BROADCASTING.

Gal broadcaster announcer-news-caster, major network standards employee, college & acting background. 3rd endorsed. Age 23. Excellent training and great tape. Box Z-106, BROADCASTING.

Black combo man, experienced broadcaster with 1st phone and studio operations background, 29, married, very sharp, bass with pleasing sound, tri-state area. Box Z-107, BROADCASTING.

Recent college grad, single, 24, 3rd endorsed. Prefer contemporary MOR, soft rock, or oldies. Some top 40 experience. Box Z-108, BROADCASTING.

Female, blk, mature, exp. DJ, MOR & mod African blues, lt. rock & jazz. African & light rock is my thing. Also, comm/PSA's. Desire work in Southern Calif., Texas, or Arizona. Box Z-112, BROADCASTING.

Experienced announcer, good interviewer, news oriented, currently available. 1st phone, 2 yrs. No AM drive. Mid Atlantic preferred. 207-882-7395 or Box Z-115, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS CONTINUED

6 year pro, all formats, 1st phone family man will relocate for better support I know I'm worth. 904-761-6920.

Articulate Rhode Islander desires small market to ripen and advance in 2 years experience. First phone. John Comforti. 401-596-5728.

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.

Black announcer with 3rd endorse looking for full time job within 150 miles of New Jersey. Call Jimmy 609-877-4864.

It's in the blood. 24 hour a day worker. Great community credentials and top night time numbers. Great appearance, bright, very personable. Bob 614-861-2319.

Fully experienced DJ-newscaster now available. Please call 213-874-7236.

College grad needs first job. Can run audio board. Has 2nd phone. Will do anything. Contact James P. O'Brien, 1618 Church Ave, San Mateo, CA 94401. 415-345-8024.

Experienced, dependable announcer with production. Top-40, MOR, country. Midwest small/medium market preferred. 24, 3rd endorsed. Mike Jackson. 314-273-5471.

Working & stable medium market personality jock wants pop adult station. Consistently good ratings. 1st phone. 32 & married. Frank Hintz, 1318 South 63rd Street, West Allis, WI 53214.

Attention program directors: Personality looking for air-spot. Commercials, DJ, news, production, salesman. Ready now. Ron Cumberland, 2214 Broadway no. 18, San Diego, CA 92102. 714-238-1702.

Sports PBP-"Walking encyclopedia" on baseball, football & basketball. Hi school & college experience. 1st phone, looking for small or medium market, recent bdcst school grad. Willing to relocate, write 2273 W. 241st St. Apt A, Lomita, CA 90717 or call Terry at 213-530-4737.

First phone announcer, any format. One year experience. Will Relocate. Steve Felling, 612-789-9108.

Experienced rock/MOR personality. Thorough knowledge of hits (dates, artists, labels), 1950's through today. Prefer Southwest Sunbelt. 716-344-1691.

Young farm broadcaster, but experienced. Strong on sales and production. Versatile enough to handle other jobs. Box Y4H Hensel, College Station, Texas. 713-846-6233.

SITUATIONS WANTED TECHNICAL

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.

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.

Chief engineer, 25 years experienced in AM, FM, all phases, directional, stereo, proofs, south or southwest. Box Z-72, BROADCASTING.

Manufacturers technical representative looking for similar position or engineering director with group owner. Box Z-75, BROADCASTING.

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.

SITUATIONS WANTED NEWS

Lookout Charles Osgood—'cause here I come. CBS owned and operated experience. Box Z-1, BROADCASTING.

Sportscaster/newscaster, award winning, six years experience, solid pbb, degree, DJ, 3rd. Box Z-88, BROADCASTING.

Mature pro, mid 30s, positive mental attitude, ready for challenging opportunity. Organized administrator, like public affairs. Now in east. Box Z-120, BROADCASTING.

Young experienced desk editor of former news station seeks position. Will relocate. 209-224-3961.

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.

Hungry DJ, newsmen looking for warm climate to ease my mind and create, some sales. Mature individual, 3rd endorsed. Serious inquiries only. (If you pass this one you'll be sorry). Prefer jazz, R&B. 212-875-4055, Lamont.

3rd ticket, 2 years experience includes reporting, announcing, sports, production. Advertising B.A. intersted in sales also. Dave Pultz, 3308 Beechwood Blvd, Pgh, PA 15217. 412-521-9494.

Sports-minded female, knows baseball, basketball, ice-hockey, football, others. Enthusiastic, BA communications, 3rd, local news experience. Will relocate. Job, 540 Richfield Ave., Kenilworth, NJ 07033.

If you're looking for a sharp, talented experienced, aggressive, college grad newsmen, I'm your man. Solid news background and excellent references. Radio & TV. Call anytime 707-255-2284, Robert B. Wareham.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Major market personality looking to program a stable MOR/AC station in a 100-200,000 market and make it more than just another music station. Prefer midwest. Tired of the hassles and ready to settle down. Automation experience, former PD, good references. Box Z-95, 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.

Experiences: MOR personality, campus rocker PD, oldies collector, Radio Shack manager, Veteran, prefer southwest sunbelt. 716-344-1691.

TELEVISION

HELP WANTED MANAGEMENT

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.

HELP WANTED TECHNICAL

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.

HELP WANTED TECHNICAL CONTINUED

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.

Television maintenance engineer experienced in UHF transmitters, RCA videotape, TK 27, PC 70, and general studio maintenance. Florida network affiliated UHF. An Equal Opportunity Employer. Send resume and salary requirements first letter to Box Z-76, BROADCASTING.

Maintenance engineer. Require 1st phone and experience, especially quad tape. Salary negotiable. Mid-south location. Send resume to Box Z-90, BROADCASTING.

KFMB-TV-AM-FM, San Diego, California, has available senior maintenance engineer position. Must know all phases of TV including digital. An Equal Opportunity Employer. Send resume to J. Bradley, KFMB, P.O. Box 1071, San Diego, CA 92112.

Studio maintenance engineer, 1st class FCC license, maintenance experience with studio cameras, film chains, VTR's and switchers required. Some transmitter maintenance preferred. Should have background knowledge in solid state and digital electronics and possess management potential. Send complete resume to Dan Bormann, Business Manager, KFSN-TV, 1777 G Street, Fresno, CA 93706. Capital Cities Communications, Inc. is an Equal Opportunity Employer.

Maintenance engineers, must be experienced in solid state television maintenance and design of technical and electronic equipment. Resumes to: Director of Engineering KQED, 500 8th St. San Francisco, CA 94103. An Equal Opportunity Employer.

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 with 1st class license. Studio & transmitter experience required. Excellent growth opportunity. Resume to Art Madeley, CE, WWAY-TV, P.O. Box 2068, Wilmington, NC 28401. Equal Opportunity Employer.

Maintenance engineer to work with established remote facilities company. Experience with quads, color cameras and associated gear. Send resume with salary history to G. Symonovich, TEL-FAX, Inc, 4654 Airport Road, Bath, PA 18014.

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.

Engineering supervisor: Experience, maintenance and proof of performance on TV transmitters in particular. Extensive in-state travel involved. Beginning salary: \$15,190. Contact: South Dakota Public Television Network, Vermillion, SD 57069. AC 605-624-4497.

HELP WANTED NEWS

Assignment editor: Looking for an experienced and creative assignment editor. Must be able to work with news team, critique stories, motivate personnel, inspire perfection, deserve respect and be willing to settle for nothing less than the best news production anywhere. You must have experience and good references. We will supply good working conditions, total management involvement, news consultants (Frank Magid Company) and a good salary. Medium market in Southeast. Send resume and photo to Box Z-92, BROADCASTING.

Southeastern medium market VHF needs news personnel, reporters and/or anchors. Equal Opportunity Employer. Send resume, and \$ needed to Box Z-124, BROADCASTING.

**HELP WANTED NEWS
CONTINUED**

New ownership building strong news team. Looking for good experience with proven track record. Salary open. ABC affiliate. KBMT-TV. call 713-833-7512.

Photographer-reporter. Prime duties are filming, but will also do reporting and some weekend air work. Resume and film or VTR to John Froyd. KCMT-TV, Alexandria, MN 56308.

News and public affairs director for southwest public TV station. Requires M.A.; 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.

Reporter/anchor. Some experience necessary. Send resume, references, tape to: Scott Klug, News Director, WAOW-TV, 1908 Grand Ave., Wausau, WI, 715-842-2251.

Positions for experienced weekend anchor/reporter and for weathercaster/reporter. Call Eric Rabe, News Director, WTAJ-TV, Altoona, PA, 814-944-2031. An Equal Opportunity Employer.

News anchor for growing station in small market. Seeking person with radio or TV experience willing to work hard for chance to make a career in television news. Send resume, photo and audio tape or videotape to: News Director, WVIR TV, P.O. Box 751, Charlottesville, VA 22901.

Anchorperson for 6 and 11 p.m. news. Excellent opportunity, bold new city of the south and enjoyable year round life style. Send details, resume, references and video tape. An Equal Opportunity Employer. Send to: Gert Schmidt, President, WTLV, P.O. Box 1212, Jacksonville, FL 32201.

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.

Experienced weather person wanted by south Florida growth station. Send 3/4" cassette and resume to: News Producer, P.O. Box 510, Palm Beach, FL 33480. An Equal Opportunity Employer.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

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.

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.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS, CONTINUED**

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. II 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.

University Theatre Department seeks creative faculty member for teaching duties, primarily in radio/television announcing and radio production; some courses in television production and in survey of broadcasting. Professional and/or teaching experience, MFA or Ph.D. required. Apply to Dr. Alvin J. Keller, Chairman, Department of Theatre, California State University, Fullerton, CA 92634.

SITUATIONS WANTED MANAGEMENT

Former network executive with extensive key market general management success seeks opportunity and tough challenge; can provide unique references and background story; will relocate; for immediate interview. reply Box Z-18, BROADCASTING.

General manager. Mid-40's. Pioneered television. For 2 winners, broke all records in sales, profits and prestige. Converted 2 long-time losers into highly profitable winners years ahead of rosiest projections. Produced profits exceeding \$35 million. Box Z-41, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

Weatherman/staff announcer. 13 years experience all phases including news, commercials, variety shows. Tape and resume available. Box Z-9, BROADCASTING.

SITUATIONS WANTED TECHNICAL

Electronics technician 1st phone consumer repair experience, communications degree, trainee level opportunity O.K. Box Y-207, BROADCASTING.

First phone and advanced amateur licenses-CIE student, no memory courses. Seeks position of operational engineer with small or medium market TV station working towards studio and transmitter maintenance. No experience. Willing to work and learn. Will relocate. Box Z-93, 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.

WCBS-TV programming now has me in a dead-end position. Seeking a news job with potential elsewhere. B.S. Broadcast Journalism, newswriting experience. Box Z-73, BROADCASTING.

Meteorologist-young with good appearance and voice. Radio & TV experience. Member AMS. Degree-Florida State University. Box Z-111, BROADCASTING.

Aggressive black reporter seeks position in competitive market. Experienced, talented and hard worker. Dependable, too. Degree. Tape available. Call 609-667-6570.

Science reporter. Expertise in environment, toxicology, weather. Good appearance, personality, delivery. Don Paul 212-869-1166 wkdays; 275 Hoym Street., Ft. Lee, NJ 07024.

I'm ready. Personality says take me. Solid TV experience. Anchor, weather, sports, show host. Awards in community involvement. 6 years of hard work. Ready to settle. Bob 614-861-2319.

Experienced newsman available Dec. 15. Seven years in small markets, presently news director-anchorman. Wants a start at major market anchor. Contact: Dennis Roper, 318-439-8881 or 439-0316.

**SITUATIONS WANTED NEWS.
CONTINUED**

Reporter/photographer/anchor. 2 yrs. experience TV and radio. RT grad seeking small or medium market TV. Will relocate. Call 904-769-7246 or 769-2313. Mark Greenberg, 4324 W. 20th St. N-247, Panama City, FL 32401.

Money is not the object! I'm more concerned with finding an entry level position in TV-Radio news that allows development. I'm diligent, creative, black, female, college educated with practical experience. Will relocate. Jacqueline McGhee, P.O. Box 15561, San Diego, CA 92115.

News photographer: Young, hard-working. Top-40 experience shooting, editing, street producing. Looking for an opportunity. Call John, 215-368-1148.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS**

Director with BS in communications, 4 years experience, seeks challenging position. Background includes daily newscasts, live broadcasts, sony minicam, commercials. Box Z-83, BROADCASTING.

Production. Have commercial experience; need more. Prefer top 100. Tom Miller, 2900 N. Nordica, Chicago 60634, 312-622-6952.

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

Want to buy: High power UHF TV transmitter. Box Z-114, BROADCASTING.

Wanted to buy complete automation system. Contact Art Reed, Ware, MA 01082.

Student station desperately needs equipment. Will accept tax writeoff or buy cheap. Write/call WBCG, Brenau College, Gainesville, GA 404-532-4341.

Equipment needed, used dual track oscilloscope. Phone 215-326-4003.

Used UHF TV translators and antennas. Emcee, Adler or others. Box 609, Altoona, PA 16603, 814-943-2607.

FOR SALE EQUIPMENT

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 rolay, 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.

For sale-RCABTA-5TI 5kw AM transmitter. Available immediately. Good condition. WNIC, Dearborn, MI 48126. Phone: 313-846-8500.

FOR SALE EQUIPMENT CONTINUED

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 Distr. 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.

FM transmitters: CCA FM-20000D-20KW, visual/Sintronics FM-10-KA-10KW, Westinghouse FM-10-10KW, Gel FM-15A-15KW, ITA FM-7500C, RCA BTF-5D-5KW, RCA BII-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.

Schafer 800 automation system with brain, memory, 1 carousel, 7 Ampex 440, time machine; 3 GE PE29A B/W camera chains, complete; GE B/W PE27 film camera, complete; 2 Ampex VTR 660 with Edicon; Jamison compac 16/8 processor, Best offer; Mr. DeBruycker, Box 21, Rochester, NY 14601. 716-325-7500.

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Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

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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.

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.

PLACEMENT SERVICE

Many top 40, middle of road, and country & western openings available, for jocks and newscasters! Small, medium, and major markets! Rush tapes and resumes to: Air Talent Placement, Suite 505, 1516 Hinman, Evanston, IL 60201.

INSTRUCTION

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.

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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.)

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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.

San Francisco, FCC license, 6 weeks 1/17/77. Results guaranteed, Veterans approved. School of Communication Electronics, 150 Powell St. 94102. 415-392-0194.

Institute of Broadcast Arts, 75 East Wacker Drive, Chicago, 4730 West Fond du Lac, Milwaukee. Current FCC license updates. Approved for Veterans benefits, financing available. Lowest prices in the Midwest. 312-236-8105 or 414-445-3090. Results guaranteed.

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This medium market pioneer stereo leader is number 1 in audience, billing and prestige. To fill one of the most desirable positions in the industry you must be able to motivate a seven-person sales staff, personally sell and service larger accounts, administer engineering and programming, review and improve traffic systems, make accurate forward projections, plan and recommend expansion and work warmly but firmly with your associates. We expect a lot (even more than we've outlined here) and in turn we'll pay you well to live in an area with attractive bedroom communities and desirable living conditions. If you are interested in a long association and are now employed as a general manager or sales manager then write us with your full background, five each of personal and professional references (previous employers preferred), and anything else that will convince us to arrange a personal interview.

This is a unique position and if we choose wisely it will be a long time before anything like it is available again. If you think you're ready for it, write in confidence to Box Z-121, Broadcasting, EEO.

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WMGK

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- Situations Wanted, 40 cents per word - \$5.00 weekly minimum
- All other classifications 80 cents per word - \$10.00 weekly minimum.

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- Situations Wanted - \$30.00 per inch
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**Help Wanted Management
Continued**

Broadcast Products Division

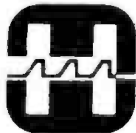
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Initial salary will fully reflect your qualifications to fill this challenging position, which carries excellent career potential. Benefits are liberal. Please send resume including salary history data, in confidence to Mr. Lawrence B. Carlstone, Professional Employment Supervisor, Harris Corporation Broadcast Products Division, Quincy, Illinois 62301.



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WGST News is looking for an outstanding Newscaster. Must have 3-5 years experience as a working journalist and strong on-air delivery and writing skills. Key time slot. Equal Opportunity Employer. No calls accepted. Send tape and resume to:

**News Director
WGST Radio
550 Pharr Road, N.E.
Atlanta, Georgia 30305**

**Help Wanted Programing,
Production, Others**

**PROGRAM DIRECTOR
AM/FM MID WEST**

Wanted Program Director who can take good MOR AM station and make outstanding. Also oversee operations mgr. FM stereo rock sister station. Air shift required on AM. Must be outstanding with production technique. Tired of large market rat race? In small market with no room to advance? Looking for outstanding medium market? \$15,000. Salary, health and life paid. Great facilities. Excellent radio market, position available immediately. Send resume E.O.E.

Box Z-103 Broadcasting

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We are three aggressive New York account executives 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 position. East or West Coast preferred. One of us may be your man. All correspondence kept confidential. Reply P.O. Box 1874, Grand Central Station, N.Y. 10017.

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Make that New Years Resolution NOW to quit spinning your wheels, **TURN YOUR STATION AROUND.** DUO available—as two-man show, or as Morning and Afternoon Drive, and PD MD. Major or Medium South or FLORIDA desired. 55 years combined total experience. Box Z-85 Broadcasting.

**Situations Wanted Announcers
Continued**

ATTENTION N.I.S. SUBSCRIBERS:

Is your future programming schedule looking like a piece of Swiss cheese? If you're seeking a personality to host talk show, let's get together to discuss possible formats. Serious inquiries only.

Box Z-87, Broadcasting

**Situations Wanted Programing,
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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.

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Contact local and national advertisers to create or increase television budgets and help train member stations to develop local business with TvB sales materials. Based in New York, with an eastern territory. Must have television broadcast sales experience preferably including local station sales or TV rep background. Send letter and resume to: Bob Lefko, Television Bureau of Advertising, 1345 Avenue of the Americas, New York, N.Y. 10019.

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Production, Others**

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Public broadcasting station WIPB-TV has an opening for a Program Manager. Responsibilities include the supervision of live and delayed broadcast programs; determining the broadcast schedule for TV programs; working with local service organizations in developing local programs of interest and to encourage local financial support. BS in Radio and Television or related with 2-3 years programming experience in public broadcasting required. Starting salary \$12,500 + depending on experience. 24 days paid vacation, educational opportunities. Application deadline Jan. 10, 1977. Send resume and salary history to

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General Manager of small market VHF net affil desires move to larger market as GM. Happily married, family, 36, workaholic. Experienced in sales, programing, 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.

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Our unique, professional third man guidance techniques have aided in locating new situations for clients in the 20K-85K salary range. All TV professions... All Markets. We work for and with you in a confidential manner while you are employed or seeking employment. Retain us and invest for a better future. SLJ PRODUCTIONS Box 12069 CHICAGO, IL. 60612.

Miscellaneous

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TAKE A TRIP INTO YOUR STATIONS PAST! TO FIND OUT IF YOUR STATION OR OTHER YOU'VE WORKED FOR IS AMONG THE THOUSANDS OF PROFILED STATIONS IN OUR CATALOG, SEND FOR IT TODAY. DATE INCLUDES ORIGINAL AIRDATE. CALL OWNER, FREQUENCY, POWER, AND ALL CHANGES THEREAFTER. EACH STATION PROFILE ONLY \$5.00 (PM \$2.00). WRITE FOR JUST FOR YOU... "BROADCASTING'S MOST UNUSUAL SERVICE."

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 I'm willing to trade property for Radio or TV station(s) of equal value. Must be located in Va., N.C., Maryland, or D.C. Acreage zoned for duplex apartments in busy corridor of Va.'s fastest growing city. Contact: Bill Weller, 1600 Keswick Dr., Norfolk, Va. 23518. (804) 623-9777.



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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,

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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 Extenders, 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.

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Principal wishes to buy small Illinois market radio station currently billing 100m to 125m per year. Prefer AM-FM or AM with available FM channel in one-station market and with GM strong in sales who would stay with new owner. Apply in confidence to Box Z-94, Broadcasting.

AM SINGLE STATION MARKET WYOMING, MONTANA, IDAHO OR WASHINGTON, OREGON. \$100,000 RANGE. CONTACT PRINCIPAL.
 BOX Z-97, BROADCASTING

Experienced broadcaster looking for underdeveloped properties—buy or manage with option.

Box Z-104, Broadcasting

For Sale Stations

A LEADING STATION IN CAROLINA'S AT LESS THAN 2 TIMES GROSS. PROFITABLE REGIONAL FULLTIME.

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Major Market Ethnic AM station available at extremely attractive multiple. Ideal owner operator opportunity. Station established in format for 15 years. Prefer minority buyer. Asking price \$650,000 cash.

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 5 yr. av gross—300,000 +
\$550,000 FIRM—\$500,000 CASH
 (approx. 8 x cash flow)
A top 100 market
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 - AM/FM near central Kentucky. Single station market. \$195,000. Terms.
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 - AM/FM in Miss. Small town. Sales about \$120,000. \$188,000 cash.
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SE	Major	Daytime	\$625K	29%
N.Eng.	Small	Coastal	\$130K	29%
East	Sub	FM	\$185K	\$50K
MW	Metro	Fulltime	\$425K	29%
Tex.	Small	Daytime	\$182K	\$53K

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BROADCASTING'S CLASSIFIED RATES

Rates, classified listings add:
 —Help Wanted 50c per word—\$10.00 weekly minimum.
 (Billing charge to stations and firms: \$100).
 —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
 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.
 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.

Stock Index

Stock symbol	Exch.	Closing Wed. Dec. 8	Closing Wed. Dec. 1	Net change in week	% change in week	1976 High	1976 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	N	39 1/4	38	+ 1 1/4	+ 3.28	39 1/4	19 7/8	16	17,625	691,781	
CAPITAL CITIES	CCB	N	53 7/8	53	+ 7/8	+ 1.65	55 3/4	42 1/4	13	7,764	418,285
CBS	N	58 1/4	55 1/2	+ 2 3/4	+ 4.95	60 1/2	46 3/4	11	28,313	1,649,232	
COX	N	31 1/4	30 3/4	+ 1/2	+ 1.62	37 3/4	28 3/4	10	5,863	183,218	
GROSS TELECASTING	GGG	A	12 1/2	12 1/8	+ 3/8	+ 3.09	12 1/2	10	800	10,000	
KINGSTIP COMMUN.	KTVV	O	4 5/8	4 5/8		.00	4 7/8	2 1/4	17	461	2,132
LIN	O	17 1/8	17	+ 1/8	+ .73	17 3/4	9 5/8	8	2,382	40,791	
MOONEY	O	1 3/4	1 3/4		.00	3 7/8	1 3/4	3	425	743	
RAHALL	O	7 1/8	7 1/8		.00	7 3/8	4 1/2	13	1,297	9,241	
SCRIPPS-HOWARD	SCRP	O	32 1/2	29 1/2	+ 3	+ 10.16	32 1/2	20 1/2	8	2,589	84,142
STARR*	SBG	M	2 3/8	2 1/4	+ 1/8	+ 5.55	5	2 1/4		1,202	2,854
STORER	SBK	N	24 3/4	23 3/4	+ 1	+ 4.21	25 1/4	12 3/4	6	4,876	120,681
TAFT	TFB	N	29	28 1/2	+ 1/2	+ 1.75	31 1/2	23 1/4	8	4,070	118,030
TOTAL									77,667	3,331,130	

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	3 1/8	3 1/2	- 3/8	- 10.71	4 3/4	2	7	1,262	3,943
AVCO	AV	N	13 1/2	14 1/2	- 1	- 6.89	14 3/4	4 1/2	2	11,541	155,803
JOHN BLAIR	BJ	N	10 1/4	10 1/8	+ 1/8	+ 1.23	11 1/4	5	6	2,406	24,661
CHRIS-CRAFT**	CCN	N	6	5 1/8	+ 7/8	+ 17.07	6 3/8	4 1/2	14	4,162	24,972
COMBINED COMM.	CCA	N	19 7/8	19	+ 7/8	+ 4.60	20	12 5/8	9	6,363	126,464
COWLES	CWL	N	12 1/8	12 1/8		.00	12 1/8	6 1/8	16	3,969	48,124
DUN & BROADSTREET	DMB	N	29 1/2	27 3/4	+ 1 3/4	+ 6.30	33 3/4	24 5/8	17	26,571	783,844
FAIRCHILD IND.	FEN	N	8 3/4	8 3/8	+ 3/8	+ 4.47	11 1/2	6 1/8	11	5,708	49,945
FUQUA	FQA	N	12	10 1/2	+ 1 1/2	+ 14.28	12	4 1/2		8,844	106,128
GANNETT CO.	GCI	N	40	37 5/8	+ 2 3/8	+ 6.31	40	32 7/8	19	21,108	844,320
GENERAL TIRE	GLY	N	24 3/4	25 3/8	- 5/8	- 2.46	25 5/8	17 5/8	6	21,954	543,361
GLOBE BROADCASTING**	GLBTA	O	2 1/4	2 3/8	- 1/8	- 5.26	2 7/8	1 1/2		2,783	6,261
GRAY COMMUN.	O	7 1/4	6 3/4	+ 1/2	+ 7.40	7 1/4	6	5		475	3,443
HARTE-HANKS	HMN	N	27	25 1/2	+ 1 1/2	+ 5.88	27	17 1/8	12	4,383	118,341
JEFFERSON-PILOT	JP	N	31 1/2	30 1/8	+ 1 3/8	+ 4.56	31 7/8	25 5/8	12	24,078	758,457
KAISER INDUSTRIES	KI	A	13	12 3/4	+ 1/4	+ 1.96	16	8	9	28,119	365,547
KANSAS STATE NET.	KSN	O	4	4 1/8	- 1/8	- 3.03	4 7/8	3	8	1,826	7,304
KNIGHT-RIDDER	KRN	N	38 7/8	36 1/4	+ 2 5/8	+ 7.24	38 7/8	28 7/8	13	8,305	322,856
LEE ENTERPRISES	LNT	A	18 3/8	18 1/2	- 1/8	- .67	25 1/2	15 3/8	11	3,352	61,593
LIBERTY	LC	N	18 1/8	16 3/4	+ 1 3/8	+ 8.20	18 5/8	9 1/2	6	6,762	122,561
MCGRAW-HILL	MHP	N	15 3/4	16	- 1/4	- 1.56	17	12 3/4	10	24,690	388,867
MEDIA GENERAL	MEG	A	16 3/8	16 3/4	- 3/8	- 2.23	19 1/2	14 1/4	8	7,276	119,144
MEREDITH	MDP	N	17	16 1/8	+ 7/8	+ 5.42	17 5/8	10 1/4	5	3,064	52,088
METROMEDIA	MET	N	25 1/4	24 3/4	+ 1/2	+ 2.02	29 3/4	15	7	6,730	169,932
MULTIMEDIA	MMED	O	18 3/4	19	- 1/4	- 1.31	20	14 1/4	9	4,390	82,312
NEW YORK TIMES CO.	NYKA	A	15 3/4	15 1/4	+ 1/2	+ 3.27	17 3/8	11 1/2	12	11,206	176,494
OUTLET CO.	OTU	N	17 7/8	17 1/2	+ 3/8	+ 2.14	19	12 7/8	6	1,438	25,704
POST CORP.	POST	O	15 3/4	15 3/4		.00	15 3/4	8	575	875	13,781
REEVES TELECOM**	RRT	A	1 3/4	1 7/8	- 1/8	- 6.66	2 1/2	1 1/8		2,376	4,158
ROLLINS	ROL	N	21 1/2	21 1/2		.00	27 3/8	20 3/4	13	13,404	288,186
RUST CRAFT	RUS	A	8 1/4	7 3/4	+ 1/2	+ 6.45	9 7/8	5 5/8	6	2,291	18,900
SAN JUAN RACING	SJR	N	8	8 3/4	- 3/4	- 8.57	10 1/4	7 1/4	5	2,509	20,072
SCHERING-PLOUGH	SGP	N	45 1/4	42 1/4	+ 3	+ 7.10	59 3/4	42 1/4	16	54,037	2,445,174
SONDERLING	SDB	A	14 7/8	14 3/4	+ 1/8	+ .84	14 7/8	6 3/4	5	731	10,873
TECH OPERATIONS**	TO	A	2 1/4	2 1/8	+ 1/8	+ 5.88	4 3/4	2 1/8		1,344	3,024
TIMES MIRROR CO.	TMC	N	21	20 1/8	+ 7/8	+ 4.34	23 3/4	18 1/4	12	33,905	712,005
WASHINGTON POST CO.	WPO	A	44 1/4	43 3/4	+ 1/2	+ 1.14	44 1/4	21 3/4	11	4,546	201,160
WOMETCO	WOM	N	12 1/8	11 7/8	+ 1/4	+ 2.10	13 1/4	8 7/8	7	9,470	114,823
TOTAL									378,253	9,324,625	

Cablecasting

ACTON CORP.	ATN	A	3 3/8	3 1/4	+ 1/8	+ 3.84	3 3/4	1 1/8	11	2,640	8,910
AEL INDUSTRIES**	AELBA	O	2 1/4	2 3/8	- 1/8	- 5.26	2 3/8	3/4		1,672	3,762
AMECO	ACO	O	5/8	5/8		.00	1 3/4	3/8		1,200	750
AMERICAN TV & COMM.	AMTV	O	20 1/2	20	+ 1/2	+ 2.50	21 3/4	13 1/2	17	3,359	68,859
ATHENA COMM.**	O	1/8	1/8		.00	1/2	1/8			2,125	265
BURNUP & SIMS	BSIM	O	4	4		.00	6 1/2	3 1/4	50	8,319	33,276
CABLECOM-GENERAL	CCG	A	5 5/8	5 1/4	+ 3/8	+ 7.14	8 1/8	4 1/8	5	2,560	14,400
CABLE INFO.	O	5/8	3/4	- 1/8	- 16.66	1 1/4	1/4	3		663	414
COMCAST	O	3 5/8	3 5/8		.00	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	16		.00	17 3/4	13	16	3,560	56,960
ENTRON	ENT	O	2	2		.00	2	1 1/2	2	979	1,958
GENERAL INSTRUMENT	GRL	N	17 3/4	17 3/8	+ 3/8	+ 2.15	17 3/4	8 1/4	39	7,178	127,409
GENEVE CORP.	GENV	O	8 3/4	9	- 1/4	- 2.77	10	6 1/2	58	1,121	9,808
TELE-COMMUNICATIONS	TCOM	O	3 1/4	3 1/2	- 1/4	- 7.14	5 1/4	2 7/8	46	5,281	17,163
TELEPROMPTER**	TP	N	8 1/8	7 5/8	+ 1/2	+ 6.55	9 3/8	5 3/4		16,634	135,151
TIME INC.	TL	N	38 3/4	36	+ 2 3/4	+ 7.63	38 3/4	32	13	25,000	968,750
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	14 1/4	15	- 3/4	- 5.00	15 1/2	9	13	1,700	24,225
UNITED CABLE TV**	UCTV	O	3 1/2	3 7/8	- 3/8	- 9.67	3 7/8	1 5/8		1,879	6,576
VIACOM	VIA	N	9 1/2	9 1/8	+ 3/8	+ 4.10	11 3/4	7 7/8	10	3,705	35,197
TOTAL									96,661	1,542,031	

Stock symbol	Exch.	Closing Wed. Dec. 8	Closing Wed. Dec. 1	Net change in week	% change in week	1976 High	1976 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Programming											
COLUMBIA PICTURES	CPS	N	7 1/8	6 5/8	+ 1/2	+ 7.54	7 7/8	4 1/2	5	6,748	48,079
DISNEY	DIS	N	45 3/4	43 3/4	+ 2	+ 4.57	63	43 5/8	19	31,010	1,418,707
FILMWAYS	FWY	A	7 1/8	6 1/8	+ 1	+ 16.32	10 1/4	5 1/4	6	2,404	17,128
FOUR STAR			1	1/2	+ 1/2	+ 100.00	1	1/4	10	667	667
GULF + WESTERN	GW	N	17 1/2	16 5/8	+ 7/8	+ 5.26	26 7/8	15 1/2	4	45,162	790,335
MCA	MCA	N	37	34 1/8	+ 2 7/8	+ 8.42	37	25	6	17,445	645,465
MGM	MGM	N	14 7/8	14	+ 7/8	+ 6.25	15 3/4	12 7/8	8	13,102	194,892
TELETRONICS INTL.		O	5 3/4	5 3/4		.00	9 5/8	3 3/4	8	837	4,812
TRANSAMERICA	TA	N	13 3/4	13 7/8	- 1/8	- .90	13 7/8	8 1/4	8	64,973	893,378
20TH CENTURY-FDX	TF	N	10 7/8	9 7/8	+ 1	+ 10.12	15	8 3/4	9	7,568	82,302
WALTER READE	WALT	O	1/8	1/8		.00	3/8	1/8	6	4,296	537
WARNER	WCI	N	24 1/2	22 5/8	+ 1 7/8	+ 8.28	25	17 1/2	23	17,001	416,524
WRATHER	WCO	A	4 1/4	4 3/8	- 1/8	- 2.85	5 1/8	3 1/8	8	2,244	9,537
TOTAL										213,457	4,522,363

Service

B800 INC.	B800	O	22 3/4	22 1/4	+ 1/2	+ 2.24	22 3/4	16 3/4	8	2,513	57,170
COMSAT	CO	N	32 1/2	29 3/8	+ 3 1/8	+ 10.63	32 1/2	23 7/8	8	10,000	325,000
DOYLE OANE BERNBACH	DOYL	O	16 3/8	17 1/4	- 7/8	- 5.07	17 1/4	8 7/8	8	1,816	29,737
FOOTE CONE & BELDING	FCB	N	15 1/8	14 7/8	+ 1/4	+ 1.68	15 1/8	10 1/4	8	2,332	35,271
GREY ADVERTISING	GREY	O	16 1/8	16	+ 1/8	+ .78	16 1/8	6 7/8	7	1,104	17,802
INTERPUBLIC GROUP	IPG	N	30	28 3/8	+ 1 5/8	+ 5.72	30	16 3/8	7	2,290	68,700
MARVIN JOSEPHSON	MRVN	O	10 7/8	10 3/8	+ 1/2	+ 4.81	10 7/8	6 3/4	5	1,854	20,162
MCI COMMUNICATIONS**	MCIC	O	1 1/4	1 5/8	- 3/8	- 23.07	3 3/8	1 1/4	5	16,795	20,993
MOVIELAB	MOV	A	1 1/8	1 1/8		.00	2 5/8	1	5	1,409	1,585
MPO VIDEOTRONICS	MPO	A	3 1/8	3 1/4	- 1/8	- 3.84	4 1/4	2 3/8	5	537	1,678
NEEDHAM, HARPER	NDHMA	O	11 1/8	10 1/2	+ 5/8	+ 5.95	11 1/8	5 5/8	6	823	9,155
A. C. NIELSEN	NIELB	O	20	19 3/4	+ 1/4	+ 1.26	24 5/8	16 3/4	12	10,598	211,960
OGILVY & MATHER	OGIL	O	26 3/4	26 3/4		.00	27 1/2	17	8	1,805	48,283
J. WALTER THOMPSON	JWT	N	15 3/8	14 1/2	+ 7/8	+ 6.03	15 3/8	7 7/8	7	2,649	40,728
TOTAL										56,525	888,224

Electronics/Manufacturing

AMPEX	APX	N	6 3/4	6 5/8	+ 1/8	+ 1.88	9 1/4	4 3/4	11	10,885	73,473
ARVIN INDUSTRIES	ARV	N	14 3/4	13 5/8	+ 1 1/8	+ 8.25	16	9 5/8	4	5,959	87,895
CCA ELECTRONICS	CCA	O	1/8	3/8	- 1/4	- 66.66	1/2	1/8	1	897	112
CETEC	CEC	A	1 5/8	1 3/4	- 1/8	- 7.14	2 3/4	1 1/4	9	2,244	3,646
COHU, INC.	COH	A	2 1/4	2 3/8	- 1/8	- 5.26	3 5/8	2	19	1,617	3,638
CONRAC	CAX	N	26 1/4	23	+ 3 1/4	+ 14.13	29 1/8	20	8	1,427	37,458
EASTMAN KODAK	EASKD	N	84 5/8	85	- 3/8	- .44	116 3/4	84	22	161,347	13,653,989
FARINON ELECTRIC	FARN	O	9	8 1/4	+ 3/4	+ 9.09	11 1/2	7	12	4,291	38,619
GENERAL ELECTRIC	GE	N	51 1/4	51 1/4		.00	58 3/4	46	13	184,581	9,459,776
HARRIS CORP.	HRS	N	56 1/8	53 1/2	+ 2 5/8	+ 4.90	56 1/8	33 3/4	12	6,071	340,734
HARVEL INDUSTRIES*	HARV	O	5 1/2	5 1/2		.00	6 1/2	2 3/4	14	480	2,640
INTL. VIDEO CORP.**	IVCP	O	1	1 1/4	- 1/4	- 20.00	3 1/8	1		2,701	2,701
MICROWAVE ASSOC. INC	MAI	N	19 1/4	18 1/4	+ 1	+ 5.47	21 7/8	13 3/4	11	1,320	25,410
3M	MMM	N	55 1/4	56 1/4	- 1	- 1.77	66 1/2	52 1/2	21	114,240	6,311,760
MOTOROLA	MOT	N	51 3/4	52 1/2	- 3/4	- 1.42	57 3/4	41 1/4	20	28,353	1,467,267
N. AMERICAN PHILIPS	NPH	N	31	28 3/4	+ 2 1/4	+ 7.82	33	19 7/8	7	12,033	373,023
OAK INDUSTRIES	OEN	N	9 3/4	8 7/8	+ 7/8	+ 9.85	12 1/4	7 1/4	9	1,639	15,980
RCA	RCA	N	26 3/8	25 5/8	+ 3/4	+ 2.92	30	18 7/8	13	74,728	1,970,951
ROCKWELL INTL.	ROK	N	31 3/8	29	+ 2 3/8	+ 8.18	32 1/2	23 3/8	9	31,200	978,900
RSC INDUSTRIES	RSC	A	1 3/8	1 3/8		.00	2 1/2	1 3/8	7	2,690	3,698
SCIENTIFIC-ATLANTA	SFA	A	19	18 5/8	+ 3/8	+ 2.01	19	10 1/4	13	1,657	31,483
SONY CORP.	SNE	N	9 1/8	8	+ 1 1/8	+ 14.06	9 7/8	7 1/4	21	172,500	1,574,062
TEKTRONIX	TEK	N	62 1/2	63 1/2	- 1	- 1.57	67	44 1/4	17	8,671	541,937
TELEMATION	TIMT	O	1/2	1/2		.00	1	1/4	1	1,050	525
VARIAN ASSOCIATES	VAR	N	14 1/8	13 7/8	+ 1/4	+ 1.80	17 1/4	12	12	6,838	96,586
WESTINGHOUSE	WX	N	16 1/8	16	+ 1/8	+ .78	19 1/8	13	7	87,503	1,410,985
ZENITH	ZE	N	26 1/4	26	+ 1/4	+ .96	38 1/4	23 5/8	13	18,818	493,972
TOTAL										945,740	39,001,220

GRAND TOTAL 1,768,303 58,609,593

Standard & Poor's Industrial Average 115.6 113.7 +1.9

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.

The newsmen is the boss: Vriesman of KWGN-TV and new RTNDA president

Wayne Vriesman has appeared on television maybe three times in his life, and each time it has "scared the heck" out of him. "I see that red light go on and I panic," he says, amused by the irony that he tells others "how to do it better."

From the start, Mr. Vriesman knew his broadcasting career wouldn't be built on air work. Rather, his advancement to vice president and news director of KWGN-TV Denver has been based on his journalistic and administrative abilities—traits that should serve the Radio Television News Directors Association well as he takes over the association presidency at its convention this week in Bal Harbour, Fla.

"He's got a good business head," says Robert Innes, KWGN-TV vice president and general manager. And while Wayne Vriesman is well respected as a newsmen, Mr. Innes says, "he would be a good manager in any other department."

As RTNDA vice president/president-elect, it has been Mr. Vriesman's job to spearhead this year's convention effort. Outgoing President John Salisbury, director of news and special projects at KXL-AM-FM Portland, Ore., credits him with "a remarkable job" in pulling all the convention elements into a "championship" event.

The incoming RTNDA president prides himself on self-discipline—a product, he says, of a "very strict, conservative background" centered on the Dutch Reformed Church.

After earning a BA in education from Hope College in Holland, Mich., and an MA in journalism from Northwestern University in Evanston, Ill., Mr. Vriesman was hired by WGN Continental Broadcasting in 1960. Sixteen years later, he's still with the same firm.

"The biggest thing that happened to me was the opportunity to work at a WGN right out of school," he says. "Not many kids get that break." He characterizes his career climb as one in which "everything seemed to fall in place." After a couple of years of "just basically rewrite" for WGN(AM) Chicago, he moved to WGN-TV there first as a news writer, later as news producer and nighttime news supervisor. And when his firm bought KWGN-TV in 1966, he was sent out to head its news operation. Since then he has been named vice president and board member of the licensee, WGN of Colorado.

Not being "the type of guy to sit behind a desk eight to nine hours a day," Mr. Vriesman revels in the "we-try-harder" atmosphere of KWGN-TV's independent



Wayne Rodger Vriesman—president, Radio Television News Directors Association; vice president and news director KWGN-TV Denver; b. April 6, 1937, Muskegon, Mich.; BA (cum laude), Hope College, 1958; MA, Northwestern University, 1959; with WGN Continental Broadcasting Co. since 1960; as news writer, WGN(AM) Chicago; news writer, WGN-TV Chicago, 1962; news producer, 1964; nighttime news supervisor, 1965; news director, KWGN-TV, 1966; vice president, WGN of Colorado Inc., 1973, board member, 1974; m. Barbara Vannette, Aug. 24, 1957; children—Steven, 17; Sherri, 15; Suzanne, 11.

news operation. With half the staff and a third the budget of his competitors, he says, it's an environment that allows him not only to shoot film and write scripts but also to "worry about budgets." He claims to have "the best of two worlds"—as a newsmen and as an administrator.

Without WGN's support "both in time and bucks," Mr. Vriesman admits he never would have been able to rise within RTNDA. And although his new post will be a great time-consumer, he's confident that "my newsroom isn't going to suffer." His faith rests in his own organization and staff.

"We have just gone through a banner year for RTNDA," says Mr. Vriesman, who notes that much of his work will be to implement the changes already set in motion by the outgoing president.

His number-one priority will be to see that the restructuring of the RTNDA board works—a change that goes into effect with his tenure. With representation from 14 regions instead of four, Mr. Vriesman says the board will have a much more "meaningful geographic significance."

"The new structure is an attempt to bring RTNDA down to [the] small market level," he says. Although the organization has experienced "tremendous growth" over the past year, from some 1,000 to 1,300 members, "it's in the small markets where we hurt," Mr. Vriesman says.

Through RTNDA, Mr. Vriesman hopes to improve professionalism in these small-

er markets. Particular efforts have to be made, he says, to change the attitude of the "general manager who thinks news is a laugh, it's a pain in the neck—he does it only to meet his FCC requirements." To these broadcasters, Mr. Vriesman talks bottom line. These are the people "we have to convince that any size station in this country can make money on news," he says. And beyond that, he asserts, "A station's image has a lot to do with what it does in news."

Another priority is maintaining a visible presence in Washington, a task made much simpler this year with the establishment of a full-time office there. Mr. Vriesman calls the hiring of Len Allen, former NBC director of public affairs, as managing director "a prize move." Strong support for the Washington office has come from the networks. A few years ago, Mr. Vriesman recalls, NBC Chairman Julian Goodman promised \$10,000 toward the Washington effort, if another network would match that amount. Checks already have been received from NBC and CBS, he says, and ABC has indicated that it will also be on board. But while "the networks are behind us," Mr. Vriesman cautions that "we are not network-dominated."

On the legal front, Mr. Vriesman says, a top concern will be the broadcast coverage of courtroom proceedings. That subject already has been a prime topic as he addressed RTNDA audiences as vice president. "The doors are slowly opening," he says, noting that certain states are allowing cameras in the courtroom, including his own state of Colorado. Another is Alabama and during the RTNDA convention a judge from Mobile, along with reporters, will be demonstrating how coverage is handled there.

Amidst all this, Mr. Vriesman also finds time to serve as president of the board of a small church-run nursing home in Denver and sing second tenor in his church's men's chorus, as well as remain an avid sportsman. The most important outside interest he says is his "very close family." And with a son who is captain of his high school basketball team, Mr. Vriesman finds himself "in that gym four nights a week."

Mr. Vriesman's future goal, after his RTNDA tenure, is to try his hand at the general manager's post of a station. Administratively, he says, "my appetite has been whetted enough." When and where, however, he doesn't know.

Five years ago, Mr. Vriesman had another goal—the presidency of RTNDA. And while it may have taken him longer than he hoped [he ran for the post in 1973 when Tom Frawley, Cox Broadcasting Washington vice president-news was elected], this week he gets the gavel.

Can't stop now

It is rather an odd lot of comments that the FCC has collected in response to Westinghouse Broadcasting Co.'s petition for a major inquiry into television network practices. The collection provides little of the guidance that the FCC must have hoped it would get.

It was probably to be expected that the Justice Department would cheer Westinghouse on, although demurring to several of the company's proposals. Justice for years has been urging the FCC to take punitive actions that antitrust idealists desire but cannot get the courts to take under orderly application of the anti-trust laws.

It was even more to be expected that the three television networks would take issue with Westinghouse's complaints and deny the need for another government inquiry. The networks have a point in saying that their operations have been subjected to incessant scrutiny.

The FCC's collection is most striking for what it lacks, comments from most of the network affiliates whose interests Westinghouse was presumably championing when it took this case to the FCC. The commission must be wondering where the Storer, the Capcities, the Coxes, the Tafts, the Corinthians, the Multimédias, the Newhouses, the Post-Newsweeks, the Scripps-Howards were when the invitation for comments was issued.

What is the FCC to make of this silence? Is Westinghouse all but alone among affiliates in believing itself victimized by networks? Are others similarly minded but unwilling to go public with their grievances? Was it out of contentment or fear that practically the whole line-up of network outlets had nothing to say when given a chance to talk about network relations? The FCC is entitled to seek answers to those questions.

There is no demonstrated reason for the creation of a new bureaucracy to investigate the networks, as Justice has proposed. The FCC can get the necessary answers by soliciting comments on specific issues and perhaps conducting hearings—all within the competence of present manpower.

In the all but total absence of supporting evidence, the Westinghouse case for government rulemaking remains unproved. But the Westinghouse petition cannot be dismissed out of hand. The can has been opened. The FCC must look for worms inside.

Participating democracy

The United States and several Western allies have all but committed themselves to assist third-world countries in the development of their radio, television and print communications. The commitment was the quid for the quo of votes against a Russian resolution that would have put UNESCO in the position of endorsing the principle of government control of news. It is a commitment that ought to be honored.

UNESCO delegates, meeting in Nairobi, Kenya, voted 78 to 15, with six abstentions, against the Russians (BROADCASTING, Nov. 15). The defeated resolution would have sanctioned the right of nations to censor not only their own news media but also the flow of international news. It would, in effect, have provided international approval of the closed societies that the USSR typifies and is promoting in its aggrandizement among emerging nations.

It is to counter the spread of Russian influence that the Western nations are talking of extending aid in communications construction and operation. The purpose has been succinctly put by George Beebe, associate editor of the *Miami Herald* and

chairman of the World Press Freedom Committee, which took an active role in lobbying against the Russians' UNESCO resolution. "Everyone agreed we have to help the third world," said Mr. Beebe upon returning from Nairobi. "If we don't, the Russians will."

Leonard Marks, former director of the United States Information Agency and now chairman of the U.S. Advisory Commission on International, Educational and Cultural Affairs, has been tirelessly soliciting media interest in opposition to the Russian resolution at UNESCO and in support of communications assistance to the third world. He has had more luck among publishers than broadcasters. Perhaps now that the Western cause has at least temporarily triumphed at Nairobi, Mr. Marks's efforts will gain larger recognition.

It is not as though the Russian resolution has been killed. It will be redrafted for submission at the next UNESCO conference two years from now. In the meantime, action must replace talk on behalf of third-world development.

The National Association of Broadcasters could enhance its own image and advance the nation's interests by taking part in the developmental program.

Progress

If the answers to a survey of members of the House can be taken literally, chances are improving for the admission of television coverage to sessions of the Congress. As reported here a week ago, 274 out of 339 representatives who responded to a questionnaire from Common Cause, the so-called "citizens lobby," said they favored the broadcasting of floor proceedings.

There were, however, strings to some replies. For example, Jim Wright (D-Tex.), who was elected majority leader last week, is unwilling to let broadcasters do their own editing for fear that only "the most titillating or irresponsible commentary" would be used. Mr. Wright has not nominated his own editing authorities, but no doubt he would do so if given the chance.

Broadcasters and the more progressive minds on the Hill will continue to argue for an operation modeled on the United Nations', with the Congress running its own television system that takes in all the action on the floor and broadcasters using whatever excerpts are newsworthy. The nonbroadcast benefits of such a system—a taped record of proceedings, the accessibility of monitoring facilities elsewhere on Capitol Hill—would alone justify the television operation.



Drawn for BROADCASTING by Jack Schmidt

"On second thought, I think the chair would look better over there ... or here ... or behind the door, or ..."



Charity ball.

For the past two years, employees of KMEG, their families and close friends have participated in a public service project known as "the KMEG All-Stars."

Under the direction of KMEG sports director, Dave Webber, the All-Stars have played softball, volleyball, flag football and basketball in benefit games to raise money for worthy causes.

So far they've helped with over 100 benefit games and just recently played in memory of a young police officer who died following a battle with cancer. The game's proceeds went to a memorial fund in his name.

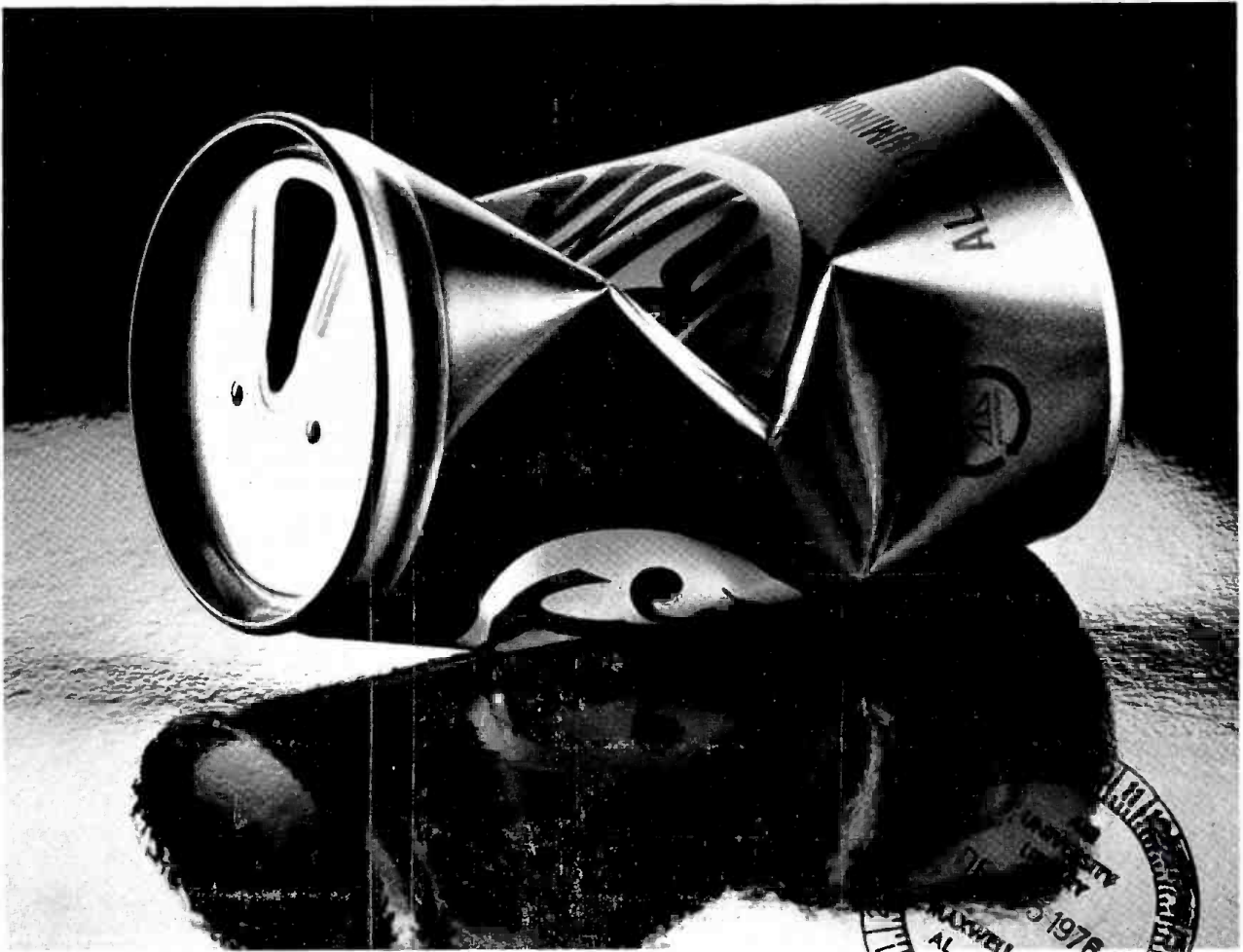
Helping the community through activities like the KMEG All-Stars is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island		
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City

THE 40 MILLION-DOLLAR COLLECTORS' ITEM



Every year more individuals and groups are collecting used aluminum cans, taking them to Reynolds for recycling, and collecting 15¢ a pound for them. By helping to recycle aluminum, they are also helping to conserve our resources and energy.

Since we started the consumer aluminum recycling idea in 1967, we've collected the equivalent of more than 6 billion cans, and have paid over 40 million dollars for them.

In 1975, "collectors" brought cans to us at more than double the rate of 1974; in the past year, Reynolds alone recycled more cans than the entire industry did in 1973.

Not only does recycling keep millions of beverage cans out of the garbage dump, it conserves a valuable resource, because the aluminum is used again and again. And it saves energy, because it takes only 5% of the energy to make new aluminum from scrap as it does from virgin ore.

Today, Reynolds operates 73 permanent recycling centers across the country, plus nearly 150 mobile collection units. Soon, we'll be in every state to make this important conservation program even more effective. It's nice to have started something that's so popular, and so good for all of us. Reynolds Metals Company, P.O. Box LBX, Richmond, Virginia 23261.



REYNOLDS
where new ideas take shape in
ALUMINUM

Conserving our resources and energy.