

Great Debates II: Dealing the people in again
Radio has the stage to itself at the NRBA

Broadcasting Sep 20

The newsw Weekly of broadcasting and allied arts

Our 45th Year 1976

NEWSPAPER

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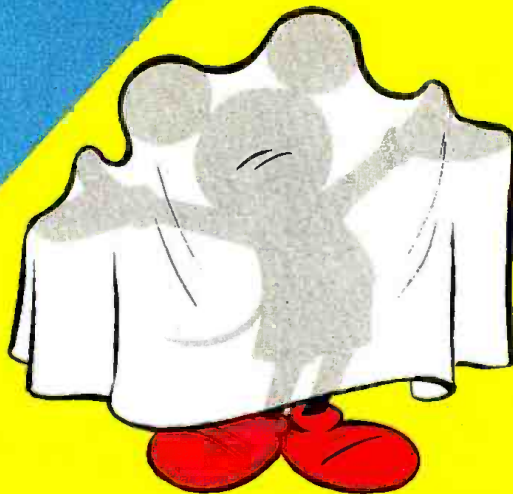
PIONEER IN CENTRAL PENNSYLVANIA

Introducing
WALT DISNEY
Productions'

NEW

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M-O-U-S-E

CLUB



JANUARY, 1977: WALT DISNEY PRODUCTIONS OPENS A NEW CHAPTER IN TELEVISION HISTORY.

Ever since the old Mickey Mouse Club went back into syndication, station managers all over the country have asked, "Why not do a new Mickey Mouse Club filled with more cartoons, new music and new Mouseketeers?"



Mickey Mouse Club is the vibrant group of new Mouseketeers, selected from over 6,000 talented youngsters across the nation.

Each of the Mouseketeers will share his own special talents with the rest of the group... from jazz guitar to Kung Fu; from trapeze to table tennis. They even have a little lady who can throw her voice like Edgar Bergen!



EVERY DAY IS DIFFERENT.

One of the best remembered parts of the old show was the different themes

Well here it is—The all-new first-run Mickey Mouse Club!

With over seven million dollars committed to producing one hundred and thirty new shows plus many more millions of dollars for classic Disney color live-action films and cartoons, *The New Mickey Mouse Club* is the best all-family production ever assembled for daily viewing!

MEET THE NEW MOUSEKETEERS.

Just part of the new look of The New





for each day of the week. The New Mickey Mouse Club also has themes for each day but they're new 1977 themes!

"The Who, What, Why, Where, When and How Day" gives the Mouseketeers a chance to learn unusual and unique things: how a newscast is put



together or how movies use make-up to transform actors. It's what's interesting to young people today, who does it, and why, where, when and how they do it!

On "Let's Go Day" the Mouseketeers take off (get airborne!) on a pink Mississippi River keelboat that flies—Disney style. Off they'll go all over the world—to a Wild West ghost town or a tropical beach. If it's exciting and entertaining, they'll go there!



lions live, what it was like when gold was first discovered, the invention of the telephone, or adventure at the bottom of the ocean. The Mouseketeers will find it. The audience will share their experiences.

"Showtime Day" is a big day for talent and entertain-



"Surprise Day" means expect the unexpected when everything from big name guest celebrities to original Mouseketeers to circus clowns and magicians pop out of the Mouseketeer Surprise Box. It's strictly for fun!

"Discovery Day" is a day to explore: how



ment as young performers chosen from across the nation entertain at Disneyland and Walt Disney World. Showtime will be a swinging time for the Mouseketeers and their guest stars.

BUT THAT'S NOT ALL.

The **New Mickey Mouse Club** will also be filled with all-color cartoons featuring Mickey Mouse, Donald Duck, Goofy, Chip and Dale, and all the world-famous Disney characters. Over 200 of these cartoons have never been seen on television.

There'll also be new, live action serials with continuing stories and exciting drama.

The Mouseketeers will even be producing their own "News Show" featuring films from different television stations across the country that carry the show. It's

the Mouseketeers' way of letting all the kids know what's happening around the good old U.S.A.

IT'S EVERYTHING THAT DISNEY STANDS FOR.

For over a half a century, the classics in family entertainment have come from Walt Disney Productions. The very name Disney has come to mean exciting action and adventure with the sort of special spark that everyone, no matter what age, enjoys.

That means that **The New Mickey Mouse Club** is the sort of high-quality original programming that is recognized by television industry observers as significant and beneficial and above all, the finest in family entertainment.

It's new, it's now, it's what your audiences have been waiting for for a long, long time.



Exclusive distribution: **SfM** Media Service Corporation, 6 East 43rd Street, New York, NY 10017.
Contact: Stan Moger or George Hankoff (212) 682-0760.

The Week in Brief

THE BIG EVENT □ Most, but not all, stands in readiness for the first in the series of Great Debates II, which begin this Thursday. And the dates, but not the places, have been set for the second and third confrontations between the major presidential candidates. **PAGE 21.**

ARGUING ABOUT THE DEBATES □ Briefs are filed in the suit brought by minor-party candidates to stop or get themselves in the TV debates, but the judge throws the suits out. **PAGE 22.**

CARRYING THE BALL □ The man handling production of the debates is Jim Karayn. He offers some thoughts on the upcoming political event and the improved quality of TV journalism. **PAGE 22.**

SCHORR'S DAY □ He makes that long-awaited appearance on Capitol Hill and sticks to his refusal to identify the CIA leak source. **PAGE 23.**

CROSSFIRE ON CROSSOWNERSHIP □ The FCC's policy on multimedia combinations in the same market is argued in court. **PAGE 25.**

CONRAD OUT AT RCA □ The company's chairman and president reveals tax problems, announces immediate resignation. Electronics and Diversified Businesses President Edgar Griffiths will step in as president. **PAGE 25.**

CALL TO ARMS □ Historic Williamsburg was the setting for Arthur Taylor's plea to the CBS Radio Affiliates convention that broadcasters resist present day challenges. Richard Salant narrowed the issues to broadcast journalism and government controls. On the commercial side, Sam Cook Digges urged a general radio attack on accounts now using other media. **PAGE 25.**

NRBA TIME □ The new radio association sets up its stand in San Francisco this week, displaying an extraordinary amount of muscle and magnetism. President James Gabbert declares that this just didn't happen and he explains how it did come about. **PAGE 28.** Here's a look at who and what will be at the convention exhibits. **PAGE 30.**

OPEN THE DOOR, RICHARD □ Though the President signed the bill opening government proceedings to the public just last week, FCC Chairman Wiley has had a special committee hard at work setting up the ground rules for compliance. **PAGE 38.**

POMPADUR QUILTS □ Vice president and assistant to President Rule resigns his \$110,000-a-year job, citing personal reasons. **PAGE 44.**

'ROOM FOR ALL' □ That was the judgment of Cox Broadcasting President Clifford Kirtland as he urged broadcasting and cable to bury the hatchet. **PAGE 48.**

CIGARETTE ADS □ Bruce McGorrill of WCH-TV and TVB contends the five-year-old ban on cigarette advertising on radio-TV is a failure. He suggests low-tar brands be permitted back on the airways. **PAGE 54.**

PRESTIGE FOR THE PRESTIGIOUS □ TVB workshop in New York offers a roll call of the nation's top corporations, all with glowing tales of how television enhanced their images. **PAGE 54.**

MADISON AVENUE PREDICTS □ With the gun going off for the fall season race, some agency executives offer their predictions. One expectation is that ABC and CBS will be running neck-and-neck for the lead. **PAGE 60.**

WILEY OFF LIMITS □ Two Aspen writers say the FCC chairman had no right to foster action on the family-viewing plan. **PAGE 62.**

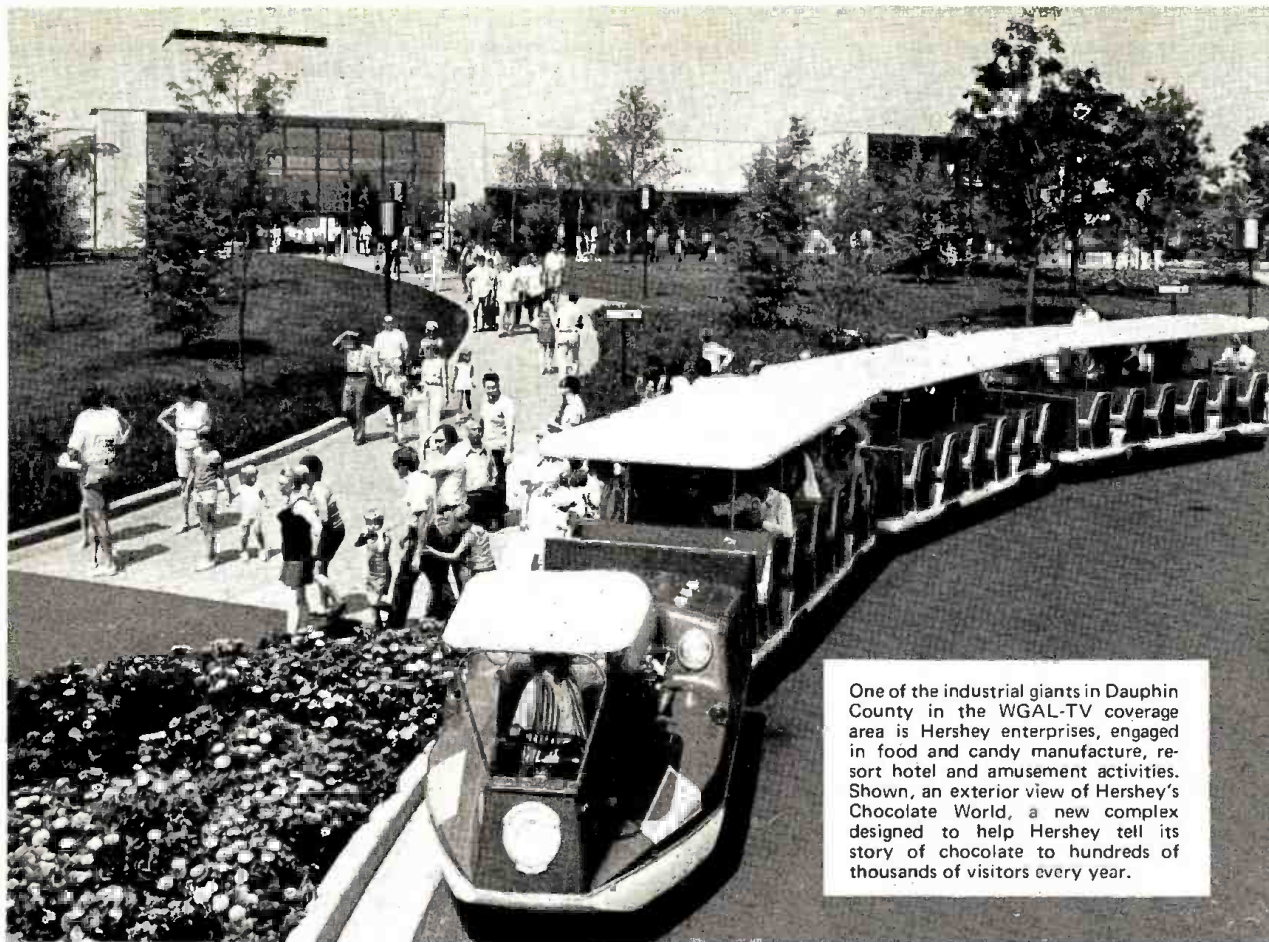
ACT BERATES FCC □ Boston Group argues in the appeals court that the commission should have acted more aggressively on the problems of children's programming. The FCC counters that its approach of 'moral suasion' was proper. **PAGE 63.**

TV DEFENDED □ Network TV's nightly newscasts came off winner over research depicting them as poor political reporters. The critics are burned at a New York seminar. **PAGE 65.**

BROADCASTERS WIN ONE □ A California judge dismisses a \$10-million suit against NBC and its affiliated KRON-TV. The court action involved charges that the network's 'Born Innocent' telecast had given a pattern for a real-life assault. **PAGE 66.**

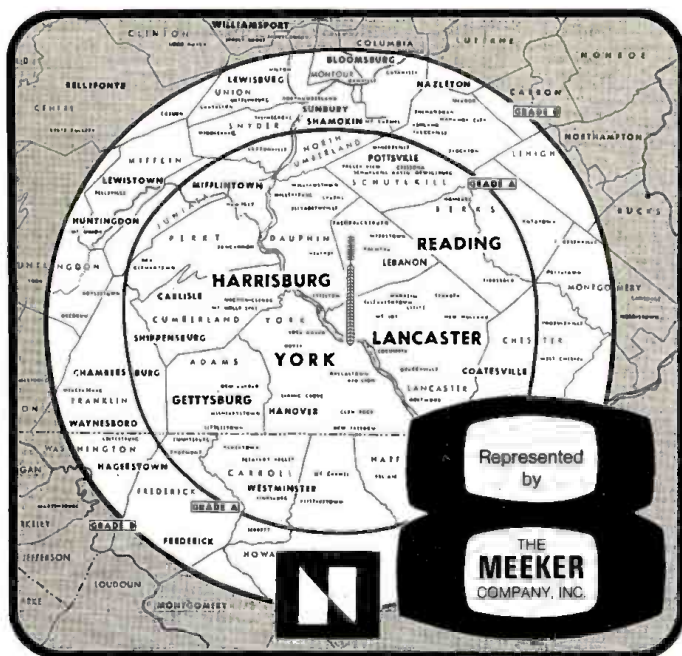
MAN WITH A MISSION □ Robert Mounty's enthusiasm for NBC Radio's News and Information Service remains strong, despite the rigors of getting it going. Here's a look at the vice president and general manager of NIS who expects the news operation to move into the black in 1977. **PAGE 69.**

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One of the industrial giants in Dauphin County in the WGAL-TV coverage area is Hershey enterprises, engaged in food and candy manufacture, resort hotel and amusement activities. Shown, an exterior view of Hershey's Chocolate World, a new complex designed to help Hershey tell its story of chocolate to hundreds of thousands of visitors every year.

WGAL-TV delivers strong buying power in a diversified area



This pioneer TV station effectively covers the entire Lancaster-Harrisburg-York-Lebanon ADI. One of the country's fastest-growing areas, this prosperous market is outstanding for its economic and business diversity and resultant stability. Consider the facts: manufacturing production \$6,603,130,000; agricultural production \$365,294,000; retail sales \$3,865,093,000.* Cash in on this outstanding buying power - include WGAL-TV in your planning.

WGAL-TV

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

* 1976 Sales Management Survey of Buying Power
1975 Pennsylvania Abstract

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

STEINMAN TELEVISION STATIONS

No room at top

There's been no announcement, but both Leonard H. Goldenson, chairman of ABC Inc., and Elton H. Rule, president, have signed new long-term employment contracts. Details not disclosed, but they extend contracts that would have expired Jan. 17, 1977, in Mr. Rule's case; Dec. 31, 1977, in Mr. Goldenson's. Old contracts paid Mr. Goldenson \$200,000 annual salary, Mr. Rule \$175,000. Mr. Goldenson will be 71 in December; Mr. Rule was 59 in June.

Friends of I. Martin Pompadur say these new contracts probably explain better than anything else Mr. Pompadur's surprising decision to give up his ABC posts (and fourth highest officer-director salary) at age 41 (story page 44). They suggest he'd hoped for ABC presidency in relatively near future, but, with Mr. Goldenson as well as Mr. Rule committed to stay put, saw little near-term chance that Mr. Rule would move either up or out, hence decided to leave while still young enough to make it elsewhere.

Under new gun

Dramatic resignation of Anthony L. Conrad as chairman and president of RCA (see page 25) puts in charge man who is expected to shake things up in any corporate division that isn't ahead of competition. Those who know him say Edgar H. Griffiths, new president and chief executive officer, will be watching subsidiary, NBC, closely in new television season after its fall to third place in ratings in 1975-76. Mr. Griffiths, who has been president of RCA Electronics and Diversified Businesses, has established reputation as tough competitor.

Accountants have reportedly been auditing executive expense accounts at RCA and NBC since Robert W. Sarnoff was deposed as chairman and chief executive officer last year (BROADCASTING, Nov. 10, 1975). But audits reportedly had nothing to do with Mr. Conrad's resignation.

Drop-in targets

FCC staffers studying proposals that 96 VHF channels be added at short spacing to table of allocations say there appear to be about dozen that are technically feasible. However, even those would work only if claims made for directional antennas and precision-offset procedures as means of reducing mileage separations are valid, and there is disagreement among engineers on that point.

Furthermore, staffers are continuing to evaluate proposal, considering such matters as how far from city transmitter

would have to be located to avoid interference problems. Staff won't say where dozen possibles are located; however, it's probably safe to assume they are not located in all-UHF markets. Staff assumes commission would not consider drop-ins there. FCC Chairman Richard E. Wiley gave first public indication of drop-in possibilities in speech to International Radio and Television Society in New York two weeks ago (BROADCASTING, Sept. 13).

Third term

James Gabbert of KIQI(AM)-KIOI(FM) San Francisco is expected to succeed himself as president of the National Radio Broadcasters Association, which meets in his home town this week for annual convention (see page 27). It will be Mr. Gabbert's third consecutive term in post, which pays no money; his first election was while association was still FM only. No opposition had emerged to Mr. Gabbert on board which was to meet yesterday (Sept. 19).

NRBA, now headquartered in New York, seriously entertains notion of moving to Washington. Such move is "inevitable," sources say, but it hasn't been decided when. Association has more than year remaining in lease on present quarters. Its only presence in Washington now is Thomas Schattenfield of Washington law firm of Arent, Fox, Kintner, Plotkin & Kahn, who is part-time general counsel for group. NRBA's new executive vice president for station services, Alvin King, now lives in Washington but plans to relocate for while in New York.

One of theirs

Announcement, expected today (Sept. 20), of journalists to do questioning in first Ford-Carter debate will be regarded with interest by some broadcast groups that were pressing for inclusion of station newsman. Groups argued for nonnetwork representation to balance what they expected to be presence of network celebrities.

Trend starting?

Television station operators are concerned over talk that other major syndicators will follow Group W Productions in reserving for themselves commercial spots in programs they sell to stations. For this season, Group W is keeping and selling two minutes in *Mike Douglas Show*. There are rumblings that for next season some syndicators intend to keep 30-second spot in half-hour series for sale to national advertisers facing sellers' market in network TV.

Win some, lose some

Another blow was struck for live television coverage in House chamber with public broadcasting's carriage of Daniel Schorr hearing last Wednesday (see page 23). Ethics Committee Chairman John Flynt (D-Ga.) was said to be "ecstatic" over coverage produced jointly by noncommercial WNET(TV) New York and WETA-TV Washington.

But that brings up another problem. Committee, which beforehand had wanted to downplay hearings in fear of exposure to embarrassment in confrontation with Mr. Schorr, had denied WNET request for four camera positions. Joint production was originated with one camera, but deftly operated. Concern now is that Schorr hearing could be used as argument against multicamera use at future hearings.

Job open

Joseph J. Sullivan Jr., who took over as Television Bureau of Advertising's first executive VP for sales 18 months ago, is reported to be resigning because of differences with top management. He was sales vice president of Corinthian stations before joining TVB, before that was with CBS-TV and its WCBS-TV New York. TVB is looking for successor.

Wussler blueprint

Some "restructuring" may take place in CBS-TV's sales and affiliate-relations departments in next few months, but President Robert Wussler denies reports circulating last week that big upheaval is in work. Titles may change, he says, but Frank Smith Jr. and Carl Ward will remain ranking men in sales and affiliate relations respectively.

Lee lore

FCC unofficial statistician on commissioner tenures, Commissioner Robert E. Lee, has been at his calculator again. As dean of FCC, having served since Oct. 6, 1953, he will pass current record-holder, former Chairman Rosel H. Hyde, on April 21, 1977. Mr. Hyde, now in communications practice in Washington, served on FCC from April 17, 1946, until Oct. 31, 1969, and was twice chairman.

Commissioner Lee, staunch Republican, has never been chairman, but if his long-time friend, President Ford, wins election, which Mr. Lee confidently expects, Mr. Lee might make move for top slot. Dean Lee has served under eight chairmen and with 31 colleagues. Since FCC was established in 1934 there have been total of 53 commissioners.

Business Briefly

Fiat □ Import auto firm is slated to begin heavy spot TV campaign for seven weeks in long list of markets, starting in late September. Carl Ally, New York, is zeroing in on time slots aimed at men, 18-34 and 18-49.

Toyota □ Extensive spot TV drive is being put together for early October start and continuing through first of 1977 in substantial number of markets. Dancer-Fitzgerald-Sample, New York, is concentrating on buys calculated to reach men, 18-34.

Samsonite □ Luggage will get three-week pre-holiday campaign in number of markets, to start Nov. 29. TV 30's in fringe time are targeted to men, 25-49. J. Walter Thompson, New York, is agency.

Coca-Cola □ Foods division will advertise Hi-C liquid concentrate in daytime and fringe TV 30's beginning this week for four weeks geared for women, 18-49. Marschalk, New York, is agency.

General Tire & Rubber □ Five-week spot TV drive is set to start in late September for five weeks in approximately 95 markets. D'Arcy-MacManus & Masius, St. Louis, is seeking time slots catering to men and women, 18-49, in both prime and fringe periods.

GAF □ Floor products division will begin three-week drive Oct. 6 using TV fringe 30's in number of markets, Adults, 18-49, are targets. Daniel & Charles, New York, is agency.



Sara Lee □ To introduce new line of cakes called "The Cake Cart," company is launching heavy TV campaign in mid-November, tapping spot TV in 34 major markets and using participations on CBS and NBC programs. Spot TV will be scheduled in two flights of about eight weeks each until next April. Benton & Bowles, New York, is slanting its commercials toward women, 21-49.

Western Auto □ New flight is in preparation to begin in extended list of spot TV markets for four weeks, starting in early November. Barickman Advertising, Kansas City, Mo., is focusing on periods and programs appealing to men over 18.

Keebler □ Variety of crackers will be advertised in TV 30's for six weeks beginning Nov. 22. Daytime, prime-time and access dayparts will aim for women, 25-54. Leo Burnett, Chicago, is agency.

Sterling Drug □ Children's Bayer aspirin gets 15-week try-out beginning this week, using daytime and fringe TV 30's, catering to women, 18-34. Doyle

Dane Bernbach, New York, is agency. Company's Lehn & Fink division is readying nine-to-11-week radio promotion for its Stridex first-aid product, to kick off Sept. 27. Markets include New York, Los Angeles, Chicago, Detroit and Philadelphia. Media buyer, Mort Keshin, is going for stations that appeal to teenagers.

Borden □ Sacramento tomato juice will get six-week campaign in about 15 markets, beginning Nov. 15. Daytime and fringe TV 30's are aimed at women, 18-49, and are handled by Grey Advertising, New York. Product will receive radio spots in a six-week run, beginning Sept. 27. Agency Hicks & Greist, New York, has already bought time on stations in Los Angeles, San Francisco, San Diego, Miami and Denver, among others. Focus is on women, 35-64.

Bearcat CB Radio □ Spot TV effort is scheduled for four weeks in approximately 15 Southern markets, starting in early October. Klein-Sieb Advertising, Atlanta, is seeking to reach men, 18-49.

A&W Distributing □ Sugar-free root beer is subject of four-week schedule of daytime and prime-time TV 30's to begin Sept. 27. Women, 18-49, are intended audience in long list of markets. Humphrey Browning MacDougall, Boston, is agency.

U.S. Floor Systems □ Steamex carpet cleaner will be highlighted in TV spots to start in early October for two months in substantial number of markets. W.B. Doner, Baltimore, is directing its commercials toward women, 25-49.

Chanel □ As part of its Christmas effort, company is blueprinting spot TV flight on behalf of Chanel No. 5, Chanel No.19 and line of men's cologne to run in total of about 70 markets, starting Nov. 26 and running through Dec. 26. Norman, Craig & Kummel, New York, is seeking to reach men and women, 18-49.

New York Telephone □ Statewide campaign for long distance service will have two attempts, Oct. 4 for three weeks and Nov. 29 for four weeks. Daytime fringe and prime-time TV 30's are aiming for adults over 18. Young & Rubicam, New York, is agency.

Air France □ Company, through Kenyon & Eckhardt, New York, has new set of "see beautiful France" radio spots, which start six-week flight in late November. Markets

BAR reports television-network sales as of Sept. 5.

ABC \$587,814,200 (32.1%) □ CBS \$636,309,800 (34.8%) □ NBC \$604,689,600 (33.1%)

Day parts	Total minutes week ended Sept. 5	Total dollars week ended Sept. 5	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.	139	\$ 658,000	4,886	\$ 24,498,600	\$ 22,531,100	+ 8.7
Monday-Friday 10 a.m.-6 p.m.	1,012	10,466,400	35,634	409,675,900	343,618,100	+19.2
Saturday-Sunday Sign-on-6 p.m.	295	4,569,600	10,657	196,958,200	145,705,500	+35.2
Monday-Saturday 6 p.m.-7:30 p.m.	100	2,318,000	3,627	99,548,400	81,015,100	+22.9
Sunday 6 p.m.-7:30 p.m.	29	768,800	763	29,747,300	12,083,200	+146.2
Monday-Sunday 7:30 p.m.-11 p.m.	432	23,157,500	14,873	935,093,200	798,650,900	+17.1
Monday-Sunday 11 p.m.-Sign-off	209	3,763,000	7,135	133,292,000	111,525,900	+19.5
Total	2,216	\$45,701,300	77,575	\$1,828,813,600	\$1,515,129,800	+20.7

Source: Broadcast Advertisers Reports

You punch up 15 inches per second
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The most advanced videotape recorder in the world is also the smartest. Even if a technician goofs and sets up the wrong playback speed or video band, it'll override the error and play the tape the right way. AVR-3 is the only "intelligent" VTR on the market.

You'll probably buy your AVR-3 for the picture it produces. Super High-Band Pilot uses a new combination of recording frequencies to take video fidelity further than ever before. Banding is virtually a thing of the past, and

7½-inch recording speed comes up looking as good as 15-inches used to.

But excellent recording fidelity is only part of the story. Even the best scenes have to be assembled in the right sequence. And while the AVR-3 has a truly advanced editing option, you'll go the last mile in creative freedom when you use this recorder in partnership with an Ampex EDM-1, Automated Editing System.

AVR-3 is the VTR from Ampex, designed for users who can't take chances.



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Traditional M.O.R.



Just
Beautiful
Music

include New York, Los Angeles, Chicago and Houston. Basic demographic target is adults, 25-64.

Galaxy Carpet Mills □ TV 30's and 60's in daytime and fringe spots will begin Oct. 4 for six weeks in mostly midwestern markets. Women, 18-49, are targets. Albert Jay Rosenthal, Chicago, is agency.

M. Lowenstein □ Wamsutta sheets are set for five-week spread, beginning Oct. 4 in TV fringe 30's. Women, 25-49 (and secondarily those 50-plus), are targets. Leber Katz, New York, is agency.

Pride Laboratories □ Company's Roar cologne, through FS. Advertising, will get eight-week spot-radio campaign beginning Oct. 28. Markets include Atlanta, Cincinnati, Chicago, Cleveland, Dallas and Houston. Women, 18-34, are intended audience.

Schiefflin □ Company's latest Stiller & Meara comedy radio spots for Blue Nun wine will get nine-week try beginning Nov. 3. Markets include New York, Philadelphia, Chicago, Boston, Washington and San Francisco. Della Femina Travisano & Partners, New York, will target those spots to adults, 18-34.

Krazy Glue □ New Foxy Poxy glue will be spotlighted in spot TV spread in 65 markets, starting on Oct. 4 for three weeks. Furman, Roth, New York, is setting

Rep appointments

- WICE(AM) Providence, R.I.: Kadetsky Broadcast Properties, Boston, for New England area.
- KEZQ(FM) Little Rock, Ark.: Katz Radio, New York.
- KFPW(AM) Fort Smith, Ark.: Pro/Meeker Radio, New York.

its sights on men, over 18.

Prince Machiabelli □ Company's perfume will benefit from late-September radio push in selected markets for six weeks (four weeks in some markets). Scali, McCabe & Sloves, New York, has bought stations in Chicago, Philadelphia, Washington, Cleveland and Indianapolis. Spots are targeted at women, 18-34.

Dorman's □ Company's cheese products are already getting their radio spots placed in special five-week pre-Christmas multi-market drive. Markets include Los Angeles, New York, Chicago, Washington and Miami. New York media buyer, Mort Keshin, is aiming for women, 25-49.

United Vintners □ Company, through Kelly, Nason, New York, is readying series of four-to-six-week radio flights. Los Angeles and Chicago campaigns begin Oct. 4, Houston's Nov. 11 and Baltimore's Oct. 25. Target is women, 18-34.

Shiseido □ Cosmetics will get quickie flight Oct. 10 in range of markets with daytime, fringe and prime-time TV 30's, promoting Japanese import products. Women, 25-54, are target; SFM Media, New York, is buying service.

Deeting Milliken □ Fabrics company is set to mount spot-TV effort via two flights this fall in substantial number of markets, with first to break for one week, starting Sept. 20, and another for one week in October. Buying is through Vitt Media International, which is aiming sights toward women, 18-49.

BRK Electronics □ Company "smoke alarm" devices, through Grey-North Advertising, Chicago, are set for three-week spot-radio effort to kick off Nov. 1. Markets include Cincinnati, Seattle, Denver, Portland, Ore., and Columbus, Ohio. Grey-North's target audience is men, 25-49.

Schenley □ Company's Dubonnet wine (through Leo Burnett, Chicago) is already placing its pre-Christmas radio spots. Plan is for major five-week radio push, beginning Nov. 15. Markets include New York, Los Angeles, Boston, Miami and Washington. Burnett's demographic target is adults, 18-49, with focus on men, 35-49.

Sun Harbor Industries □ Company's Carnation tuna, through Dailey & Associates, Los Angeles, gets four-week radio try beginning Oct. 18. Markets range from Indianapolis and Nashville to Phoenix and Pittsburgh. Radio stations appealing to women, 25-49, will be focus of spots.

Clorox □ Company's Formula 409 spray cleaner through Foote, Cone & Belding, is ready for regional spot-radio flight to kick off Sept. 27 for eight weeks. West Coast region will cover stations in markets like Seattle, Phoenix and Portland, Ore. Demographic target is women 18-49.

National Airlines □ Company's latest 60-second radio spots are being accorded two separate radio flights, one beginning Sept. 27, other Oct. 25, each to run for four weeks. With some overlap, markets include Los Angeles, Houston, San Francisco, and Miami. Agency, Ted Bates, New York, is aiming spots at adults, 25-49.

Brady Enterprises □ Bartender's Mixes will be advertised in two two-week flights, Nov. 8 and Dec. 13, in number of markets. Prepared cocktail mixes are targeted to men and women, 25-54, in TV fringe and prime-time 30's. Humphrey, Browning MacDougall, Boston, is agency.

Amstar Corp. □ Domino Sugar will air two-pound box promotion in number of markets beginning Nov. 1 for six weeks. TV 30's are aiming for women, 25-54. Lewis & Gilman, Philadelphia, is agency.

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Monday Memo[®]

A broadcast advertising commentary from Robert Suchy, advertising manager, Ace Hardware Corp., Oak Brook, Ill.

Software for hardware: Ace moves into television

Ace Hardware Corp. was founded over 50 years ago, and we're just getting into national television advertising. But there's no doubt about it: We have arrived.

Ace, headquartered in Oak Brook, Ill., was established in 1924 by four Chicago-area dealers. This small buying group had little visibility and traffic building advertising. By 1934, there was a modest effort to initiate an advertising program with two consumer circulars.

Fifty years later, Ace was poised on the threshold of three significant events: its conversion to dealer ownership, its transition to a mass merchandising operation and the realization of its full advertising potential.

Art Krausman, Ace's second president in 50 years, furthered that growth and development by undertaking a new approach to corporate advertising, establishing a budget for national advertising and appointing a national advertising agency. D'Arcy-MacManus & Masius, Chicago, became the first national agency to work with us in developing a total consumer marketing plan.

The age of Ace in advertising was launched with a hard-hitting national advertising campaign—the biggest media program in our history, featuring a new and exciting selling theme.

As a result of in-depth interview research, "Ace is the place with the Helpful Hardware Man" set the theme of the campaign. It summed up what people wanted most in a hardware store. The "Helpful Hardware Man" trademark symbolized service—that unique aspect that sets Ace dealers apart from all the others.

According to Larry Senten, DM&M senior vice president and director of creative services, "You've got to compete for consumer attention in the clutter of messages from the marketplace. It's imperative to get their attention before you can deliver a selling message."

To provide this stopper appeal and inject the campaign with life and excitement, performer Connie Stevens was selected as the Ace spokesperson. Our major competitor was featuring a former pro football player as their campaign spokesperson, so the logical selection for us was an "illogical opposite."

This approach was different from anything done before in the hardware industry. It was an Ace first to feature a woman as a spokesperson for a hardware chain. Actor Lou Fant was selected to portray "The Helpful Hardware Man," the dealer/



Robert Suchy has been associated with advertising for 25 years. He has been advertising manager for Ace Hardware Corp. for the past 14 years. Before joining Ace, he was with Mid-States Freight Lines as assistant advertising manager.

hero personalizing the Ace image and delivering its sales message.

The initial Connie Stevens/Helpful Hardware Man commercial was designed to draw immediate attention to Ace Hardware.

Connie's somewhat incongruous presence in an Ace Hardware store was clearly positioned in that first commercial—"I don't know much about hardware but I sure know a guy who does... your Helpful Ace Hardware Man." She explained further, "He knows hardware and that's not all. He's got thousands of other things at great prices. And his store is right in the neighborhood so that you can avoid that shopping center traffic. You really don't have to know hardware... you just have to know *him*."

Our Ace dealer was pictured as a helpful and knowledgeable man, willing and able to offer customers solutions to their problems for household repairs and improvements. In another commercial Connie emphasized, "He knows you need to fix things. He shows how you can."

Almost as important as that message

and how it's presented is the means of communicating it. Prior to 1974, Ace advertising had been confined to print, outdoor signage and network radio. Now, television was positioned as the number-one media priority. Television assured the best impact for this campaign and solidified the total advertising effort which included newspapers, circulars and point-of-purchase.

The level of awareness of Ace advertising made a substantial increase—from 28% in September 1974 to 37% in June 1975. Among that 37%, 30% most frequently remembered "Ace is the place..." or Connie Stevens as the Ace spokesperson. Within this nine-month period, awareness of television as the medium carrying Ace advertising jumped to 66%.

Presently, Ace's national coverage in television and radio is achieved on a regional basis, tailored to our marketing area, which constitutes 75% of television households. A base of national media is developed and then key markets are covered.

The flexibility and strength of broadcast media, in addition to producing national image attention, is further extended in Ace co-op advertising spots. These spots are an important part of the media program inasmuch as they sell Ace but also offer customers special incentives to buy featured brand items.

Continuity, selectivity and frequency are key elements in the Ace media program, as is the right media mix. Network television is scheduled in general audience, news and sports programming to achieve broad reach and visibility. Radio is scheduled in the high listening periods of a.m. and p.m. drive times to provide added frequency of Ace message exposure at attractive cost efficiencies.

Seasonal promotions solidify this campaign. According to John Fisher, Ace vice president-merchandising/marketing, seasonal promotions and saturation advertising in our top markets coinciding with the natural sales flow, is a new approach for us. And, they are totally integrated from national television to point-of-purchase.

Our network schedule in 1976 will reach 93% of all TV households in our marketing area an average of 5.7 times. Total Ace advertising will combine to deliver over 2.8 billion commercial impressions during the year.

The Ace campaign has been extremely effective and has received an overwhelming positive reaction from dealers and consumers. According to Art Krausman, "It has surpassed our expectations. The campaign has been a real success."

■ indicates new or revised listing

This week

Sept. 19-22—*National Radio Broadcasters Association Conference & Exposition*. Hyatt Regency Embarcadero, San Francisco.

■ **Sept. 20**—*Hollywood Radio and Television Society's Newsmaker Luncheon*, featuring Robert Wussler, CBS-TV president. Beverly Wilshire hotel, Hollywood.

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

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

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

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

Sept. 22-24—1976 Biennial International Broadcasting Convention, sponsored by the *Electronic Engineering Association, Institution for Electrical Engineers, Institute of Electrical and Electronics Engineers, Institution of Electronic and Radio Engineers, Royal Television Society* and *Society of Motion Picture and Television Engineers*. New techniques and equipment for the whole spectrum of the industry will be exhibited. More than 60 technical papers will be presented in 14 sessions. Grosvenor House, London. Information: The secretariat, International Broadcasting Convention, ISS, Savoy Place, London W2 2R OBL.

Sept. 22-24—*Minnesota Broadcasters Association* fall meeting. Radisson hotel, Duluth.

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

Sept. 23-24—Broadcasting symposium of *Washington section of Institute of Electrical and Electronics Engineers*. Washington hotel, Washington.

Sept. 23-28—*Videocom, International Market of Videocommunications* software/hardware exhibit. Palais des Festivals, Cannes, France. U.S. contact: John Nathan, Merryll Levow, 30 Rockefeller Plaza, suite 4535, New York 10020.

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

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

Sept. 24-25—*South Dakota Broadcasters Association* convention. Broadcasters' Day and dedication of new KEFE-FM-TV Brookings, S.D., are on agenda. Speakers will include Vincent Wasilewski, president of the National Association of Broadcasters, and Henry Loomis, president of Corporation for Public Broadcasting. South Dakota State University campus, Brookings.

■ **Sept. 24-26**—*American Women in Radio and Television's* Western area conference. Joe Tenesson, KFKA (AM) Greeley, and Enid Pepperd, KGUC (AM) Gunnison, both Colorado, will discuss current legisla-

tion affecting broadcasting. Belva Brissett, legislative associate at the National Association of Broadcasters, will be Saturday luncheon speaker. Brown Palace hotel, Denver.

Sept. 25—*Radio Television News Directors Association* regional workshop for Western states. Panels: Equal employment (with representatives of EEOC and FCC), self-censorship, newsroom relations with PR community, and handling of personnel problems in newsrooms. John Salisbury, international president of RTNDA, will address luncheon session. Las Vegas.

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

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

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

Also In September

■ **Sept. 27**—*Federal Communications Bar Association luncheon*. Speaker will be Werner Hartenberger, FCC general counsel. Army-Navy Club, Washington.

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

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

Sept. 27-29—*Council of Better Business Bureaus* sixth annual assembly. FCC Chairman Richard E. Wiley will be featured speaker. Fairmont hotel, New Orleans.

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

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

Sept. 30—Deadline for entries for 1976 Ondas Awards (eight for radio and four for TV in Spain; five for radio and television in Latin-America; four for radio and four for TV in other countries). Awards are for programs, organizations and individuals for professional achievement between September 1975 and September 1976. Awards will be conferred at Grand Radio Gala in Barcelona, Spain, Nov. 14. Contact: *Premios Ondas*, Calle Caspe 6, Barcelona 10.

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

Sept. 30—Deadline for entries for Forum Award, given annually in print and electronic media for significant contributions to public understanding of peaceful uses of nuclear energy. *Atomic Industrial Forum Inc.*, 7101 Wisconsin Avenue, N.W. Washington 20014, attention MaryEllen Warren.

October

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

Oct. 1—Deadline for entries in media awards program of *American Cancer Society*. Categories include multiple classifications in local and network radio-television. Information: ACS Mass Media Awards Committee, 801 Second Avenue, New York 10017; (212) 749-8038.

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

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

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

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

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

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

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

Oct. 3-5—*North Carolina Association of Broadcasters* annual convention. Pinehurst hotel, Pinehurst.

Oct. 6-7—*National Association of Broadcasters* ninth AM directional antenna seminar. Course programmed by Carl Smith and Associates, consulting engineers. Cleveland Engineering and Scientific Center, Cleveland.

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

Oct. 7—FCC's deadline for comments on reopened rulemaking proceeding on program records to be maintained by radio station licensees, including filing of letters received by licensee from public for three years and retention and disclosure of transcript, tape or disk of all programs except entertainment and sports (Docket 19667). Replies are due Oct. 18. FCC, Washington.

Oct. 7—FCC's deadline for comments on its proposed amendment of rules to issue separate program logging rule common to all noncommercial educational broadcast stations. Replies are due Oct. 18. FCC, Washington.

Oct. 7-9—*Pennsylvania Cable Television Association* fall meeting. Sheraton-Picasso Inn and Resort in Pocono Mountains (I-80 at Pennsylvania Turnpike Northeast Extension).

Oct. 7-10—*Women in Communications Inc.* national meeting. George E. Reedy, writer-lecturer and former presidential press secretary, will be keynote speaker Oct. 7. Marc Plaza hotel, Milwaukee.

Oct. 8-9—*Intercollegiate Religious Broadcasters* convention. Evangel College, Springfield, Mo.

Oct. 8-10—*American Women in Radio and Television* Southern area conference. Hilton hotel, Chattanooga.

Oct. 9—Seminar of *California Trial Lawyers Association* for Northern California news media. Subjects will include libel and slander, reporters' shield law, media gag rule, invasion of privacy and public

figure status. Hilton Inn, San Francisco International Airport.

Oct. 9—Seminar workshop of *Florida Association of Broadcasters* on selling, sales management and ascertainment of community needs. Featured will be Carleton F. Loucks, sales and management consultant, and Richard F. Shiben, chief of Renewals and Transfers Division, FCC. Bay Point resort, Panama City, Fla.

Oct. 9-10—New England College Radio Conference, sponsored by *WUMB (AM) Boston, Massachusetts Student Broadcasting Association and Intercollegiate Broadcasting System*. Harbor Campus, University of Massachusetts, Dorchester. Contact: Mark Governor or Pat Monteith, WUMB, Dorchester 02137: (617) 287-1900, ext. 2250.

Oct. 10-12—*American Association of Advertising Agencies* Western region conference. Del Monte Hyatt hotel, Monterey, Calif.

Oct. 10-12—Fall convention, *Kentucky CATV Association*. Continental Inn, Lexington.

Oct. 11—*Pennsylvania Association of Broadcasters* fall seminar. Penn Harris Motor Inn, Harrisburg.

Oct. 12—Public hearings begin in Dallas on first phase of *Federal Trade Commission's* proposed trade regulation regarding information and claims in food advertising. FTC regional office, 500 South Ervay Street.

■ **Oct. 12**—FCC's open en banc meeting, subject to be announced at later date. Anyone wishing to participate should call FCC's public information officer at (202) 632-7260 or write to 1919 M Street, N.W., Washington 20554.

Oct. 12-13—Special meeting of the engineering committee of the *Association of Maximum Service Telecasters*. Featured will be discussion of general proposals for reducing FCC established minimum mileage separation requirements for VHF stations and studies and reports on needs to achieve UHF service on a technical parity with VHF service. Other topics: the proposed circularly polarized transmission for TV; CB and FM interference problems for TV, and U.S. planning for participation in the 1979 World Administrative Radio Conference. WTVF(TV) Nashville.

Oct. 13—*American Society of Composers Authors and Publishers* Country Music Awards dinner, National Guard Armory, Nashville.

Oct. 13—*New England Cable Television Association* fall meeting. Howard Johnson motor lodge, Nashua, N.H.

Oct. 13-15—*Western Educational Society for Telecommunications* annual conference. Sheraton-Anaheim hotel, Anaheim, Calif. Contact: Richard Elliott, 2001 Associated Road, Fullerton, Calif. 92631.

Oct. 13-15—Rocky Mountain region co-operative advertising trade fair and seminar, co-produced by

Sales and Marketing Management and Co-Ad Associates, Lakewood, Colo. Among those on agenda are Ed Crimmins, co-op expert; Paul Faset, Airtime Inc., New York; Fred Lief, Compton Advertising, New York, and Bill McGee, Broadcast Marketing Co. of San Francisco. Currihan Hall, Denver.

Oct. 13-16—Annual meeting, *Association of National Advertisers*. Broadmoor hotel, Colorado Springs.

Oct. 13-16—*Western Educational Society for Telecommunications* conference. Sheraton Anaheim, Anaheim, Calif.

Oct. 14—*Minnesota Cable Television Association* meeting. Bloomington.

Oct. 14-17—*American Women in Radio and Television* East Central conference. Hyatt Regency, Dearborn, Mich.

Oct. 17-22—*Society of Motion Picture and Television Engineers* 118th technical conference and equipment exhibit. John Schneider, president, CBS/Broadcast Group will be Oct. 17 luncheon speaker. Americana hotel, New York.

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

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

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

Oct. 18-20—*Mid-American Cable Television Association*. Wichita, Kan.

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

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

Oct. 19-20—*Alabama Cable Television Association* fall workshop meeting. Specific site to be announced, Birmingham.

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

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

Oct. 21-22—*Ohio Association of Broadcasters* fall

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

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

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

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

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

Oct. 24-30—*First World Jewish Film and Television Festival*, Jerusalem. Contact: Melville Mark, 52 rue de Moillebeau, 1211 Geneva 28.

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

Oct. 25-27—Fall meeting of *New York State Cable Television Association*. The Concord hotel, Kiamesha Lake.

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

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

Oct. 27-30—*Missouri Broadcasters Association* fall meeting. Crown Center hotel, Kansas City.

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

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

November

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

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

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

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

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

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

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

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

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

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

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

Major meetings

Sept. 19-22—*National Radio Broadcasters Association* 1976 Conference & Exposition. Hyatt Regency Embarcadero, San Francisco. Chicago will be 1977 site.

Oct. 13-16—Annual meeting, *Association of National Advertisers*. Broadmoor hotel, Colorado Springs. 1977 annual meeting will be Oct. 23-26 at the Homestead, Hot Springs, Va.

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

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

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

Dec. 11-16—*Radio Television News Directors Association* international conference. Americana hotel, Miami Beach, Fla. 1977 conference will be Sept. 14-18 at Hyatt Regency hotel, San Francisco; 1978 conference at Atlanta Hilton hotel, Atlanta; 1979 conference at site to be designated in Chicago.

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

Jan. 23-26, 1977—*National Religious*

Broadcasters 34th annual convention. Washington Hilton hotel, Washington.

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

Feb. 12-16, 1977—*National Association of Television Program Executives* 14th annual conference. 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; in 1980, New Orleans, March 30-April 2.

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

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

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

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

Testimonial telegram

EDITOR: WE WERE DELIGHTED TO READ THE EDITORIAL IN THIS WEEK'S ISSUE OF BROADCASTING. WE WELCOME YOUR SUPPORT IN OUR FIGHT AGAINST THOSE WHO, AS YOU PUT IT, ARE "EVEN ATTACKING NONCOMMERCIAL PUBLIC SERVICE ANNOUNCEMENTS."

IF EVER THERE WAS ONE VOICE WHICH COULD SPEAK WITH AUTHORITY IN THE BROADCASTING FIELD, THAT VOICE BELONGS TO BROADCASTING MAGAZINE. —*Thomas Adams* [chairman, *Campbell-Ewald Co.*], chairman, and *Robert P. Keim*, president, *The Advertising Council Inc.*, New York.

McGannon vs. networks

EDITOR: I feel compelled to comment on your editorial in the Sept. 13 issue and to clarify several matters:

1. The scope of my corporate responsibilities has not been the basis for my requesting regulatory action involving the networks. Such occasions arise only after long and agonizing circumstances. You recall the option-time hearings in 1958 which culminated 11 years later in the prime-time access rule or the "Philadelphia-Cleveland exchange" with NBC in 1955 which took 10 years to resolve, or our resignation from the TV code in 1969, etc.

2. The FCC has access to our financial data, as it has for all licensees. Our income has been affected by the networks' "freeze" on station compensation for more than a decade, as it has been with every other affiliate.

The issue in the recent filing is not the present level of profitability in 1976 or in recent years, but rather the future of local television stations in face of the ever-increasing dominance of the entire industry by the three networks. Everyone has been negatively affected, including the public. I, for one, can testify to the futility of private negotiations over the past many months.

3. Unmentioned in your editorial is the very real problem faced by affiliates with network schedules that are loaded with crime, violence and adult content. Once more we can testify to the inability to correct this serious condition by private negotiation. The only hope we have of getting the government (all branches—Congress, FCC and the executive) out of programming considerations is to place responsibility for programming decisions back where it belongs—with the local station license. As long as this nation's TV stations are being programmed two-thirds of the time by only three entities in New York, we only invite more and more government intervention and the continued erosion of First Amendment rights.

All I ask for is a simple rule which would make it possible for stations to carry out

their important responsibilities as licensees.—*Donald H. McGannon*, president and chairman, *Westinghouse Broadcasting Co.*, New York.

CPB and low power

EDITOR: In another example of one government agency lobbying another against the public good, the Corporation for Public Broadcasting has the FCC considering rules which arbitrarily jeopardize the licenses of more than half of the country's noncommercial radio stations, merely because the stations have low-power transmitters.

Presently, all noncommercial stations are guaranteed interference protection according to their effective radiated powers. Under the proposed rules, 10 w stations would no longer be afforded this protection, except from other 10 w stations, while still having to protect the "big guys." But Docket 20735 does not stop there. According to the proposal, it is no longer adequate to protect existing stations according to existing facilities; they must now be protected as if they had the full power authorized for their class. Thus a 4 kw station in Texas with a 500-foot antenna would have the same protection as if it had 100 kw with an antenna 2,000 feet above average terrain.

But wait. There's more. Not only would new stations have to provide such protection, an existing 10 w station within the newly defined protection zone of that 4 kw station must find another frequency or lose its license at renewal time, if the 4 kw station plans to use its increased protection anytime in the future.

You may ask why CPB is proposing rules which would cause such hardship to the stations it serves. CPB gives no programming funds to small stations. It serves only the less than half of the noncommercial band which have full-time staffs and 3 kw or greater authorizations. CPB would remove many non-CPB "competitors" from the air, without going through the "hassle" of challenging their licenses. I urge all broadcasters to examine the docket, and consider the effects of such a precedent on their operations.—*L. Scott Hochberg*, broadcast consultant, *Houston*.

Words that got around

EDITOR: Based on the calls and letters and comments I've received [after publication of the "Profile," Aug. 23] you will be pleased to hear of the obvious broad readership of your magazine. In fact, my daughter, Ann Carra, producer of *A.M. Pittsburgh* at WTAE-TV, said she got almost as much fan mail as I did from the article.—*Richard C. Christian*, chairman, *Marsteller Inc.*, New York.

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The newsweekly of broadcasting and allied arts

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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.

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

* Reg. U.S. Patent Office.
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Microfilms of Broadcasting are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103.



whio-tv initiates

Prime time. That's when WHIO Television is scheduling two new locally-produced public service programs. Issues such as school desegregation and the impact of a new medical school affect all Daytonians and deserve prime attention.

"Newsmakers," which debuted last week, features a name guest who is questioned by four news persons: two reporters from WHIO-TV's Newscenter Seven and two from *The Dayton Daily News*, whose editor, Arnold Rosenfeld, is moderator. Programs will be taped on location when necessary to get top newsmakers.

"30 Minutes," premiering next week, will present tough community subjects—including the problem of solid wastes—as well as the human side of the news, such as the demise of the neighborhood grocer.

WHIO-TV: giving Dayton priority.



whio-tv dayton

WSB TV-AM-FM
Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIIC-TV
Pittsburgh

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San Francisco-Oakland

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Miami

KFI, KOST-FM
Los Angeles

APRADIO at 400!

This dynamic 24-hour news service has averaged one new member station added every 42 hours since it began operations! *

**as of Sept. 1, 1976*

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Top of the Week

Live from the Walnut St. Theater

Most of the major pieces are in place for the first of Great Debates II, a TV event set for this Thursday night; dates, not places, are set for second and third confrontations

Millions of viewers will be watching through the eyes of eight television cameras this Thursday night at 9:30 when President Gerald Ford and Democratic presidential aspirant Jimmy Carter square off in their first debate.

What viewers will see when they tune in will be an unadorned set and the two candidates, standing seven feet apart and facing a panel of three journalists and a moderator. Those four will be seated at a table, their backs to the audience in Philadelphia's historic Walnut Street Theater.

The League of Women Voters Education Fund, which is sponsoring the series of debates, had not identified the journalists and moderator at week's end. Jim Karayn, who is directing the project for the league, said their names would be released today (Sept. 20). He said the three will likely represent three different media—one from broadcasting, one from a newspaper and one from a magazine.

Details of the TV coverage were still being worked out last Friday at a meeting in New York of the three commercial TV networks and the Public Broadcasting Service. The four will pool the coverage, each plans to broadcast the confrontation live and in full. Their eight cameras will ring the candidates, including locations at the rear of the stage and on the balcony.

Mr. Karayn said last week the only substantial disagreement between the networks and the league was the league's insistence that there be no televising of audience reaction. This was a demand from the candidates, who were concerned about excessive use of cutaway. Mr. Karayn said. All the TV viewers will see of the audience are the backs of their heads. There will be about 500 in the live audience, 200 of them journalists. Another 500 reporters will spill over into the press room in a nearby building.

It was virtually certain the three com-



Ford vs. Carter. Primed for an historic contest

mercial networks would do some sort of summaries, wrap-ups, analyses or commentary right after this week's debate, and presumably the others too. CBS was planning a five-minute post-debate show, NBC said it was thinking about 15 minutes of wrap-up at 11 p.m., and ABC said it would carry a half-hour program, *The Presidential Debates: A Perspective*, at 11:30 with Harry Reasoner and Howard K. Smith, featuring reports by ABC News correspondents and perhaps guests.

Amidst the preparations last week for this week's debate, the league announced the dates for the next two presidential candidate confrontations: Oct. 6 and Oct. 22. The date for the vice presidential candidates' debate was not set, but indications are for the week of Oct. 11.

Lack of word on the lengths of the second and third debates hampered network programmers in trying to rearrange their entertainment schedules for those nights.

On Oct. 6, a Wednesday, ABC has three one-hour programs at 8, 9 and 10; CBS has four half-hours leading into the 60-minute *Blue Knight* at 10, and NBC has *The Practice* at 8, followed by *Movie of the Week* at 8:30-10 and then the one-hour *Quest*. On Oct. 22, a Friday, ABC and CBS both have one-hour shows at 8, followed by movies till 11, while NBC has two half-hours leading into the one-hour *Rockford Files* at 9 and the one-hour *Serpico* at 10 (for complete schedules, see charts on page 60).

In addition to extensive rescheduling, ABC, CBS and NBC can expect to lose well over \$2 million each in unrecouped revenues for the four debates, according to estimates last week. These estimates anticipated that each debate would cost each network about \$650,000—somewhat less than that if some debates run less than the first one's 90 minutes.

Because all three networks are virtually sold out well into next year, there seemed little chance that they could make up much, if any, of the commercial time by rescheduling it on other nights.

FCC gives another inch on debates, says broadcasters may tape delay—but only one day

Staff had said no to request by WILM Wilmington; vote is 3-to-2; Hooks, Lee still opposed

Broadcasters will be able to delay broadcast of the upcoming debates between President Ford and Jimmy Carter for up to a day without raising a question as to whether they must provide equal time to other candidates in the presidential contest. The FCC by a vote of 3-to-2 last Thursday, added that flexibility to its earlier ruling that live, on-the-spot coverage of debates is exempt from the equal-time law.

The commission reversed its staff's response to WILM(AM) Wilmington, Del., which wanted to tape a noon debate between local candidates for broadcast at an hour when its audience would be larger. The Radio Television News Directors Association, the National Association of Broadcasters and the networks filed briefs with the commission in support of WILM's application for review.

The FCC was concerned about daytimers unable to broadcast live debates at night, about stations one or more time zones removed from the debate sites, and similar matters. But it was unwilling to grant broadcasters complete freedom to delay; there was uneasiness about the possibility of abuse. Then Commissioner James Quello, a former broadcaster, suggested the flexibility of a one-day delay. And Chairman Richard E. Wiley and Commissioner Abbott Washburn joined him in expanding the exemption to that extent.

"Delayed broadcast of a bona fide news event does not necessarily remove the Sec-

tion 315 exemption from the broadcast," the commission said. But time is a factor in determining the "reasonableness" of a broadcaster, it added. "Thus, absent unusual circumstances, a delay of more than a day would raise questions concerning whether the broadcast was 'on the spot coverage of bona fide news events.'"

Commissioners Robert E. Lee and Benjamin L. Hooks, who had dissented when the commission adopted its original ruling exempting debates from the equal-time rule, dissented again last week. Both issued statements reaffirming their view that if the law is to be changed, Congress should change it, and pointing out that they had predicted that the original "limited" ruling would be widened by future rulings.

The commission's ruling pleased RTNDA. John Salisbury, president of the association, said the ruling "gives broadcasters of all kinds flexibility in scheduling programs which are of maximum importance in keeping the public informed on the issues of the 1976 campaign."

Judge won't say no

Attempts to block debates should have been taken to FCC or FEC, says Robinson; public interest 'appears to loom most large'

The League of Women Voters plan to sponsor televised debates between President Ford and Jimmy Carter survived a court test on Friday. U.S. District Judge Aubrey E. Robinson Jr. dismissed two suits that had been filed to block them. He said they were filed in the wrong forum.

The plaintiffs were Tom Anderson and Rufus Shackelford, presidential and vice presidential candidates of the American Party, and former Senator Eugene McCarthy, who is running for President as an independent (BROADCASTING, Sept. 13). They said the televised debates—scheduled to begin Thursday night in Philadelphia—would violate the equal-time law (they contended that the debates are not the kind of "bona fide news events" that are exempt from the law) and the Federal Election Act (they contended that league sponsorship constitutes an illegal contribution to the candidates).

Mr. McCarthy, however, did not seek to block the debates if he were included in them; his brief contended that, as a "major" candidate—it said he is on the ballot in enough states to win a majority in the electoral college—he should be included.

But the defendants said the case was being argued in the wrong forum, that the FCC and the FCC have primary jurisdiction over the issues raised and that, in any event, there was no substance to the allegations. The league and the FEC noted that the FEC issued a policy statement on Aug. 30 holding that the league's sponsorship of the debates did not violate the act. And the networks said that the plaintiffs were, in effect, attempting to reargue the case in which the U.S. Court of Appeals

upheld the commission's ruling that on-the-spot live coverage of political debates was exempt from the equal-time law.

The FCC, for its part, said the challenged debates "are squarely within" the court's ruling in that case.

What's more, they and other defendants contended that the public would be loser if the debates were blocked. "Uninhibited, wide-open and robust political debate during an election forms the 'core area' of the First Amendment guaranty," said the Carter brief. "Injury to the public at large would be far more serious [than to the candidates involved] if the debates were enjoined," said the Republicans.

Judge Robinson, who ruled from the bench following an oral argument of some two hours, said the plaintiffs should have taken their complaints to the FCC or the Federal Election Commission. If either "drags its feet," he said, the courts are available for orders to require expeditious action. But he also noted that his order could be appealed to the U.S. Court of Appeals, and said that court had been advised an appeal was likely.

Later, John Armer, counsel for Mr. McCarthy, said his client would probably appeal. "Unless the candidate says 'no,' we go," Mr. Armer said. Counsel for the American Party, P. David Basker, expressed doubt that the party would appeal, at least initially. He said it would probably go to the FCC or FEC first.

Judge Robinson's opinion echoed the views of the defendants in briefs they filed on Thursday. He also echoed those views in discussing "the one item that appears to loom most large"—and that is the public interest. "That is best served," he said, "when there is no circumscribing of constitutional rights"—especially First Amendment rights, he said.

PBS plans double exposure, aid for those with impaired hearing

Now that the FCC has cleared the way, the Public Broadcasting Service will go ahead with its plans not only to provide live coverage of the debates but also to rerun them the following day in the identical time slot (BROADCASTING, Sept. 6). Special production efforts also will be undertaken to benefit those with impaired hearing. The live broadcasts are to include simultaneous on-screen sign language translation; the reruns will be open captioned.

Public reaction to the first debate also will be surveyed. WNET(TV) New York and WETA-TV Washington, co-producers of the PBS effort, have commissioned The Roper Organization to conduct a 500-person sample of reaction. The weekend prior to the debate, Roper will conduct questioning on the candidates and the issues. The results will be included in a half hour program conducted by Robert MacNeil and Jim Lehrer to immediately precede the debate. And an update will be conducted by a Roper team during a MacNeil/Lehrer half hour which will follow the debate. The shows before and after the debate will originate from the Philadelphia studios of WHYY-TV Wilmington, Del.



Jim Karayn: spearheading the political event of the decade

Mastermind behind the Ford-Carter debates stages the presentations while networks act as 'third party'

In the opinion of Jim Karayn, the planned debates between President Ford and Jimmy Carter were made possible by the conjunction of three circumstances: the desire by the public in recent years, increased by Watergate and other scandals involving government figures, to more closely scrutinize the candidates; the fact that there is no legal bar to the debates, no equal-time obligation on broadcasters if they meet the FCC's criteria; and an incumbent President who appeared to be trailing his opponent and for that reason was willing to debate.

Mr. Karayn omitted a fourth: himself.

Jim Karayn is director of the '76 Debates Project for the events' sponsor, the League of Women Voters Education Fund. The debates are the natural—and for the league, the happy—outgrowth of the series of candidate forums the league sponsored in different cities during the presidential primaries this year.

The forums, which featured all of the major Democratic party candidates at one time or another, except Alabama Governor George Wallace, were the brainchild of Mr. Karayn. At the encouragement of a friend, Charles Benton, president of the William Benton Foundation in Chicago, he committed to paper his idea for putting all the candidates on the air and took it in November 1975 to the League of Women Voters "because of its impeccable record of nonpartisanship." The league liked the idea, he agreed to oversee it, and took it from a germ in November to what it is now, probably the most eagerly anticipated

political event of the decade.

Mr. Karayn believes the debates may become the most widely covered event in the history of television. One estimate of the potential audience he has heard is 300 million, taking into consideration the requests for satellite coverage from foreign networks such as the European Broadcast Union, the BBC, and Canadian, Australian and South American TV groups.

The event from the very beginning has been designed almost exclusively for TV, notwithstanding the FCC's determination that candidate debates have to be held by someone other than the broadcast station. Implicit in that prescription is the presence of a live audience, but in this case the audience—for the first debate it will be 500-600 people—is little more than stage dressing. It may be, Mr. Karayn muses, that what appears on the TV screen may be more real than the living scene inside the debate hall, because television is the way the vast majority will see it.

Mr. Karayn has been cast in the role almost of mediator between candidates and networks in making the technical arrangements for the presidential confrontations. With 20 years experience in broadcast journalism, he is not ill-suited for the task.

■ He began his broadcast career in 1954 as reporter for KTLA(TV) Los Angeles and departed there as news director in 1961 to join NBC News, Washington, where he was producer and writer. In 1965, he founded the Washington bureau for then National Educational Television and in 1971 the National Public Affairs Center for Television, a sort of Washington news and public affairs bureau for the Public Broadcasting Service.

Perhaps the most singular achievement of NPACT while he was president was its gavel-to-gavel coverage of the Senate Watergate hearings, which won for NPACT an Emmy award, a George Polk award and a duPont-Columbia University Award in 1974. Mr. Karayn was personally awarded a "Distinguished Achievement Award in Journalism" by the University of Southern California in 1973 for heading NPACT's Watergate coverage.

There were other awards, including a 1975 George Foster Peabody Award for NPACT for "outstanding over-all effort to bring meaningful public affairs programming to the nation," but Mr. Karayn split with public broadcasting in June 1975 about the time NPACT was merged with noncommercial WETA-TV Washington, which had come under new management.

The parting, because of "philosophical differences," was amicable, Mr. Karayn says, but he reflects anger and disappointment over what he sees as a shrinking commitment to public affairs and news in public broadcasting in favor of entertainment and dramatic performances which draw larger audiences than news. The experiment with a national public affairs network, in fact, has ended, but other public broadcasting insiders do not see it as a

reduced public affairs commitment. Mr. Karayn's lament is that "we were never able to create the proper environment in which journalists are able to carry on their practice."

Following a few months of self-imposed "famine," as Mr. Karayn puts it, he now feasts on the present work of the debates. And feast he does when work is involved. In recent weeks his hours have averaged 6 a.m. to midnight, seven days a week. It is a tremendous sense of mission that drives him at that pace: "The thing I see from the debates," he says, "is that they (President Ford and Mr. Carter) come together on the most powerful medium and give their ideas and insights on where this country is going. It's the least that the voters deserve. . . . I think it should become part of the political process."

As director of the series of four debates that is planned, Mr. Karayn is chief overseer of the production details, involving him in staging and format decisions that were worked out between the broadcast networks and candidates alone in the first "Great Debates" between Richard Nixon and John Kennedy in 1960. The networks naturally would prefer that there be no one between them and the debate arrangements, and Mr. Karayn has encountered some resentment from them.

He thinks they are wrong, however, in believing the debates would be better if staged by them in a studio rather than by a third party in a meeting hall. He says they disproved their own argument with their coverage of the national party conventions this summer, which, he says, was "brilliant."

He is convinced, too, that a primary reason the agreement to have debates was reached with the candidates in only two meetings—instead of the 15 it took in 1960—was the networks' absence. Without them, television coverage did not become a major point of argument, he says, unlike in 1960 when most of the bickering was over TV arrangements.

In all, however, reports playing the League of Women Voters as David against the networks' Goliath have been exaggerated in Mr. Karayn's opinion. (Although at one encounter last spring, a network news division president laughed at Mr. Karayn's ambition of bringing the two presidential candidates together.) He says the network representatives with whom he has dealt in recent weeks have been "professional. . . . I like to think we're no longer in competition—that we're doing this in tandem."

Mr. Karayn, like the league, agrees with the networks that Section 315 should be repealed for federal candidates. If, however, a successful debate this year serves as a disincentive for Congress to change the present restriction on network coverage of candidates, "that would depress me as a journalist."

Mr. Karayn only occasionally runs into someone who makes light of the fact that the League of Women Voters' debates are being overseen by a man. He tells them that he is among some 5,000 men who are legitimate members of the 170,000 member organization. He is "a fellow sister," as

Washington's political comic, Mark Russell, once called him. Mr. Russell is a member, too.

Mr. Karayn will maintain his membership in the organization, but the end of his job there is in sight. He has not yet looked beyond the debates. He had intended, when he left NPACT, to take a year off, to ponder his next step, to give more serious thought perhaps to long-held fantasies of becoming an architect or a lawyer. The debates project interrupted his year off, but in the meantime he has all but rejected thoughts of leaving broadcast journalism. At 43, he wants to re-enter the TV news craft, about which he says he has "good feelings." With each year, he says, "I become more impressed rather than less impressed" with the quality of TV journalism.

Mr. Schorr has his day, but not yet in court

Newsman enters nine refusals to identify source of leaked committee report; CBS News President Salant, who has maintained silence for seven months, wires congratulations; contempt citation is doubtful

Suspended CBS correspondent Daniel Schorr, under a congressional subpoena, defied the House Ethics Committee nine times last Wednesday during what will probably be the committee's last attempt in hearing to find who gave Mr. Schorr a secret House Central Intelligence Agency report.

Despite Mr. Schorr's refusals, however, it appears a potential free press crisis will be averted: half of the Ethics Committee's 12 members went on record after the hearing Wednesday saying they would not vote to cite the journalist for contempt of Congress. A majority vote would be needed to do so.

The committee has scheduled a meeting Tuesday (Sept. 21) to discuss what to do about Mr. Schorr's refusals. If it does the expected and fails to move a contempt citation, it could well end the months-long chill between Mr. Schorr and his employer, CBS News.

CBS suspended Mr. Schorr on Feb. 23, shortly after he revealed that he had transferred his copy of the House Intelligence Committee's embargoed report on illegal U.S. intelligence activities to the New York weekly, *Village Voice*, which published the document in two installments in February.

Following the hearing Wednesday, CBS News President Richard Salant wired Mr. Schorr his congratulations: "Your appearance today was superb and an immense service to all your fellow journalists, to the Constitution and to the



The man vs. the committee. Reporter Dan Schorr (at right) faced off last week against these men of the House Ethics Committee as they attempted to force him to divulge his source in obtaining the House report on the CIA (l-r): Charles Bennett (D-Fla.), Thomas Foley (D-Wash.), F. Ed-



ward Hebert (D-La.), Olin Teague (D-Tex.), Melvin Price (D-Ill.), counsel John Marshall, Chairman John Flynt (D-Ga.), staff director John Swanner, Floyd Spence (R-S.C.), Edward Hutchinson (R-Mich.), Albert Quie (R-Minn.), Donald Mitchell (R-N.Y.) and Thad Cochran (R-Miss.)

public's right to know," Mr. Salant said. "I am grateful."

The telegram was the first direct contact between Mr. Schorr and CBS News executives since his suspension. Mr. Schorr said last week. The reporter at one time likened his relationship with the network during the period of his suspension as a "wartime alliance" against the threat from the House. After the war, "we may find we have a lot of troubles," he said. Neither he nor CBS has been eager to enumerate the "problems," although some—not all connected with the current CIA report leak—have been guessed at (BROADCASTING, March 15).

Last week Mr. Schorr said "at whatever point we can say we're out of the woods, CBS and I will have to confront our problem." That time "should be getting close."

Asked whether, at 60, he even wanted to go back on active duty, he replied: "The funny thing is that the whole question is not on my mind very much." A walking First Amendment test case, he has been much in demand as a lecturer, and he frankly has enjoyed the extra time he has had with his wife and two young children.

Mr. Schorr's testimony Wednesday was delivered in a large hearing room jammed with reporters and broadcast equipment. It was broadcast live, from start to finish, on noncommercial WETA-TV Washington and WNET(TV) New York.

The session turned out to be a living classroom in the intricacies of the First Amendment, a learning experience not only for the curious who came to watch or saw it on TV but, in Mr. Schorr's opinion, for several of the committee members. "I think some of them learned something, that some changed their minds," Mr. Schorr said the day after his appearance.

He opened his testimony Wednesday with a written statement stating flatly he would not give any information relating to the source of the secret CIA report or to his reportage of the CIA story. "To betray a confidential source would mean to dry up many future sources for many future reporters," he recited. "The reporter and the news organization would be the immediate losers. The ultimate losers would be the American people and their free institutions."

"But, beyond all this constitutional argument, to betray a source would be to betray myself, my career and my life. It is

not as simple as saying that I refuse to do it. I cannot do it."

Mr. Schorr was immediately asked to hand over all copies of the CIA report in his possession (he said there are four), and he refused, prompting Ethics Committee Chairman John Flynt (D-Ga.) to advise him of the consequences of refusing to cooperate with the investigation: imprisonment, fine or both as well as possible citation for contempt of Congress, which carries the same options as penalties.

Mr. Schorr's attorney, Joseph Califano Jr., with him at the witness table, protested that Mr. Schorr had already clearly stated that he would yield no information that might lead to the discovery of his source. "We can spend the morning in a cat and mouse game trying to catch Mr. Schorr" in an answer that a court might find constitutes a waiver of his right to protect his source, he said, adding, "the values at stake here are too precious to play 20 questions . . . What is at stake here for Mr. Schorr is the core of his entire life."

Committee counsel John Marshall replied that the committee was within the bounds of its mandate from the House to find the leak. Moments later he asked plainly who Mr. Schorr's source is.

"I respectfully decline to answer that question on the ground that my right to withhold the identity of a source under the First Amendment is absolutely essential," came the witness's reply.

Mr. Schorr's "respectful" refusals drew nine warnings from the chair, each one a painfully detailed explanation of the offense and possible penalty. By the ninth reading even some committee members began to see comedy in the stiff recitations.

In all, Chairman Flynt delivered 11 warnings, two to Aaron Latham, senior editor of the *Village Voice*, who preceded Mr. Schorr at the witness table and refused to answer questions about knowledge he might have of the way Mr. Schorr acquired the secret report. Shelly Zalaznick, former senior editor, and Clay Felker, publisher, both with *Village Voice/New York* magazine, also appeared.

In give and take between congressmen and witnesses, Representative James Quillen (R-Tenn.) repeatedly disputed the journalists' claims of privilege. Saying he was a reporter as a young man, he argued,

"I am compelled to say the security of my country is more important to me than anything I can remember . . . Newspapers come and go but our country remains forever."

Committee member F. Edward Hebert (D-La.), another former journalist, said he would not ask Mr. Schorr his source, but he defended the committee's right to explore the circumstances of the leak and suggested the reporters before him might be taking the First Amendment too far, using it to skirt the law.

A balancing view came from Representative Thomas Foley (D-Wash.), who said the committee's subpoena "raises delicate policy questions which I regret have been raised."

During the interchanges, Mr. Schorr said his 30 years of reporting have left him with little respect for the government's habit of classifying documents. But he also said he is not an absolutist about disclosure of secrets, acknowledging there are times he might keep secret materials that might endanger national security.

The detailed questioning reconstructed the transfer of the secret report from Mr. Schorr to the *Village Voice*, arranged for him by an intermediary, New York lawyer Peter Tufo, on behalf of the Reporters Committee for Freedom of the Press. The *Voice* staff made three copies, eventually threw one in the waste basket and burned the other two in a backyard barbecue pit. Mr. Schorr's was returned to him.

Mr. Felker was anxious to impress on the committee that no money was ever involved in the transaction. A donation to the Reporters Committee had been discussed, he said, but publication of the document was not contingent on donation.

Mr. Schorr, confronted with earlier testimony of Representative James Stanton (D-Ohio), who said Mr. Schorr had told him the secret report came from the CIA, replied, "I have never discussed with anyone the source from which I received the report other than two privileged persons"—his wife and his attorney.

The Ethics Committee now plans to write a report about what it has found in its \$150,000 investigation. What it does not know, having gone to the last resort, is who gave the report to Daniel Schorr. That apparently is the way the situation will remain.

Conrad out at RCA; Griffiths new president

Tax problems force resignation; successor headed Electronics and Diversified Businesses division

Anthony L. Conrad, chairman and president of RCA, New York, resigned last week after advising the RCA board he had failed "until recently" to file federal, state and local personal income tax returns for 1971 through 1975. Edgar H. Griffiths, 55, RCA executive vice president and board member, president of RCA Electronics and Diversified Businesses and a 28-year veteran of RCA, was elected president and chief executive.

Mr. Conrad, 55, who became president last fall in a "palace revolt" that toppled Robert W. Sarnoff (BROADCASTING, Nov. 10, 1975), described the tax situation in a statement telling the board he had since paid the amounts due, plus interest. He said his 1971-75 federal taxes totaled



Conrad

Griffiths

\$704,292, of which \$684,618 was paid through payroll deductions, and that he has paid the remaining \$19,674 plus interest of \$1,429 "after adjustments for overpayments" in three of five years. Amounts due and paid on state and local taxes were larger because of a "small withholding by the employer" but were not revealed in the statement. Mr. Conrad assured the board his tax situation in no way related to RCA business.

(There was unconfirmed speculation last week that the Internal Revenue Service was planning to file charges against Mr. Conrad.)

The board said it would withdraw "at this time" its proposed public offering of five million shares of RCA stock but emphasized this was because of Mr. Conrad's personal problem and unrelated to his stewardship of RCA.

Mr. Conrad in 1975 received \$242,467 in salary plus \$45,000 in incentive payment and \$90,000 in additional incentive to be "earned out" over three years, according to a proxy statement last March.

The new president, Mr. Griffiths, said to be specially strong in budgeting and finance, received \$173,300 salary in 1975 but also got a new contract at \$210,000 annually until Sept. 30, 1980. He also received \$33,333 incentive pay in 1975 plus \$66,667 to be earned out.

Wide spectrum of argument on crossownership

Court of appeals hears insiders, outsiders offer range of opinion from throw the rascals out to resume the status quo ante

The U.S. Court of Appeals in Washington last week was given a smorgasboard of argument from which to choose in deciding what action to take regarding the FCC's media crossownership rule. The rule, adopted in January 1975 and designed, the commission said, to promote greater diversity in the media, prohibits the creation of new broadcast-newspaper crossownership situations in the same community, and requires the divestiture of 16 existing crossownerships—all in small towns—where the only newspaper and the only broadcast station are commonly owned.

The Department of Justice and the National Citizens Committee for Broadcasting, which had urged the commission to break up all television-newspaper combinations in the same community, said it was "irrational" for the commission to consider a single additional television signal a standard of acceptable diversity of voices. Robert Nicholson, speaking for Justice, and Frank Lloyd, representing NCCB, also said the commission had in effect "immunized" 72 of the 79 licenses involved against challenge. This was a reference to the commission's holding that renewal challenges based on the common ownership issue would be considered only if antitrust-law violations or specific abuses were alleged.

Werner Hartenberger, the FCC's general counsel, said the commission based its decision on an analysis of an exhaustive record that revealed a number of competing voices in most markets and an absence of abuses in communities where there are co-owned broadcast stations and newspapers.

And he received some support from the National Association of Broadcasters. Lee Loevinger, speaking for the NAB, said the

FCC may have gone "too far" in what it did, but most of his fire was reserved for Justice and NCCB. He said their proposals are based on rhetoric and theory rather than on an examination of the "real world." Such an examination, to which NAB has contributed with a massive four-volume study, he said, reveals a plethora of media voices throughout the country.

Ernest Jennes spoke for WTOP-TV Washington and other broadcasters in arguing that the commission's rule was reasonable—that a prospective rule would serve the cause of diversity. Those sentiments are not shared by the American Newspaper Publishers Association. Its counsel, Aloysius McCabe, said the ban discriminates against newspaper publishers as a class. It also raises a constitutional question as to whether it imposes a restriction on the right to publish.

Nor were those the only arguments. Thomas Wall and John Southmayd, appearing for several of the stations marked for divestiture, said the rule was unfair to their clients. They said the FCC should not require divestiture without undertaking an individual analysis of the stations involved.

In Williamsburg, CBS Radio takes cue from history

Network, affiliates hear Taylor, Salant call for preservation of freedoms, while Digges points to golden business opportunities

The American revolution and the freedoms that were its aim were much on the tongues of speakers last week at a convention of CBS Radio affiliates in Williamsburg, Va.

Arthur R. Taylor, president of CBS Inc., set the scene with quotations from the Virginia Bill of Rights, adopted in Williamsburg a month before national independence was declared in Philadelphia. "If those Americans, at this place, at that time, had the courage and temerity to



Hall fellows. Secretary of State Henry Kissinger had agreed to speak at the opening banquet of the CBS Radio affiliates in Williamsburg, Va., last Tuesday night (Sept. 14), but flew off to Africa instead. His place was taken by George Bush (second from left), director of the Central Intelligence Agency. Mr. Bush was pictured at a reception with (l-r) Thad M. Sandstrom of WIBW(AM) Topeka, Kan., chairman of the CBS Radio Affiliates Association; Arthur R. Taylor, president, CBS Inc.; Gene Ellerman of WWAMI(AM) Cadillac, Mich., vice chairman of the affiliates, and Sam Cook Digges, president, CBS Radio Division. The convention lasted through Friday, with business in the mornings and diversions in the afternoon.

stand up for their freedoms against the odds they faced," said Mr. Taylor, "it seems to me that the problems and challenges facing America for its third century, as grave as they are, are of considerably less magnitude."

Broadcasters, said Mr. Taylor, "have a very crucial role to play, to make sure that we leave for the future the same liberties that were left to us."

Richard S. Salant, president of CBS News, narrowed the issues to broadcast journalism and government controls in a conflict that is accentuated in election years.

"For those who look with passionate wistfulness at the freedom of our print brethren—freedom from Section 315, freedom from the fairness doctrine, freedom from the personal attack rule," said Mr. Salant, "these are the times that try our souls. It is humiliating and frustrating to find all the obstacles that stand in our way as we go through a presidential campaign period."

Mr. Salant complained especially of the Section 315 provision stating that candidates' appearances on irregularly scheduled documentaries must be only "incidental" to the program content if the programs are to be exempt from equal-time demands. Nobody really knows what "incidental" means, said Mr. Salant. For protection, the CBS law department, at the news department's request, prescreens documentaries to guard against extended candidate interviews. "When the law and journalism get so intermingled that we have to have lawyers in the newsroom to act as associate producers and editors," said Mr. Salant, "something—both the letter and spirit of the First Amendment—has gone awry ... This isn't what the Founding Fathers stood for."

The commercial side of radio was emphasized by Sam Cook Digges, president of the CBS Radio Division. Mr. Digges said the time was right for a general radio sales attack on accounts now using other media.


"The cost of television and print advertising has escalated to a point where every advertiser has to look at viable alternatives," said Mr. Digges. "An advertiser who spent \$10 million last year in television and print will have to spend \$13 to \$15 million next year in order to reach the same number of people the same number of times."

The opportunity for radio has not been as "golden" since the advent of television, Mr. Digges said. CBS Radio is "going after newspapers, magazines, and spot and local TV dollars," he said. One main target is major department stores.

"Sears spends almost \$400 million a year in advertising," said Mr. Digges. "Seventy-three percent of that budget goes into newspapers. Only 7% goes into radio. That's the kind of business we're after."

Mr. Digges announced that Lawrence D. Ostrow, vice president and director of retail marketing, Radio Advertising Bureau, would join the CBS Radio Division today (Sept. 20) in a newly created job, director, retail marketing.

In Brief

- 
- **Joseph R. Fogarty** (left) was sworn in Friday as FCC commissioner in ceremony at Senate. Chief Judge David Bazelon (right), U.S. Court of Appeals, administered oath, while Senator John Pastore (D-R.I.), Mr. Fogarty's boss for 13 years, and Mr. Fogarty's wife, Joan, watched. Among guests were FCC Chairman Richard Wiley, Commissioners James Quello, Robert E. Lee and Abbott Washburn.
 - House Communications Subcommittee **won't get to hearings on license renewal legislation this year.** Hearing scheduled before that panel this Thursday (Sept. 23) was cancelled—again—because of conflict with full Commerce Committee. Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and ranking Republican Lou Frey (R-Fla.) said time is too short to reschedule, given Congress's intent to adjourn first week in October, but that action on renewal legislation will be "a first order of business" for next Congress, which will convene in January.
 - **Lionel Van Deerlin** (D-Calif.), chairman of House Communications Subcommittee, says it's "**unbelievable**" that so much money—at least \$21 million—has been or is being spent on cable television research "with no one in the executive branch seeming to know anything about it." He assigns blame to **Office of Telecommunications Policy**, which he says is charged with coordinating administration's telecommunications activities. Audit was conducted by Government Accounting Office at Mr. Van Deerlin's request; bottom line found 18 agencies involved, \$11.3 million paid out in grants, another \$9.7 million in loans to finance cable TV research. Mr. Van Deerlin—who said he didn't object to research but to "hit or miss" basis on which it was conducted—said subcommittee will ask OTP why it's been so "lackadaisical." OTP, caught by surprise, said it had no resources for such comprehensive oversight function, hoped to budget for it in future.
 - **WUAB(TV)** Lorain, Ohio (Cleveland), independent on channel 43, **has been sold** by 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 of 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.; WVTV(TV) Milwaukee, and two AM stations. Kaiser is liquidating its stations (see page 43). United Artists retains WWSH(FM) Philadelphia and WRİK-TV Ponce, P.R.
 - Combined **pole attachment/forfeiture legislation** passed House Commerce Committee last week. Although amended, bill remains consistent with intent of House Communications Subcommittee. FCC could regulate "rates, terms and conditions" for pole attachment agreements only when states choose not to exercise jurisdiction (BROADCASTING, Sept. 13). FCC would also be empowered to fine cable systems for rule violations. Bill now goes to House floor for vote which could occur tomorrow (Sept. 21).
 - **Alan Henry**, president, broadcasting group of Fairchild Industries, named president/chief operating officer of St. Petersburg, Fla.-based Rahall Communications, group owner with one TV, four AM's, two FM's. He succeeds **Jack W. Lee**, who resigned last year.
 - **If Jimmy Carter were President**, he might change look of his news conferences, according to one of his top advisers—perhaps permitting viewers to call in question. Stuart Eisentat, Carter issues director, says phone call-ins are only an idea at this point. He says Mr. Carter has committed himself to 20 formal, televised news conferences each year.
 - About 50 **black broadcast station owners** gather in Washington this week, Sept. 22 and 23, for National Association of Broadcasters—sponsored black owner seminar—first such gathering ever. Chief participants will be FCC Chairman Richard Wiley, Commissioner Benjamin Hooks, Eugene Jackson of National Black Network and NAB President Vincent Wasilewski.

NRBA's young turks get ready to flex their muscle in S.F.

National Radio Broadcasters Association is still playing David to NAB's Goliath; record attendance, exhibits as it begins second year as challenger to senior organization

With its conference and exposition in San Francisco this week, the National Radio Broadcasters Association, nee the National Association of FM Broadcasters, begins its second year as the all-radio association—cocksure that it knows the mind of the radio manager better than does that “other association.”

The new association's president, James Gabbert of KIQI(AM)-KIOI(FM) San Francisco, christened the newly designed association at its convention in Atlanta last year with an indictment of the “other association,” the National Association of Broadcasters. The new group would provide a haven, he said, for all those who believe radio at NAB is forever in TV's shadow. Mr. Gabbert still feels that way. “Radio is so competitive that it needs little regulation, if any,” he said last week. “TV is closer to a monopoly . . . I think it needs a lot more regulation than radio.” At NAB, he added, the two industries do battle together, radio usually being called in to create grassroots sympathy for TV's causes.

Mr. Gabbert said a year ago that his main purpose was to create enough awareness of radio at NAB to put NRBA out of business. He has achieved only half of that goal; NAB *has* exhibited greater radio awareness, but NRBA is far from ready to quit.

The smaller association goes into its third all-radio convention with nearly twice the membership it had at this time last year—from about 375 to 690—although the change represented by that figure is not as striking as it seems. At least half of the new members are the AM halves of AM-FM combinations that were not members when the association was FM-only. Nevertheless, the association has picked up as many as 150 new companies since last year, according to Abe Voron, formerly executive director, now executive vice president for government relations. And two weeks ago the group hired a new executive because of the increased association work load. Alvin King, formerly NAB's director of station relations, was named executive vice president for station services.

Its convention attendance, too, is expected to top last year's record by a third—up to 2,000—and it has exhibitors lined up

on a waiting list, having sold all available floor space at San Francisco's Hyatt Regency Embarcadero. (A complete list of exhibitors begins on page 30.) It is too soon to determine if the growth figures represent any long-term trends, but at least there was no mass exodus of FM members, as the association's board feared when it decided to expand its territory. The association did lose seven CBS stations and six ABC-owned properties, because the networks believe NRBA is redundant and divisive in the industry. And the Metromedia broadcast group pulled its preregistrants out of the convention this week, according to NRBA, almost apologetically but for the same reason.

In Mr. Gabbert's opinion the year pro-

duced two notable accomplishments for the association. The first was negative: avoiding the predicted exodus of FM stations. The second involved changes “in other circles,” meaning NAB.

Mr. Gabbert takes credit on NRBA's behalf for causing several reforms to take place inside NAB, and NAB generously concedes them. Among the moves was the creation of a radio magazine, a monthly information exchange and management help exclusively for radio stations. NAB established closer ties with the Radio Advertising Bureau and gave RAB a bigger role in fall conferences and the annual convention; it also drove a larger wedge between radio and TV programs at those meetings to give radio participants a

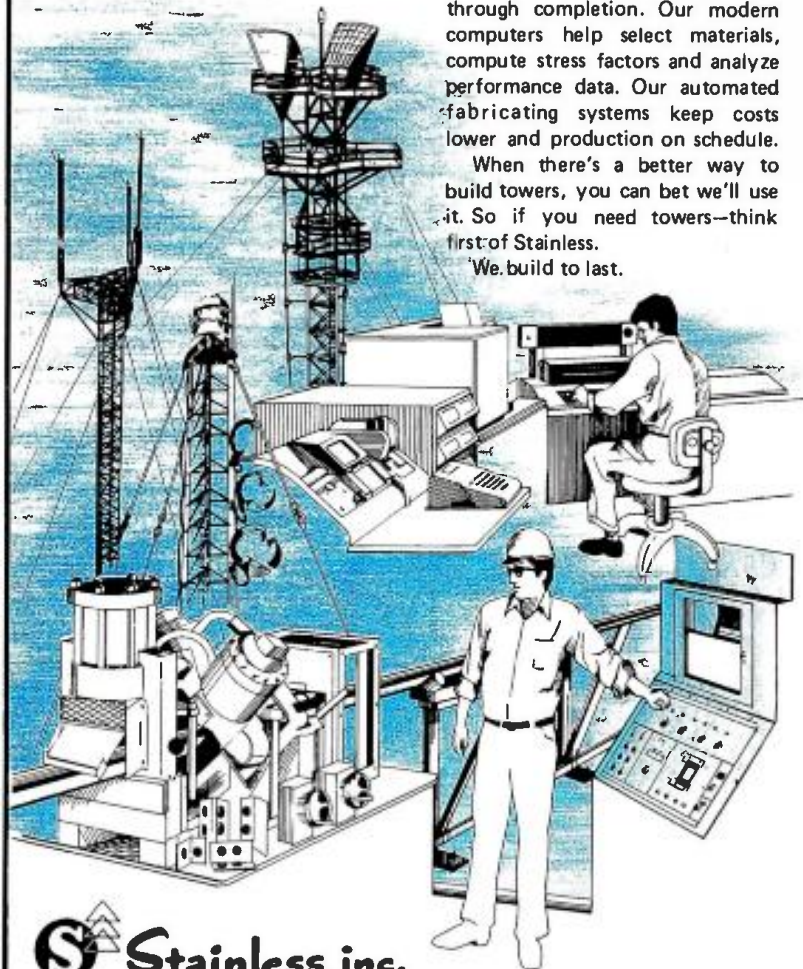
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stronger sense of industry identity.

But Mr. Gabbert calls much of that "window dressing," more cosmetic than substantive. NAB President Vincent Wasilewski does not deny that charge. NAB always provided the service to radio, he said, but "oftentimes it's the perception of things" that needs to be worked on. Nevertheless he admits NRBA's challenge "caused us to step back and evaluate ourselves . . . Any trade association staff needs a gig once in awhile," he said.

Mr. Gabbert takes greater satisfaction from some policy changes he saw take place at NAB in the last year. The most evident was the board's vote in January to support a radio-only license renewal bill if one is offered in Congress. The new position amounted to a complete about-face for NAB, which last fall had derided NRBA's own announced goal of winning a radio-only bill. (NRBA still promotes the radio-only renewal concept. It has drafted a bill, which, although never introduced in Congress, will figure in the House Communications Subcommittee's hearings on license renewal, scheduled for this week.)

Another NRBA cause which NAB joined recently was the push for legislation requiring the inclusion of FM receivers in all AM radios. NAB did not take an aggressive role in that fight until this year when it succeeded in having a new AM-FM all channel bill introduced in the House. In so doing, however, NAB caught NRBA by surprise, drawing some grumbles from the latter about one association stealing another's thunder and disturbing the other's legislative strategy.

In general, the two associations profess not to care much about the presence of the other, or even to think about the other very often. There was a flurry of discussion last year about a federation of broadcast associations, including NRBA, and at one point NAB offered NRBA space in its own building in Washington as well as closer ties but the overture was rejected. Neither side is interested in further talks.

Even though they profess mutual disinterest, the two associations still manage to irritate each other. When NRBA went all-



Gabbert

radio last fall, NAB put its field staff to work trying to learn why NRBA members joined that association. "It was not necessarily for the purpose of getting them to quit NRBA," Mr. Wasilewski underlines. That is not exactly the action of an association that is not concerned about the other.

James Hulbert, NAB's senior vice president for station services, and until recently executive vice president for public relations, came out front on the NRBA issue: "I'm not happy that there is an association duplicating our efforts," he said, particularly in Washington. "When you're going to Congress, dealing with several organizations muddies up the waters. Instead of one strong position, it's fractionalized."

That last argument exasperates Mr. Gabbert. "I just can't understand this pettiness," he said. If two groups file the same brief at the FCC, in his opinion, "It's twice as good as one organization doing it . . . There are no real differences in philosophy between NAB and NRBA."

Competition between the two groups, although minimized publicly, is there nevertheless. "There's always a modicum of competition between any two trade association groups," Mr. Wasilewski said. The most overt form of competition is for dollars. Many radio stations cannot afford

two association memberships. NRBA memberships run from about \$10 to \$45 per month. NAB's range from \$14.50 to \$420.

But real competition between the two organizations, in all areas at NAB's level, cannot truly exist. NAB has over 100 staff members, including a salaried president, an executive vice president, four senior vice presidents and assorted vice presidents, with a budget of \$5 million and a total membership of over 4,000 radio stations. That superstructure looms over NRBA with its two and one-half salaried staffers, 700 stations and budget of about \$250,000. The comparison deflates impressions that "this is a big rival organization," said Donald Thruston of WMNB-AM-FM North Adams, Mass., chairman of NAB's radio board. Mr. Thruston said he thinks some are "crazy" for overplaying the competition between the two associations. "That people perceive them representing a huge number of stations" is what creates the illusion of a divided industry, he said, and "that's dangerous."

For himself, Mr. Thruston said he withdrew his station's membership in NRBA when it became all-radio. At that point NRBA became "superfluous" to him. He said "they run meetings and they're very good meetings," but "there's all kinds of other meetings I can go to for the kinds of thing they provide."

Mr. Thruston does concede what may be NRBA's real competitive edge, what he calls its "evangelical fervor . . . which I hope we can get from NAB." NRBA makes much of this "evangelical fervor," pointing out repeatedly that its work is done mostly by volunteers. Mr. Gabbert earns nothing for being president of NRBA, and figures he may spend from \$5,000 to \$6,000 annually in travel expenses on behalf of the association. Its other board members receive no travel allowances or other expenses for attendance at board meetings. Much of its printing is donated by stations, Mr. Voron said, and most of the management papers are contributed by members, rather than being written by staff.

NRBA will change in the future, although its directors are not certain just how. It would like the growth to continue but at the same time it would like to preserve its scrappy, all-volunteer image. It will also continue to promote an image of NAB as a slow-moving elephantine sister.

Carl Venters Jr. of WPTF(AM) Raleigh, N.C., who alone holds the distinction of being a board member at both NRBA and NAB, thinks the time will come when all the associations affecting radio will have to define their territories more clearly. In his vision, NAB would continue to be the main umbrella structure, enveloping virtually the entire range of radio and TV concerns. RAB would continue as sales specialist. NRBA would develop what he sees as its forte, radio programming—parallel, in principal, to the National Association of Television Program Executives.

That is one theory. Others will undoubt-

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edly emerge. Which will prevail depends largely on how the young NRBA ages and evolves—and on how NAB reacts.

Radio exhibitors show their products at NRBA convention

Radio equipment manufacturers, programmers and other companies offering services to the aural medium will have displays this week at the National Radio Broadcasters Association convention at the Hyatt Regency Embarcadero, San Francisco (BROADCASTING, Sept. 13). Following is a list of companies that will have booths or hospitality suites (numbers represent booths unless indicated as suite; some suites are to be assigned [TBA]). New products are indicated by asterisks (*).

Equipment

AKG Acoustics 261

91 McKee Drive, Mahwah, N.J. 07430

Product: Microphones, reverberation units, headphones, phono cartridges, microphone accessories. *Personnel:* Andrew Brakhan, Robert Miller.

American Electronics Labs 232

Box 552, Lansdale, Pa. 19446

Product: IM-25KE transmitter, AM-5KD transmitter. *Personnel:* C.J. Fowler, L. Riebman, B. Bernard, R.M. Newhook, E. Sudol, A. Rosset, T. Aye, K. Emmons, D. LaFrenais.

Ampex Corp. 234

401 Broadway, Redwood City, Calif. 94063

Product: ATR 100, AG 600, AG 500 audio recorders. *Personnel:* Bart Williams, Marv Wachtel, Frank Santucci, Paul Hansil, Hans Shroder, Dick Sirinsky, Tom Nielson, Debbie Coburn.

Ampro Corp. 121, 122, 123, suite 1056

850 Pennsylvania Boulevard, Feasterville, Pa. 19047

Product: Control room/production studios*; Ampro 6, 8, 10 and 12 mixer mono, stereo and simulcast consoles with LED indicators*; audio tape cartridge machines; automatic splice finder accessory*; cartridge tape sequencer*; equalized turntable perampifiers*. *Personnel:* Alex Meyer, Arthur A. Silver, Edward M. Mullin, Rita A. Mullin, Dick Maitland.

Automated Process Inc. 236

789 Park Avenue, Huntington, N.Y. 11743

Product: D.C. control consoles, programmable consoles, conventional consoles, audio switching systems, tape synchronizers, microphone peramps, line amplifiers, audio distribution amplifiers, power amplifiers, equalizers, compressor/limiters, faders. *Personnel:* H. Charles Ricker, Nicholas Balsamo.

BCS/Kaman Sciences Corp. 108

1500 Garden of the Gods Road, Colorado Springs 80933

Product: BCS 100 system for radio traffic and accounting*, BCS 800 and 1100

systems for radio/television. *Personnel:* Jack Finlayson.

Belar Electronics Laboratory 260

Lancaster Avenue at Dorset, Devon, Pa. 19333

Product: AM/FM monitoring equipment*. *Personnel:* Joe Novik, John Quinn, Arno Meyer.

Broadcast Electronics Inc. 249, 250, suite 517

8810 Brookville Road, Silver Spring, Md. 20910

Product: Cartridge tape machines, audio consoles, compressor/limiter amplifiers. *Personnel:* L. J. Cervon, C. E. Beard, R. Weichbrod, M. Black, D. Durst, H. Wilcox.

Cablewave Systems Inc. 221

60 Dodge Avenue, North Haven, Conn. 06473

CBS Technology Center 107

227 High Ridge Road, Stamford, Conn. 06905

CCA Electronics Corp. 246, 247, 248, suites 1417, 1517

716 Jersey Avenue, Gloucester City, N.J. 08030

Product: 25-watt AM transmitter, 25,000-watt FM transmitter, CCA/Bogner FM antenna*, QRK/Rek-O-Kut audio equipment. *Personnel:* Sheldon Perlman, Jason Fox, Robert Sidwell, Tony Tierno, Juan Chiabrando, Ed Klinewski, Don Powers, George Blackman, Bruce Buck, Bill Jones, Ed Lauman, Carl Hammett, Bill Costroff, Carlo Caballero, Bob Dunkin, Dick Bogner.

Cetec Corp. (Jampro, Schafer, Sparta and Vega) 113-115, 118-120

75 Castilian Drive, Goleta, Calif. 93017

Product: Cetec Audio—series 10 audio console; Jampro—JWCP multistation 4 mhz band width FM antenna*; Schafer—903E automation system; Sparta—SS 100A solid-state transmitter, FM transmitters, Series II studio equipment, studio/audio console equipment; Vega—wireless microphone system, 58B/63 transmitter with diversity receiver. *Personnel:* Bob Nelson, Bob Ward, Andy McClure, Jay Cooke, Dwight Herbert, Jim Chabin, Dave McDonald, Mike Shaffer, Dick Maynard, Tom Copeland, Bud Thomas, George Pupala, Ron Dagenais, Dick Lamoreaux, Dale Tucker, Frank Bogusz, Paul Gregg, Dave Evans, Peter Onnigian, Bill Cunningham, Ken McKenzie, Bob Slutske, Earl Bullock, John Davidson, Rick Adams.

Collins Broadcasting Systems, Rockwell International 205, 206

1200 North Alma Road, Richardson, Tex. 75080

Product: Phase 4 310Z-2 FM exciter, IC-6A audio console, 820D-1 1 kw AM transmitter, 831D-2 2.5 kw FM transmitter. *Personnel:* Al Senter, Morris Courtright, Tom Cauthers.

CSI Electronics Inc. 257

2607 River Road, Cinnaminson, N.J. 08077

Product: AM/FM transmitters. *Personnel:* Bernie Gelman, Tom Creighton, Forest Deckhoff, Bill Moats, Howard Dempsey, Peter McFarlane.

Delta Electronics Inc. 210

5534 Port Royal Road, Springfield, Va. 22151

Product: AAM-1 analog antenna monitor, TMCS-2 transmitter monitor control system, DAM-1 digital antenna monitor, TMCS-1 transmitter monitor control system, TCA RF ammeter systems, TCT-1,2 and 3 toroidal current transformers, OIB-1 operating impedance bridge, CPB-1 Collinpoint impedance bridge, RG-1B receiver generator, MJ-50 meter jacks. *Personnel:* Joe Novak.

Dolby Laboratories Inc. 106, 110

731 Sansome Street, San Francisco 94111

Product: Model 334 broadcast unit, FM receivers, 360 noise-reduction units. *Personnel:* Ray Dolby, Ioan Allen, David Robinson, Kevin Dauphinee, George Finkhousen, John Gibb, Christopher Parker, Stacey Rehm.

Electro Sound Inc. 219

160 San Gabriel Drive, Sunnyvale, Calif. 94086

Product: ES 505A and ES 505B mono/stereo tape recorder reproducer. *Personnel:* R. H. Burkett, Ray Schaaf, Robert Cochran, Kelly Combine.

Fax Net Inc. 117, suite 1717

67 Mountain Avenue, Chatham, N.J. 07928

Product: Radio newspaper system*. *Personnel:* John Porterfield.

Fidelipac 241

109 Gaither Drive, Mt. Laurel, N.J. 08057

Product: Master Cart tape cartridges*, cartridges, cart racks. *Personnel:* Gene Bidun, Arthur Constantine.

Harris Corp. 104, 105, 111, 112, suite 1756

123 Hampshire Street, Quincy, Ill. 62301

Product: Operating MW-1 1 kw solid-state AM transmitter with accompanying test rack; operating System 90 program automation system; FM-20H3, 20 kw transmitter; Stereo 80 and Stereo 5 audio consoles; Criterion Compact cartridge tape machines. *Personnel:* J.F. Delissio, Walter B. Rice, Dan Roberts, Dave Evans, Neil Arveschoug, Rolland Looper, John Burtle, Bob Davis, N.L. Jochem.

IGM/NTI 227, 228, 239, 240

4041 Home Road, Bellingham, Wash. 98225

Product: RAM memory systems, Rampart control unit, PAL logger system, Instacart, Bo-Cart (78 and 42 tray model), Marc VII live studio programmer*. *Personnel:* Nick Solberg, Carl Peterson, Chester Coleman, Irv Law, Jim Woodworth.

Inovonics Inc. 262

1630 Dell Avenue, Campbell, Calif. 95008

Personnel: James B. Wood.

International Tapetronics Corp. 226

2425 South Main Street, Bloomington, Ill. 61701

Product: ESL-IV eraser/splice locator*, 750 series reel-to-reel recorder/reproducer*, RPD delay cart machine, RP series stereo and mono cartridge recording, 3D cart reproducer, PD-II economy cart equipment, reel-to-reel console

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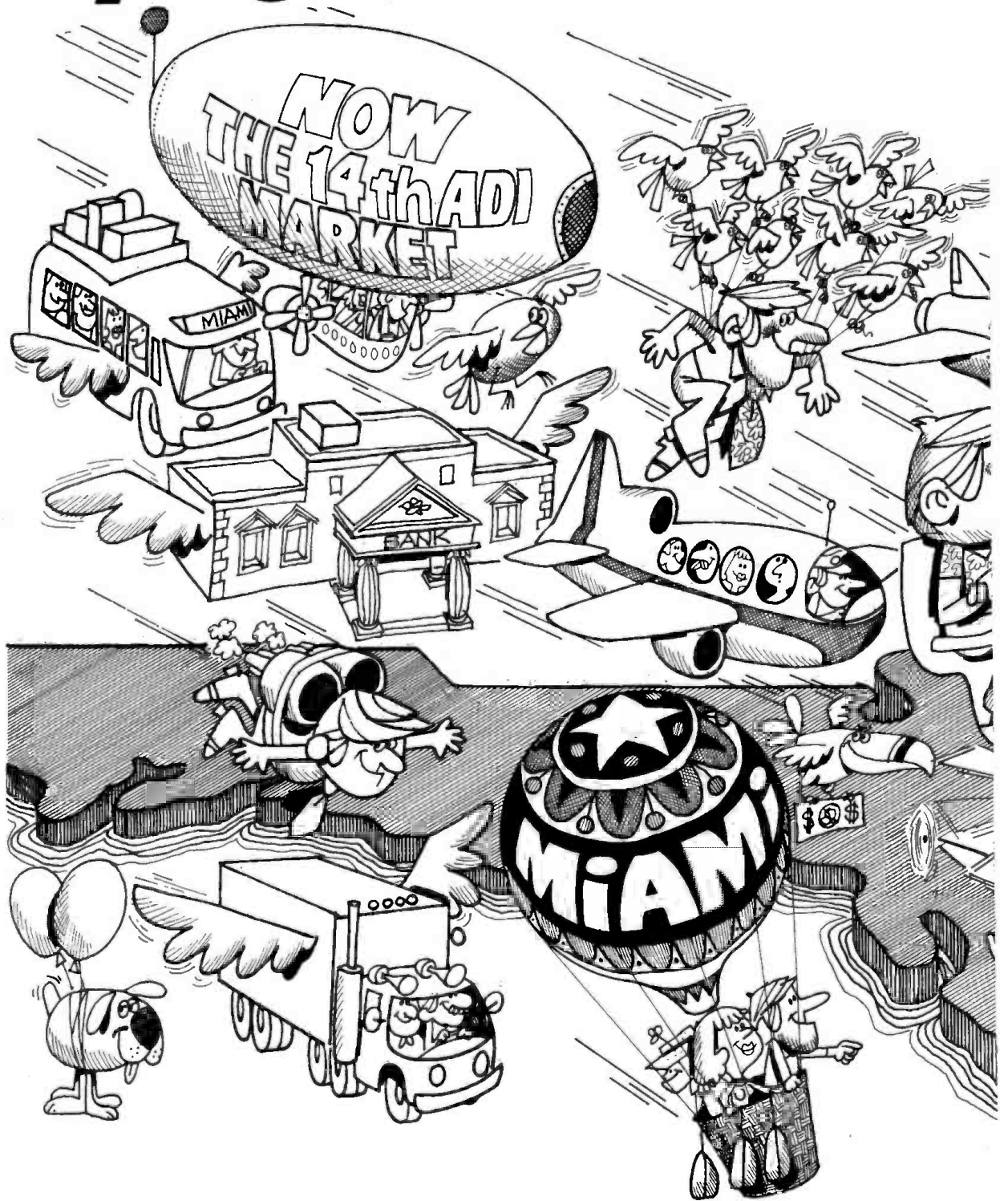
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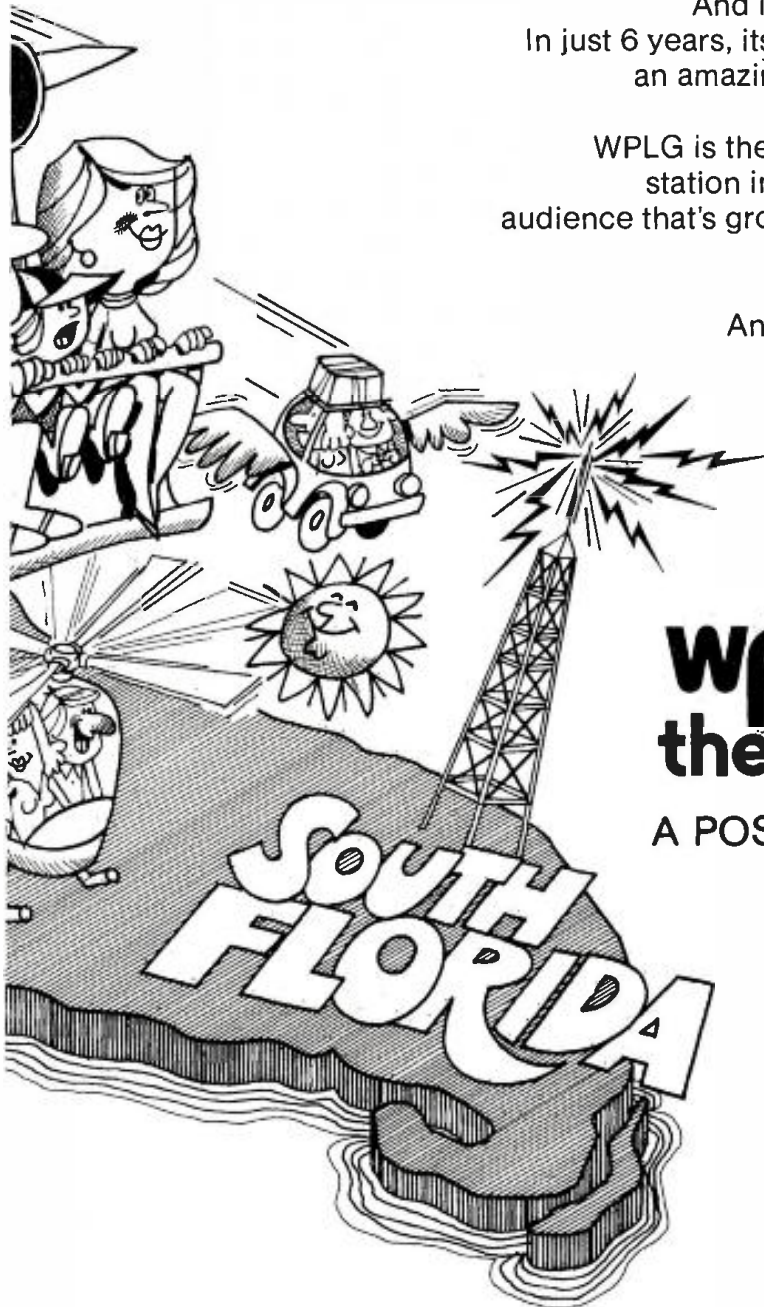
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Johnson Electronics Inc. 231
P.O. Box 7, Casselberry, Fla. 32707
Product: SCA tuners, tuner/receiver, receivers, educational receivers, JA-10 10-watt RMS amplifier, JA-20 20-watt RMS amplifier, JA-75 75-watt RMS amplifier, ST-4 tuner*, tuner-amplifiers*, S/A-10 10-watt RMS amplifier*, S/A-25 25-watt RMS amplifier*, SCA/880 tuner module*, plug-in module accessories*. *Personnel:* Joseph Lutz.

LPB Inc. 203, 204
520 Lincoln Highway, Frazer, Pa. 19355
Product: Audio consoles, preamps, compressor/limiters, distribution amplifiers, turntables, cartridge machines, dj5 and dj8 studio systems, educational FM broadcast equipment, model S-21 10-channel dual-mono audio console*, dj10 modular studio system*. *Personnel:* Harry N. Larkin, Theodore E. Davey, Richard W. Burden.

McCurdy Radio Industries Inc. 101, 102
1051 Clinton Street, Buffalo, N.Y. 14206
Product: SS8500 stereo package, CS9100 intercom systems, SA141 reel tape switchers, clock-and-counter systems, audio distribution systems. *Personnel:* Ron Mitchell, Stan Maruno, Peter Buzzard, Cliff Rogers.

McMartin Industries Inc. 222-225, suite 1156
4500 South 76th Street, Omaha 68127
Product: AM/FM transmitters and FM exciters, 1,000-3,000 w AM transmitter, 1,000-55,000 FM w transmitter, FM frequency modulation monitor, mono/stereo FCA, FM relay receiver, audio control consoles, remote pickup broadcasting system, FCA receivers, amplifiers. *Personnel:* Ray McMartin, Joe Engel, Jim Lucy, Leonard Headlund, Charles Goodrich, Juan Lonso, Juan Gregorio, Howard West, John Grey, Bob Switzer, Tom Butler, Jerrell Henry, Dave Kelly, Don Jones, John Schneider, Ed Huber, Ed Schmidt.

Micro-Trak Corp. 243
620 Race Street, Holyoke, Mass. 01040
Product: Model 6454 four-channel monaural console, model 6444 console, model 6440 discoteque console, system D and studio compact control center. *Personnel:* William E. Stacy.

Minneapolis Magnetics Inc. 103
8125 Pleasant Avenue South, Minneapolis 55420

Moseley Associates Inc. 109
111 Castilian Drive, Goleta, Calif. 93017
Product: Model TFL-280 audio limiter, Model PCL-505 and Model PCL-505/C aural studio-transmitter links, Model DRS-1 digital remote system, Model TRC-15 transmitter remote control system, Model SCG-9 stereo generator, Model SCG-8 subcarrier (SCA) generator. *Personnel:* John A. Moseley, John E. Leonard Jr., Howard Ham, James Tonne.

Microprobe/FM-100 Plan 258
875 North Michigan Avenue, Chicago 60611

Orange County Electronics Corp. 124
1125 Empress Street, Winnipeg, Man. R3E 3H1, Canada

Product: OCAVS-1 STRESSOR audio processor*, OCACLX-S-FM stereo audio processor*, OCACLX compressor/limiter/expander module, OCASEQ equalizer module, BETA II monitor loudspeakers*, OCA 200 series amplifiers. *Personnel:* Michael A. Gillespie, Susan P. Spiller, Dick Maitland.

Orban Associates 259
680 Beach, San Francisco 94109
Otari Corp. 201, 202
981 Industrial Road, San Carlos, Calif. 94070

Phelps Dodge Communications 242
Route 79, Marlboro, N.J. 07746

Rapid-Q 211
680 Bizzell Drive, Lexington, Ky. 40504

RCA Broadcast Systems 229, 230, 237, 238
Building 2-5, Front and Cooper Streets, Camden, N.J. 08102

Product: PAC-I program system*, AM stereo transmitting system, BTA-5L2 5-kw AM transmitter, BTF-5E2 5-kw FM transmitter, FM antennas including BFJ single-channel, audio consoles, BA-145 (mono) and BA-145 (stereo) AGC amplifiers, BA-146 limiter and BA-147 limiter clipper, RT-125/RT-126/RT-127 cartridge tape systems. *Personnel:* David Newborg, Wally Warren, Randy McCallister, R.S. Putnam, Ray Harding, Ollie Bjerke, Dick Newman, Barry Lloyd, Jim Butts.

Revox Corp. 244
155 Michael Drive, Syosset, N.Y. 11791

Sansui Electronics 212
55-11 Queens Boulevard, Woodside, N.Y. 11377

Product: AM stereo system*, QS four-channel broadcasting*, AM quadrophonic/stereo, QSE5B encoder.

Sintronic 713
705 Haverford Road, Bryn Mawr, Pa. 19010
Product: TAM-1K-B 1,000 w AM transmitter*.

Stanton Magnetics 213
101 Sunnyside Boulevard, Plainview, N.Y. 11801
Personnel: Julian Trivers.

Systems Marketing Corp. 126-131
1005 West Washington Street, Bloomington, Ill. 61701

Product: DP-2 micro process automation system, DP-1 computer control system, Ras Pro sequential system, cartridge machines, audio equipment. *Personnel:* Pete Charlton, Bob Popke, Joe Toher, Bill Moulic, Mike Flood, William Earman.

Telex Communications Inc. 254
9600 Aldrich Avenue, South, Minneapolis 55420

Time & Frequency Technology Inc. 233, suite 817
3000 Olcott Street, Santa Clara, Calif. 95051

Product: 753/754 AM monitor, 763*/764* FM monitor, and X-14*, 7610*, 7630*,

remote control equipment. *Personnel:* C. Eckels, F. Stolten, J. Webster, J. Wu.

UMC Electronics Co. 251, 252
460 Sackett Point Road, North Haven, Conn. 06473

Product: Beaucart audio cartridge tape equipment*, Beaucart splice finder and erase units, Beau audio heads*, Beau hysteresis synchronous motors. *Personnel:* Allan J. Shaffel, Charles E. Collett, Preston R. Weaver, Gerald M. Burkhardt.

U.S. Pioneer Electronics Corp. 207, 208, 209

75 Oxford Drive, Moonachie, N.J. 07074
Product: TX-9500 AM/FM stereo tuner, TX-7500 AM/FM stereo tuner, SG-9500 stereo graphic equalizer, SPEC-1 stereo preamplifier, SPEC-2 stereo power amplifier, SA-8500 stereo integrated amplifier, RTU-11 two-track open reel transport, TAU-11 two-channel electronics package, RT-1050 two-track open reel deck, CT-F9191 stereo cassette deck, LS-1 studio monitor or disco speaker system*, HPM-200 speaker system, HPM-100 speaker system*, HPM-60 speaker system*, HPM-40 speaker system*, Monitor 10 headphones. *Personnel:* John Brozda, Eric Fleetwood, Marty Zanfino, Kevin Baba.

Programers

Associated Press Suite 1256
50 Rockefeller Plaza, New York 10020
Product: Associated Press Radio, newswire, other broadcast services. *Personnel:* Bob Benson, Jay Bowles, Mark Thayer, John Morrison.

Bonneville Broadcast Consultants Suite 1140

P.O. Box 640, Tenafly, N.J. 07670
Product: Formats for beautiful music, traditional MOR, contemporary MOR, soft rock*. *Personnel:* Marlin Taylor, Loring Fisher, Dave West, Frank Murphy, Bob Henabery, Dick Drury.

Broadcasting Programing International 255, 256
P.O. Box 547, Bellingham, Wash. 98255

CaVox Stereo Suite 356
502 South Isis, Inglewood, Calif. 90301

Product: Program formats for contemporary MOR, standard pop, easy listening, conservative tempo, group music, beautiful music, country, adult contemporary*. *Personnel:* Lee Tate, Robert Mayfield.

Century 21 Suites 340-341
2825 Valley View Lane, Dallas 75234

Product: Z Format contemporary music programing service, Nonstop Two sales and programing package, Chroma-Key II and Impact contemporary jingle package*, Super Country music jingle set*, Concept 21 musical sales system*, Opus 76 and Epic of the 70's rock specials*, production music tracks, Multiple Energy jingle package for contemporary, MOR and country applications*, jingle series for all formats. *Personnel:* Dick Starr, Carole Starr, Tom McIntyre, Dave Scott, Bob Harris.

Watts your problem?

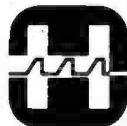
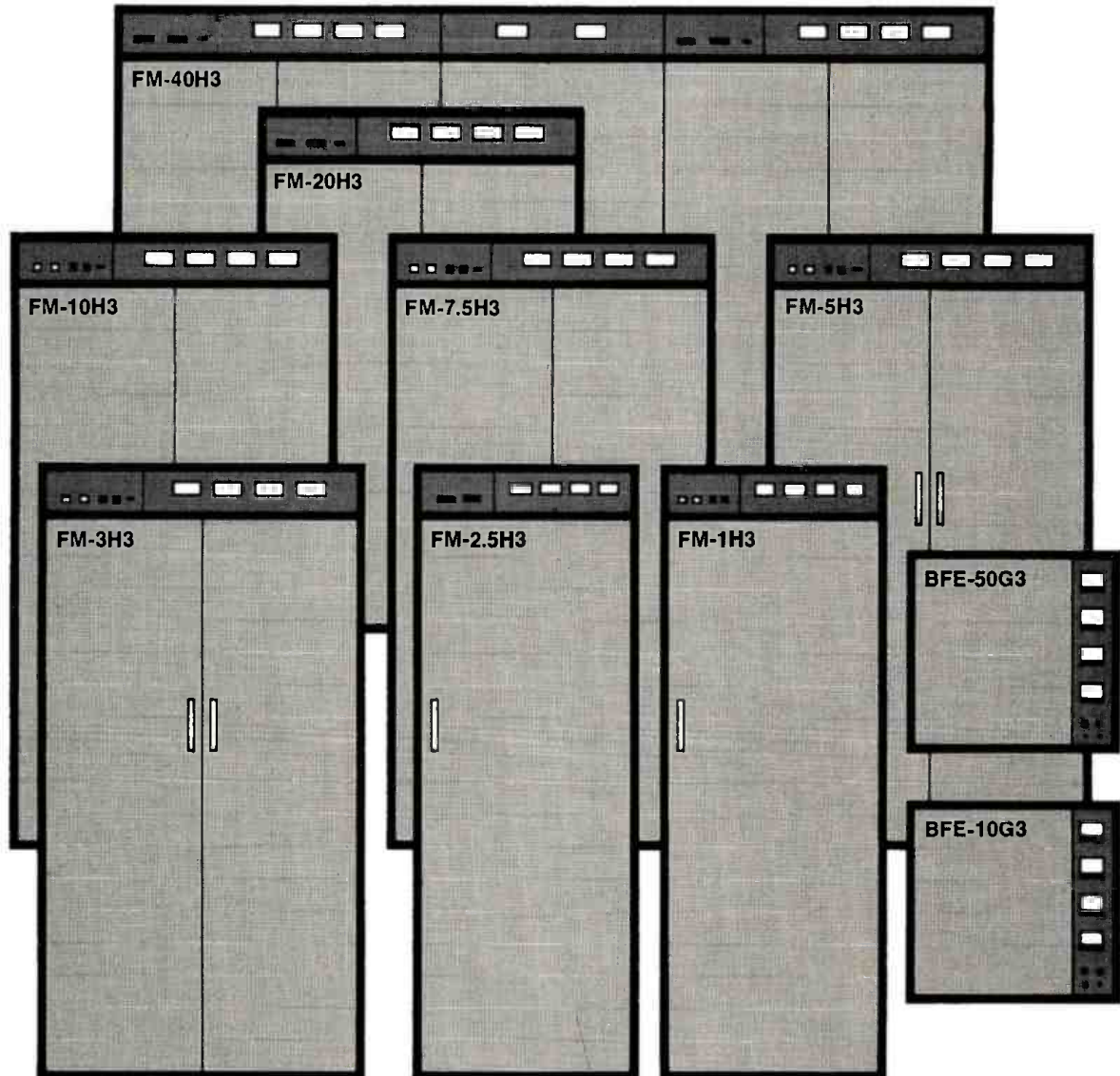
Harris offers the world's most complete line of FM broadcast transmitters. From 10 to 40,000 watts. All with a TE-3 100% solid-state exciter employing DCFM (direct carrier frequency modulation) and

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HARRIS
COMMUNICATIONS AND
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Chicago Radio Syndicate Suite 940
Two East Oak Street, Chicago 60611

Product: Syndicated comedy features: *Chickenman, Tooth Fairy, Mini-People, You Had to be There, Ace Trucking Company's News Cavalcade of the Airwaves, Words & Music**, *Chickenman Returns for the Last Time Again**. *Personnel:* Sandy Orkin, Ursula Wosik.

Concept Productions 235
5831 Rosebud Lane, Sacramento, Calif. 95841

Product: Programing formats for contemporary MOR, soft top 40, album 40. *Personnel:* Dick Wagner.

Criterion Productions Inc. 214, suite 1729

3103 Routh Street, Dallas 75201
Product: Charisma contemporary MOR format, *Super Hit Music* format. *Personnel:* Mike Eisler, Bob McIntosh, Jerry Brooke.

Drake-Chenault Enterprises 116, suite 1640

8399 Topanaga Canyon Boulevard, Canoga Park, Calif. 91304
Product: Program formats: *Contempo 300, Contempo 200, XT-40, XT-100, Classic Gold, Great American Country, Super-soul, Beautiful Music +**, Cartomation cartridge tape system*, special programs: *History of Rock and Roll, Golden Years of Rock, Top 100 of the 60's Golden Years of Country*. *Personnel:* Gene Chenault, Art Astor, Jim Kefford, Buddy Scott, Lee Bayley, Bert Kleinman, Denny Adkins, Susan Bice.

The FM-100 Plan Suite TBA
175 East Delaware Place, Chicago 60611

Product: Beautiful music service.

The Good Music Co. Suite 1723
3518 Cahuenga West, Hollywood 90068

Product: Instrumental beautiful music.

Personnel: Tom Fenno, Ed Yelin.

HG Productions Suite 1117
P.O. Box 2049, Scottsdale, Ariz. 85252

Product: Music programing for automation radio: *Disco Disco**, *Soul Train, Rock Softly, Rock Stars, Rock Decade, Rock Hits Today*. *Personnel:* Howard Greenlee Jr.

The Imagineers Suite TBA
3207 North Ocean Boulevard, Fort Lauderdale, Fla. 33308

Kala Music Suite 1721
Industrial State Bank Building, Kalamazoo, Mich. 49006

Product: Beautiful music program service. *Personnel:* Stephen C. Trivers, William J. Wertz, Terry A. Armbruster, Howard J. Karlin.

Magic Music Suite TBA
96 Bayrd Street, New Brunswick, N.J. 08901

More Music Programing Suite 1217
5315 Laurel Canyon Boulevard, North Hollywood, Calif. 91607

Product: Performers contemporary MOR format*, *Greatest Hits* program*, broadcasting equipment. *Personnel:* Jay Stevens, Ron Lewis, Evan Haning, Marilyn O'Brien, Brad Smith, Don Burns, Dave Hull.

Mutual Broadcasting System Suite 1240

1755 South Jefferson Davis Highway, Arlington, Va. 22202

Product: Mutual news service, Mutualert network/station automation system*, Mutual specials and sports programing, and Mutual News in three formats: MOR/news and talk, wall-to-wall/good music, progressive/contemporary*. *Personnel:* Gary Worth, Owen Weber, Barry Turner, Milt Komito.

Peters Production Inc. Suites 1040, 1017

8-28 Mercury Court, San Diego 92111

Product: MOR, country, beautiful music, rock radio formats, station logos, commercials, Total Image Concepts for marketing and promotion efforts, consultation services. *Personnel:* Edward J. Peters.

Progressive Radio Network 245
321 Rider Avenue, Bronx, N.Y. 10451

Product: Features on audio and hi-fi equipment*, three-minute news blimps with rock music. *Personnel:* Richard Bar-na, Ben Manilla, Eileen Maisel.

Radio Arts Inc. 220, suite 556

210 North Pass Avenue, Burbank, Calif. 91505

Product: The *Entertainers* syndicated adult MOR format, *Tony Bennett Style Is the Man**, *Vincente and Liza Minnelli I Remember It Well**, *John Green I Remember Gershwin**. *Personnel:* Larry Vanderveen, Flip Koener, Ken Ross, Ron Russ, Ron Sheets.

Radio Programing/Management Suite 1650

25140 Lahser Road, Southfield, Mich. 48075

Product: Format services for rock, progressive MOR, contemporary beautiful music, standard beautiful music. *Personnel:* Thomas M. Kirkorian, Jeff Goldman.

Stereo Radio Productions Ltd. Suite TBA

3001 Hadley Road, South Plainfield, N.J. 07080

William B. Tanner Co. Suite 656
2714 Union, Memphis 38112

Product: Music services for country, MOR, contemporary, good music*, and C.A.T. production services*. *Personnel:* Henry Tanner, Zack Hernandez, Keith Lee, Bill Laffey, Herbert Tanner, Kurt Alexander, Al Gerritz, John McFarlane, Bob Stack, Robert Taylor.

TM Programing Inc. Suite 956
1349 Regal Row, Dallas 75242

Product: Formats 5000-X beautiful rock*, 1000-C good music, 2000-S beautiful music, 3000-R stereo rock, 4000-C TM country. *Personnel:* Jim Long, Ernie Winn, Jim West, Jerry Atchley, Allen Collier, Rusty Gold, George Burns, Glen Powers.

United Press International Suite 1440

220 East 42nd Street, New York 10017

Product: UPI broadcast wire and audio service. *Personnel:* William B. Ketter, Gordon Rice, Hugh Brown, Jim Welch, Jeff Field, Susan Tebbe.

Representatives

Bolton/Burchill International Ltd. Suite 217

645 Madison Avenue, New York 10022
Personnel: Carmen J. Bolton, Thomas F. Burchill, Richard Gavin.

Buckley Radio Sales Inc. Suite 740
3 East 54th Street, New York 10022

Personnel: Richard Buckley Jr., Robert Coppinger, Cy Ostrup, George Bradley, Lloyd McGovern.

Eastman Radio Inc. Suites 640, 641
One Rockefeller Plaza, New York 10020

Personnel: Frank Boyle, Bill Burton, Charlie Colombo, Jerry Schubert, Steve Block.

Kent Burkhart and Abrams Associates Suite 456

6500 River Chase Circle East, Atlanta 30328

Jack Masla and Co. Suite 240
666 Fifth Avenue, New York 10019

Personnel: Jack Masla, Stan Feinblatt, Arnold Taylor, Bill Peavey, Bill Wallace, Stan Lothridge.

McGavren-Guild Inc. Suite 1740
6420 Wilshire Boulevard, Los Angeles 90048

Personnel: Ralph Guild, Daren McGavren, Les Goldberg, Jeff Dasher, Bob Williams.

Selcom Inc. Suite TBA
1271 Avenue of the Americas, New York 10020

Personnel: Lou Faust, Herb Hahn, Bill Smither, Mary Gregg, Ross McCreath.

Torbert-Lasker Inc. Suite 540
555 Fifth Avenue, New York 10017

Personnel: Alan Torbet, Ralph Conner, Brock Petersen, Peter Moore, Rick Holmberg, Lorraine Hopkins, Ron Woods, Bob Maggiore, Barbara Forrest.

Services

ACTION Suite 1617
806 Connecticut Avenue, N.W., Washington 20025

Product: Public information spots. *Personnel:* Marshall Pittman, Bob Rubin.

Ad Ventures International 215
222 Columbus Avenue, San Francisco 94133

Product: Radio marketing program. *Personnel:* Harvey Borlaug, Robert Asselin, Jason Jennings.

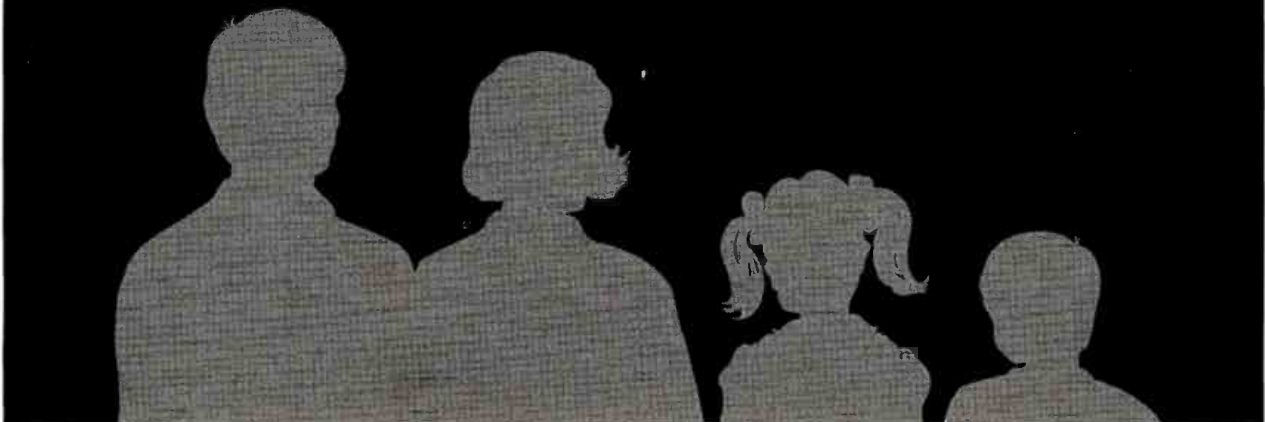
American Radio '76 Suite 1721
c/o Gilmore Advertising, 200 Michigan Building, Kalamazoo, Mich. 49006

Product: "American Radio '76"*, 278-page book, analysis of 161 leading radio markets as rated by Arbitron. *Personnel:* James H. Duncan Jr.

Arbitron Radio Suite 256
1350 Avenue of the Americas, New York 10019

Product: VTR how-to-use Arbitron presentation, "Arbitron Information for

**“DUE TO THE SUBJECT MATTER OF
THE FOLLOWING PROGRAMS, CHILDREN AND
THEIR PARENTS CAN AGAIN ENJOY QUALITY
ENTERTAINMENT TOGETHER.”**



Multimedia/Meredith and MGM Television Present

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“America: The Young Experience” is one of those rare prime access series designed for the 6 to 16 year old audience that is very attractive to adults as well. The result is true family programming to meet your audience’s demands in an informative and entertaining manner. The nine half-hour specials are quality productions dealing with young people’s lifestyles at important moments in America as seen through the eyes of the young.

“America: The Young Experience” is beginning its second year on a very sound foundation. The first year’s show achieved better than 80 percent coverage of the United States. Acceptance of the programs was excellent and widespread. For information call your MGM Television representative.



THE MGM FAMILY NETWORK®

1350 Avenue of the Americas, New York, N.Y. 10019, (212) 977-3400

Decision" film. *Personnel:* Larry Manuel, William Engel, Pierre Megroz, Marvin Strauvzer, Jack Fawcett, Ron Laufer.

Audio Sellers Inc./The Money Machine 216

Box 23355, Nashville 37202

Product: "The Money Machine" sales-production library, "A Guide to Self-Reliance" sales-training program*, "Song of the City" sales promotion, station identifications including "Turned on Country*" and "Music Explo*" jingle series. *Personnel:* Jerry K. Williams, Pat Patrick, Jack Jackson.

Blackburn and Co. Suite 917

1725 K Street, N.W., Washington 20006

Personnel: Joseph M. Sitrick, Roy A. Rowan, James W. Blackburn Jr.

Broadcast Marketing Co. Suite 417

2671 Harrison Street, San Francisco 94110

Product: Radio sales presentations film*, "Co-Opportunities" sales bulletins and profiles*, "Broadcast Co-op" guide*. *Personnel:* Dick Stein, Bill McGee, John Gilderleeve.

Bunce Radio Promotions, KLFM Stereo 104, suite TBA

426 Fifth Street, Ames, Iowa 50010

Product: Radio promotions*. *Personnel:* Robert D. Bunce, Norma J. Bunce.

Co-Ad Associates Inc. Suite 417

7500 West Mississippi Avenue, Lakewood, Colo. 80226

Product: Seminars for advertisers and broadcasters.

Cox Data Service Suite 756

5600 Roswell Road, N.E., Atlanta 30342

Product: Research services. *Personnel:* Jim Landon, Bill Henderson, Lou Kaib, Frank Crane.

Disc-location Suites 1727, 1728

P.O. Box 8260, Van Nuys, Calif. 91409

Product: Album library service, record care products, electro research speaker systems and Class A amplifier, SSS-100 phono-reamp, beautiful music and MOR program packages. *Personnel:* Jim Schlichting, Lin Schlichting, Stan Rosick, Bob Gheza, Alan Ragland.

Dean Landsman Radio Services Suite 617

135 East 54th Street, New York 10022

Product: Market analyses*, market research*, program development, program consultation, talent coordination, promotion, sales assistance. *Personnel:* Dean Landsman, Frank Kelly, Sidra Eckman.

Paperwork Systems Inc. 263, 264

P.O. Box 38, Bellingham, Wash. 98225

Product: Computer office system.

Public Affairs Broadcast Group 253

Box 48911, Los Angeles 90048

Product: Broadcast service. *Personnel:* Martin Bragg.

Martin Wolf Sheraton, suite TBA

9830 Willow Creek Road, San Diego, Calif. 92131

Product: In-house mini-computer automation system designed for radio. *Personnel:* Richard Oliver, Chuck Tripp.

FCC weaving a welcome mat for the public

Ford signs bill for access to government proceedings, but has some misgivings; special commission unit already at work on guidelines

A special committee of FCC staff members is preparing for the day when most of the commission's meetings will be opened to the public. And that day will come within the next six months. President Ford last week signed the government in the sunshine legislation, which gives some 50 multi-member government agencies 180 days in which to open to the public all meetings except certain categories exempted by the law.

The committee of members of the general counsel's and executive director's offices, working under the supervision of Deputy General Counsel Larry Secrest, is drafting rules under which the meetings would be opened. The FCC committee was set up at the direction of Chairman Richard E. Wiley, in anticipation of the enactment of the legislation. "We won't have any trouble meeting or beating the deadline," Chairman Wiley said last week.

The meetings exempted from the legislation include those that deal with trade secrets and commercial or financial information obtained from a privileged or confidential source, adjudicatory proceedings, criminal accusations against anyone, personnel rules and practices, investigatory matters or matters that would result in an unwarranted invasion of personal privacy.

However, an agency voting to close a meeting must disclose the results of that vote, and transcripts, electronic recordings or, in some cases, detailed minutes, must be kept of all meetings. Agencies would be permitted to withhold records from public inspection if the material dealing with exempt information would not be in the public interest.

The law also prohibits informal off-the-record contacts between agency officials and representatives of parties with an interest in a proceeding. The ban on such contacts will become effective as soon as an agency designates a matter for hearing—sooner, in the case of an interested party who knows a matter will be set for hearing.

President Ford last Monday signed the bill before television cameras in the White House Rose Garden. He praised the measure as one that was in "keeping with America's proud heritage that the government serves and the people rule."

However, a prepared statement released by the White House indicated his pleasure was not unqualified. A matter of particular

concern, the statement said, was that the new act takes precedence over some provisions of the Freedom of Information Act that exempts certain information from disclosure.

The new law is largely the work of Senator Lawton Chiles (D-Fla.), who patterned it after a law in effect in Florida and who has been working for such a measure on the federal level since 1972. But although both houses of Congress have finally passed it overwhelmingly—by voice vote in the Senate and by a vote of 384-to-0 in the House—the FCC, as is true of some other affected agencies, is not enthusiastic about it.

The commission last year considered the question of whether it should voluntarily open its meetings—such an action was suggested by members of Congress—and decided not to do so. The vote was 5-to-2, with Commissioners Benjamin L. Hooks and Glen O. Robinson favoring open meetings (BROADCASTING, Oct. 13, 1975). And Commissioner Robinson has since left the commission.

Commission members and staff alike feel that opening meetings will prove more of a hindrance to the commission than an aid to the public. They say it will slow down the commission's processes. And they contend they generally operate in a goldfish bowl, under existing conditions.

FCC turns down request to deny Detroit TV renewal

Commission disagrees with charges of discrimination filed by local religious group, but conditions decision on outcome of EEO case

The FCC renewed the contested 1973 license of Storer Broadcasting Co.'s WJBK-TV Detroit, despite a petition to deny filed by a Detroit religious organization.

The commission said the renewal was conditioned, however, upon whatever action it feels is appropriate pending the outcome of an employment discrimination complaint filed by Jymmie Turner with the U.S. Equal Employment Opportunity Commission. The FCC told Storer to inform it immediately on the final outcome of the case.

The petition to deny renewal of the license was filed by the Inter-Faith Centers for Racial Justice, an organization composed of Detroit-area religious groups including the Archdiocese of Detroit, the Jewish Community Council and various churches and individuals. The commission said ICRJ complained that WJBK-TV violated commission rules requiring maintenance of a local public file, that it did not present sufficient public affairs programming, that it violated the fairness doctrine and committed other violations.

The commission said WJBK-TV's programming was addressed to a "broad spectrum of community problems," interests and needs including those of con-

It's time to say thanks, America!

This is The Christian Broadcasting Network which has just aired its first major nationwide television special, "It's Time To Pray, America," on September 17th, over 228 television stations and Mutual Radio across the country. CBN's second special, early next year, will be broadcast worldwide.

To those of you who helped us write yet another exciting chapter in CBN's 16 year history by joining

us to present "It's Time To Pray, America" we express appreciation and the gratitude of our distinguished guests who felt this program to be of such national importance that they believed it to be their responsibility and privilege to appear.

From President Gerald Ford, Jimmy Carter, Johnny Cash, Pat Boone, Prime Minister Yitzak Rabin,

Terence Cardinal Cooke, Dr. Bill Bright, Billy Graham, Charles Colson, Dr. Zvi Almog, Tom Landry, Janet Lynn, Samuel Piccolo, Dave Wilkerson, Rex Humbard, Jack Hayward, Tom Skinner, Cornelia Wallace, Jim Ryun, Lefty Sumaci, Demos Shakarian, James Hampton and Pat Robertson and The Christian Broadcasting Network, producers of "It's Time To Pray, America."

ALABAMA WDHN-TV Dothan WOWL-TV Florence WHNT-TV Huntsville WCOV-TV Montgomery WHMA-TV Anniston WAPI-TV Birmingham	KREY-TV Montrose KTVS-TV Sterling KVTU-TV Colorado Springs CONNECTICUT WHCT-TV Hartford DISTRICT OF COLUMBIA WDCA-TV Washington, D.C.	WFLI-TV Lafayette WSBT-TV South Bend WIL-TV Terre Haute WHMB-TV Indianapolis IOWA KCRG-TV Cedar Rapids KMEG-TV Sioux City	WEYI-TV Saginaw/Flint WWUP-TV Sault Ste Marie MINNESOTA KBJR-TV Duluth KEYC-TV Mankato KSTP-TV St. Paul/Minneapolis KTTC-TV Rochester	KVVU-TV Las Vegas NEW HAMPSHIRE WMUR-TV Manchester NEW JERSEY WBTV-TV Newark NEW MEXICO KOB-TV Albuquerque KBIM-TV Roswell	WKBN-TV Youngstown WUAB-TV Cleveland OKLAHOMA KXII-TV Ardmore KTUL-TV Tulsa OREGON KEZI-TV Eugene KOBI-TV Medford KOTI-TV Klamath Falls PENNSYLVANIA WSEE-TV Erie WHP-TV Harrisburg WUTV-TV Buffalo WPIX-TV New York City WHEC-TV Rochester WTVH-TV Syracuse WUTR-TV Utica WWNY-TV Watertown	KTUV-TV Austin KBMT-TV Beaumont KZTV-TV Corpus Christi KHTV-TV Houston KVTV-TV Laredo KMCC-TV Lubbock KTRE-TV Lufkin KMOL-TV San Antonio KLTU-TV Tyler KFDX-TV Wichita Falls Wichita Falls KCEN-TV Waco KTXS-TV Abilene KMOM-TV Odessa KWAB-TV Big Spring UTAH KUTV-TV Salt Lake City					
ALASKA KENI-TV Anchorage KFAR-TV Fairbanks KINY-TV Juneau	FLORIDA WHFT-TV Fort Lauderdale WTLV-TV Jacksonville WCIX-TV Miami WSWB-TV Orlando WJHG-TV Panama City WXLT-TV Sarasota WLCY-TV Tampa WTOG-TV St. Petersburg	KANSAS KGLD-TV Garden City KCKT-TV Great Bend WIBW-TV Topeka KARD-TV Wichita KENTUCKY WTVQ-TV Lexington WLKY-TV Louisville WDRB-TV Louisville	MISSISSIPPI WLOX-TV Jackson WJTV-TV Jackson WHTV-TV Meridan WTWV-TV Tupelo MISSOURI KODE-TV Joplin KBMA-TV Kansas City WDAF-TV Kansas City KDNL-TV St. Louis KOLR-TV Springfield KRCG-TV Columbia/Jefferson KMOS-TV Sedalia	NEW YORK WTEN-TV Albany WBNG-TV Binghamton WUTV-TV Buffalo WPIX-TV New York City WHEC-TV Rochester WTVH-TV Syracuse WUTR-TV Utica WWNY-TV Watertown NORTH CAROLINA WANC-TV Asheville WCCB-TV Charlotte WRBT-TV Charlotte WRDU-TV Durham WITN-TV Washington WECT-TV Wilmington	RHODE ISLAND WPRI-TV Providence SOUTH CAROLINA WCIV-TV Charleston WNOK-TV Columbia WGSB-TV Greenville WLOS-TV Greenville/Spartanburg SOUTH DAKOTA KDLO-TV Pierre Florence KPLO-TV Reliance KELO-TV Sioux Falls KOTA-TV Rapid City KSHD-TV Lead TENNESSEE WRCB-TV Chattanooga WJHL-TV Johnson City WATE-TV Knoxville WTVF-TV Nashville WZTV-TV Nashville WCPT-TV Crossville TEXAS KLBK-TV Lubbock KAMR-TV Amarillo	VIRGINIA WVIR-TV Charlottesville WTAR-TV Norfolk WXEX-TV Richmond WDBJ-TV Roanoke WASHINGTON KVEW-TV Kennewick KIRO-TV Seattle KSTW-TV Seattle KHQ-TV Spokane KAPP-TV Yakima WEST VIRGINIA WCHS-TV Charleston WBOY-TV Clarksburg WISCONSIN WEAU-TV Eau Claire WBAY-TV Green Bay WXOW-TV La Crosse WKOW-TV Milwaukee WVTV-TV Milwaukee WAOW-TV Wausau WYOMING KYCU-TV Cheyenne					
ARIZONA KOAI-TV Flagstaff KPHO-TV Phoenix KZAZ-TV Tucson KPAZ-TV Phoenix	GEORGIA WHAE-TV Atlanta WTVM-TV Columbus WTOC-TV Savannah WRDW-TV Augusta WCWB-TV Macon HAWAII KHVO-TV Hilo KITV-TV Honolulu KMVI-TV Wailuku	LOUISIANA KALB-TV Alexandria WAFB-TV Baton Rouge KNOE-TV Monroe WGNO-TV New Orleans WWL-TV New Orleans KSLA-TV Shreveport MAINE WABI-TV Bangor WMTW-TV Portland/Poland Spgs. WAGM-TV Presque Isle	MONTANA KTVQ-TV Billings KTVM-TV Butte KRTV-TV Great Falls KCFW-TV Kalispell KYUS-TV Miles City KGVO-TV Missoula KTCM-TV Helena NEBRASKA KCNA-TV Albion KWNB-TV Hayes Center KHGI-TV Kearney/Lincoln KOMC-TV McCook WOWT-TV Omaha KSTF-TV Scottsbluff KSNB-TV Superior KDUH-TV Hay Spring NEVADA KTVN-TV Reno	NORTH DAKOTA KXMB-TV Bismarck KDIX-TV Dickinson KXMC-TV Minot KXJB-TV Valley City/Fargo KXMD-TV Williston OHIO WAKR-TV Akron WLVN-TV Cincinnati WTVN-TV Columbus WKEF-TV Dayton WSTV-TV Steubenville WDHO-TV Toledo	ARIZONA KOAI-TV Flagstaff KPHO-TV Phoenix KZAZ-TV Tucson KPAZ-TV Phoenix ARKANSAS KFPW-TV Fort Smith KTHV-TV Little Rock CALIFORNIA KMST-TV Salinas KJTV-TV Bakersfield KVIQ-TV Eureka KTLA-TV Los Angeles KLOC-TV Modesto KRCR-TV Redding/Chico KTXL-TV Sacramento XETV-TV San Diego KEMO-TV KBHK-TV KVOF-TV San Francisco KCOY-TV Santa Maria KMPH-TV Tulare (Fresno) KLXA-TV Fontana KECC-TV El Centro KHOV-TV San Bernadino COLORADO KOA-TV Denver KREX-TV Grand Junction KREZ-TV Durango	FLORIDA WHFT-TV Fort Lauderdale WTLV-TV Jacksonville WCIX-TV Miami WSWB-TV Orlando WJHG-TV Panama City WXLT-TV Sarasota WLCY-TV Tampa WTOG-TV St. Petersburg GEORGIA WHAE-TV Atlanta WTVM-TV Columbus WTOC-TV Savannah WRDW-TV Augusta WCWB-TV Macon HAWAII KHVO-TV Hilo KITV-TV Honolulu KMVI-TV Wailuku IDAHO KBCI-TV Boise KIFI-TV Idaho Falls ILLINOIS WCFC-TV Chicago WSBK-TV Chicago WSIL-TV Harrisburg WRAU-TV Peoria WREX-TV Rockford WHBF-TV Rock Island INDIANA WFIE-TV Evansville WANE-TV Fort Wayne	KANSAS KGLD-TV Garden City KCKT-TV Great Bend WIBW-TV Topeka KARD-TV Wichita KENTUCKY WTVQ-TV Lexington WLKY-TV Louisville WDRB-TV Louisville LOUISIANA KALB-TV Alexandria WAFB-TV Baton Rouge KNOE-TV Monroe WGNO-TV New Orleans WWL-TV New Orleans KSLA-TV Shreveport MAINE WABI-TV Bangor WMTW-TV Portland/Poland Spgs. WAGM-TV Presque Isle MARYLAND WBFF-TV Baltimore MASSACHUSETTS WCDC-TV Adams WSBK-TV Boston WSMW-TV Worcester MICHIGAN WUHQ-TV Battle Creek/Grand Rapids WWTV-TV Cadillac/Traverse City WXON-TV Detroit WKBD-TV Detroit WILX-TV Lansing	MISSISSIPPI WLOX-TV Jackson WJTV-TV Jackson WHTV-TV Meridan WTWV-TV Tupelo MISSOURI KODE-TV Joplin KBMA-TV Kansas City WDAF-TV Kansas City KDNL-TV St. Louis KOLR-TV Springfield KRCG-TV Columbia/Jefferson KMOS-TV Sedalia MONTANA KTVQ-TV Billings KTVM-TV Butte KRTV-TV Great Falls KCFW-TV Kalispell KYUS-TV Miles City KGVO-TV Missoula KTCM-TV Helena NEBRASKA KCNA-TV Albion KWNB-TV Hayes Center KHGI-TV Kearney/Lincoln KOMC-TV McCook WOWT-TV Omaha KSTF-TV Scottsbluff KSNB-TV Superior KDUH-TV Hay Spring NEVADA KTVN-TV Reno	NEW HAMPSHIRE WMUR-TV Manchester NEW JERSEY WBTV-TV Newark NEW MEXICO KOB-TV Albuquerque KBIM-TV Roswell NEW YORK WTEN-TV Albany WBNG-TV Binghamton WUTV-TV Buffalo WPIX-TV New York City WHEC-TV Rochester WTVH-TV Syracuse WUTR-TV Utica WWNY-TV Watertown NORTH CAROLINA WANC-TV Asheville WCCB-TV Charlotte WRBT-TV Charlotte WRDU-TV Durham WITN-TV Washington WECT-TV Wilmington NORTH DAKOTA KXMB-TV Bismarck KDIX-TV Dickinson KXMC-TV Minot KXJB-TV Valley City/Fargo KXMD-TV Williston OHIO WAKR-TV Akron WLVN-TV Cincinnati WTVN-TV Columbus WKEF-TV Dayton WSTV-TV Steubenville WDHO-TV Toledo	OKLAHOMA KXII-TV Ardmore KTUL-TV Tulsa OREGON KEZI-TV Eugene KOBI-TV Medford KOTI-TV Klamath Falls PENNSYLVANIA WSEE-TV Erie WHP-TV Harrisburg WUTV-TV Buffalo WPIX-TV New York City WHEC-TV Rochester WTVH-TV Syracuse WUTR-TV Utica WWNY-TV Watertown RHODE ISLAND WPRI-TV Providence SOUTH CAROLINA WCIV-TV Charleston WNOK-TV Columbia WGSB-TV Greenville WLOS-TV Greenville/Spartanburg SOUTH DAKOTA KDLO-TV Pierre Florence KPLO-TV Reliance KELO-TV Sioux Falls KOTA-TV Rapid City KSHD-TV Lead TENNESSEE WRCB-TV Chattanooga WJHL-TV Johnson City WATE-TV Knoxville WTVF-TV Nashville WZTV-TV Nashville WCPT-TV Crossville TEXAS KLBK-TV Lubbock KAMR-TV Amarillo	UTAH KUTV-TV Salt Lake City VIRGINIA WVIR-TV Charlottesville WTAR-TV Norfolk WXEX-TV Richmond WDBJ-TV Roanoke WASHINGTON KVEW-TV Kennewick KIRO-TV Seattle KSTW-TV Seattle KHQ-TV Spokane KAPP-TV Yakima WEST VIRGINIA WCHS-TV Charleston WBOY-TV Clarksburg WISCONSIN WEAU-TV Eau Claire WBAY-TV Green Bay WXOW-TV La Crosse WKOW-TV Milwaukee WVTV-TV Milwaukee WAOW-TV Wausau WYOMING KYCU-TV Cheyenne

The three crumpled dollar bills that built a television network!



A dinner, a \$3 contribution, and a telephone call.

Each event was separated by several years, yet each event had a profound influence on Dr. M. G. "Pat" Robertson, known to millions across the country as the host of "The 700 Club" television program. And ultimately, these three events played a unique role in shaping the history of The Christian Broadcasting Network, the lives of

Willis Robertson, a Golden Gloves boxer, Marine combat officer in Korea and ordained Southern Baptist minister, it seemed there was nothing Pat Robertson couldn't do in an era when American confidence and self-esteem was at an all-time high.

But a brief conversation with a Dutch evangelist totally altered the direction of his life in the early '50's when, almost unexpectedly even to

With \$70 in his pocket, and all their worldly possessions in a small U-haul trailer being towed behind his 7-year-old De-Soto, Pat and Dede Robertson and their children arrived in Portsmouth, Va.

Many months of frustration followed. The Robertsons lived in a run-down neighborhood near the studio site, subsisting on "daily prayer, love and soybeans," items which they had in plentiful supply. The prayer and love came naturally.

If at First You Don't Succeed, Pass the Soybeans!

The soybeans came in large bags, raw, purchased from local farmers. The Robertsons soon discovered that soybeans held great food value long before they were considered anything other than animal fodder by the general public.

Difficulties, legal entanglements, public apathy, and a severe shortage of finances seemed destined to prevent Pat Robertson from acquiring and broadcasting on the television station. He had opened the first bank account for The Christian Broadcasting Network with the \$3 contribution.

But miracles continued to make a way amid the Robertson's apparent poverty. A minister from New York arrived on the scene when they were completely without food and overdue on their rent and utilities. He presented them with a check for \$8,000. Enough not only to feed the Robertson's, but also enough to buy much-needed tubes and supplies to make it possible to get the television station on the air.

The struggles accompanying the



Original home of WXRI-FM—birthplace of CBN's Radio Network

millions of people, and, in some ways, the future of the broadcasting industry. They thrust Robertson into international prominence almost inadvertently. But most folks still call him "Pat".

His career in broadcasting started in 1960 with a \$3 contribution just a few years after he had forsaken a business career with his own electronics company. A Yale law school graduate, son of the late Sen. A.

himself, he made a verbal commitment to serve Jesus Christ.

Determined to live his life for God, Pat Robertson and his young wife, Dede, lived for a time as missionaries in one of the world's worst slums in Brooklyn, barely subsisting on poor meals with little money. Then, late in 1959, he received a phone call suggesting that he go to Portsmouth, Va., to buy a defunct UHF television station.

first frustrating attempts at getting the station started are recounted in Pat Robertson's book, "Shout It From the Housetops" which has become a best-seller in its field.

From the shaky beginnings and the starting telecast by the first television station ever authorized to broadcast 50% or more religious programming content, the network began to grow.

The ministry expanded as doors opened providing a license and equipment for a radio station in the Tidewater area of Virginia. The station became WXRI-FM, the Christian voice of Tidewater.

Network growth continued when a five-station radio network across New York State serving Buffalo, Rochester, Syracuse, Ithaca and Albany-Schenectady-Troy was added to the ministry. In 1971, WHAE-TV, Channel 46, Atlanta, signed on the air, followed two years later by KXTX-TV, Channel 39, Dallas.

The 700 Club Concept Opens Up Nationwide Opportunity for CBN

Starting in 1972, "The 700 Club" program with Robertson as its host, began entering homes on a daily basis in Charlotte, Fresno, Baltimore, Detroit and dozens of other key cities across America, bringing a Christian variety and talk show to audiences evidently responsive to the message of hope, joy and new life.

Today the program airs on more than 60 TV stations and 98 radio stations on a daily basis and is

seen in 26 of the top 30 markets in the nation.

Guests of international stature began actively seeking guest spots on the program.

A Personal Community Service, Stations Can't Offer Alone.

And millions of Americans found they could call for immediate help to a network of counseling centers springing up across America wherever the program made its debut.

The "700 Club" was not the usual "national" ministry or even the usual "national" television show. Because viewers could call for help right in their hometown, it suddenly became a local broadcast almost everywhere.

Across the Street, Across the Nation . . . Around the World.

That held a unique opportunity for the local station carrying the program. Here was a show with national status, that actually served each individual community where it was broadcast. The counseling centers in each area were manned by people in that community. The broadcasters found themselves an integral part of a broad community service operation with no more responsibility than to simply provide the necessary airtime for the daily "700 Club" broadcast, and "super" a local phone number. "The 700 Club" at the present time is being dubbed in Spanish.

New World's to Conquer Through Christian Broadcasting.

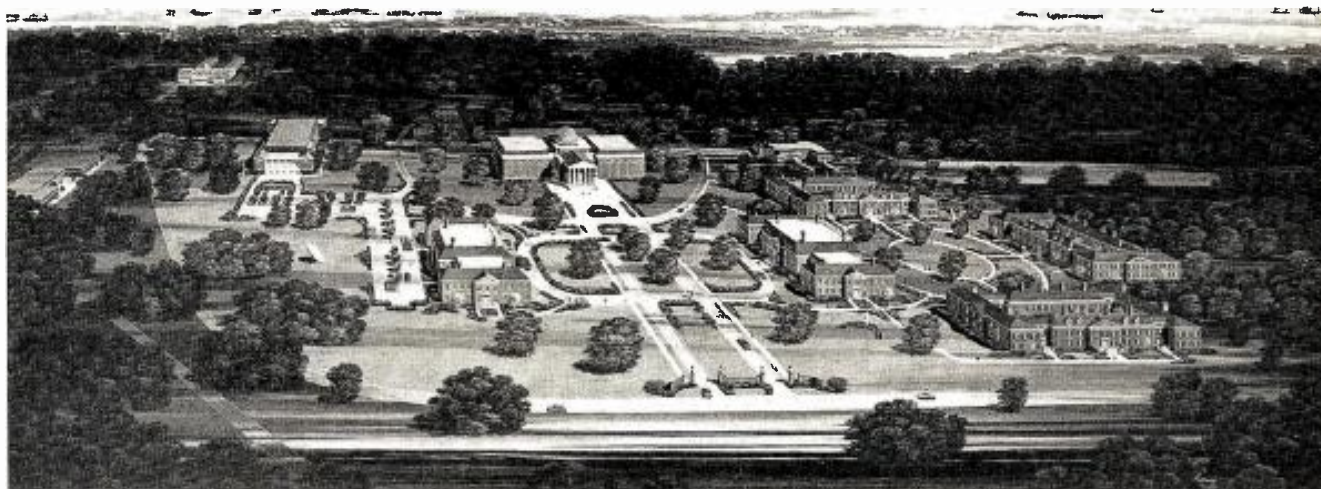
Its current overseas outreach presently includes Canada, the West Indies and Great Britain, with programs starting in the Philippines in the fall. But Pat Robertson's world vision for the network as a vehicle for international evangelism is taking root in the International Communications Center currently under construction at a site on Indian River Road and Interstate 64, in Virginia Beach, Va.

The center, which will act as a training ground for potential Christian broadcasters from around the globe, will contain a major television and radio production facility including 4 TV studios, an international school for communications, an earth station for satellite communications, a conference center, an auditorium and a school of theology. Young men and women from developing nations will be able to come and study, and return to their homeland ready to enter the field of broadcasting as trained communicators whose lives have been dedicated to serving God and mankind through the media.

The center will serve as the focal point for a worldwide outreach to bring the gospel message to every person possible.

It's a dream that would have seemed beyond imagination for a young minister with a \$3 contribution just a few years ago.

Nothing seems impossible anymore for CBN.



Artist's conception of CBN INTERNATIONAL COMMUNICATIONS CENTER now under construction in Virginia Beach, Va.

cern to Detroit's black community. the FCC said ICRJ's complaints about WJBK-TV's news programming were basically a disagreement with Storer's programming decisions. The commission said it wouldn't interfere with a licensee's programming judgment merely because of a petitioner's opinion that a particular event should have been covered, or that news broadcasts should reflect favorably on the black community.

The FCC said it had not been established that WJBK-TV's news coverage of the black community had been distorted or suppressed. The petitioners also failed to show that blacks have been accorded different treatment than whites in the station's entertainment programming, the FCC said.

ICRJ had also complained that when its representatives went to WJBK-TV in July 1973 to inspect the required local public file, they were told the file was at Storer's corporate headquarters in Miami Beach, Fla., and would not be available for several days, the FCC said. They were told later the same day that the file was available, the commission said, and they inspected it the next day. The FCC said further inquiry into the matter was not necessary, but that Storer "is admonished" to obey the rule in the future.

An ICRJ allegation that the station violated the fairness doctrine in its treatment of the Detroit busing issue, the commission said, did not convince it that Storer had failed to meet the FCC "standard of

reasonableness and good faith" in presenting contrasting views upon issues important to the community. The commission said ICRJ charged that a disproportionate number of news stories expressing an anti-busing viewpoint had been aired by WJBK-TV. The FCC said there is no requirement for a precisely equal balance of views and that the station did live up to its fairness obligations.

The action was taken by Chairman Richard E. Wiley and Commissioners Robert E. Lee and Abbott Washburn, with Commissioner Benjamin L. Hooks concurring and Commissioner James Quello abstaining from voting.

Changing Hands

Announced

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

■ **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 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 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.

■ **KCRL(AM) Reno:** Sold by Capital C Inc. to Virginia Kirk Cord for \$470,250. Seller is 100% owned by estate of E.L. Cord, husband of buyer. Co-executors of estate are Charles E. Cord, son of E. L. and Virginia Cord, and Edward D. Neuhoff, San Marino, Calif., attorney. Estate also owns 90% of KCRL-TV Reno, with Charles Cord owning remaining 10%. Buyer has filed claim under community property laws of Nevada claiming one-half interest in all assets held by estate. If sale of KCRL(AM) is approved, buyer's consideration will become asset of estate to be distributed in accordance with final order of court. KCRL is on 780 khz, with 50 kw full time.

■ **WDIG(AM) Dothan, Ala.:** Sold by WDIG Inc. to Early Bird Broadcasting Inc. for \$375,000. Buyer is owned by Margaret L. Wein (97%) and two Wein sons and a daughter who have one voting share each. Wein family also owns 40% of WZZA(AM) Tusculumbia-WRCK-FM Sheffield, both Alabama. Principals in buyer are Johnny Culpepper (49.83%) and R. Lamar Trammell (49.83%). Mr. Culpepper is owner of Dothan car rental company and Mr. Trammell is salesman for WDIG. Buyers have no other broadcast interests. WDIG is on 1450 khz with 1 kw day and 250 w night.

■ **WHYD(AM) Columbus, Ga.:** Sold by WGBA Inc. to CLW Broadcasters Inc. for \$325,000. Seller is owned by Charles A. McClure and F. Keith Brown, who will retain co-owned WCGQ(FM) Columbus and who also own WCHK-AM-FM Canton, Ga., and have interests in WJSR(FM) Athens, Ga. Buyer is nonstock corporation owned by nonprofit AMG International, New Jersey-based religious organization primarily engaged in missionary activities in foreign countries. Stock is voted by AMG president, Spiros Zodiates. CLW offers broadcast consultant services, religious programming services and equipment sales. It also owns WSCW(AM) South Charleston, W.Va., and is permittee of WCRJ(AM) Jacksonville, Fla. (formerly WIAD). WHYD is 5 kw daytimer on 1270 khz.

■ **KWRL(AM) Sparks, Nev.:** Sold by Transierra Media Inc. to Oceanic Investment Corp. for \$250,000. Principal in seller is Cy Newman, who has sold, subject to FCC approval, KVOV(AM) Henderson, Nev., to his son, Joseph F. Newman, and one other stockholder. Mr. Newman and son are seeking new FM in Henderson. Buyer is owned by Gilbert M. Fedderbush (30%), Michael J. Schweinsburg (25%), Margaret Rogers (25%) and Robert Masson (20%). Buyers are engaged in real estate, hotel and other businesses primarily in Los Angeles, while Mr. Schweinsburg is music director for KROQ-AM-FM Burbank-Pasadena, Calif. KWRL is 1 kw daytimer on 1270 khz.

■ **KEFC(FM) Waco, Tex.:** Sold by Joy Broadcasting Inc. to Sunburst Productions



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Inc. for \$172,000 plus \$40,000 noncompetition covenant. Seller is owned by Charles E. Maddux, who has no other broadcast interests. Buyer is owned 25% each by Mark Robertson, his father Henry W. Robertson, Steve Bartlett and Robert C. Sullivan. Buyers are business and professional men in and around Dallas and Waco, and have no other broadcast interests. KEFC is on 95.5 mhz with 3.1 kw and antenna 220 feet above average terrain. Broker: Texas Meridian Corp.

■ Other sales reported at the FCC last week include: WSSC(AM) Sumter, S.C. (see page 72).

Approved

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

■ WADO(AM) New York: Sold by Bartell Media to Wilson Communications Inc. for \$4.8 million. Seller also owns WMXJ(FM) Miami, WOKY(AM) Milwaukee, WRRQ(FM) Detroit, KCBQ(AM) San Diego and KSLQ(FM) St. Louis. Buyers, George Wilson, Nelson Lavergne and Robert Smith, are Bartell executives. WADO is full time on 1280 khz with 5 kw.

■ KFJZ(AM)-KWXI(FM) Fort Worth, and Texas State Network: Sold by Communications Properties Inc. to Swanco Broadcasting Inc. for \$4,107,500. Seller is multiple cable-system operator with 59 systems in 11 states, and lists some 263,000 subscribers. Seller wants to get out of over-the-air broadcasting business and owns no other broadcast stations. Texas State Network provides newscasts to over 130 radio stations. Buyer is group owner with Gerock H. Swanson (82%) as president, and owns KLEO(AM) Wichita, Kan., WBYU(FM) New Orleans, KQEO(AM) Albuquerque, N.M., KKNQ(FM) Oklahoma City, KRMG(AM) Tulsa, Okla., and KKYX(AM) San Antonio, Tex., and has sold, subject to FCC approval, KWEN(FM), co-owned with KRMG, for \$500,000. KFJZ operates full time on 1270 khz with 5 kw. KWXI is on 97.1 mhz 98 kw and antenna 1,460 feet above average terrain.

■ KBCI-TV Boise, Idaho: Sold by Boise Valley Broadcasters Inc. to Eugene Television Inc. for \$2,087,000. Station was previously sold to Donrey Communications Co. (BROADCASTING, Feb. 3, 1975), but application was dismissed by FCC at request of licensee (BROADCASTING, July 28, 1975) after FCC deferred action on Donrey application until case involving fraudulent billing charges against Donrey's KORK-TV Las Vegas could be resolved. Donrey was denied KORK license renewal (BROADCASTING, July 5). Principals in seller, which has no other broadcast interests, are Robert W. Howell (10.9%), H. Westerman Whillock (5.3%) and Mrs. Stanley King (9.9%). Buyer also owns KVAL-TV Eugene, KCBY-TV Coos Bay and 50% of KPIC-TV Roseburg, all Oregon. Principals in buyer are Robert P. Booth (15.5%) and Terry Tillman (11.6%). There are 15 other stockholders. KBCI-TV is CBS affiliate on channel 2 with 65 kw visual,

7.01 kw aural and antenna 2,550 feet above average terrain.

■ KSDO(AM) San Diego: Sold by Generation II Radio San Diego Inc. to Pacific & Southern Inc. for \$1,576,000. Seller is principally owned by Bertram R. and Dariel H. Firestone who have no other broadcast interests. Buyer is subsidiary of Phoenix-based Combined Communications Corp., group owner with two AM's, two FM's, seven TV's, is publisher of *Cincinnati Enquirer* and owner of number of outdoor advertising firms. CCC is awaiting FCC approval for sale of its WSAI-AM-FM Cincinnati to publisher of *Boston Globe* for \$6.3 million (BROADCASTING, June 28). FCC granted sale of KSDO in spite of 1 mV/m contour overlap with CCC's KIIS(AM) Los Angeles, because, commission said, most of overlap would occur over Pacific Ocean, and affected islands of San Clemente and Santa Catalina are separate communities not really competing for listeners and advertisers. KSDO is on 1130 khz with 5 kw day, 1 kw night.

■ WEXI(AM)-WIVY-FM Jacksonville, Fla.: Sold by Jacksonville Broadcasting Corp. to Torrid Broadcasting Inc. for \$1,250,000. In simultaneous transaction, Torrid sold WEXI (formerly WIVY(AM)) to Hayes Broadcasting Corp. for \$250,000. Jacksonville's principals are Edwin B. Laughlin (50%), Y. Thomas Kirby (25%) and Robert E. Lieb (25%) who have no other broadcast interests. Torrid is owned by

Allen Weiner who also owns KOME(FM) San Jose, Calif. Hayes is owned by Patrick F. Hayes, present general manager of WEXI and WIVY-FM. WEXI is 5 kw daytimer on 1280 khz. WIVY-FM is on 102.9 mhz with 29 kw and antenna 205 feet above average terrain.

■ KBSC-TV Corona (Los Angeles): Sold by Kaiser Broadcasting Corp. to Oak Broadcasting Systems Inc. for \$1.2 million. Kaiser also owns WCAS(AM) Cambridge, Mass., and owns (77.5% Kaiser, 22.5% co-partner Field Communications Corp.) KBHK-TV San Francisco, WFLD-TV Chicago, WLVI-TV Cambridge, Mass., WKBD-TV Detroit, WKBS-TV Burlington, N.J., and 36% of WUAB(TV) Lorain, Ohio. Kaiser is to be sold in liquidation of its parent, Kaiser Industries, and is being appraised by New York investment house ("Closed Circuit," Aug. 23). Buyer is owned by Jerry Perenchio (50%) and publicly traded Oak Industries (50%). Mr. Perenchio is TV series and specials producer. Oak produces television and cable equipment, and is based in Crystal Lake, Ill. FCC also approved subscription television authority for KBSC-TV. KBSC-TV is on channel 52, with 813 kw visual, 69.2kw aural and antenna 2,780 feet above average terrain.

■ WTAN-AM-FM Clearwater, Fla.: Sold by Clearwater Radio Inc. to WOAK Inc. for \$850,000 subject to adjustment at closing. Seller is owned by H.D. Parker, Frank L. Reid and James J. Short who have no

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other broadcast interests. Buyer is subsidiary of Broadcast Enterprises Network Inc. (Ragan Henry and Stan Raymond, principals) and also owns WAOK(AM) Atlanta and WGIV(AM) Charlotte, N.C. WTAN(AM) is on 1340 khz with 1 kw day, 250 w night. WTAN-FM is on 95.7 mhz with 18 kw and antenna 130 feet above average terrain.

■ Other sales approved by the FCC last week include: KLEI(AM) Kailua, Hawaii; WOLI(FM) Ottawa, Ill.; KLOQ(FM) Lyons, Kan.; WIRV(AM) Irvine, Ky.; KLPL(AM)-KBED(FM) Lake Providence, La.; KRMS-AM-FM Osage Beach, Mo.; WMNS(AM) Olean, N.Y.; WVBM(AM) Utica, N.Y.; WHIP(AM) Mooresville, N.C.; WSUM(AM) Parma, Ohio; KTVR(TV) La Grande, Ore.; WZIX(AM) York, Pa.; KSDR(AM) Watertown, S.D.; WKYE(AM) Bristol, Tenn.; WLIV-AM-FM Livingston, Tenn.; KMEL(AM) Wenatchee, Wash.; WFSP(AM) Kingwood, W.Va.; WLKE-AM-FM Waupun, Wis. (see page 72).

Media Briefs

Mayes in for Wilson. Wendell Mayes, of KNOW(AM) Austin, Tex., has been added to National Association of Broadcasters radio board for term expiring June 1977. He replaces Stan Wilson, formerly of KFJZ(AM) Fort Worth, now of Radio Southwest Corp., Dallas, who resigned because of increased demands of new job. Mr. Mayes polled second largest number of votes in NAB district 13 race in 1975.

Paper purchase. Straus Communications of New Jersey, new company owned by R. Peter Straus, his wife, Ellen, and daughter, Diane Straus Tucker, has purchased weekly *Cranford (N.J.) Citizen & Chronicle* for undisclosed amount from Mary and Wallace Sprague. Mrs. Tucker will be executive editor of paper. Mr. and Mrs. Straus are principals of Straus Communications Inc., licensee of WMCA(AM) New York. Broker for transaction was W.B. Grimes & Co., Washington.

Cox dividend up. Cox Broadcasting regular quarterly cash common stock dividend has been increased to 13-3/4 cents per share from 11-1/4 cents, payable Oct. 15 to shareholders of record Sept. 28.

Exchange offer. Reeves Telecom Corp., Charleston, S.C., group station owner with diversified interests, said it is considering acquisition of approximately 40% of its outstanding stock by offering existing shareowners, on pro-rata basis, \$3.50 per share in exchange for five-year 9% subordinated debentures, callable at par and to be prepaid "as expeditiously as cash flow will allow." Aim would be to create greater earnings per outstanding share and thus encourage more active trading. Projected \$3.50 price is well above recent trading of Reeves Telecom shares at around \$2 on American Stock Exchange, but management said it is "considerably below the equity value of our company" based on appraisal of assets that will be sent to shareholders when it is completed.

Tune-in. Public Broadcasting Service has sent its member stations 300,000 copies of "PBS/UHF Guide" that shows viewers how to improve UHF reception. Booklets—to be distributed in local communities and to local press—explain such aspects; as tuners, antennas, lead-in wires as well as UHF on cable systems. PBS also is asking commercial stations to run PSA on subject.

Warner acquires. Warner Communications Inc., New York, has signed contract to buy Atari Inc. for cash and assumption of debt totaling about \$28 million. Atari, which produces coin-operated video games and consumer video games, is moving its headquarters and plant to Sunnysvale, Calif.

FCC rejects harsher penalty for WAXC

It's a setback for Rochester group that sought full-scale denial because of more alleged misconduct by former station stockholder

The FCC has affirmed its short-term renewal of license for WAXC(AM) Rochester, N.Y., and has denied a petition by the Rochester Black Media Coalition which claimed that criminal activities of a WAXC owner required denial of the license.

The commission renewed WAXC's license for a short term, until April 1, 1977 (BROADCASTING, March 1), conditioned on the filing of details of the station's equal employment opportunity program. The Rochester Black Media Coalition, one of two groups originally petitioning for denial of WAXC's license renewal on equal employment, programming and ascertainment grounds, said in its petition for reconsideration of the commission's short-term renewal that new information concerning the criminal activities of Paul R. Dean, a 35% stockholder of WAXC, required denial of the license.

RBMC said Mr. Dean was convicted for

grand larceny and bad check charges and sentenced to term of up to seven years at the Attica state penitentiary. (Mr. Dean has appealed the conviction.) The FCC had considered evidence that Mr. Dean had been indicted for alleged criminal activities arising from his Rochester bond brokerage firm, Paul R. Dean & Co., when it granted the short-term renewal last February. In spite of the recent conviction, the commission said, none of RBMC's new evidence required a change of its earlier decision. The FCC said Mr. Dean's ownership in Dean & Co. and WAXC was closely intertwined, but the day-to-day operations of the two corporations were unrelated. The commission said Mr. Dean's alleged individual criminal acts did not involve broadcasting or any application before the FCC.

The commission said it was aware that licensees who break laws unrelated to broadcasting could prove unqualified to operate a broadcasting station in the public interest. However, the FCC added, Mr. Dean was not involved in over-all station operations and he was removed from WAXC ownership prior to his felony convictions.

Commissioner Benjamin Hooks disagreed with the order issued by Chairman Richard Wiley and Commissioners Robert E. Lee, James Quello and Abbott Washburn. In a dissenting statement, Commissioner Hooks said there are "serious questions of fact with respect to the licensee's fitness to exist."

Pompadur quits posts at ABC

VP and assistant to Rule cites personal reasons; no new assignment lined up

I. Martin Pompadur has resigned his \$110,000-a-year job as vice president and member of the board of ABC Inc. and



Into the mountains. FCC Chairman Richard Wiley and members of the FCC accompanied the National Association of Broadcasters small market radio committee on the fourth annual NAB small market radio tour last week. By NAB's count, more than 110 FCC staffers have now visited small-market stations. At WTRI(AM) Brunswick, Md. (l to r): Bill Rollins, wsvm(AM) Valdese, N.C., small market committee chairman; Bert Thornton, president of WTRI; Mr. Wiley; John Summers, NAB executive vice president and general manager, and James Hubert, NAB senior vice president for station services. The tour also stopped at WXVA(AM)-WZFM(FM) Charles Town, W.Va.

Ed DiGiulio Speaks Out:



Whatever happened to the concept of TV news as an important public service?

It was only natural that the advent of ENG would generate a great deal of excitement. Because, conceivably, for the very first time, television news could begin to compete with radio news in terms of immediacy. The ENG minicams made it possible to transmit live coverage of 'action news' as it happens. And the live coverage of the SLA Shootout made television history!

Unfortunately, it also unleashed a form of ENG hysteria bordering on dementia. To extrapolate this unique SLA Shootout-type situation to every other type of news coverage — from minor local stories to in-depth news documentaries — is invalid in the extreme.

A new mentality — a 'minicam mentality' — seems to have invaded television news. A self-serving mentality that insists that all stations must go all-electronic regardless of news-worthiness or cost effectiveness.

Whatever happened to the concept of TV news as an important *public service* — which is what serious news programming is supposed to be all about?

It is no secret that one of the first true casualties of this new 'minicam mentality' is an O&O's local evening news program in Los Angeles, for many years one of the most respected and admired news programs in the area.

It is indeed a strange mentality that will not recognize that a 'Top 20 News' approach has reduced this TV news program to a headline service at best.

... a mentality that condescendingly presumes that the average viewer has an attention span of 8 seconds, and an insatiable appetite for all the fires,



Ed DiGiulio, President of Cinema Products Corp., rapping with TV-news cameramen at the National Association of Press Photographers conference in Atlanta.

accidents and murders that can possibly be covered — preferably live — during the scheduled news hour.

... a mentality that deems it desirable to fire up to 50% of a station's veteran TV-journalists, and by going fully electronic, to mechanize and computerize the news gathering process to where the reporter may become no more than a puppet at the end of a microphone!

It is a vacuous 'minicam mentality' that would judge a newscaster's performance by measuring (through some dubious 'skin test' response) an audience's reaction to his TV screen personality, rather than evaluate his effectiveness as a journalist performing an important public service.

As if the name of the game in television news is purely showbiz and higher ratings! (Interestingly enough, this O&O's evening news program is still very much behind in the daily ratings!)

And yet, all the hoopla and ballyhoo in support of going all ENG continues unabated. For the 'minicam mentality' refuses to recognize that the recording and transmitting paraphernalia of ENG still make it far less portable and versatile than a newsfilm camera,

and would have us believe that merely speeding up the news is in the public interest.

What it really aims to do is provide us with an electronic brand of 'instant news' — cosmetic, pretty packaging (with blood and gore, to be sure), but without any substance.

Needless to say, this is patent nonsense. Any real newsman knows it! And so do serious station owners and managers who won't let themselves be sold a bill of goods and be made suckers for a fad!

If your main concern is better TV news coverage and more in-depth news stories rather than blind pursuit of the latest equipment fad — before you commit yourself to a capital outlay of \$200,000 or more per quality ENG outfit (complete with van and microwave transmitting equipment) — do consider what a reliable and efficient CP-16R/A can accomplish at about one twentieth of the cost!

For the fact of the matter is that there is not one single ENG camera on the market today that can match our completely self-contained, single-system CP-16R/A camera for quality, mobility, and cost effectiveness!

As for performance, there is no way an ENG crew can cover a fast-moving news situation, or move into a crowd and become part of the developing action in the manner of a TV-journalist operating a CP-16R/A newsfilm camera 'one-man-band' style.

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



He'd better not ask me to work late tonight. "Medical Center's" on.

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



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



assistant to ABC Inc. President Elton H. Rule in a surprise move attributed only to "personal reasons."

Mr. Pompadur, 41, told BROADCASTING he had simply "decided it was time to sever the cord, sit back and think about what I want to do with my future."

Chairman Leonard H. Goldenson and President Rule took the unusual step of announcing the resignation, which was effective the same day as the announcement, last Monday (Sept. 13). They said that they did so with regret, and that at the

company's request Mr. Pompadur had agreed to stay on "for a period of time to assist in the orderly transition of his responsibilities."

Other ABC sources said he would stay until about the end of



Pompadur

this year. They doubted that the post of assistant to the president would be continued "as such" after Mr. Pompadur's departure.

ABC officials said Mr. Pompadur's resignation was entirely voluntary, but they declined to speculate on the reasons or elaborate on the announcement.

Mr. Pompadur, reached at home last Tuesday, said that ABC—where he has worked in a variety of responsible positions over the past 16 years—"has been terrific for me," but that he had come to the conclusion that, having spent virtually all of his working life there, he should stop and consider his future. He said he had "nothing specific in mind" as to what his next job might be, but that he felt his experience qualified him for a variety of possibilities, depending on what track he decided to take.

Mr. Pompadur, according to an ABC proxy statement last April, received \$109,808 in salary last year, plus 1,750 shares of ABC stock under the company's 1975 restricted stock bonus plan. These brought his total ABC shares to about 9,000. At recent market prices, they would be worth about \$317,000. The proxy statement also showed that at Feb. 29 this year Mr. Pompadur had options to buy 22,000 shares of ABC at \$27.24 a share. His retirement benefits at age 65, had he remained at ABC at his 1975 salary level, would have been \$54,795 annually, according to the proxy report.

Mr. Pompadur joined ABC as a member of its legal department in 1960. He was named vice president in charge of administration of ABC-TV in 1966 and vice president and general manager in 1968. He subsequently was named vice president and assistant to the president of ABC Inc. and in 1973 was given, in addition, operating responsibility for several non-broadcast divisions. Later that year he was named president of the newly created ABC Leisure Group, which at that time included virtually all ABC nonbroadcast operations. He returned to the post of vice president and assistant to Mr. Rule last

fall, dealing with operational and administrative activities throughout the company (BROADCASTING, Oct. 27, 1975).

Broadcasting and cable should bury the hatchet

Clifford Kirtland of Cox calls for increased cooperation between all media to better serve viewers

With the claim that there is "room for all," Clifford M. Kirtland Jr., president of Cox Broadcasting Corp., last week made a call for peace and cooperation among the various electronic media.

"What I really feel is necessary during the next five to 10 years is the recognition by all broadcasters, cable operators and producers of programming that the viewer and listener in the home are not served by high-toned rhetoric lambasting the opposition and feeding the critics," Mr. Kirtland told the annual meeting of the Institute of Broadcasting Financial Management in Boston.

"What is needed is a recognition that—even after all the compromises, rule changes, technological advances and criticism from all sides—the audience today is better served than ever before. The broadcasting industry is doing better than ever before. And the cable operators and movie producers are not doing too badly either," Mr. Kirtland asserted.

To back up his position, he cited a report, "Cox Looks at the Future," which last year showed experts predicting substantial growth for both broadcasting and cable television through 1985, without serious competition to either (BROADCASTING, Feb. 24, 1975). Among the predictions were strong growth of advertising expenditures in broadcasting, particularly on the local level, and increased audience listening and viewing time.

For cable, the report anticipated penetration to rise from 12% in 1973 to 29% of all households in 1985. For the top-25 markets, a gain from 4% to 17% by 1985 was anticipated. Yet, "another key prediction," Mr. Kirtland noted, "was that cable will emerge as only a very limited advertising medium." In 1985, advertising is expected to account for only 10% of cable revenues.

The Atlanta-based company which Mr. Kirtland heads has interests in both industries. Aside from being a group broadcaster, it holds majority of Cox Cable Communications, owning 56.2% of the 403,000-subscriber multiple system operation. Among Cox Broadcasting's other interests are radio and television sales representation and motion picture production. "Obviously, we long have been convinced that cable TV and broadcasting are and should be complementary services. And that compatibility definitely includes pay cable and subscriber programming via MDS[multipoint distribution

service]," Mr. Kirtland explained to the financial analysts.

Mr. Kirtland admitted that he too had opposed cable television in the late 1950's. However, he said, "this is almost 20 years later, and there still are many broadcasters who honestly feel that cable is unfair competition because the product of basic cable service is produced and paid for by someone else. But that is just the way it is. What good does it do to make this point time and time again? It labels broadcasting as unwilling to accept change that is evolutionary."

Whatever the battles that have been waged between the two industries, Mr. Kirtland stressed, "the public interest has been—and will be—even better served by additional service being brought into the homes of viewers."

Yet he did note that especially in smaller communities, "program protection for the local station, consistent with maximum service to the viewer, becomes the critical issue."

He also gave credit to a strong network system for the success of television. "Even with all its critics, network programming really is what makes the medium what it is. The ability of advertisers to reach potential customers on such a massive scale, with such great efficiency, simply has led to the growth of the economy of our country in a manner unprecedented," he said.

However, taking a stance expressed by other broadcasters (BROADCASTING, April 26 et seq.), he claimed that "the rumored expansion of network news in the early evening . . . begins to upset the balance between local and network programming that currently exists on network affiliated stations." While saying that he favored more news service, he argued that "such service belongs in time periods presently programmed by the networks."

Calling himself "pro-viewer," Mr. Kirtland questioned whether network arguments regarding antisiphoning rules are "solid—that, without antisiphoning rules, it might mean the ultimate demise of free television? I doubt it. Television came along and there were dire predictions as to the future of radio, but radio is stronger today than ever before." He did say, however, that "without the viewers in the market being shortchanged," exclusivity protection for syndicated shows and sports programs carried by local affiliated stations "is a worthwhile objective."

Turning to FM radio, Mr. Kirtland referred to a study released last week, "Cox Looks at FM Radio," which he said showed that "in terms of growth over the next five years, FM radio will far exceed any other form of mass communications" (BROADCASTING, Sept. 13). He said that "FM stations—contrary to some reports—have been profitable since 1973" and "have generated a positive cash flow [income after taxes, plus depreciation and amortization] since 1964."

"UHF television is another segment of the business that seems to be coming into its own," he said. Citing FCC figures he noted that 1975 was the first year that



A look behind closed doors.

Residents of Woodbury County, Iowa, are awaiting the results of local, state and federal investigations into alleged mistreatment of mentally handicapped patients at the county care facility.

KMEG-TV in Sioux City began extensive coverage of the controversy in mid-February. Staff reporter Gene Ambroson obtained sworn statements containing the alleged violations from present and former employees of the facility. The information prompted a request for a grand jury investigation.

Because of Ambroson's contributions, so vital in awakening the public to the treatment of the mentally handicapped, he has been nominated for the Iowa Association for Retarded Citizens' Newsman of the Year Award.

Alerting the public to citizens in need 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
WWTU Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac
		WWAM Cadillac	KMEG-TV Sioux City

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

Company	Period/Ended	Current and change				Per Share	Year earlier		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
Burnup & Sims.....	3 mo. 7/31	18,300,000	+ 8.4%	397,900	+ 188.1%	.05	16,879,300	138,100	.02
Globe Broadcasting.....	6 mo. 6/30	3,755,900	+16.3%	5,961,100	"	2.14	3,228,600	285,600	.10
Needham, Harper & Steers.....	6 mo. 6/30	17,699,000	+20.7%	1,017,000	"	1.25	14,653,000	167,000	.20
RSC Industries.....	6 mo. 6/30	6,003,000	- 2.9%	257,000	-36.6%	10	6,178,000	405,000	.12
Sonderling.....	6 mo. 6/30	13,889,000	+16.5%	946,000	+67.4%	1.20	11,912,000	565,000	.75
United Cable TV.....	Year 5/31	15,284,000	+23.5%	(4,247,000)	"	(2.26)	12,371,000	1,565,000	(.83)
Westinghouse Electric.....	6 mo. 6/30	2,994,046,000	+ 8.5%	101,740,000	+36.3%	1.16	2,757,982,000	74,623,000	.85

*Change too great to be meaningful.

UHF's as a group showed a profit. And returning to Cox's study of the future, he reminded the audience that "79% of those participating in the technology survey agreed that technological advances would enable UHF stations to perform at least 90% as well as VHF facilities within a decade. "Investors are reviewing UHF stations with renewed interest particularly in light of the surge in 1976 financial results," he said.

He noted that the various "forecasts and reports coming from our own industry are being matched in tone by Wall Street analysts." And he said it is encouraging that these predictions come from both broadcasters and others who realize that government regulation is a fact of life that is not going away. Although he said he advocates elimination of the fairness doctrine, he asserted that "I don't think any responsible broadcaster objects to reasonable regulation. . . ."

All in all, he said "there's no question that, in our industry, the varying opinions come together in a positive conclusion. Broadcasting is healthy. Broadcasting is vital."

He concluded: "Perhaps a greater spirit of cooperation among all parties working toward balanced regulation in a positive way, a greater acceptance of technological

change and a greater reliance on the free enterprise system to work its wonders will, by 1985, further enhance the total communication service of our country. From the standpoint of the consumer, there is indeed 'room for all.'"

It's hunting time in New Hampshire's hills for FCC

Proposal for WBRL denial follows similar action by FCC against the other two stations in Berlin; double billing is the root of the trouble for all three

Berlin, N.H., may be out of luck and out of local radio stations, if an initial decision of an FCC administrative law judge sticks.

Administrative Law Judge Byron E. Harrison has recommended denial of license renewal for Berlin Communications Inc.'s WBRL(AM) for fraudulent billing. Last July the commission denied renewal of license of White Mountain Broadcasting Co.'s WMOU(AM) and WXLQ(FM), the only other two Berlin radio stations, also for double billing (BROADCASTING, July 19).

Both cases were fairly similar. The commission charged White Mountain with issuing two different bills to certain local advertisers who paid the lower bill, which was nearer the true cost of the advertisements, and sent on the higher bill to manufacturers and suppliers for reimbursement. Over \$20,000 in overcharges were made between 1969 and August 1974, the commission said, although the exact amount could not be determined because of insubstantial records.

WBRL was involved in a similar scheme, the FCC judge said, enabling local retail advertisers to overcharge manufacturers in excess of \$22,000 between April 1971 and August 1974, when an FCC field investigation revealed the practice. Berlin Communications has admitted the false billing, according to Judge Harrison, although its president and 75% stockholder, Richard L. Blais, has said he didn't know of the overcharges until 1974.

Judge Harrison said it was apparent that Mr. Blais learned of the double-billing practices shortly after he purchased the station in 1971. Judge Harrison said the owner of *The Berlin Reporter* told Mr.

Blais the station was double-billing and that Mr. Blais confirmed the fact through the station general manager, Robert T. Dale.

Judge Harrison said Mr. Dale reported the station would suffer economically if the double-billing practices were stopped, and Mr. Blais allowed them to continue until the FCC investigation.

WMOU(AM)-WXLQ(FM) are past the initial-decision stage. Another judge had recommended originally to grant the licensee a short-term renewal, fine it \$10,000 and order full restitution of the amount overcharged. The commission took the case a step further, however, and denied renewal of license. White Mountain has petitioned the FCC to reconsider the decision.

WBRL is planning to appeal Judge Harrison's decision, according to Mr. Blais.

Running a successful radio station in a town with just 15,000 people and the stiff competition of three radio stations is "very, very difficult," according to Mr. Dale. Nestled between "the pine trees and the bears" of White Mountain National Forest, according to Mr. Dale and other WBRL employees, Berlin residents are dependent for virtually all their radio listening upon the three stations facing denial of license.

FCC seeks cooperation from broadcasters in financial report study

Wiley asks IBFM participants to assist firm making report on improvements in Form 324

FCC Chairman Richard E. Wiley, in his first appearance before the Institute of Broadcasting Financial Management since becoming a commissioner four years ago, asked a favor. He would like the financial managers to cooperate in the study now being made that is aimed at improving the financial data the commission receives from broadcasters. Such cooperation, he says, would serve not only the public interest but the broadcasting industry.

Chairman Wiley, who addressed the IBFM in New York last Monday, noted that analyses and studies undertaken by the Rand Corp. and the commission staff have led to questions about the adequacy of the data broadcasters provide the FCC through its annual financial reporting

Fast pace. FCC Chairman Richard E. Wiley continues to demonstrate an appetite for responsibility. On Oct. 1, he assumes the post of national president of the Federal Bar Association. (He was active last week in the FBA's convention in Washington). He was reappointed by President Ford to a three-year term on the Administrative Conference of the United States. And the president of the American Bar Association, Justin Stanley of Chicago, has named him to a third one-year term on a special committee on lawyers in government.

Cutter for Carter. Bowman Cutter has resigned as assistant to Larry Israel, president of the Washington Post Co., to join the staff of Democratic presidential candidate Jimmy Carter. He is with a group working on transition to a Carter administration; his area is economics and budget planning. Before taking the job with the Post, Mr. Cutter served for three and one-half years as head of the Cable Television Information Center in Washington.

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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.

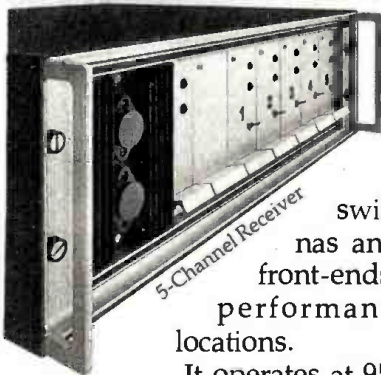
It will revolutionize studio programming and remote operations for news, sports, and special events.

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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Ads for 'low tar' cigarette brands pushed for TV

Bruce McGorrill of WCSH-TV and TVB suggests plan to return commercials so smokers will be able to choose safest brand

Cigarettes having low tar and nicotine content should be allowed to return to TV and radio advertising out of consideration for the health of smokers, Bruce McGorrill, manager of WCSH-TV Portland, Me., said last week.

He told the Kansas City (Mo.) Advertising Club that the five-year-old ban on broadcast advertising of cigarettes is a failure and that the time has come "to say to Washington: 'Let's put cigarettes back on radio and TV for the health of America.'" This should be done, he said, "by repealing the federal law to allow those brands with the most minimal tar and nicotine content the fullest opportunity to merchandise the results of their research and product development."



McGorrill

Mr. McGorrill spoke on Wednesday which apparently by coincidence was the day after cancer researchers had reported studies to show that smoking-caused deaths from cancer and heart disease are lower among smokers of "low" tar-nicotine cigarettes than among smokers of cigarettes with "medium" or "high" amounts of those elements.

In their studies, the cancer researchers defined "low" as generally less than 17.6 milligrams of tar and less than 1.2 milligrams of nicotine per cigarette. Mr. McGorrill's proposal was stricter:

"Specifically," he said, "I am urging the repeal of the federal law to allow access to the airways for those brands whose entire line—king size, menthol, hard pack, etc.—is below 9 mg. tar and 0.7 mg nicotine. These ratings would be subject to review . . . possibly every two years . . . to take into consideration later research and product development. These reviews could lead to lowering the ratings even further.

"It should follow as a principle of economics that those brands able to utilize the reach and frequency of broadcast stand a better chance in the marketplace. Their success, therefore, would only further accelerate the product development necessary to attain broadcast status.

"Cigarette smoking isn't going to wither away—even if you ban all advertising. Just look at the market penetration of pot. What we must do is make the benefits of tobacco research known to America's

form—Form 324. As a result, the commission issued a \$65,000 contract to the firm of Technology & Economics Inc. to examine the adequacy of the form and to recommend improvements. The study is due to be completed by the end of June.

Chairman Wiley, who recalled that the institute had helped develop Form 324, had developed an accounting manual for broadcasters and had prepared a Statement of Position on Accounting Practices in the Broadcasting Industry, asked the group's further cooperation when T&E surveys broadcast accounting policies and practices as they relate to the preparation of Form 324.

The chairman suggested there would be an element of self-interest involved. He noted that consolidated summaries of financial data the commission publishes each year provide useful information regarding the health of the industry and that the reports "also may prove to be quite beneficial to individual broadcasters interested in comparing the performance of their stations with those of other licensees."

Chairman Wiley recognized, and sought to ease, the concerns institute members have about the study. He said the commission would apply its policy of not permitting routine public inspection of Form 324 reports to the financial information collected under T&E's current contract. And to those concerned about the study resulting in an increase in broadcasters' reporting burden, he said, "I am committed to the concept of removing every commission regulation which is required to maintain a well-recognized public interest value.

"Your knowledge and your experience is sorely needed in this project and, to be candid," he said, "I am here to solicit them."

ABC-TV affiliate responsibility given to Savage

Fountain and Giaquinto to report to him; Beesemyer to handle special projects under Duffy

Richard N. Savage, president of ABC Television Spot Sales since 1969, was named last week to the newly created post of vice president in charge of affiliate services for ABC-TV Network.



Savage

distributors.

Reporting to Mr. Savage will be Robert

Fountain, who continues as vice president in charge of affiliate relations, and Joseph Giaquinto, who has been named for the new post of vice president, affiliate planning. He had been vice president for station planning since 1970.

In announcing these changes James E. Duffy, president of ABC-TV Network, noted that Richard L. Beesemyer, who had headed affiliate relations until Mr. Fountain was named to the post several months ago, will continue as vice president, ABC-TV, working with Mr. Duffy on special projects.

No successor has been named for Mr. Savage. He joined ABC in 1963 as an account executive in the San Francisco office; moved to New York in 1964 and was appointed sales manager of KABC-TV Los Angeles, an ABC-owned station, in 1967. He was promoted to general sales manager of KABE-TV in 1968.

KCRG-TV claim sends competitors running to FCC

'Leading News Station' promotion of Cedar Rapids station disputed by WMT-TV and KWWL-TV which offer conflicting survey findings

Two Cedar Rapids, Iowa, television stations have complained to the FCC that the promotional claim of a competitor to be "Eastern Iowa's Leading News Station" is false and misleading.

The stations filing the joint complaint are WMT-TV and KWWL-TV. KCRG-TV is the station claiming news leadership. The three are the only commercial television stations in the Cedar Rapids-Waterloo TV market.

KCRG-TV used a private Frank Magid Associates survey to substantiate its claim, according to copies of KCRG-TV letters filed with the complaint. However, the complainants said ratings from A.C. Nielsen Co. and the American Research Bureau (ARB), contradict the claim. The complainants said ARB and Nielsen ratings for February and May this year show that no KCRG-TV news program attracted the largest audience in any major measured category and that KCRG-TV's local news program rated third in the market.

WMT-TV and KWWL-TV also said their competitor could not claim leadership in total length or frequency of its news broadcasts. KCRG-TV refuses to reveal the basis for its claim, the complainants said, "while advertising and promoting itself in an obvious quest for increased audience and advertising business . . ."

FCC policy has disallowed misleading advertising and promotion and misuse of survey results in past cases, the complainants said, which should prompt the commission to investigate the KCRG-TV slogan. If KCRG-TV's Magid survey revealed there are other areas where it proved to be the leader, the complainants said, KCRG-TV should at least indicate what these areas are so that the public and advertisers will not be misled.

What's north of Annapolis, a little east of West Point, and a long way from Colorado Springs?

The *fourth* Service Academy—the Coast Guard Academy in New London, Connecticut.

Like the Army, Navy and Air Force Academies, the Coast Guard Academy's job is to educate and train men and women as officers for our branch of the service.

But we go about it differently. Appointments to the Coast Guard Academy are awarded solely on the basis of an annual, nationwide

competition. There are no congressional appointments, state quotas or special categories. Once enrolled, a Coast Guard cadet earns his sea legs aboard the training Barque EAGLE—America's host to the Tall Ships during our Bicentennial.

Because the Coast Guard's the smallest service, much of what we do often goes unheralded. Well, our responsibilities are broadening. Yes, we're still saving lives at sea and during natural disasters. But we're also intercepting narcotics traffic. Improving vessel traffic safety in major ports. Monitoring the new 200-mile fisheries conservation zone. Maintaining aids to navigation. And promoting recreational boating safety.

What all this means is that we need the finest young

men and women to help us do these jobs. Officers to carry out our charge. Cadets at the Coast Guard Academy preparing for command. And that means more young people have to know about us.

So the next time you hear about something new that we're doing, you may even want to pass it on yourself. The Coast Guard Academy just might be the best way for these young people to get where they want to be in life.

The Coast Guard.

cigarette smokers by all media."

As evidence of the "failure" of the ban on broadcast advertising of cigarettes, Mr. McGorrill said that in this period 105 new cigarette brands and line extensions have been introduced, cigarette output has increased by 13%, or 70 billion cigarettes a year, and, among other things, there have been "dramatic increases" in new smokers among teen-agers and adult women. Moreover, he said, the National Clearinghouse on Smoking and Health in America has called the ban "a colossal failure."

Mr. McGorrill is a member of the board of the Television Bureau of Advertising (which circulated copies of his speech) and he told his audience that his proposal might seem self-serving for himself and for broadcasters generally. But, he added, "I am not under delusions that [it] will be greeted with open arms by my fellow broadcasters. Quite the contrary—cigarettes have gone but broadcasting has

survived . . . quite successfully, thank you.

"It's not that we can't make room for another industry in our availabilities but rather the fact that should this plan be implemented, we are still faced with the FCC's fairness doctrine relative to anti-smoking messages.

"Personally, I think that's good. As the father of four and the husband of a young woman who has just recently taken up smoking, I welcome more anti-smoking spots in broadcasting . . ."

Undoubtedly, he said, the National Association of Broadcasters' codes would need to be changed to put some restrictions on the placement of cigarette commercials. The family hour, he said, would probably be unsuitable.

But over-all, he concluded, "ours is a responsibility to tell both sides: (1) It's been proven to be injurious to your health to smoke, and (2) if you must, there are significantly less dangerous brands today, and hopefully danger-free brands" soon.

Big business tells how it used TV to improve its image

TVB workshop offers a roll-call of the nation's top corporations, all with glowing tales of success stemming from use of television

Executives of 10 of the country's most prestigious companies offered TV advertising success stories to an equally prestigious audience in New York last Tuesday at the Television Bureau of Advertising's first corporate advertising workshop.

A turnout of 180 was on hand, representing a broad range of fields including oil, steel, chemical, automotive, publishing, banking, transportation and both industrial and consumer products, along with their advertising agencies.

The growth pattern in corporate advertising was traced by Roger Rice, president of the TVB, in opening the workshop. He noted that 1975 marked the fifth consecutive year that television was the number-one medium of corporate advertisers.

Mr. Rice pointed out that corporate ad-

vertising on TV grew from \$67 million in 1970 to \$133 million in 1973, and leveled off to \$119 million and \$118 million in 1974 and 1975, both recession years.

The corporate case-history highlights included:

Herbert E. Hennas, corporate advertising manager, Union Carbide Corp., New York, told the meeting that in 1974 the investing public viewed Union Carbide as "a dull and stodgy company" while the general public had "an indistinct image" of it and lacked understanding of the issues that affect the economic and regulatory climate of the petro-chemical industry.

In association with Young & Rubicam International, New York, he continued, the decision was made to proceed with a corporate advertising campaign (the first in four years) that would have a combination of print and network television. The print effort was launched in July 1974 and network television six months later.

Mr. Hennas reported the copy approach was to speak about Union Carbide as a

whole, including established businesses as well as the new and exciting developments, to stress a sense of immediacy, and to cover a broad range of subjects.

Since January 1975 the company has been a sponsor of *The CBS Evening News with Walter Cronkite*. Mr. Hennas revealed the company has been conducting a survey of selected target publics designed to measure the effect of the TV campaign for the first year.

"Though the results generally were somewhat inconclusive because of the period involved," he said, "we were able to establish a definite increase in awareness levels among those classed as heavy viewers."

Edward F. Kelly, vice president and director of advertising for Manufacturers Hanover Trust Co., New York, detailed his company's first thrust into corporate TV advertising: sponsorship in New York of the Democratic and Republican conventions on WNBC-TV. He said "the responses have been most favorable—not only in terms of the corporate campaign but for its impact on the services offered by the bank."

Mr. Kelly indicated that Manufacturers Hanover will move into other cities with TV. He pointed out that the corporation has offices in 198 cities in 16 states outside of New York and now has the capability to move into local markets where management may require a need to strengthen or support the corporate position.

In reply to a question from the audience, Mr. Kelly said Manufacturers Hanover now allocates about 10% of its corporate advertising budget to TV, with the bulk still in magazines.

The role of television in contributing to the public's recognition of a company called TRW was recounted by Stephen N. Bowen, director of advertising. Between 1974, when its corporate TV advertising effort began, until the spring of 1976, TRW showed strong improvement in awareness by the public, the receptivity of products advertised and TRW's position as a personal and institutional investment.

Though TV has been the backbone of TRW's corporate push, Mr. Bowen said, radio has played an important part. He estimated that in 1976, TRW will have spent 75% of its media dollars in spot and network TV, 15% in spot radio and 10% in print.

Mr. Bowen explained that TRW's move into corporate advertising stemmed from its desire to raise its visibility to the public and solidify its position in the investment community. He said TRW and its agency, Meldrum & Fewsmith, Cleveland, have leaned toward news in TV in the top-10 markets and in radio on morning drive time, buying news, weather reports or programs with strong middle-of-the-road personalities. The commercials promote a range of TRW products, such as computer terminals, computer software systems, the Viking biological instrument package and automotive parts.

He touched briefly on TV's costs when he said: "Yet I don't think my management will say, 'we can't afford to advertise

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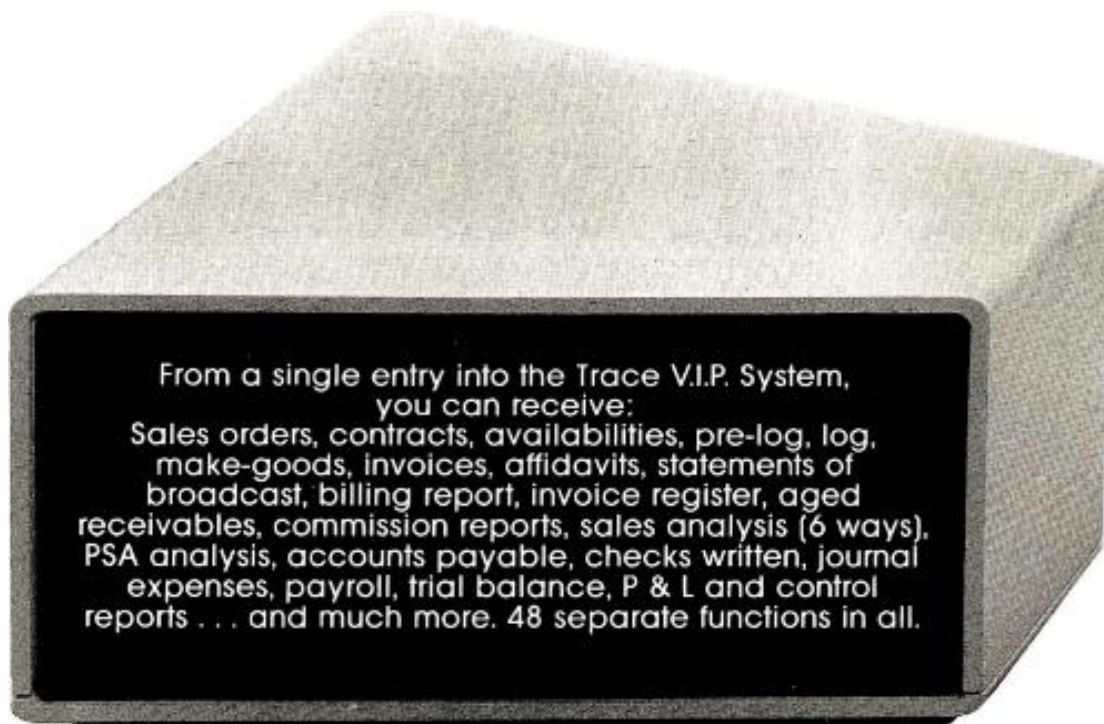
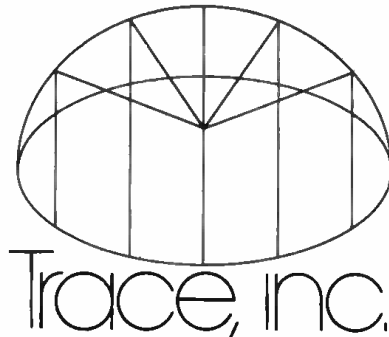
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on television.' Rather they will say, 'we can't afford not to advertise on television.'"

George H. Pruette, manager of corporate advertising for General Motors Corp., Detroit, outlined the company's 1976 campaign that emphasizes the theme, "General Motors . . . people building transportation to serve people" and uses actual GM employees in the TV commercials.

Mr. Pruette said GM embarked on this effort because the company learned from numerous surveys that GM, along with other businesses, "were poorly regarded by the public." The company decided to use advertising as a public relations tool, he went on, to help the public "better understand GM, spread the good news and bring the American people together with the GM people who are anxious to personally build them the greatest automotive product in the world."

Before releasing the commercials, he said, they were pretested in Philadelphia, Chicago and Los Angeles in in-depth sessions, with the reactions of the respondents reflected in the final commercials. The campaign began in June in the top-50 markets, and early in September the schedule was shifted to the three TV networks.

Textron Inc. ran its first corporate advertising campaign on television this spring and summer, and preliminary results of a survey indicate the company is on the right track.

Robert S. Eisenhower, vice president-corporate relations of Textron, told the TVB audience that immediately following the Republican convention an independent research firm questioned viewers who remembered seeing the Textron com-

mercials on the coverage. Among the replies: 82% found the commercials interesting to watch; 96% felt they were believable; 93% said they were informative; 98% found them easy to understand; 89% considered them relevant to today's concerns and 84% thought other corporations should do this type of advertising.

Mr. Eisenhower cautioned that these results were only preliminary inasmuch as the commercials have been on the air since only last May and the telephone survey covered only a few basic questions. But he added that the information obtained is expected to be helpful in improving the message in the new commercials for 1977.

The TV commercials decided upon by Textron and its agency, J. Walter Thompson, were a blend of pro-business and Textron division messages. Each commercial, according to Mr. Eisenhower, winds up with the phrase, "That's what private enterprise is all about and that is what we do at every division of Textron."

Indicative of Textron's commitment to test TV, the company set a budget in 1976 of \$2 million for corporate TV advertising and one for print of \$500,000. Mr. Eisenhower noted that 1977 will not present the specially appropriate confluence of message and media that 1976 did—a national election. But he reported that for 1977 Textron will be co-sponsoring nine NBC News specials and 35 weeks of *Today*.

Walter L. Olesen, manager of advertising and promotion, Xerox Corp., Stamford, Conn., said Xerox is "lucky" in two ways: the company name and the brand name are the same, and its customers are not spread out, but are selective ones.

Xerox has been active in corporate TV



MR. BOWEN

a
Television Bureau
of Advertising
workshop

TVB talkers. Among those speaking at TVB's corporate advertising workshop last week were (clockwise from top left) Roger Rice, president of the bureau, who opened the conference; Stephen Bowen, who told a tale of TRW, and George Pruette, who gave insights into the General Motors television approach.

advertising for a long time, and, according to Mr. Olesen, "We're fortunate—our commercials can do all things at one time. Most other companies have to tie the company and its products together, which is harder to do and often requires two budgets—the product budget and the corporate budget."

Mr. Olesen remarked that Xerox advertising can address itself to a selected audience but even within these groups can serve a dual purpose.

"The same thought leaders, government officials, investors in our stock, scientists who use our equipment and might come to work for us are the ones we want to impress with our community efforts—beyond just making sales and generating profits," Mr. Olesen observed.

U.S. Steel Corp.'s involvement with corporate communications since 1970 was discussed by Harold W. Hoffman, general manager of advertising, who called TV "a major medium" in this program. He said annual surveys conducted over the past six years point to this conclusion: the communications effort is effective.

He gave the highlights of last year's survey conducted among 925 customers, 919 thought leaders, 181 financial analysts and 22 congressional administrative assistants. Mr. Hoffman reported that, compared with 1970, respondents gave higher ratings to U.S. Steel on such points as potential for diversification; developing products, services and materials that serve people in important and useful ways; involvement in doing things of social significance; working to eliminate air and water pollution, and attractiveness as an investment.

Mr. Hoffman described the first year of U.S. Steel's corporate effort in 1970 as one that showed the company's involvement in making better products and services as a contribution to the American way of life. They were carried on stations in 12 markets within programs that ranged from sports to community and cultural affairs and entertainment. The following year the market list grew to 21 and by 1973 U.S. Steel moved to all three TV networks.

For the past several years the corporate TV advertising has emphasized the theme, "We're involved," according to Mr. Hoffman, and commercials spotlight employees in the plants and offices. Beginning last fall, he added, the advertising took on a new dimension by shifting to a broad-ranging examination of "What Makes America Work"—the systems, the concepts, the institutions and U.S. Steel's involvement.

John C. Laffin, director of advertising, Rockwell International, outlined for the audience the company's communications efforts, particularly in TV, to build a stronger awareness of the company as one engaged in diversified enterprises.

Five years ago, Mr. Laffin said, Rockwell was not on television. Today advertising is split evenly (50%-50%) between publications and television. The company has been sponsoring late evening news, selected sports events and, since 1974,



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Advertising VIP's. The American Advertising Federation's board of directors and special guests met in the White House on Wednesday to discuss regulatory and economic issues with President Ford's staff (story, facing page). Attending were (l to r): Raymond Petersen, executive vice president, Hearst Magazines; W.L. Abbott, director of communications, Nabisco; Robert Nichols, executive vice president, Kellogg Co.; Mitchell Streicker, vice president for marketing services, Miles Laboratories; Lydia Reeve, media vice president, Honig-Cooper & Harrington; Billie Brown, vice president for corporate communications, Cunningham & Walsh; Pat Martin, Warner Lambert Pharmaceutical Co.; Don Vance, advertising professor, The University of Texas; Morton Salan, president, Kal, Merrick & Salan; Robert C. Rollings, Specialty Advertising Association International; Duane Hill, KSL-TV Salt Lake City; Dean Albert

Scroggins, University of South Carolina's school of journalism; Carl Nichols, board chairman, Cunningham & Walsh; Barton Cummings, executive committee chairman, Compton Advertising; Rosemary Anderson, Grey-North; Bill Sharp, vice president, Coca-Cola U.S.A.; Robert McGhee, vice president, Lever Brothers; William Colihan, chairman, Criterlon Advertising; Irv Sloan, AAF vice president for member relations; Buck Jones, Buck Jones & Haines Unlimited; James Fish, 1976/77 AAF chairman and General Mills senior vice president; Howard Bell, AAF president; Dave Weltner, *Columbus (Ohio) Dispatch*; Robert Millar, *San Jose (Calif.) Mercury News*; Jonah Gitlitz, AAF executive vice president; Marshall Cleaver, WLCY-TV St. Petersburg, Fla.; James Ward, WLAC(AM) Nashville, Tenn., and William Giglio, vice president for Washington affairs, McGraw-Hill.

NBC-TV's *Today*.

Television has provided stronger visibility for Rockwell, according to Mr. Laffin. One 1975 survey showed there was a great need to continue its TV effort, he said, and another focusing on four commercials reached this conclusion: the commercials project Rockwell as a well diversified company engaged in science, industrial and consumer products; the company is involved in fields other than aerospace; Rockwell is now manufacturing many products for everyday life and the company is perceived as "innovative and progressive."

Another new corporate TV advertiser represented at the workshop was Transamerica Corp., San Francisco, whose holdings include United Artists Corp., Occidental Life Insurance and Trans International Airlines and whose problem was to build up awareness of the company to the various publics important to it. For the first time in 1976, according to John H. Chase, vice president-corporate relations, Transamerica went the television route to tell its story.

Transamerica hopped aboard TV because it felt the medium would enhance corporate awareness faster than print, Mr. Chase declared. To validate this hypothesis, he said, Transamerica has engaged researcher John Palshaw, who earlier had made a print study, to prepare a follow-up study to see if progress has been made in the past year.

For its maiden effort this year Transamerica has bought into various network

TV sports events, since its best target is male, according to Mr. Chase. The company will spend about \$1.2 million in TV this year and has projected \$1.5 million for next year.

Florence R. Skelly, executive vice president of research firm of Yankelovich, Skelly & White, New York, stressed that corporate advertising should consider the changing life-styles and concerns of the general public. Various research studies indicate that people seem to be more preoccupied today with the entire subject of morality because of Watergate; with economic issues because of threats of a recession; with more information about products and services, and with both sides of an issue or a problem.

John L. Lowden, director of advertising and sales promotion, ITT, New York, reported that the decision to test television for corporate advertising was made after a 1972 study showed that "a lot of people didn't even know ITT." He said ITT had been running a corporate effort in print.

By early 1974 ITT was ready to try television, Mr. Lowden said, with the commercial messages stressing that ITT is improving the quality of life through the products emerging from its research and development program. Follow-up research showed, he said, that awareness and familiarity with ITT increased from 34% in January 1974 to 59% in July 1975; the belief that ITT "makes quality products" jumped from 54% to 77% and that it is "a lender in technology" rose from 49% to 74%.

Bottom of the barrel rating for Ford political telecast

Reruns top President's speech while Miss America records all-time high ratings

President Ford's campaign committee learned last week that it's unwise to schedule a paid political broadcast against one of the two or three most popular TV shows.

The half-hour reprise of the President's acceptance speech at Kansas City, which cost the Ford committee about \$100,000 for air time on Tuesday, Sept. 7, at 8:30 p.m., NYT, on CBS, managed only a 5.9 rating and 9 share, compared to the 25.3 rating and 43 share racked up by a rerun of ABC's smash-hit sitcom, *Laverne and Shirley* (and a higher-than-usual 14.9 rating and 25 share for the second half-hour of a rerun of NBC's canceled *Movin' On*).

For comparison, in the previous week (Aug. 31, 8:30-9 p.m.) a CBS telecast of a *Good Times* rerun totted up a 14.8 rating and 27 share (with *Laverne and Shirley* getting a 19.5 rating and 35 share).

The Sept. 7 President Ford half-hour ended up the lowest-rated show of the week ending Sept. 12; *Laverne and Shirley* was the second highest-rated show of the week, trailing only the Miss America beauty contest on NBC (Saturday, Sept. 11, 10 p.m.-midnight), which harvested a 31.3 rating and 60 share, highest ever.

Economics and regulatory reform are discussed by advertisers and White House staff

Members of AAF and President's advisers talk over industry problems including charges of overregulation by FTC

Some 30 representatives of the advertising community, most of them members of the American Advertising Federation board of directors, met in the White House with members of the President's staff for 90 minutes on Wednesday to discuss matters of mutual concern—the economy and regulatory reform.

William Gorog, deputy assistant to the President for economic affairs, discussed the economy for 45 minutes and, reportedly, painted a generally optimistic picture. But it was the session on regulatory reform, conducted by Edward Schmultz, deputy counsel to the President and co-chairman of the Domestic Council's committee on regulatory reform, that seemed to generate particular interest among the members of the advertising community.

Mr. Schmultz stated the Ford administration's familiar position that the regulatory burdens industries carry should be reduced and be replaced by marketplace competition. He also appeared sympathetic to the visitors' complaints about what they considered unreasonable regulation—the Federal Trade Commission's proposed rules that would require the listing of ingredients in food advertising, for instance. Mr. Schmultz reportedly said that agencies like the FTC do not examine hard economic data in developing policy.

The advertising industry members, apparently envious of broadcasters' good fortune in having a former broadcaster—James Quello—on the FCC, expressed the wish for someone who had worked in their business on the FTC.

There was something the advertising industry could do to help its cause, though, Mr. Schmultz said. When the visitors asked why the White House had not been successful in getting action from Congress on regulatory reform legislation that the administration had offered, he said that the advertising community "could be helpful in letting the people know about plans for regulatory reform."

Mr. Schmultz was reported as telling the group that there is a need for public support for reducing government involvement in all aspects of the economy and for permitting a greater degree of competition. He added Mr. Schmultz believes it is difficult to interest the public in that idea but that interest in the idea is growing.

The meeting was one of scores the White House aides have held with representatives of various industries.

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Monday

	ABC	CBS	NBC
8			
8:30	The Captain and Tennille	Rhoda Phyllis	Little House on the Prairie
9		Maude	
9:30	NFL Monday Night Football	All's Fair	Monday Night Movie
10		Executive Suite	
10:30			
11			

Tuesday

	ABC	CBS	NBC
8	Happy Days	Tony Orlando and Dawn Rainbow Hour	Baa Baa Black Sheep
8:30	Laverne and Shirley		
9	Rich Man, Poor Man—Book II	M*A*S*H One Day at a Time	Police Woman
9:30			
10	Family	Switch	Police Story
10:30			
11			

Wednesday

	ABC	CBS	NBC
8		Good Times	The Practice
8:30	Bionic Woman	Ball Four	
9		All in the Family Alice	World Premiere Movies
9:30	Baretta		
10			
10:30	Charlie's Angels	Blue Knight	The Quest
11			

Sunday

	ABC	CBS	NBC
7			
7:30	Cos	60 Minutes	Wonderful World of Disney
8			
8:30	Six Million Dollar Man	Sonny and Cher	Sunday Mystery Movie
9		Kojak	
9:30	Sunday Night Movie		Big Event
10		Delvecchio	
10:30			
11			

casting at Carl Ally Inc. and Steve Leff, a senior vice president at McCann-Erickson, give the edge to ABC. Others, like Jack Otter, vice president and director of network programming for SSC&B, and Michael Moore, senior vice president and associate director of media management for Benton & Bowles, come down on the side of CBS. And a third group, among them Ken Lane, vice president for media services at Leo Burnett in Chicago; Lou Dorkin, senior vice president and director of network programming for Dancer-Fitzgerald-Sample, and Alice Greenberg, vice president and broadcast account supervisor at Ogilvy & Mather, say it's too close to call.

They seem unanimous, however, that NBC, in the process of rebuilding a schedule that fell apart last season, is doomed to third place.

One of the reasons for the confusion over who'll finish first is summed up by SSC&B's Jack Otter, a former NBC-TV sales vice president, who says, "This will be the most stunt-filled fourth quarter I've ever seen."

Mr. Otter is referring to programming gimmicks like the networks' frontloading blockbuster theatrical movies and specials (particularly during premiere weeks and sweep weeks), kicking off the fall schedules with two-hour episodes of returning 60-minute series (or 60-minute episodes of returning half-hour series), and cross-pollinating stars from a hit series to one that's not so strong in the ratings in order to give a Nielsen boost to the weaker.

Norman Lear's *All's Fair* (CBS, Monday, 9:30-10 p.m., NYT) is the most promising new series on the fall schedules, and the one that's most likely to crack the top 10, according to the general agency consensus. "It's witty and sophisticated," says Richard Low, senior vice president and director of broadcast programming and purchasing at Young & Rubicam, and the stars, Richard Crenna and Bernadette Peters, "work like magic together."

Two other new series that, based on the number of mentions they received, have a better-than-even chance of becoming hits are *Serpico* (NBC, Friday, 10-11 p.m.) and

Rich Man, Poor Man—Book II (ABC, Tuesday, 9-10 p.m.).

Last season's highest-rated shows are all expected by the agency people to continue to rack up healthy Niensens. Among them are *All in the Family*, *Laverne and Shirley*, *Maude*, *The Bionic Woman*, *Phyllis*, *The Six Million Dollar Man* and *Sanford and Son*.

The agency experts say CBS looks like the clear winner on Monday and Saturday, ABC will come out ahead on Tuesday and Wednesday and NBC has a lock on Friday, with Thursday and Sunday nights up for grabs.

On Monday, CBS has what could end up the most potent comedy block on television: *Rhoda*, *Phyllis*, *Maude* and the highly touted new *All's Fair*. *All in the Family's* removal from Monday to its new Wednesday-at-9 time slot will only marginally affect CBS's Monday dominance, according to the consensus. DFS's Lou Dorkin puts ABC in second place on Monday because of NFL football but sums up the feeling about its 8 o'clock show, *The Captain and Tennille*, by saying, "When they go through their three hit singles, what'll they do for an encore?" NBC's Monday movies, according to B&B's Mike Moore, will be "on-again, off-again" and will probably end up with a "below 30" share average.

The agency people see no slippage in ABC's huge lead on Tuesday from 8 to 9 p.m., with *Happy Days* and *Laverne and Shirley*, but they tend to think that CBS has a slight advantage from 9 to 11 p.m. by virtue of its three returning winners: *M*A*S*H* at 9, *One Day at a Time* at 9:30 and *Switch* at 10. Y&R's Dick Low says Tuesday at 9 "may be the single most interesting time period on the schedules" because ABC is putting what could be its strongest new show, *Rich Man, Poor Man—Book II*, against *M*A*S*H* (which Mr. Low thinks is "the best written show on the air") and NBC's highest-rated 60-minute series *Police Woman*. B&B's Mike Moore says *Police Woman* will end up "taking a dip," partly because of a weak *Baa Baa Black Sheep* lead-in. But if *Rich Man, Poor Man* holds its own against

Programing

It's toss-a-coin time again as agency seers predict winners of new season

ABC and CBS in neck-and-neck race and are expected to win two nights each, while NBC will be rebuilding in the cellar

The Madison Avenue community is split almost down the middle about whether ABC-TV or CBS-TV will win the Nielsen marbles in prime time for the season that officially begins tonight (Sept. 20).

Some ad-agency media men, like Robert Levinson, vice president and director of network programming at BBDO; Jeff Manoff, manager of national broad-

Thursday

	ABC	CBS	NBC
8	Welcome Back, Kotter	Watsons	Gemini Man
8:30	Barney Miller		
9	Tony Randall Show	Hawaii Five-O	Best Sellers
9:30	Nancy Walker Show		
10	Streets of San Francisco	Barnaby Jones	Van Dyke and Company
10:30			
11			

Friday

	ABC	CBS	NBC
8			Sanford and Son
8:30	Donny and Marie	Spencer's Pilots	Chico and the Man
9			Rockford Files
9:30			
10	Friday Night Movie	Friday Night Movie	
10:30			Serpico
11			

Saturday

	ABC	CBS	NBC
8	Hoimes and Yoyo	Jeffersons	Emergency
8:30	Mt. T and Tina	Doc	
9		Mary Tyler Moore Show	Saturday Night Movie
9:30	Starsky and Hutch	Bob Newhart Show	
10		The Carol Burnett Show	
10:30	Most Wanted		
11			

M*A*S*H, ABC will take the night, he says.

The tilt is toward ABC on Wednesday, although CBS has complicated matters by moving *All in the Family*, still the highest-rated show on television, from Monday to Wednesday at 9 o'clock. Leo Burnett's Ken Lane says if the two new CBS sitcoms that sandwich *All in the Family*—*Ball Four* at 8:30 and *Alice* at 9:30—can come up with, say, mid-30's shares, CBS will take the night. But Needham, Harper's Dick McHugh calls *Ball Four* "second only to *Snip* as the worst pilot I saw this year" (NBC placed *Snip* on its fall schedule last April and then erased it three weeks ago). "Alice is not very good, either," Mr. McHugh adds. "Linda Lavin doesn't have the venerable quality of Ellen Burstyn," who starred in the movie ["Alice Doesn't Live Here Any More"] on which the series is based. With *The Bionic Woman* (8-9 p.m.) and *Baretta* (9-10 p.m.), ABC has proven hits (although Ogilvy's Alice Greensburg wonders if *Bionic Woman* might not be "a fad show" that "won't hold up" in its second season). If *Charlie's Angels*, ABC's tongue-in-cheek private-eye series that will focus more on sex than on violence, makes the breakthrough at 10 p.m. that DFS's Lou Dorkin thinks it will, then ABC should win the night.

Like the previous two nights, Thursday is seen by the agency executives as a neck-and-neck battle between ABC and CBS. According to the consensus, ABC appears to have the momentum from 8 to 9 p.m. with the returning sitcoms *Welcome Back, Kotter* and *Barney Miller*. But at 9 p.m., CBS's nine-year veteran, *Hawaii Five-O*, figures to be tough competition for ABC's new sitcoms starring Tony Randall and Nancy Walker and NBC's *Best Sellers* time period, which will be given over to nine hour serializations (give or take an hour) of exploitable novels, according to Lou Dorkin. But Alice Greensburg thinks ABC's *Streets of San Francisco* will shoulder aside CBS's *Barnaby Jones* and NBC's *Van Dyke & Company* variety hour at 10 to win the night for ABC.

NBC's only solid night of the week is

Friday, according to the consensus. Except for the Fridays that ABC and CBS are running blockbuster movies from 9 to 11 p.m., NBC should win every time period, the agency executives say, starting with the veteran sitcoms *Sanford and Son* and *Chico and the Man*, 8 to 9, the James Garner *Rockford Files* from 9 to 10 and NBC's hottest new series, *Serpico*, at 10. The one show that night which probably won't make it through the fall is CBS's *Spencer's Pilots* (8-9 p.m.), a new adventure series that, as Mr. Dorkin puts it,

"looks like a loser."

CBS should have no trouble with its three solid hours of comedy on Saturday, the agency people say, despite ABC's bold step of moving its highest-rated cop show, *Starsky and Hutch*, from its secure Wednesday-at-10 slot to the Saturday-at-9 time period opposite Mary Tyler Moore and Bob Newhart. The agency consensus is that *Starsky and Hutch* won't be able to climb beyond a mid-20's share, which will probably induce the programmers at ABC to move it to a more congenial time

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period come second season. ABC's 8 to 9 p.m. sitcoms on Saturday—*Holmes and Yoyo* and *Mr. T and Tina*—are "awful," according to Carl Ally's Jeff Manoll, and their lack of success as lead-ins "will hurt *Starsky and Hutch* severely." B&B's Mike Moore gives NBC second place on Saturday with *Emergency* (8-9 p.m.) and a reasonably potent package of theatrical movies beginning at 9.

Sunday is up in the air because ABC will be running its strongest movies from 9 to 11 p.m., and NBC has at least a half dozen *Big Events* (9:30-11 p.m.) specials (everything from a World Series night game to the first half of "Gone With the Wind") that will give it a healthy leg up on Sunday, at least through the end of the November sweeps, according to the consensus. But the agencies' line is that once the frontloading peters out, NBC's Walt Disney will take the 7 to 8 p.m. time period, ABC's *The Six Million Dollar Man* will clean up from 8 to 9 p.m., and then CBS's *Kojak* and *Delvecchio* will emerge on top from 9 to 11 p.m. and possibly tilt the evening toward CBS.

In the overview of the upcoming season, the agency experts tend to look at the fall schedules as falling short in the area of redeeming social value. "Any pretense to originality or freshness in programming has lost out to the philosophy of 'let's go after whatever will win us rating points,'" says Needham, Harper's Dick McHugh. "Everything is done in the ser-

vice of the mass audience—the writing, the performances, are pitched to the lowest common denominator."

And Mr. McHugh distills what he regards as the essence of the fall lineups in his parting shot: "Quality is what we ain't got."

Wiley was off limits in fostering action on family viewing, Aspen writers say

Geller, Young: Since FCC didn't have authority to create concept, chairman had no right to push plan; however, they don't see that as reason to discard the idea

Although the judge in the family viewing case has yet to render his opinion, an independent judgment in the case is now in. And in it, a former FCC general counsel and a Columbia University law school student conclude that FCC Chairman Richard E. Wiley's actions in the case were improper under the Communications Act. But they see no reason for invalidating the family viewing plan.

Henry Geller, the former general counsel, and Gregg Young, the law student, do not contend Chairman Wiley

coerced the network and National Association of Broadcasters executives in the meetings that led to the self-regulatory plan known as family viewing. But, they say, if the commission lacks authority to adopt such a plan, as the commission concedes, the chairman lacks the authority to take the steps he did to advance such a plan.

Messrs. Geller and Young expressed their views in a paper entitled "The Family Viewing Hour: An FCC Tumble from the Tightrope?" published by the Aspen Institute Program on Communications and Society.

The authors, who say they are expressing their own views, not those of the Aspen Program, note that Chairman Wiley has said he simply "took the initiative" of starting the process leading to industry agreement to reserve the first two hours of prime time for viewing suitable for all members of the family.

But they say the chairman was acting as head of the commission, and was "using his time, office space and staff to discharge his official duties." And they said those duties are circumscribed by the Communications Act.

He no more than the commission can perform a duty inconsistent with the Act, the authors say. And since the commission would, as the commission has said, be barred from adopting a family viewing rule, they ask, how can the chairman's actions leading to adoption and implementation of the plan be justified?

As related by the authors, the actions trace back to pressure from members of Congress concerned about what they felt was an undue amount of sex and violence on television and include initiating discussion of the concept, urging its adoption as an NAB rule, attempting to speed up the adoption process and, "above all, taking steps to reduce the opposition and promote industrywide acceptance by the independents and public broadcasting." The authors note, for example, that the Public Broadcasting Service did not adopt a policy reflecting the suggestions of Chairman Wiley and his then-administrative assistant, Larry Secrest, until they had had several discussions with PBS representatives.

The paper is not likely to make for warmer relations between Mr. Geller and the man who succeeded him as general counsel of the FCC and then went on to become chairman. "I have no comment on the paper," Chairman Wiley said last week. "I haven't yet seen a courtesy copy."

The Geller-Young paper appears as a decision is awaited in the federal court case in which a group of Hollywood writers and producers has filed suit against the networks, the NAB and the FCC in an effort to block family viewing.

Among their arguments, the plaintiffs say that the refusal of the networks and other broadcasters to acquire adult-oriented programming for a portion of prime time constitutes a violation of the Sherman Antitrust Act. But Messrs. Geller and Young contend that the family viewing

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plan is "solely noncommercial" and is designed to "meet a pressing societal problem."

Accordingly, they do not believe there is any basis for invalidating the family viewing plan. Nor do they agree with another argument of the plaintiffs—that the NAB-network action constitutes "state action" and thus violates the First Amendment.

But, they say, Chairman Wiley's actions were beyond his authority. And since he has said he would repeat his action if the same kind of situation arose, they add, the court should enjoin such activities. "In this way, an important precedent will be established which, if sustained on appeal, will guide future activities of the agency and its members in this sensitive area."

ACT berates FCC for lack of positive stand

Argument to appeals court contends more aggressive action should have been taken on children's programming; commission defends policy statement as necessary approach to problem

The U.S. Court of Appeals in Washington last week was left with the question of whether the FCC, in seeking to remedy what the commission regards as defects in children's television programming, was correct in pursuing a "careful and cautious" approach, or whether it should have taken a more activist position and adopted rules. In taking the course that it did, the court was told, the commission stood the public interest "on its head."

Counsel for Action for Children's Television, whose petition for rulemaking submitted in a private meeting with then-FCC Chairman Dean Burch precipitated a proceeding that drew an avalanche of mail from the public and that resulted in October 1974 in a policy statement, sought to persuade the court that the statement falls short of what is required.

"ACT seems to feel there is something inherently bad in the moral suasion the commission is applying," said the commission's counsel, C. Grey Pash. "But the commission is only feeling its way. We never before gave guidance to broadcasters on children's programming."

The policy statement calls on broadcasters to provide a "reasonable amount" of programming for children and to make sure a "significant" amount is educational or informational in nature, to meet the needs of preschool children, and to present children's programming throughout the week, not only on weekends. The statement also says broadcasters should reduce the level of advertising in children's programming in accord with reforms adopted by the National Association of Broadcasters and the Association of Independent Television Stations (their maximum levels per hour now are nine-and-one-half

minutes per hour on weekends, 12 minutes during the week), to avoid host selling and to make clear the distinction between programming and advertising content.

ACT had urged the commission to adopt rules. It wanted sponsorship of children's programming banned and broadcasters required to present weekly 14 hours of programming aimed at specific age groups of children. ACT wants the court to send the case back to the commission so that it can adopt such rules specifically, or rules like them.

"Children cannot cope with commercials, as adults can," ACT's counsel, Earle K. Moore, told the court. Furthermore, he said, commercial sponsorship supports "corrupt program content." He noted the commission's former economic consultant, Alan Pearce, had concluded in a report that children's programming lacks diversity because of a felt need to attract advertisers with mass-appeal programming.

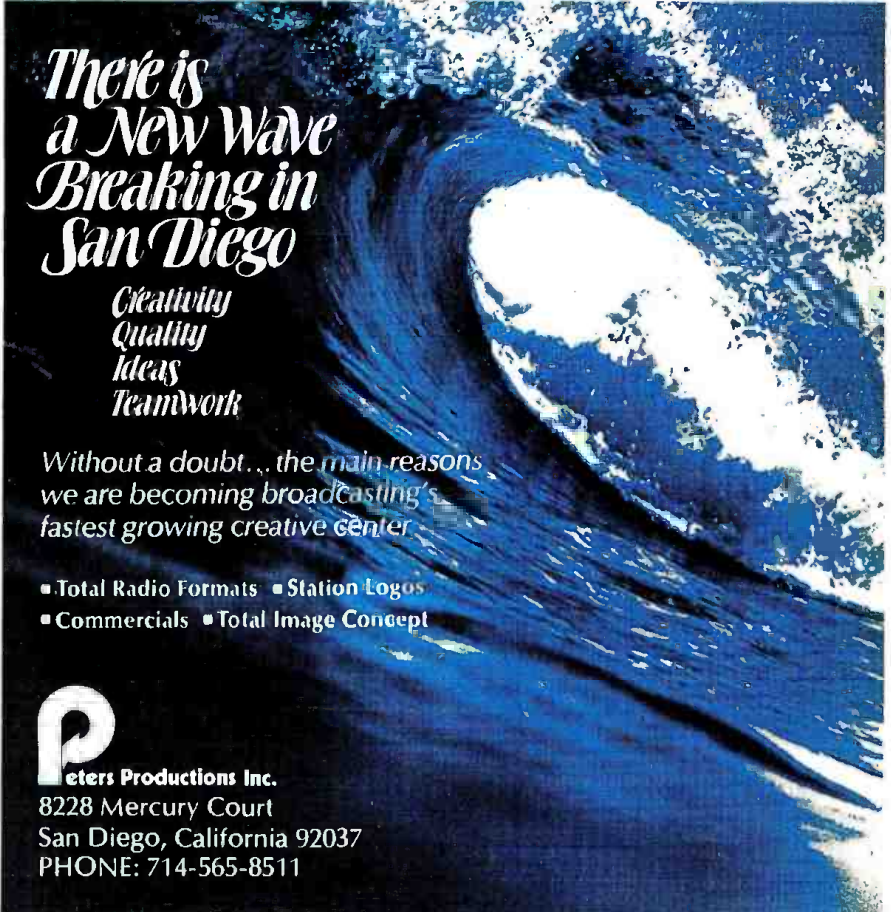
ACT's position was supported, at least in part, by a former FCC general counsel, Henry Geller, who was appearing as a friend of the court and who was harsher on the commission than Mr. Moore had been. Mr. Geller's position is that the commission erred in not barring product commercials from programming directed at preschool children. The commission, he said, concluded that a child under the age of 6 is unable to distinguish between ad-

vertising and program content. But "if he doesn't," Mr. Geller said, "he shouldn't be the object of advertising."

Then, noting that the commission's rationale was that advertising supports children's programming, he said, "The commission has ignored the public interest and identified with the private interest. Broadcasters, he added, operate on valuable frequencies; "the networks last year earned \$314 million in net profits." Yet, he said, "The commission is saying that 3-, 4- and 5-year olds will only be served if networks will make a buck off it. That's totally wrong. It sets the public interest on its head."

However, Mr. Pash, said the commission did not conclude that advertising aimed at children is "per se deceptive." It felt it had discharged its responsibility through the statement it issued. As for ACT's general attack on advertising, he said that the commission had operated within the commercial system of broadcasting that—"for better or worse"—exists. And he noted that the industry had undertaken considerable reductions in commercial time in children's programming. (NAB code members had aired up to 16 minutes of commercials per hour, and independent stations even more, before the lower levels—to which NAB and INTV agreed after conferences with FCC Chairman Richard E. Wiley—went into effect.)

The commission rejected the request for



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rules requiring age-specific programming, he said, "because of the problems involved in government regulation of programming." It wasn't that the commission felt it lacked the necessary authority. "But, considering the fact it had not made clear the responsibility of broadcasters to program for children," he said, "it didn't adopt a rule."

ACT and the FCC are not in disagreement on goals, Mr. Pash said. And he said the commission has not ruled out the adoption of rules if they are deemed necessary. But, he said, "the commission should be allowed the discretion of taking a careful and cautious approach to an area in which the commission has never before involved itself."

Lawyers associated with both sides of the issue thought that the three-judge panel of the appeals court that will decide the case is generally conservative. The judges are Edward Allen Tamm, George E. MacKinnon and Malcolm R. Wilkey, who was absent from the argument because of illness but who will listen to the arguments on tape.

FCC adopts new rule for station contests

Commission lists do's and don't's for prizes and giveaway's

The FCC has adopted its proposed rule on broadcast licensee-conducted contests.

The rule requires broadcasters to "fully and accurately disclose the material terms of the contest," to conduct the contest as it is announced and advertised and to avoid "false, misleading or deceptive" information defining the operation of or affecting participation in the contest.

The commission issued a rulemaking notice last year (BROADCASTING, June 30, 1975), stating that some licensees were not running their contests with due regard for the public. The commission also listed in a separate public notice examples of violations of the proposed rule. The public notice warned, for instance, against prizes advertised as "vacations" if the prize consists only of hotel accommodations, with the contest winner paying the rest of the bill; stations running hidden prize contests before the prize is really hidden; advertising "treasure chest" contests where the full amount in the chests cannot be won, and awarding prizes to predetermined winners. Some stations, the commission said, announced nonexistent winners to avoid awarding a prize, or gave the prizes to predetermined winners.

Comments on the proposed rule, the commission said, complained that the public notice was overly complex and specific and seemed more of an extension of it. Instead of revising the public notice, however, the FCC revised the proposed rule to include those standards and definitions set forth in the public notice.

The commission said the rule does not apply to licensee-conducted contests not broadcast to the general public, or those

not permitting the participation of the public. It also won't apply to advertisements of nonlicensee-conducted contests or to contests run by a nonbroadcast division of a licensee or a nonbroadcast company related to the licensee.

The new contest rule becomes effective on Oct. 26.

Frank hangs in

Distributor joins with others in urging FCC to turn down proposal for access-time limit

As he promised (BROADCASTING, Aug. 16), Sandy Frank of Sandy Frank Program Sales Inc. is continuing his fight for a rule that would ban multiple exposure of programs during the prime-time access period.

In petitions for reconsideration of an FCC denial to prohibit oftener-than-once-a-week broadcasts of ongoing shows, Mr. Frank and film production labor unions and guilds complained that the commission was arbitrary in dismissing the case without inviting comments and instituting a formal proceeding. The FCC had ruled that it wasn't the government's business to interfere with "stripping" and that the proposed rule would constitute First Amendment restraints. Guilds and unions, such as the Hollywood Film Council, the International Alliance of Theatrical Stage Employees, and Moving Picture Machine Operators of the U.S. and Canada, said that multiple use of two or more episodes of the same show in the same week means fewer jobs for those who could be involved in producing new and different shows.

Program Briefs

Shuns hardline. Van Gordon Sauter, CBS-TV's new vice president for programming practices, has begun outlining his philosophy, crux of which is lodged in statement, "I want to cooperate with the creative community, not act like Dr. No." He says he won't operate under written codes but will use his "subjective judgment" on case-by-case basis.

RCA, Fox pact. Twentieth Century-Fox and RCA have signed agreement in which Fox will provide RCA with 100 feature films for use in RCA's Selectavision video disk program. Nonexclusive contract covers films made by Fox prior to 1974.

Big debut for 'Dolly.' Pop/country music TV series *Dolly*, starring Dolly Parton, has premiered in 126 markets, covering 75% of U.S. Stations carrying series include WNEW-TV New York; WTTG Washington; WKYC-TV Cleveland; WFLD-TV Chicago; WTCN-TV Minneapolis-St. Paul; KHOU-TV Houston; WPLG-TV Miami; WXIA-TV Atlanta; WKBW-TV Buffalo, N.Y.; and WTVT Tampa, Fla. National sponsors are Levitt Bros. and Block Drug. *Dolly* is distributed by Show Biz Inc., Nashville.

TV defended for treatment of politics

Critics who said medium doesn't pay enough attention to issues get burned at New York seminar

Network TV's nightly newscasts came off clear winners over research depicting them as poor political news reporters in a long and sometimes sharply worded seminar held under nonpartisan sponsorship in New York.

They won through a combination of attacks on the research and defense of their own performance among panelists who included print newsmen, an advertising agency president, political advertising consultants, a station group's news director and academic specialists. The networks were not represented on the panels; they declined, a seminar leader said, out of "disaffection" with the research or belief that it was "beneath comment."

The centerpiece and target during much of the all-day seminar was 1972 campaign research reported in the book, *The Unseeing Eye*, and the book's researchers and authors, Professors Thomas Patterson and Robert McClure of Syracuse University's political science department. Nub of the findings, as summarized by Messrs. Patterson and McClure: Political advertising "plays a limited but worthwhile role" in elections, but TV news contributes next to nothing; indeed, regular viewers of the nightly news do not learn significantly more about campaign issues than do non-viewers (BROADCASTING, Feb. 9).

President Edward Ney of Young & Rubicam, one of the first speakers, took the Patterson-McClure report apart, and subsequent panelists added to the dismantlement. Throughout the day, the authors heard few encouraging words; about the best they got was a compliment for pioneering a difficult field—and suggestions that studies they're now doing on 1976 primary campaigns seem to avoid some of the shortcomings of the 1972 work.

R.W. Apple Jr., political reporter and analyst for the *New York Times*, and Paul Weaver of *Fortune* were so outspoken that Mr. McClure finally contended that they "misrepresent what we have to say."

Mr. Apple wanted to know how their survey research showed that, as Mr. Patterson had claimed, the nightly news "must do more" in covering politics. Mr. Patterson conceded that this was not a research finding, but a position that the authors had taken.

Mr. Apple contended the study showed "gross misunderstanding" of what a political issue is and put too much emphasis on the importance of dealing with issues when, in his newspaper experience, it seemed likely that "people turn off when

issues are discussed." Journalistically, he added, "the authors of this study are the kind of people who would put the score of the seventh game of the World Series in the 12th paragraph."

Mr. Apple, who said he once worked for NBC's *Huntley-Brinkley Report*, also contended that "it's silly to expect the networks to do what the *New York Times* does, just as it would be silly to expect the *New York Times* to do what the *Village Voice* does."

When he's on the road covering campaigns and doesn't have access to the *Times* or a few other favorite newspapers, Mr. Apple said, he gets his "daily fix" on politics by watching the nightly news, which he said gives him "the best idea of what happened that day."

Fortune's Mr. Weaver said, "I agree with the networks that [the report] is shrill and unfair." He said he did not agree "that network news is uninformative"—that he recently spent three weeks at Vanderbilt University looking at tapes of network newscasts and got from them "a very good sense" of candidates' styles and of the issues and felt he could make informed judgments as a result.

Mr. Weaver insisted that TV's political news coverage should be "more superficial, not less," by showing the candidates "just moving and talking, as they do each day of the campaign." He wanted "much less" analysis of issues and candidates, more emphasis on events. "I wish TV commentators would shut up and let me hear the candidates," he added.

(Commentators also got a word of advice, if not criticism, earlier when Roland S. Homet, director of the Aspen Institute Program on Communications and Society, one of the co-sponsors of the sessions, said that "interpositioning" of commentators between the audience and the event "is resented," whether the agent is "the Olympics, the Bicentennial or our national conventions.")

James Snyder, news vice president of Post-Newsweek Stations, was one of several panelists who argued that in concentrating on the nightly news the research was overlooking the effect of total network news operations. Mr. Snyder also contended it would be of great value to "hit men," especially among competitors, who would use it to attack television.

Other developments at the seminar, sponsored by the Aspen Institute, the League of Women Voters and Post-Newsweek, included these:

■ John Deardourff of Bailey, Deardourff & Eyre, adviser in President Ford's current campaign, said it's "a waste of time and money" to try to explain complex issues in advertising, that conveying "the character of the candidate" is more important and that paid TV advertising is less important in presidential than in other elections. But he denied, in answer to a question, that this meant the Ford campaign will now rely preponderantly on short commercials playing up Mr. Ford's personal character and qualifications.

■ Gerald Rafshoon of Gerald Rafshoon Associates, Jimmy Carter's

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agency, agreed with Mr. Deardourff's assessments as to issues and character but also underscored the values his candidate had received from longer commercials as well. "If I have any gripe [about broadcast treatment]," he said, "it would be non-cooperation by local stations in not giving candidates more access [to TV advertising]." He said he'd had special trouble getting two-minute and five-minute availabilities.

■ There was much back and forth as to the importance of issues as opposed to candidate personalities. The consensus appeared to be that voters are more interested in candidates than in issues and often get their appreciation of the issues through appearances of the candidates.

■ Young & Rubicam's Mr. Ney advocated the five-minute length for political commercials but said he would prefer a system in which time is allocated to candidates "and you cannot buy it." This did not get much shrift from most of the other panelists. He also suggested it might be desirable to have "a review board of distinguished citizens" to pass upon complaints of questionable practices in political commercials.

■ F. Gerald Kline of the University of Michigan's School of Journalism suggested that if presidential debates become "institutionalized," the networks will gradually begin rotating coverage for profit reasons. James Karayn, who represented

the League of Women Voters Education Fund in arranging the upcoming debates, said the networks had been asked about that and all said they would not rotate. But Mr. Karayn wondered if it might not be a good idea to have rotation on many types of events, both to avoid duplication and to let the networks conserve resources for additional news coverage.

■ The Aspen Institute's Mr. Homet wondered if network news might not increase its credibility if it would openly acknowledge that its resources of time and money limit its coverage—that it simply cannot cover everything of importance.

Broadcasters get protection from damage cases

California superior court judge dismisses \$10 million suit against NBC and its KRON-TV, says that First Amendment covers programing

A state judge in San Francisco has ruled that the First Amendment to the Constitution protects broadcasters against damage suits brought as a result of material they air. The only exception, he said, would be material not protected by

the freedom of press amendment.

Superior Court Judge John Ertola issued the ruling from the bench last week in dismissing a \$10-million suit the mother of an 11-year-old girl brought against NBC and its television affiliate in San Francisco, KRON-TV. The suit was a result of an assault on the girl said to have been patterned after the broomstick rape scene in "Born Innocent," a TV movie that NBC broadcast on Sept. 10, 1974 (BROADCASTING, Oct. 14, 1975).

The girl, Olivia Niemi, who was 9 years old at the time, was playing on the beach with a friend when they were said to have become involved in a fight with four older girls. One of the older girls allegedly attempted a rape with a beer bottle.

There was a dispute as to whether any of the older girls and seen "Born Innocent." But the plaintiff contended that was immaterial, since the girls had in any event heard of the program from friends at school.

Judge Ertola, who was ruling on an NBC motion for summary judgment, assumed the girls had seen the program. But he agreed with NBC's contention that the First Amendment was a defense, that it protected broadcasters and publishers against anyone seeking damages as a result of an action committed in imitation of what the broadcaster or publisher had brought to the public's attention.

There are exceptions, he said, which would apply to obscenity or material that met the clear-and-present-danger test. But he said that the "Born Innocent" program did not fall into those categories and that to permit recovery in connection with speech protected by the First Amendment would have "a chilling effect" on expression.

NBC lawyers said the ruling—which will be followed by a written opinion—was unprecedented, and they were gratified by it. "It protects our right to put on meaningful dramas," one said. A contrary ruling, he added, might even have affected news operations.

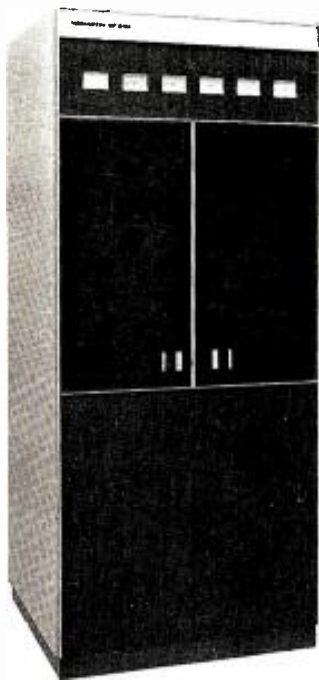
Noncommercial AM set to go all-news

Beginning in mid-October, noncommercial WEBR(AM) Buffalo, N.Y., plans to switch to a weekday all-news format from 6 a.m. to 7 p.m. And according to General Manager William Devine, this will mark the largest news commitment of any public radio station thus far.

Following its hours of all-news, plans are for WEBR to carry about an hour of public affairs and then local college sports and/or jazz until sign-off at midnight. On weekends there will be an MOR format, with news and sports every 15 minutes. The station will carry AP Radio. Western eventually plans to operate WEBR 24 hours.

Mr. Devine, former news director at the University of Missouri's KMUR-FM Rolla, says he has heard reports that WEBR will become the fourth most expensive public

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Skyjacking scoop. Shortly after a group of Croatian nationalists hijacked a plane en route to Chicago from New York, WBBM-TV Chicago began its coverage of the story. Reporter Bill Kurtis flew to London and filed a live telephone report when the plane was denied permission to land. He then chartered a plane to Paris in time to record the surrender of 10 hijackers and release of the hostages. He then boarded a plane with some of the hostages for the trip home to Chicago (top). They were met at the airport by the station's mini-cam crew for a live report. A half-hour special was then produced with Mr. Kurtis interviewing some of the hostages in a plane similar to the one hijacked (bottom).

radio station to operate. Yearly operating expenses are estimated at \$375,000. The station will have 20 fulltime employees and 10 part-timers and stringers. Thus far the station has received \$125,000 of \$250,000 in grants allocated by the Corporation for Public Broadcasting.

News director for the station is Michael Allen, formerly with CKFH(AM) Toronto.

Wasilewski cites rights

National Association of Broadcasters President Vincent Wasilewski said last week broadcasters should be free from governmental interference and assured an equal claim to First Amendment rights.

In a speech Wednesday at a dinner of the Illinois Broadcasters Association, at which he was awarded the association's 1976 distinguished service award, Mr. Wasilewski said "we must point out the uniqueness of our form of government, how the Constitution is an instrument that, basically, was intended to protect against a transient majority even if it were represented by an elected majority of the legislature.

"We must realize that these provisions protect our right to make mistakes, but they also provide the foundation for us to experiment, to be innovative and to tell the truth as we see it."

Equipment & Engineering

New satellite program gets off the ground with \$470 million

Proposed Intelsat V will have the capacity to transmit two channels of color television

The International Telecommunications Satellite Organization plans to commit some one-half billion dollars to a new satellite program. It has announced that a contract worth about \$470 million will be awarded to Aeronutronic Ford Corp., Western Development Laboratories, Palo Alto, Calif., for spacecraft procurement, launch services and capitalized management.

The contract calls for seven spacecraft, the first to be delivered within 33 months of the agreement's effective date. The spacecraft will carry 27 transponders capable of servicing up to 12,000 two-way telephone calls. The two Intelsat satellites presently in service allow only 6,000 and 4,000 calls. Additionally, the proposed Intelsat V will have the capacity to transmit two channels of color television.

The agreement also provides that Aeronutronic Ford will award some \$54.6 million in international subcontracts. The companies lined up for subcontracts are the Marconi Co., Ltd., United Kingdom; Messerschmitt-Bolkow-Blohm, Germany; Mitsubishi Electric Co., Japan; Selenia, Italy, and Societe Nationale des Industries Aeronautiques and Thomson-CSF, both France.

New line-up at Cetec

Ward, McClure, Cooke assume major roles in broadcast group; Salt Lake City service center set up

Under a management and marketing reorganization, Robert M. Ward, a Cetec Corp. vice president, has assumed responsibility for group sales and marketing for

the five divisions within the Cetec Broadcasting Group. Within the group are Cetec Schafer Division which produces automated radio systems; Jampro Antenna, FM and TV transmitting antennas; Sparta, transmitters and radio studio broadcast systems; Vega, wireless microphones, and Cetec Audio, studio consoles, professional tape recorders and loudspeakers.

Andrew P. McClure, named national marketing manager, will be responsible for Schafer, Sparta and Jampro, while Vega and Cetec Audio will continue to have independent marketing. Jay Cooke has been named advertising manager for the group.

In addition, a group service center has been set up in Salt Lake City and 11 regional sales executives for the group have been appointed. Three more appointments are still pending.

The Cetec Broadcasting Group is headquartered in Goleta, Calif.; its parent in El Monte, Calif.

EIA in L.A. next week

Annual convention has Richardson as top speaker; 500 are attending

Some 500 persons representing 300 member and nonmember companies are expected to attend the 52d annual convention of the Electronics Industries Association Sept. 27-30 at the Century Plaza hotel in Los Angeles. Headlining the convention as luncheon speakers will be Elliot L. Richardson, Secretary of Commerce, and Will E. Leonard, chairman of the U.S. International Trade Commission.

The convention—which serves as a housekeeping session for EIA members—will include more than 60 committee meetings and seminars. Between 100 and 125 representatives from the consumer electronics field are expected to participate. Status reports will be given on such subjects as government regulation, marketing services, public relations, consumer affairs and satellite telecommunications.

The convention will also be marked by the nomination and election of a new EIA chairman, as well as by the presentation of several awards.

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The Broadcasting Playlist Sep 20

Contemporary

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a	3-7p	7-12p	12p
6	1 Play That Funky Music (3:12) Wild Cherry—Epic	2	3	1	4
1	2 Don't Go Breaking My Heart (4:23) Elton John & Kiki Dee—Rocket/MCA	3	1	2	1
4	3 A Fifth of Beethoven (3:02) Walter Murphy—Private Stock	1	4	3	3
8	4 If You Leave Me Now (3:40) Chicago—Columbia	4	2	5	2
2	5 (Shake...) Shake Your Booty (3:06) K.C. & the Sunshine Band—T.K. Records	5	5	4	5
3	6 You Should Be Dancing (3:23) Bee Gees—RSO/Polydor	6	8	6	6
5	7 Lowdown (3:15) Boz Scaggs—Columbia	7	6	7	7
7	8 I'd Really Love to See You... (2:36) England Dan & John Ford Coley—Big Tree	8	7	8	8
12	9 Devil Woman (3:21) Cliff Richard—Rocket	9	9	11	9
9	10 You'll Never Find Another Love... (3:36) Lou Rawls—Phila. Int'l.	10	12	12	14
16	11 Still the One (3:42) Orleans—Asylum	12	15	10	13
13	12 With Your Love (3:33) Jefferson Starship—Grunt	11	10	13	11
20	13 Disco Duck (Part 1) (3:15) Rick Dees & His Cast of Idiots—RSO	15	17	9	10
10	14 Let 'Em In (5:08) Paul McCartney & Wings—Capitol	14	11	14	12
14	15 Heaven Must Be Missing an Angel (3:28) Tavares—Capitol	13	13	15	15
11	16 Say You Love Me (3:58) Fleetwood Mac—Reprise	16	14	17	16
15	17 Getaway (3:38) Earth, Wind & Fire—Columbia	17	16	16	18
23	18 I Only Want to Be with You (3:20) Bay City Rollers—Arista	18	18	19	17
21	19 She's Gone (3:24) Hall & Oates—Atlantic	20	21	18	19
22	20 A Little Bit More (2:56) Dr. Hook—Capitol	19	19	20	22
18	21 Baby, I Love Your Way (3:28) Peter Frampton—A&M	22	22	21	20
19	22 Magic Man (2:45) Heart—Mushroom	25	20	22	21
-	23 Best Disco in Town (2:29) Ritchie Family—Marlin	23	23	25	23
17	24 Summer (3:59) War—United Artists	21	24	24	27
24	25 Wham Bam Shang-A-Lang (3:32) Silver—Arista	30	32	23	24
28	26 That'll Be the Day (2:32) Linda Ronstadt—Asylum	24	25	26	26
27	27 Rock 'N' Me (3:05) Steve Miller Band—Capitol	26	30	27	28
26	28 Do You Feel Like We Do (14:15) Peter Frampton—A&M	27	29	29	25
33	29 Beth (2:45) Kiss—Casablanca	29	26	28	29
25	30 Afternoon Delight (3:10) Starland Vocal Band—Windsong	28	28	30	30
35	31 Wreck of the Edmund Fitzgerald (5:57) Gordon Lightfoot—Reprise	31	27	31	31
29	32 Fernando (4:11) Abba—Atlantic	32	31	32	32
30	33 This Masquerade (3:17) George Benson—Warner Bros.	34	34	33	34
37	34 Kiss and Say Goodbye (2:24) Manhattans—Columbia	33	35	34	35
34	35 Get Closer (3:45) Seals & Crofts—Warner Bros.	*	33	39	33
36	36 Don't Stop Believin' (3:24) Olivia Newton-John—MCA	35	37	36	38
32	37 I Can't Hear You No More (2:49) Helen Reddy—Capitol	36	39	35	*
38	38 Sunrise (2:29) Eric Carmen—Arista	37	*	38	39
-	39 I Never Cry (3:43) Alice Cooper—Warner Bros.	*	36	*	36
-	40 Rock 'N' Roll Music (2:26) Beach Boys—Reprise	*	36	*	36

Playback

Hello, Columbus. Dave Bishop, music director of that "Average City USA" station, WCOL(AM) Columbus, Ohio, promised "Playback" almost three months ago that Wild Cherry had a future national hit in *Play That Funky Music* (BROADCASTING, June 28). This week, *Funky* takes over as the No. 1 song in U.S. radio. **Moral.** Never bet against Dave Bishop, or sell Columbus short. "If a record hits here," he advises,




BISHOP

"chances are it will make it all over." **Encore.** So what's Bishop-Columbus high on now? **(1.)** *Muskrat Love* (A&M), the newest single by the Captain & Tennille. Good enough for the Queen of England, this duo performed for Her Majesty on the recent U.S. visit. And good enough for Columbus where "everything they've done has been a monster ... top 10 if not No. 1," says Mr. Bishop. **(2.)** The Bee Gees will do it, too, he predicts, with *Louie So Right* (RSO). This ballad-type tune differs from their current disco single, *You Should Be Dancing* (No. 6 on this week's "Playlist"). **(3.)** Then there's Starbuck's *I Got to Know* (Private Stock), getting immediate reaction in Columbus after only three days airplay. And: **(4.)** Boston's *More Than a Feeling* (Epic), **(5.)** Steely Dan's *The Fez* (ABC).

Country

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a	3-7p	7-12p	12p
2	1 (I'm a) Stand by My Woman Man (2:57) Ronnie Milsap—RCA	2	1	2	1
3	2 I Don't Want to Have to Marry You (3:03) Jim Ed Brown & Helen Cornelius—RCA	1	2	1	2
11	3 Misty Blue (2:36) Billie Jo Spears—United Artists	4	3	4	4
1	4 If You've Got the Money... (2:05) Willie Nelson—Columbia	3	4	3	3
4	5 All I Can Do (2:23) Dolly Parton—RCA	5	5	5	7
-	6 You & Me (3:22) Tammy Wynette—Epic	6	6	6	5
9	7 Bring It on Home to Me (2:20) Mickey Gilley—Playboy	9	9	7	14
13	8 You Rubbed It In All Wrong (2:32) Billy (Crash) Craddock—ABC/Dot	10	7	11	9
8	9 I Wonder If I Ever Said Goodbye (3:30) Johnny Rodriguez—Mercury	8	8	10	10
10	10 My Prayer (2:41) Narvel Felts—ABC/Dot	7	11	13	6
5	11 Here's Some Love (2:59) Tanya Tucker—MCA	11	12	8	12
6	12 Can't You See (3:43) Waylon Jennings—RCA	14	10	9	13
19	13 Say It Again (2:56) Don Williams—ABC/Dot	13	14	14	8
-	14 After the Storm (2:37) Wynn Stewart—Playboy	12	18	12	18
24	15 Afternoon Delight (2:56) Johnny Carver—ABC/Dot	15	16	16	17
7	16 Don't Stop Believin' (3:24) Olivia Newton-John—MCA	17	13	15	15
12	17 The Games That Daddies Play (3:00) Conway Twitty—MCA	18	15	17	11
20	18 One of These Days (3:03) Emmylou Harris—Reprise	16	17	18	16
15	19 See You on Sunday (3:33) Glen Campbell—Capitol	19	19	19	19
14	20 Here I Am Drunk Again (2:27) Moe Bandy—Columbia	20	20	21	25
16	21 Rocky Mountain Music (3:32) Eddie Rabbitt—Elektra	21	21	20	20
-	22 Cherokee Maiden (2:56) Merle Haggard—Capitol	23	22	24	23
-	23 Solitary Man (2:39) T.G. Sheppard—Hitsville	22	24	*	21
-	24 The End Is Not in Sight (3:11) Amazing Rhythm Aces—ABC/Dot	*	23	*	24
-	25 Peanuts and Diamonds (3:10) Bill Anderson—MCA	*	*	22	*

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



Ratcliff

Robert I. Ratcliff, chief operating officer, WKPT - AM - FM - TV Kingsport, Tenn., elected VP of parent, Home News Publishing Co., and chief executive of its broadcasting division, which includes Holston Valley Broadcasting (WKPT stations) and Housatonic Valley Broadcasting (WINE-AM-FM Brookfield, Conn.).

Ronald Thompson, VP/executive director, KACY(AM) Port Hueneme/general manager, KMEN(AM) San Bernardino, both California, appointed president, of licensee, Dellar Broadcasting. Dellar also operates KARM(AM) Fresno, Calif. (KACY has been sold to Children's Television Workshop, subject to FCC approval [BROADCASTING, June 28].)

Marlene Turner and Letty Tanchum, attorneys, ABC-owned stations division legal staff, New York, named assistant general attorneys, that division.

Bill Ciark, general sales manager, KABL(AM) Oakland-KABL-FM San Francisco, appointed general manager.

S. Edward Hawkins Jr., operations manager/chief engineer, WITH(AM)-WDJQ(FM) Baltimore, named VP/general manager.

Harry S. Hagan Jr., field consultant, NBC Radio News and Information Service, Washington, joins WHEN(AM) Syracuse, N.Y., as general manager.

Gil Bond, director of market research, Golden West Broadcasters, Los Angeles, group owner, named general manager of GWB's new Market Buy Market station planning division.

Tom Bauer, in charge of data operations and computer coordination, WHAS-TV Louisville, Ky., assumes additional responsibility as operations manager.

Arnold Starr, general sales manager, WVRV(FM) New York, assumes additional duties as director of station operations.

Bill Cusack, from WMEX(AM) Boston, joins WTSI(AM) Hanover, N.H., as assistant manager.

Roley Altizer, Arbitron research manager, Beltsville, Md., appointed assistant to John Dimling, research VP, National Association of Broadcasters, Washington.

Thomas P. Furr, director of on-air promotion, WMAL-TV Washington, promoted to advertising/promotion manager.

Barbara Gurwitz, cable analyst, FCC, Washington, joins WTHR(TV) Indianapolis as public affairs director. **Elaine Patton** promoted from traffic department to public service coordinator.

Richard McCluney, in public affairs department, specializing in films, WAVY-TV Portsmouth, Va., promoted to public affairs director.

Ronnie Eldridge, executive producer, non-commercial WNET(TV) New York-produced *Woman Alive!* series for Public Broadcasting Service, named to newly created post of director of government and community affairs, WNET.

Jack Mitchell, executive producer, National Public Radio's *All Things Considered*, Washington, joins noncommercial WHA(AM) Madison, Wis., as station manager.

Broadcast Advertising

Ernest J. Dunston, VP/management supervisor, Bozell & Jacobs, Chicago, promoted to senior VP. **Jack Wagner**, part owner/VP/group supervisor, Scannell advertising, Milwaukee, joins B&J, Racine, Wis., as VP/general manager.

Ronald W. Bess, account director, Needham, Harper & Steers, Chicago, elected VP.

Roseanne (Bunny) Oliver, Dancer-Fitzgerald-Sample, New York, art director/producer, named VP.

Carol Short, associate media director, Lee King & Partners, Chicago, appointed VP. **Juanita Davis**, senior time buyer, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., joins Lee King as broadcast supervisor.

Marvin Korman, VP, corporate affairs, Columbia Pictures Industries, New York, joins Alan Wolsky and Friends advertising, New York, as executive VP/general manager.

Kenneth A. Mills, director of creative services, Katz Agency Inc., New York, appointed VP.

Tom Anderson and Mike Grinsell, account executives, KABL(AM) Oakland-KABL-FM San Francisco, named national and local sales managers, respectively.

Albert S. Mazzoni, national sales manager, WTTG(TV) Washington, named VP/local sales manager.

Jim Millman, with Young & Rubicam, New York, on Puerto Rico Rum, Eastern Airlines, and Dr. Pepper accounts, joins Ted Thompson & Partners, San Francisco, as co-creative director.

Irene Runnels, VP/general manager, KOAX(FM) Dallas, joins WFAA(AM)-KZEW(FM)

there as national sales manager.

John M. Fignar, account executive, WUAB(TV) Lorain, Ohio (Cleveland), named sales manager, WKBS-TV Burlington, N.J. (Philadelphia). Both are Kaiser Broadcasting stations.

Jane Gallagher, with WPHL-TV Philadelphia, joins Weightman Advertising there as traffic coordinator, broadcast production department.

David Kronwall, continuity director, KSFY-TV Sioux Falls, S.D., joins William Eisner & Associates advertising, Hales Corners, Wis., (Milwaukee) as copywriter.

William S. Pirie, regional sales manager, WITH(AM)-WDJQ(FM) Baltimore, promoted to general sales manager.

Richard C. Williams, salesman, WEMP(AM)-WNUW(FM) Milwaukee, promoted to local sales manager. **Cathy Hancock and Karen Bresinski**, both from WTMJ(AM) there, join WEMP-WNUW as traffic manager and traffic/continuity assistant, respectively.

Bernard D. Rosenthal, VP, production division, WHAS-TV Louisville, Ky., appointed retail sales development director. **Billie Fawbush**, assistant systems coordinator, named traffic manager.

Richard Trowbridge, advertising director, Charlotte (N.C.) *Observer and News*, joins WSOC-AM-FM there as director of retail sales development.

Mark W. Sciumeca, account executive, WPRO-AM-FM Providence, R.I., appointed general sales manager, WNRS(AM) Saline-WIQB(FM) Ann Arbor, Mich.

Tom Scheithe, account executive, WYFE(AM) Rockford-WYFE-FM Winnebago, Ill., promoted to local sales manager.

Frank Stanton, former vice chairman of CBS, now chairman of American Red Cross, elected to board of The Interpublic Group of Companies New York.

Programming



Shrage

Paul Shrage, creative director, advertising and sales promotion, syndication, Columbia Pictures Television, New York, named director of advertising and sales promotion for CPT worldwide distribution, based in Los Angeles.

Clare L. Simpson, national sales director, Time-Life Television, New York, named VP.

Bob Apter, administration manager, ABC Sports, New York, named director of administration, with expanded responsibilities in administration and budgetary planning and control.

Delta L. Williams, director of programs and press relations, Survival Anglia Ltd., New York, named VP.

K. Dwight Werle, facilities supervisor, WTHR(TV) Indianapolis, promoted to executive producer, special projects.

Jon Eichenstaedt, executive VP/international sales representative, Bill Burrud Productions, Los Angeles, named executive VP in charge of TV program production and commercial syndication, Cloverleaf Productions there.

Peggy Cooper, assistant to president of Post-Newsweek Stations/executive producer, P-N's WTOP-TV Washington, assumes additional responsibility as consultant/special units producer of *Nine in the Morning* series at station. **Leslie Edwards**, WCCO-TV Minneapolis intern, joins WTOP-TV as producer.

Bob Klopfenstein, WIND(AM) Chicago production engineer, joins WOWO(AM) Fort Wayne, Ind., as program manager. Both are Group W stations.

Willard Saltzglver, production manager, KPHO-TV Phoenix, joins WKBD-TV Detroit in same post.

Douglas Brode, theater/film/TV critic, WHEN(AM) Syracuse, N.Y., joins WNY5-TV there as critic.

Cliff Allen, film assistant, WSAK-TV Boston, promoted to film director.

George Taylor and **Lisa Karlin**, air personalities, WCOZ(FM) Boston, named to additional duties as program director and music director, respectively.

Bill Douglass, director of promotions, WPAR(AM) Parkersburg, W.Va., assumes additional duties as music director.

Joel Rubin, news director, WNOR(AM) Norfolk, Va., named sports director, WAVY-TV Portsmouth, Va.

Ed Turman, sportscaster, WWHC(FM) Hartford City, Ind., named to same post, WDOR-AM-FM Sturgeon Bay, Wis.

Broadcast Journalism

L.J. Lancer, regional editor of AP Radio, Washington, named national cable executive for AP in New York. **John Hewitt**, newsman, AP Radio, Washington, appointed broadcast executive for Iowa and Nebraska with headquarters in Des Moines. **Randall Collier**, account executive, Carl Byoir Associates, Los Angeles, named broadcast executive for Oklahoma and northern Texas, with headquarters in Dallas.

Earl Ubell, director of news, WNBC-TV New York, named producer, NBC News special broadcast unit. He is succeeded by **Norman Fein**, executive producer of WNBC-TV's local news programing.

Charles R. (Dick) Reeves, producer, *CBS Morning News*, named executive producer of news, special events, CBS News, radio. He succeeds **Jonathan Ward** who joined *CBS Eve-*

ning News with Walter Cronkite as associate producer.

Jerry Jacobs, executive producer/assistant news producer, KABC-TV Los Angeles, joins KNXT(TV) there as executive producer, news operations/special events.

Laura Lawrence, news administrator, WNBC-TV New York, appointed manager of local TV news operations. **Meiba Tolliver**, WABC-TV New York reporter, joins WNBC-TV in same post, on completion of fellowship at University of Michigan.

Andrew Fisher, news director, WPRI-TV Providence, R.I., joins WCAU-TV Philadelphia as assistant news director. **Dave Neal**, assignment editor, WPVI-TV there, joins WCAU-TV as assignment editor.

Allen Levy, producer, WPLG(TV) Miami, joins WTVN-TV Columbus, Ohio, as executive news producer. **Bob Althage**, anchor/reporter, KFVS-TV Cape Girardeau, Mo., named to same post at WTVN-TV. **Jay Newman**, WHEN-TV Syracuse, N.Y., assignment editor, joins WTVN-TV as reporter.

Bill LaPlante, WTHR(TV) Indianapolis news producer, promoted to executive news producer, succeeded by **Jim Neustadt**, WTMJ-TV Milwaukee news producer.

Mike Mason, assistant news administrator, WBBH-TV Fort Myers, Fla., promoted to news director.

Barbara Kerr, with on-air experience with CBS News, New York, named anchor, WYTV(TV) Youngstown, Ohio. **Dick Turner**, anchorman/producer, KIVI-TV Boise, Idaho, named WYTV anchorman/reporter. **Carl Nichols**, WLKY-TV Louisville, Ky., chief meteorologist, joins WYTV in same capacity.

Gerry Toney, reporter, WFSB-TV Hartford, Conn., named assignment editor.

Bob Grip, producer, WKRG-TV Mobile, Ala., named news director/anchor.

Richard E. Wagner, executive news producer, WPLG(TV) Miami, named news director, WCHS-TV Charleston, W.Va.

Greg Brumley, with WICD(TV) Champaign, Ill., joins KAKE-AM-TV Wichita, Kan., as reporter/anchor.

Tanya Hart, producer, noncommercial WGBH-TV Boston, joins WNAC-TV there as reporter.

Norm Woodel, reporter/backup anchorman, WKRG-TV Mobile, Ala., joins WFTV(TV) Orlando, Fla., as reporter. **Bette BonFleur**, former WFTV reporter/producer, returns as news producer after doing freelance filming.

Janet Anderson, with KENS-TV San Antonio, Tex., joins KSAT-TV there as reporter/news producer. **Mark Antonitus**, with KMOL-TV there, joins KSAT-TV as news cameraman.

George Parr, with WMAL-TV Washington news department, joins WAVY-TV Portsmouth, Va., as reporter.

Bob Mulderick, announcer/reporter, WBOC-AM-FM-TV Salisbury, Md., appointed co-anchor, WNCT-AM-FM-TV Greenville, N.C.

Dave McLaughlin, meteorologist, WROC-TV

Rochester, N.Y., joins KMSP-TV Minneapolis-St. Paul in same position.

Jane Kohlhaas, reporter, WDTB(TV) Panama City, Fla., joins noncommercial WKGC-FM there as news/public affairs director.

Cable

J. Terry Davis, Southern region operations director, Warner Cable, Atlanta, named general manager of Warner Cable's Fort Walton Beach, Fla., system.

Claude W. (Bill) Simons, senior field engineer, Magnavox CATV, Manlius, N.Y., appointed manager of field engineering.

Equipment & Engineering



Engle

Joseph M. Engle Jr., director of domestic sales, broadcast products division, Harris Corp., Quincy, Ill., joins McMartin Industries, Omaha, as executive VP in charge of sales/marketing/engineering. **Robert Switzer**, Harris Corp. district manager, joins McMartin as Western sales manager, based in Diablo, Calif.

Don Jones, McMartin field sales manager, promoted to district sales manager for Texas, Louisiana, Arkansas and Oklahoma, based in Plano, Tex.

Guy M. Lewis, manager, radio station equipment product management, RCA Broadcast Systems, Camden, N.J., appointed manager, Northern broadcast sales. He succeeds **James A. Gimbél**, named sales manager for Europe, Africa and Middle East.

Sid McCollum, Northeast regional manager, Videomax, subsidiary of Orrox Corp., Santa Clara, Calif., named sales manager, CMX Systems there, another Orrox company.

Michael Fleming, general manager, General Electronics Systems, Berkeley, Calif., joins JVC Industries as West Coast regional sales manager, based on Compton, Calif.

Randy Kinsolving, part-time assistant engineer, WPAR(AM) Parkersburg, W.Va., named chief engineer.

Allied Fields

Loring S. Fisher, marketing/operations VP, Bonneville Broadcast Consultants, Tenafly, N.J., appointed executive VP. **Frank D. Murphy**, music director, appointed director of creative services.

Paul MacAvoy, member of Council of Economic Advisers and co-chairman of President Ford's task force on regulatory reform, has switched his academic affiliation from Massachusetts Institute of Technology to Yale University. Mr. MacAvoy, who has been on leave from the faculty of MIT since June 1975 remains in that status with Yale.

M. Kent Sidel, graduate, Northwestern University, Evanston, Ill., appointed assistant professor, Department of Broadcasting, Univer-

sity of Tennessee, Knoxville.

Jim DeSorrento, marketing director, CableData billing systems firm, Sacramento, Calif., joins Daniels and Associates, Denver, as VP/broker for Northeastern U.S.

Daniel T. Pecaro, president/chief executive officer, WGN Continental Broadcasting, Chicago, named recipient of distinguished alumnus award from DePaul University there.

Deaths

William Charles Hunter, 44, director of engineering, WHAS-AM-FM-TV Louisville, Ky., died of cancer Aug. 28. He joined stations in 1965 as assistant to engineering director. Survivors include his wife, Shirley, one daughter and one son.

Robert Haden, 34, sales manager, WDHN(TV) Dothan, Ala., died in automobile accident Aug.

12. He is survived by his wife, Linda.

Kenneth Buckridge, 51, associate professor, department of radio and television, City University of New York, died after heart attack Aug. 17 while on vacation in Cambridge, Mass. He joined CUNY in 1965.

Donald Lynn Dwyer, 48, children's program performer, noncommercial KTCA-TV Minneapolis-St. Paul, died after heart attack while jogging in Brainerd, Minn., Sept. 3. He is survived by his wife and two children.

For the Record[®]

As compiled by BROADCASTING for the period Sept. 6 through Sept. 10 and based on filings, authorizations, petitions and other actions announced by the FCC.

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

New stations

TV actions

Broadcast Bureau granted following CP modifications to extend completion time to date shown: *KETG Arkadelphia, Ark. to Feb. 28, 1977 (BMPET-868); WXNE Boston to Feb. 28, 1977 (BMPCT-7613); KMSP-TV Minneapolis to Feb. 28, 1977 (BMPCT-7654).

AM applications

■ Caro, Mich.—Cass River Broadcasting Co. seeks 1360 khz, 1 kw. P.O. address: 223 N. Almer St., Caro 48723. Estimated construction cost \$98,781, first three months operating cost for AM and FM \$37,714; revenue for AM and FM \$200,000. Format: Standard pops. Principals: Glenn A. Tryon (90%) and two other stockholders. Mr. Tryon until recently was general manager and vice president of Tuscola Broadcasting Co., licensee of WYKO-AM-FM Caro, and has interest in this company. Ann. Sept. 3.

■ Coleraine, Minn.—J.R. Broadcasting Co. seeks 1460 khz, 1 kw-D. P.O. address: 209 Pokegama Ave. S., Grand Rapids, Minn. 55744. Estimated construction cost \$23,074; first-year operating cost \$46,722; revenue \$60,000. Format: Adult contemporary. Principals: Jeffery Olsen and Roger Olsen (50% each). Roger Olsen (father of Jeffery) owns KXGR-FM Grand Rapids, Minn. Ann. July 6.

■ Vancouver, Wash.—Viking Vancouver seeks 910 khz, kw. P.O. address: 7007 Heatherhill Rd., Bethesda, Md. 20034. Estimated construction cost: Requests facilities of KISN(AM); three months operating cost \$202,000; first-year revenue \$800,000. Format: Same as KISN(AM). Principals: Robert S. Landsman (40%), Norman B. Schrott (30%), Arnold Berlin and Mort Yadin (15% each). All have various real estate interests. Ann. Sept. 3.

AM actions

■ Lancaster, Wis.—Bert Peterson. Commission denied petition to deny by Southwest Wisconsin Co., licensee of WSWW-AM-FM Platteville, Wis. and granted 1280 khz, 500 w-D. P.O. address: 2634 Gabriel St., Apt. 5, Zion, Ill. 60099. Estimated construction cost \$30,818; first-year operating cost \$29,000; revenue \$72,000. Format: contemporary top-40. Principals: Mr. Peterson is advertising manager for *Forecast* magazine, Chicago. Action Aug. 31.

Broadcast Bureau granted following CP modifications to extend completion time to date shown: KAEZ Oklahoma City to Sept. 1 (BMPH-14862); KTWR Agana, Guam to Feb. 18, 1977 (BMPHF-119).

AM start

■ WRNJ Hackettstown, N.J.—Authorized program operation on 1000 khz, 1 kw-D. Action Aug. 25.

AM license

Broadcast Bureau granted following license covering new station: WKYR Burkesville, Ky. (BL-14,075).

FM applications

■ Palm Springs, Calif.—KPSI Radio Corp. seeks 100.9 mhz, 660 w. HAAT 640 ft. P.O. address: 174 North Palm Canyon Dr., Suite 145, Palm Springs 92262. Estimated construction cost \$76,600; first-year operating cost \$68,600; revenue \$60,000. Format: contemporary pop. Principal: Applicant, owned by Rozene R. Supple, is licensee of KPSI(AM) Palm Springs. Ann. Aug. 24.

■ *Indianapolis—Franklin Township Community School Corp. Broadcast Bureau granted 91.5 mhz, 25 w. HAAT 136 ft. P.O. address: c/o Robert Mason, 6141 S. Franklin Rd. 46259. Estimated construction cost \$35,072; first-year operating cost \$5,000. Format: variety. Principal: Applicant is public school system (BPED-2228). Action Aug. 27.

■ Indianapolis—Viking Indianapolis seeks 107.9 mhz, 40.6 kw, HAAT 910 ft. P.O. address: 7007 Heatherhill Rd., Bethesda, Md. 20034. Estimated construction cost: Requests facilities of WIFE-FM; three months operating cost \$51,000; first-year revenue \$250,000. Format: Same as WIFE-FM. Principals: See Viking Vancouver below. Ann. Sept. 3.

■ Caro, Mich.—Cass River Broadcasting Co. seeks 104.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 223 N. Almer St., Caro 48723. Estimated construction cost \$58,722; first three months operating cost for AM and FM \$37,714; revenue for AM and FM \$200,000. Format: Standard pops. Principals: See above: AM applications, Caro, Mich. Ann. Sept. 3.

■ Henderson, Nev.—Henderson Radio Group seeks 100.5 mhz, 100 kw, HAAT —119 ft. P.O. address: Box 400, Henderson 89015. Estimated construction \$49,700; first-year operating cost \$30,000; revenue \$108,000. Format: Rhythm and blues. Principals: Applicant is owned jointly by KTOO Broadcasting Co., which is owned by Cy (60%) and wife Evelyn (40%) Newman, and KVOV Inc., which is owned by Joseph F. Newman and Louis E. Randle Jr. (50% each). KTOO Broadcasting is present licensee of KVOV(AM) Henderson. Cy Newman has interests in Transierra Media, licensee of KWRL(AM) Sparks/Reno, Nev., and in TV production company. Joseph Newman has interests in advertising agency and in TV-radio station rep. firm. Ann. Sept. 8.

■ Greenville, Ohio—Korin Broadcasting Co. seeks 106.5 mhz, 50 kw, HAAT 209 ft. P.O. address: 1538 First National Plaza, Dayton, Ohio 45402. Estimated construction cost \$5,627; first-year operating cost \$65,172; revenue \$120,000. Format: Country, pop, talk. Principals: Spero Pete Lavis (52.8%), C. Dino Gianuglou (23.6%), Dwight D. Brannon and Hyman Rabin (11.8%). Mr. Lavis has land interests in Ohio. Mr. Gianuglou has interests in law firm, swimming pool and night club. Mr. Brannon has interest in law firm. Mr. Rabin owns bookstores in Dayton, Ohio. Ann. Sept. 3.

■ *Plains, Tex.—Plains Independent School District seeks 97.7 mhz, 10 kw. P.O. address: 1000 10th St., Plains 79355. Estimated construction cost \$2,935; first-year operating cost \$865. Format: Variety. Principal: Applicant is nonprofit educational institution. Ann. July 1.

FM actions

■ *Boulder, Colo.—Boulder Community Broadcast Assn. Broadcast Bureau granted 88.5 mhz, 1.29 kw, HAAT 215 ft. P.O. address: Community Free School, 885 Arapahoe Ave., Boulder, Colo. 80302. Estimated construction cost \$12,553; first-year operating cost \$7,000. Principal: Susan J. Patterson, chairperson (BPED-1992). Action Sept. 3.

■ *Bath, Maine—Bath Board of Education. Broadcast Bureau granted 90.3 mhz, 10 w. P.O. address: Whit-

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
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301—652-3766



c/o James R. Hummer, Morse High School, High St., Bath 04530. Estimated construction cost \$2,135; first-year operating cost \$100. Format: music variety. Principal: Clifford P. Tinkham, superintendent of schools (BPED-2177). Action Aug. 31.

■ *Colchester, Vt.—Vermont Public Radio. Broadcast Bureau granted 89.5 mhz, 1.26 kw, HAAT 2156 ft. P.O. address: 51 Park St., Essex Junction, Vt. 05452. Estimated construction cost \$383,828; first-year operating cost \$243,000. Principal: Ray Dilley, Project Manager (BPED-2169). Action Sept. 7.

■ *Spokane, Wash.—Whitworth College. Broadcast Bureau granted 90.3 mhz, 10 w. P.O. address: Whitworth College, Spokane 99251. Estimated construction cost \$7,599; first-year operating cost \$1,600. Principal: Jon Flora, student program director (BPED-2238). Action Aug. 24.

Broadcast Bureau granted following CP modifications to extend completion time to date shown: WTVN-FM Columbus, Ohio to Oct. 3 (BMPH-14,859); WNCI Columbus, Ohio to March 15, 1977 (BMPH-14887); KNPT-FM Newport, Ore. to Oct. 15 (BMPH-14881); *KUHF Houston to Dec. 15 (BPED-1417); WBS Charlotte Amalie, St. Thomas, V.I. to Feb. 1, 1977 (BMPH-14885); KNCY-FM Nebraska City, Neb. to Feb. 28, 1977 (BMPH-14883); KINT-FM El Paso, Tex. to Feb. 21, 1977 (BMPH-14889).

FM starts

■ KCHI-FM Chillicothe, Miss.—Authorized program operation on 103.9 mhz, ERP 1.55 kw, HAAT 400 ft. Action Aug. 27.

■ KMXX Austin, Tex.—Authorized program operation on 102.3 mhz, ERP 740 w, HAAT 550 ft. Action Aug. 13.

■ *WITB-FM Salem, W.Va.—Authorized program operation on 91.1 mhz, TPO 10 w. Action July 29.

■ WLST Marinette, Wis.—Authorized program operation on 95.1 mhz, ERP 100 kw, HAAT 420 ft. Action Aug. 26.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ KRLT South Lake Tahoe, Calif. (BLH-7113); *WCRH Williamsport, Md. (BLED-1566); WBXB Edenton, N.C. (BLH-7090); KMXT Kodiak, Alaska (BLH-7073).

Ownership changes

Applications

■ KXAR(AM) Hope, Ark. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Hope Broadcasting Co. to Sandia 76 for \$250,000. Principals in seller are A.H. Washburn, Roy Anderson and Haskell Jones. Messrs. Washburn and Anderson have no other broadcast interests. Mr. Jones owns KDQN(AM) DeQueen, Ark., with his wife, Verlaine Jones. Buyer is owned by Arch Wylie (51%), Gerald Keith (10%) and eight other local stockholders. Mr. Wylie has interests in automobile and metal salvage companies in Hope, and Mr. Keith is Hope's city manager. Buyers have no other broadcast interests. Ann. Sept. 7.

■ KCBS-FM San Francisco (98.9 mhz, 35 kw)—Seeks assignment of license from CBS Inc. to Golden Gate Radio for \$850,000. Buyer is newly formed company, of which Lloyd Edwards is president. Mr. Edwards, who will own station with wife, Barbara, was previously member of board of directors of San Francisco public stations KQED(TV) and KQED-FM, and has banking interests in Oakland and San Francisco. Sale is mutually contingent on grant of assignment of licenses of KEAR(FM) and KMPX(FM), both San Francisco. Ann. Sept. 7.

■ KEAR(FM) San Francisco (97.3 mhz, 82 kw)—Seeks assignment of license from Family Stations to CBS Inc. for \$2 million. Seller (Harold Camping, president) is group owner with six FM stations in Calif., Md. and N.J., and shortwave station in Scituate, Mass. Sale is mutually contingent on grant of assignment of licenses of KCBS-FM and KMPX(FM), both San Francisco. Ann. Sept. 7.

■ KMPX(FM) San Francisco (106.9 mhz, 80 kw)—Seeks assignment of license from National Science Network to Family Stations for \$1 million. Seller, now out of broadcasting business, is owned by estate of L.W. Frohlick; executors of estate are Ingrid Lilly Burns and Thomas R. Burns. Buyer (Harold Camping president), present licensee of KEAR(FM) San Francisco, is group owner with six FM stations in Calif., Md., and N.J., and shortwave station in Scituate, Mass. Sale is mutually contingent on grant of assignment of licenses of KEAR(FM) and KCBS-FM, both San Francisco. Ann. Sept. 7.

■ WSSC(AM) Sumter, S.C. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Radio Sumter Inc. to Mid-Carolina Communications for \$175,000. Seller: C. Edward Damron (50%) and Kathryn Damron (50%), who have no other broadcast interests, excepting Ms. Damron's interest in Mid-Carolina. Buyer: Thomas J. Rogers, Kathryn Damron, and James V. Dunbar (33.3% each). Mr. Rogers owns Grand Strand Broadcasting Corp., licensee of WTGR(AM) and WKZQ-FM Myrtle Beach, S.C., and has interest in K and R Broadcasting Corp., licensee of WYRU(AM) Red Springs, N.C. Ms. Damron has interest in Radio Sumter, present licensee of WSSC. Mr. Dunbar is communications lawyer and has realty interests. Ann. Sept. 7.

■ WCVR(AM) Randolph, Vt. (1320 khz, 1 kw-D)—Seeks assignment of license from Sconnix Group Broadcasting to Vermont Media Group for \$325,000. Principals in seller are Scott R. McQueen, Theodore E. Nixon, Randall R. Odeneal and Alfred W. Hill, who also own WLNH-AM-FM Laconia, N.H., and WCFR-AM-FM Springfield, Vt. Buyer is owned by John Shaefer and Daniel Bradley. Mr. Shaefer is operations manager of WWSR-AM-FM St. Albans, Vt., and has an interest in WCAT(AM) Orange, Mass. Mr. Bradley was formerly sales manager at WQCR(FM) and WEZF(FM) both Burlington, Vt. Ann. Sept. 7.

Actions

■ WRMA(AM) Montgomery, Ala.—Broadcast Bureau granted transfer of control of WRMA Broadcasting Co. from W.O. Jones Inc. to Gemini Communications. Principals: Transfer indicates corporate reorganization (BTC-8082). Action Aug. 31.

■ KHOF(AM) Los Angeles, KHOF-TV San Bernardino, KVOF-TV San Francisco and WHCT-TV Hartford, Conn.—Broadcast Bureau granted transfer of control of Fatih Center from Paul O. Davis, Herb

Cuckler, et al (10 members of Board of Directors) to W. Eugene Scott, Willard T. Cantelon, et al (11 members of Board of Directors). Change reflects reorganization and changes of board (BTC-8083). Action Aug. 30.

■ *KCWR(FM) Santa Monica, Calif. (89.9 mhz, 26 kw)—Broadcast Bureau granted assignment of license from Santa Monica Unified School District to Santa Monica College District. Principals are school districts of Santa Monica, governed by distinct Boards which are nonetheless composed same members (BALED-36). Action Aug. 3.

■ WPCF(AM)-WPFM(FM) Panama City, Fla.—Broadcast Bureau granted assignment of licenses from Magnasonics Inc. to Theodore M. Nelson, Receiver. Principals: Magnasonics, owned by Berkley L. Fraser and Joseph Bruno (50% each), has no other broadcast interests. (BAL-8723, BALH-2309, BASCA-751, BALRE-3047, BALST-306). Action Aug. 9.

■ WPAS(AM) Zephyrhills, Fla.—Broadcast Bureau granted assignment of license from Charles F. Wister to WPAS Inc. for \$10. Principal: WPAS Inc. is corporation wholly owned by Mr. Wister, who also owns WFSH Inc., licensee of WFSH(AM) Valparaiso, Fla. (BAL-8764). Action Aug. 31.

■ KLEI(AM) Kailua, Hawaii (1130 khz, 10 kw-U)—Broadcast Bureau granted assignment of license from Hawaiian Business News to K-LEI Corp. for \$225,000. Seller: Seller wishes to leave radio broadcasting to reassert publishing interests. Buyer consists of five owners, none with current broadcast interests (BAL-8729). Action Aug. 26.

■ WOLI(FM) Ottawa, Ill. (98.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Van Schoick Enterprises to Virginia Broadcasting Corp. for \$108,000. Seller: Assignor is having financial difficulties with station. Buyer owns WPRC-AM-FM Lincoln and WCMY(AM) Ottawa, Ill. Purchase price includes noncompeting covenant and service contracts (BALH-2311, BALRE-3046). Action Aug. 31.

■ WTIM(AM)-WEEE(FM) Taylorville, Ill. (AM: 1410 khz, 1 kw-D; FM: 92.7 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Delta Media from PSB Radio Group (100% before; none after) to Harold Hoefker, Jon Ulz, et al. (none before; 100% after). Principals: Certain stockholders of PSB wish to form subsidiary of parent organization and exchange company stock one-for-one with subsidiary-only stock. New subsidiary will assume debts (BTC-8069). Action Aug. 30.

■ KWMT(AM)-KKEZ(FM) Fort Dodge, Iowa—Broadcast Bureau granted transfer of negative control of KWMT Inc. from James W. Maurer, individually, to James W. Maurer, trustee. (William B. Quarton owns other 50%.) Principal: Transfer is for federal tax and estate planning purposes. Mr. Maurer also has cable TV interests in Iowa (BTC-8062). Action July 8.

■ KLOQ(FM) Lyons, Kan. (106.1 mhz, 62 kw)—Broadcast Bureau granted assignment of license from Rice County Broadcasting to Chief Productions for \$180,000 plus \$30,000 noncompetition covenant. Seller: Roland C. Cobb who has no other broadcast interests. Buyer is owned by Charles K. Hutchinson who has sold KCHE(AM) and CP for FM in Cherokee, Iowa (BALH-2306, BALRE-3040, BALIC-10, BALFT-3, BALFT-4). Action Aug. 30.

■ WIRV(AM) Irvine, Ky. (1550 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Irvanna Broadcasting Co. from James and Sue Gaskin (100% before; none after) to Kentucky River Broadcasting (none before; 100% after). Consideration: \$150,000. Principals: Sellers are being divorced and sale is part of that action. Buyers are A. Dale Bryant and James M. Hay (50% each). Mr. Bryant is attorney with banking interests. He also has 50% interest in WSKV-FM Stanton, Ky. and WEKG(AM) and application for FM in Jackson, Ky. Mr. Hay has same Jackson interests as well as full ownership in WGRK(AM) and application for FM, both in Greensburg, Ky. (BTC-8026). Action Aug. 30.

■ KPLP(AM)-KBED(FM) Lake Providence, La. (AM: 1050 khz, 250 w-D; FM: 92.7 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Lake Providence Broadcasting Service from Bendell L. Enoch (66% before; none after) to Ashley Norman Davis Jr. (9% before; 66% after). Consideration: \$15,000. Principals: Sellers wish to sell due to distance from home. Buyer is manager of station; his mother owns remaining percentage (BTC-8012). Action Aug. 25.

■ KRMS-AM-FM Osage Beach, Mo.—Broadcast Bureau granted assignment of license from Ella Mae Risner and James L. Risner Jr. (Central Missouri

Summary of Broadcasting

FCC tabulations as of July 31, 1976

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

*Special temporary authorization

**Includes off-air licenses

Broadcasting Co.) to James L. Risner Jr. (Central Missouri Broadcasting Co.) for \$275,000. Principals: Mr. and Mrs. Risner have obtained divorce, and Mrs. Risner is selling interests in Central Missouri, as well as in Risner Broadcasting, licensee of KJEL-AM-FM Lebanon, Mo., to Mr. Risner (BTC-8111). Action Aug. 31.

■ **WMNS(AM)** Olean, N.Y. (1360 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Radio Olean to Great Dane Broadcasting for \$150,000. Seller: James C. Gleason who has no other broadcast interests. Buyer principals are Robert Burns and Kenneth Pederson. Mr. Burns is general manager and has interests in WFLR-AM-FM Dundee and WSFE-AM-FM Seneca Falls, all New York. Mr. Pederson is Penn Yan, N.Y., contractor (BAL-8726). Action Aug. 30.

■ **WVBM(AM)** Utica, N.Y.—Broadcast Bureau granted assignment of license from George W. Stevens, Gerard J. Zeiller and Donato F. Sarapo (WVBM Associates) to Messrs. Zeiller and Sarapo (WVBM Associates) for \$13,600. Principals have no other broadcast interests (BAL-8722). Action Aug. 31.

■ **WHIP(AM)** Mooresville, N.C. (1350 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Wayne M. Nelson to Mooresville Media for \$175,000. Seller: Mr. Nelson wishes to devote time to other business interests. Buyers are Harrill Hamrick (51%) and Hoyt P. Potts (49%). Mr. Hamrick is salesman at WTLK(AM) Taylorsville, N.C.; Mr. Potts is 49% stockholder there (BAL-8728). Action Aug. 24.

■ **WHSL(AM)-WWIL(FM)** Wilmington, N.C.—Broadcast Bureau granted transfer of control of Wilmington Broadcasting Co. (parent corporation of Progressive Broadcasting Corp., licensee of WHSL[AM]-WWIL[FM]) from William O. Jones, William W. Dixon and Martin E. Kilpatrick Jr. to Gemini Communications. Principals: Transfer indicates corporate reorganization (BTC-8077). Action Aug. 31.

■ **WLLY(AM)** Wilson, N.C.—Broadcast Bureau granted assignment of license from Harry A. Epperson Jr. to Wilson Broadcasters. Principal: Harry Epperson is president of newly formed corporation; assignment of license is for business convenience. Mr. Epperson is also majority stockholder of WRAA Broadcasters, licensee of WRAA(AM) Luray, Va. (BAL-8755). Action Aug. 26.

■ **WSUM(AM)** Parma, Ohio (1000 khz, 500 w-D)—Broadcast Bureau granted assignment of license from North East Communications Corp. to Christian Broadcasting Association for \$400,000 including covenant not to compete. Sellers: J.P. Moore (31.03%) and Charles Rich (24.54%) who have no other broadcast interests. Buyer is owned by Rev. Jack M. Mortenson (42.5%) and four other members of Mortenson family. Buyer also owns WTOF(FM) Canton, Ohio; WEMM(FM) Huntington, W.Va.; WKHH(FM) Erlanger, Ky., and WJMM(FM) Versailles, Ky. (BAL-8743). Action Sept. 7.

■ **KTVR(TV)** (ch. 13) La Grande, Ore.—Broadcast Bureau granted assignment of license from KTVB Inc. to State of Oregon, acting by and through State Board of Higher Education for \$52,000. Seller: KTVB Inc. owns KTVB(TV) Boise, Idaho. Robert E. Krueger, president and general manager. Buyer: State of Oregon requests this assignment in order to operate as non-commercial station. Donald R. Larson, secretary (BALCT-556). Action Aug. 31.

■ **WZIX(AM)** York, Pa. (1350 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from Music Fair Enterprises to Greenco Communications for \$450,000. Seller: Shelly Gross who has no other broadcast interests. Buyer principals are Jeffery Greenhaw, general sales manager of WMAL-FM Washington, and Dan Cohen, WMAL-FM local sales manager (BAL-8712). Action Sept. 7.

■ **KSDR(AM)** Watertown, S.D. (1480 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Berry-Iverson Co. to KSDR Inc. for \$275,000. Sellers: Ronn Iverson and Alfred G. Berry, are also selling KDDR(AM) Oakes, N.D. Buyer, Vern McKee, is executive vice president of Greater South Dakota Business Association (BAL-8717, BALRE-3043). Action Aug. 31.

■ **WKYE(AM)** Bristol, Tenn.—Broadcast Bureau granted assignment of license from Highland Development Corp. to J. Ardell Sink for \$250,000. Seller is owned by William J. Tilley Jr. and James K. Daniel who have no other broadcast interests. Buyer also owns WKYK(AM) Burnsville and WCSL(AM) Cherryville, both North Carolina; WKKR(AM) Pickens and WKHJ(AM) Holly Hill, both South Carolina, and

owns with his wife, Remelle, Mark Broadcast Consultants, Burnsville-based accounting and computer services firm (BAL-8757). Action Aug. 30.

■ **WLIV-AM-FM** Livingston, Tenn. (AM: 920 khz, 1 kw-D; FM: 95.9 mhz, 3 kw)—Broadcast Bureau granted transfer of control of WLIV Inc. from Richard Gillespie (51% before; 33-1/3% after) to Millard V. Oakley and Drew Huffines (36.5% & 12.5% before; 33-1/3% each after). Consideration: \$25,000. Principals: Mr. Gillespie's sale reflects realignment of stock ownership with him relinquishing majority control. Mr. Oakley is commissioner of Tennessee insurance department with banking interests and majority ownership of WCSV(AM) Crossville, Tenn. and part owner of WHAL-AM-FM Shelbyville, Tenn. He has applications pending for three Tennessee AM stations. Mr. Huffines is program director of WLIV-AM-FM (BTC-7955). Action Aug. 25.

■ **KBIC(FM)** Alice, Tex.—Broadcast Bureau granted transfer of control of Bethany Investment Corp. by Barry Snowden (15% before, 35% after), Ruthellen Snowden (25% before, 35% after) and Ray Snowden (10% before, 25% after) through transfer of stock from Morris T. (25% before, 5% after) and Julianne Cruse (25% before, none after) Covington. Principals: Transfer indicates trade of interests between family members, none of whom have other broadcast interests (BTC-8103). Action Aug. 26.

■ **KMEL(AM)** Wenatchee, Wash.—Broadcast Bureau granted assignment of license from Frontier Broadcasting Co. to Sans Inc. for \$220,000. Seller is owned by Craig R. Lawrence Jr. who has no other broadcast interests. Mr. Lawrence is son of Craig Lawrence, veteran CBS executive who is now retired and living in Stamford, Conn. Principals in buyer are Carl S. Tyler, John A. Lienkaemper and James Corcoran. Messrs. Tyler and Lienkaemper have interests in KHIT(AM) Walla Walla, Wash., and application for new FM there. Mr. Corcoran is KHIT sales manager (BAL-8719). Action Aug. 25.

■ **WFSP(AM)** Kingwood, W.Va. (1560 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Presraco Inc. from James and Delores Crane and James Dailey Jr. (100% before; none after) to WFSP Inc. (none before; 100% after). Consideration: \$150,000. Principals: Seller wishes to discontinue operating station. Buyer, Arthur W. George has been general manager of station for seven years (BTC-8034). Action Aug. 24.

■ **WLKE-AM-FM** Waupun, Wis. (AM: 1170 khz, 1 kw-D; FM: 99.3 mhz, 2.8 kw)—Broadcast Bureau granted transfer of control of Collins Broadcasting Corp. from Jerry and Catherine Collins (93% before; none after) to James R. Coursolle (none before; 93% after). Consideration: \$335,000. Principals: Sellers wish to devote time to WKKQ(AM) Hibbing, Minn. Buyer's father is licensee of KKIN(AM)-KEZZ(FM) Aitkin, Minn. (BTC-8071). Action Aug. 26.

Facilities changes

TV action

■ **KGLO-TV** Mason City, Iowa—Broadcast Bureau granted modification of CP to make changes in ant. structure—ant. height 1550 ft.; condition (BMPCT-7648). Action Aug. 31.

AM actions

■ **WFTW Ft. Walton Beach, Fla.**—Broadcast Bureau granted CP to increase daytime power to 2.5 kw; change type trans. (BP-20,107). Action Aug. 31.

■ **WABH Deerfield, Va.**—Broadcast Bureau granted CP to change station location to Churchville, Va., studio location and remote control to be determined; remote control permitted (BP-20,125). Action Aug. 31.

■ **WLOT(AM)** Marinette, Wis.—Broadcast Bureau waived rules to permit relocation of main studio outside corporate limits of Marinette, and granted modification of license covering change in studio location and remote control to corner of Madison and Roosevelt Rd., Peshtigo, Wis. (BML-2599). Action Sept. 3.

FM applications

■ ***WAUS Berrien Springs, Mich.**—Seeks CP to change frequency to 90.7 mhz; install new trans. and ant.; increase ant. height; change TPO; ERP 47.6 kw, HAAT 318 ft. Ann. Sept. 3.

■ **WKZL Winston-Salem, N.C.**—Seeks CP to change translator location; install new trans. and ant.; increase ant. height; change TPO; ERP 100 kw, HAAT 499 ft. Ann. Sept. 7.

FM actions

■ **WQLT Florence, Ala.**—Broadcast Bureau waived rules, and granted CP to install new trans. and ant.; make changes in ant. system; ERP 100 kw (H&V), ant. height 640 ft. (H&V) (BPH-9567). Action Sept. 1.

■ **KKYS Hanford, Calif.**—Broadcast Bureau granted modification of CP to change ant.; ERP 50 kw (H&V); ant. height 275 ft. (H&V); condition (BMPH-14891). Action Sept. 1.

■ **KSRT Tracy, Calif.**—Broadcast Bureau granted CP to change trans. and studio location to Berry Rd., 3.5 miles East of Tracy; make changes in ant. system; ERP 3 kw (H&V); ant. height 250 ft. (H&V) (BPH-9872). Action Aug. 27.

■ **WCBL-FM** Benton, Ky.—Broadcast Bureau granted CP to install new trans. and ant.; make change in ant. system; add circular polarization; ERP 3 kw (H&V); ant. height 300 ft. (H&V); condition (BPH-9671). Action Aug. 31.

■ **WITH-FM** Baltimore—Broadcast Bureau waived rules, and granted CP for changes; ERP 20 kw (K&V), ant. height 420 ft. (H&V); remote control permitted (BPH-6384). Action Sept. 2.

■ **WITW Cadillac, Mich.**—Broadcast Bureau granted modification of CP to make changes in ant. system; ERP 1.35 kw (H&V); ant. height 430 ft. (H&V); remote control permitted (BMPH-14882). Action Aug. 31.

■ **WHEB-FM** Portsmouth, N.H.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 31 kw (H&V); ant. height 160 ft. (H&V); remote control permitted (BPH-9778). Action Aug. 31.

■ **WQDW Kinston, N.C.**—Broadcast Bureau granted modification of CP to change trans.; make changes in ant. system (decrease height) to 220 ft.; change TPO to 2.35 kw; condition (BMPH-14,795). Action Aug. 24.

■ **KLCC Eugene, Ore.**—Broadcast Bureau granted CP to change frequency to 89.7 mhz; install new trans.; ERP 9.7 kw; ant. height 720 ft.; remote control permitted (BPED-2198). Action Aug. 31.

■ **WOYE-FM** Mayaguez, P.R.—Broadcast Bureau granted modification of CP to make changes in ant. system and change trans. line; ERP 20 kw; ant. height 145 ft. (BMPH-14880). Action Aug. 31.

■ **KBOP-FM** Pleasanton, Tex.—Broadcast Bureau granted modification of CP to change trans. and ant., make changes in ant. system; change TPO to 2.15 kw; change ant. height to 371 ft.; remote control permitted (BMPH-14,830). Action Aug. 24.

■ ***WRUV** Burlington, Vt.—Broadcast Bureau granted CP to install new ant.; make change in ant. system; ERP 460 w (H&V); ant. height 145 ft. (H&V); remote control permitted (BPED-2137). Action Aug. 31.

■ **WZUU-FM** Milwaukee—Broadcast Bureau granted CP to install new ant.; make change in ant. system; ERP 50 kw (H&V); ant. height 500 ft. (H&V); condition (BPH-10146). Action Aug. 31.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KFAT Gilroy, Calif. (Doc. 19983), Aug. 26; KKDA-FM Dallas (BPH-9862), Aug. 26; WSUS Franklin, N.J. (BPH-9944), Aug. 26.

In contest

Procedural rulings

■ **Auburn, Me., FM proceeding:** Andy Valley Broadcasting System and The Great Down East Wireless Talking Machine Co., competing for 100.1 mhz (Doc. 20643-4)—ALJ Lenore G. Ehrig granted petition by Great Down East Talking Machine to amend its application to change proposed trans. site; granted motion by applicant for summary decision cancelled hearing scheduled for Sept. 15 and terminated proceeding. Action Sept. 8.

■ **St. Louis, Mo., UHF TV proceeding:** Midwest St. Louis and New Life Evangelistic Center, competing for ch. 24 (Docs. 20820-1)—Review Board enlarged issues against Midwest St. Louis, on request of New Life Evangelistic Center. Board enlarged issues to deter-

mine whether Midwest violated rules by failing to notify FCC of unavailability of trans. site, and if so, effect on its basic or comparative qualifications; and efforts made by Midwest to ascertain community problems of area to be served and means by which it proposes to meet them. Review Board also certified to commission questions whether pending applications of Midwest and Evans Broadcast Corp., licensee of KDNL-TV St. Louis, for subscription television authorization at St. Louis, and associated revised issues, should be added to this proceeding. Action Sept. 1.

■ **WRPL(AM) Charlotte, N.C., renewal proceeding:** Voice of Charlotte Broadcasting Co. (Doc. 20701)—ALJ Joseph Stirmer granted request by WRPL and continued certain procedural dates and scheduled hearing for Oct. 26, in lieu of Sept. 14. Action Sept. 7.

■ **Dickinson, N.D., AM proceeding:** Badlands Broadcasting Co. and Roughrider Broadcasting Co., competing for 1460 khz (Docs. 20691-2)—ALJ James F. Tierney extended commencement of hearing from Sept. 8 to Sept. 10. Action Sept. 1.

■ **Huntingdon, Tenn., FM proceeding:** Bouldin Corp. and Magic Valley Broadcasting Co., competing for 100.9 mhz (Docs. 20524-25)—ALJ Byron E. Harrison continued hearing from Sept. 7 to Oct. 7. Action Sept. 3.

Fines

■ **WHEP(AM) Foley, Ala.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$1,000 for operating with excessive power during presunrise hours. Action Aug. 31.**

■ **WWWR(AM) Russellville, Ala.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$1,000 for operating at times, and with modes or power other than authorized. Action Sept. 2.**

■ **KYAK(AM) Anchorage, Alaska—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$1,000 for failing to have each station log kept by employe or employes competent to do so, having actual knowledge of facts required, and by operating nighttime directional antenna pattern with monitoring point values beyond maximum authorized. Action Sept. 1.**

■ **WFMW-AM-FM Madisonville, Ky.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$500 for failure to make entry on program logs of time that each required station identification announcement was made, and failure to enter times of daily check of proper operation of tower lights in operating logs. Action Aug. 26.**

■ **WKYX(AM)-WKYQ(FM) Paducah, Ky.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$1,000 for technical, logging and measurement violations. Action Aug. 31.**

■ **WFAN(FM) Bethesda, Md.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$1,000 for operator and logging violations. Action Sept. 1.**

■ **WBCM(AM) Bay City, Mich.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$750 for failing to maintain transmitter's output power within permitted tolerance and failing to operate at times and modes as specified in station authorization. Action Sept. 3.**

■ **KYSN(FM) Joplin Mo.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$200 for not logging calibrations of extension meters and not logging measurements of stereo pilot subcarrier frequency. Action Aug. 31.**

■ **KVOV(AM) Henderson, Nev.—Broadcast Bureau ordered licensee to forfeit \$1,500 for failing to include proper meanings and explanations of key letters and abbreviations used in program logs, and failing to accurately indicate in program logs duration of many commercial announcements. Action Sept. 3.**

■ **WKVO(AM) Columbus, Ohio—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$1,000 for failing to make entries in program logs showing that public service announcement was broadcast together with name of organization or interest on whose behalf it was made, and failing to make logging entries specifying number and duration of each commercial or total duration of commercial matter in each hour time segment. Action Sept. 7.**

■ **WTGN(FM) Lima, Ohio—Broadcast Bureau**

Call letters

Applications

Call	Sought by
New AM's	
WIFE	Indianapolis Broadcasting, Indianapolis
KGCL	George C. Lackey, South West City, Mo.
New FM's	
WZDC	Community North Broadcasters, Soddy-Daisy, Tenn.
*WACC	Anne Arundel Community College, Arnold, Md.
*WGFR	Adirondack Community College, Glen Falls, N.Y.
Existing TV	
KTVG	KGTO-TV Fayetteville, Ark.
Existing AM's	
WYNC	WHEX Columbia, Pa.
WUIN	WHYT Noblesville, Ind.
WKKN	WYFE Rockford, Ill.
Existing FM's	
KXKZ	KRUS-FM Ruston, La.
KAZY	KLZ-FM Denver
WBKZ	WISZ-FM Glen Burnie, Md.
KACW	KPLT-FM Paris, Tex.
KZAN	KRYT-FM Colorado Springs
WAGO	WJSR Athens, Ga.
*WOUJ	WUW Chicago

Grants

Call	Assigned to
New TV	
*KLTS	Louisiana Educational Television Authority, Shreveport, La.
New FM's	
KUUZ	Nampa Broadcasting Co., Nampa, Idaho
KSUM-FM	Woodward Broadcasting, Fairmont, Minn.
WCLX	Charlevoix Broadcasting Co., Boyne City, Mich.
*WUOL	University of Louisville, Louisville, Ky.
KJVC	Heart of Dixie Broadcasting Corp., Mansfield, La.
*WKLL	Cape Cod Community College, West Barnstable, Mass.
Existing TV	
WVIL-TV	WEMT Bangot, Me.
Existing AM's	
WOSO	WKZE San Juan, PR.
WOIQ	WEEZ Chester, Pa.
KKOA	KLPM Minot, N.D.
Existing FM's	
WFMM	WAAT Johnstown, Pa.
KGAB	KEWE Camarillo, Calif.
WWCG	WLAG-FM LaGrange, Ga.
WJFM	KUDF-FM Oceanside, Calif.
KSTX	KRLN-FM Canon City, Colo.
WCRC	WCRA-FM Effingham, Ill.
KIXX	KWAT-FM Watertown, S.D.
WPJC	WVBS-FM Burgaw, N.C.

notified licensee of apparent liability for forfeiture of \$700 for failure to calibrate RF transmission line meter properly, failure to cease remote control operation during transmitter malfunction, and failure to transmit weekly off-air monitor tests on random basis as set forth in EBS check list. Action Aug. 23.

■ **WAIR(AM) Winston-Salem, S.C.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$1,000 for operating with daytime power during nighttime hours, and operator and logging violations. Action Aug. 25.**

■ **WJSO(AM) Johnson City, Tenn.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$200 for failing to make proper entries in operating and maintenance logs. Action Sept. 7.**

■ **KTRN(AM) Wichita Falls, Tex.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$500 for failing to read ant. current without modulation of carrier. Action Aug. 26.**

■ **KWFT(AM), Wichita Falls, Tex.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$500 for failing to maintain relative amplitudes of ant. current within 5 percent of ratios authorized. Action Sept. 2.**

■ **Washington—Commission fined licensees of seven Washington area radio stations for broadcasting lottery information. Metromedia, licensee of WASH(FM) Washington, O. K. Broadcasting Corp., licensee of WEEL Fairfax, Va., High Fidelity Broadcasters, licensee of WHFS(FM) Bethesda, Md., and Evening Star Broadcasting Co., licensee of WMAL-FM Washington each were ordered to forfeit \$3,000. Arlington-Farifax Broadcasting Co., licensee of WEAM Arlington, Va., and First Media Corp., licensee of WPGC-AM-FM Morningside, Md., were each ordered to forfeit \$2,000. Action Sept. 8.**

Other actions

■ **KCSM(AM) San Mateo, Calif.—Broadcast Bureau granted modification of license to change licensee name to San Mateo County Community College District (BMLED-107). Action Aug. 26.**

■ **WWFL(AM) Clermont, Fla.—Broadcast Bureau granted modification of license covering change in licensee name to WWFL Inc. (BML-2598). Action Sept. 7.**

■ **KLPL(AM)-KBED(FM) Lake Providence, La.—Broadcast Bureau granted renewal of licenses subject to condition that transfer of control covered by BTC-8012 be consummated within 60 days of date of grant and that commission be notified of consummation within one day thereafter. Action Aug. 25.**

■ **WJBK-TV Detroit—Commission renewed 1973 license of WJBK-TV, licensed to Storer Broadcasting Co. Renewal was conditioned on whatever action FCC might deem appropriate on final determination of employment discrimination complaint filed by Jymmie Turner now pending before U.S. Equal Employment Opportunity Commission. FCC also denied petition by Inter-Faith Centers for Racial Justice. Action Aug. 31.**

■ ***KSMU(FM) Springfield, Md.—Broadcast Bureau granted modification of license covering change of licensee name to Southwest Missouri State University (BMLED-106). Action Aug. 26.**

■ **WOWI(FM) Norfolk, Va.—Broadcast Bureau granted modification of license to change licensee name to Willis Broadcasting Corp. (BMLH-548). Action Aug. 26.**

■ **WIVI-FM Christiansted, St. Croix, V.I.—Broadcast Bureau granted modification of license to change licensee name to WIVI-FM Inc. (BMLH-547). Action Aug. 26.**

Allocations

Actions

■ **Anchorage, Alaska—Broadcast Bureau proposed assignment of ch. 276A (103.1 mhz) to Anchorage, to be used as reserved channel for noncommercial educational purposes. Action was requested by Alaska Educational Broadcasting Commission (AEBC), which said that if channel were assigned, Aurora Community Broadcasting Corp., nonprofit corporation, would apply for broadcast authority to operate it (Doc. 20905). Action Sept. 2.**

■ **Castle Rock, Colo.—Broadcast Bureau proposed assignment of ch. 221A (92.1 mhz) to Castle Rock, as its first FM channel and substitution of ch. 223 (92.5 mhz) for ch. 222 (92.3 mhz) at Greeley, Colo. Action was in response to petition from Maurice J. DaVolt (Doc. 20904). Action Sept. 1.**

■ **St. Louis, Mo.—Broadcast Bureau proposed assigning television ch. 46 to St. Louis, as its third noncommercial, educational television assignment. Action was in response to petition by Double Helix Corp., nonprofit organization incorporated in Missouri for purpose of ownership and operation of noncommercial educational radio and television stations (Doc. 20902). Action Sept. 1.**

■ **Decatur, Tex.—Broadcast Bureau proposed assigning ch. 244A (96.7 mhz) to Decatur, as that community's first FM assignment. Action was in response to petition by Wise Media. (Doc. 20903). Action Sept. 1.**

Professional Cards

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Translators

Applications

- City of Natoma, Natoma, Kan.—Seeks ch. 11 rebroadcasting KLNE-TV Lexington, Neb.; and ch. 13 rebroadcasting KSNB-TV Superior, Neb. (BPT-TV-5672-3) Ann. Sept. 10.
- Margaret S. Downey, Springfield, Mass.—Seeks ch. 69 rebroadcasting WRLP Greenfield, Mass. (BPTT-3079). Ann. Sept. 6.
- Scranton Broadcasters, Allentown-Bethlehem, Pa.—Seeks ch. 19 rebroadcasting WDAU-TV Scranton, Pa. (BPTT-3069). Ann. Sept. 6.
- W74AR Williamsport, Pa.—Seeks CP to change frequency from ch. 74, 830-836 mhz to ch. 55, 716-722 mhz; change type trans.; make changes in ant. system (BPTT-3078). Ann. Sept. 3.

Actions

- K10KD Atlantic Richfield Base Camp, Prudhoe Bay, Alaska—Broadcast Bureau granted CP for new VHF translator station to operate on ch. 10 rebroadcasting KENI-TV, KTVA, Anchorage; KFAR-TV, KTVF, Fairbanks, Alaska; condition (BPTT-5591). Action Aug. 19.
- K070E Camp Lonely, Alaska—Broadcast Bureau granted CP for new VHF translator station to operate on ch. 7 rebroadcasting KENI-TV, KTVA, Anchorage; KFAR-TV, KTVF, Fairbanks, Alaska; condition (BPT-TV-5590). Action Aug. 19.
- W31AA Newark, Ohio—Broadcast Bureau granted CP for new UHF television translator station to operate on ch. 31 rebroadcasting WOSU-TV, Columbus, Ohio (BPTT-3025). Action Aug. 31.
- K09MZ Monument, Ore.—Broadcast Bureau granted CP to change frequency of VHF TV translator station ch. 9, to operate on 186-.73 mhz and change type trans. (BPTTV-5594). Action Aug. 16.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Sept. 3 (stations listed are TV signals proposed for carriage):

- Televents of Redlands, for Redlands, Calif. (CAC-07085); XEWT-TV Tijuana, Mexico.
- Burke County CATV, for Waynesboro, Ga. (CAC-07086); WHAE-TV and WSB-TV Atlanta.
- Progressive Communications, Burdette State Bank, Burdette, Kan. 67523, for Ness City, Kan. (CAC-07087); KCKT Great Bend, Kansas; KTVC Ensign, Kansas; KAYS Hays, Kansas; KGLD, KUPK-TV, Garden City, Kansas.
- Cardinal Telecable Corp., 110 E. Washington St., Indianapolis 46204, for Casey, Ill. (CAC-07088); WTOO, WTHI-TV, WILL-TV, Terre Haute, Indiana; WTTV, WTIU, Bloomington, Indiana; WTTW Chicago; WILL-TV Urbana, Illinois; WFYI, WHMB-

TV, Indianapolis; WCIU-TV Chicago.

- Lenox Cablevision, Charles Bowman, Lenox Cablevision Lenox 50851, for Lenox, Iowa (CAC-07089); KQTV St. Joseph, Oowa; KMTV, WOWT, KETV, Omaha, Iowa; WOI-TV Ames, Iowa; KCCI-TV, KDIN-TV, WHO-TV, Des Moines, Iowa.
- East Prospect Cable, Box 15013, 3703 Old Court Rd., Baltimore 21208, for (borough of) East Prospect, Pa. (CAC-07115); WGAL-TV, WLYH-TV, Lancaster, Pa.; WHP-TV, WTPA, Harrisburg, Pa.; *WITF-TV Hershey, Pa.; WSBA-TV York, Pa.; WMAR-TV Baltimore, Md.; WPHL-TV, WTAF-TV, Philadelphia.
- Clear Channels Cable TV Co., for borough of Kittanning and borough of West Kittanning, both Pa. (CAC-07116-7); WUAB Lorain, Ohio and WOR-TV New York.
- Clear Channels Cable TV Co., for borough of Applewold and borough of Manorville, both Pa. (CAC-07118-19); WUAB Lorain, Ohio; WOR-TV, WPIX, New York.
- Clear Channels Cable TV Co. for borough of Ford City, Pa. (CAC-07120); WUAB Lorain, Ohio; WOR-TV New York.
- Clear Channels Cable TV Co. for borough of New Bethlehem and borough of Bethlehem, both Pa. (CAC-07121-2); WUAB Lorain, Ohio; WOR-TV, WPIX New York.
- Brookhaven Cable TV, for (village) Patchogue, N.Y. (CAC-07108); WEDW Bridgeport, Connecticut; WHCT-TV Hartford, Conn.; WXTV Paterson, New Jersey; WTAF-TV Philadelphia; WLIW Garden City, N.Y.
- Brookhaven Cable TV, for (village of) Bellport, N.Y. (CAC-07109); WEDW Bridgeport, Connecticut; WHCT-TV Hartford, Conn.; WXTV Paterson, N.J.; WTAF-TV Philadelphia; WNYC-TV New York.
- General Electric Cablevision Corp. 1202 Troy-Schenectady Rd., Box 765, Schenectady, N.Y. 12301, for (town of) West Peoria, Ill. (CAC-07110); WMBD-TV, WRAU-TV, WEEK-TV, WTPV, Peoria, Illinois; WGN-TV, WSN, WBBM-TV, Chicago.
- Central City Cable TV, for New Rockford, N.D. (CAC-07111); CKX-TV Brandon, Manitoba, Canada.
- Surrey Cable TV, Box 487, Grand Forks, N.D. 58201, for Surry, N.D. (CAC-07112); KGFE Grand Forks, N.D.; CKOS-TV Yorkton, Sask., Canada; KMOT, KXMC-TV, Minot, N.D.; KTHI-TV Fargo, N.D.
- Flanery & Dingus TV and Electronics, for Prestonsburg, Ky. (CAC-07113); WKPT-TV Kingsport, Tennessee.
- Liberty TV Cable, 2225 Coburg Rd., Eugene, Ore. 97401, for borough of West Leechburg, Pa. (CAC-07114); WPGH-TV, WOED, WIIC-TV, KDKA-TV, WQEX, WTAE-TV, Pittsburgh; WJAC-TV Johnstown, Pa., WTRF-TV Wheeling, W.Va.; WSTV-TV Steubenville, Ohio; WTAJ-TV Altoona, Pa.
- Cardinal Telecable Corp., 110 E. Washington St., Indianapolis 46204, for Marshall, Ill. (CAC-07098); WTOO, WTHI-TV, WILL-TV, Terre Haute, Indiana; WTTV, WTIU, Bloomington, Indiana; WTTW WCIU-TV, Chicago; WILL-TV Urbana, Illinois; WFYI, WHMB-TV, Indianapolis.
- Pittsburg Cable TV, for Pittsburg, Kan. (CAC-07099); KBMA-TV Kansas City, Mo. and KXTX-TV

Dallas, and KPLR-TV St. Louis, Mo.

- Glenburn Cable TV, Box 487, Grand Forks, N.D. 58209, for Glenburn, N.D. (CAC-07100); KGFE Grand Forks, N.D. CKOS-TV Yorkton, Sask., Canada, KMOT, KXMC-TV, Minot, N.D.; KTHI-TV Fargo, N.D.
- Twin State Cable TV, for Lebanon, N.H. (CAC-07101); WLVI-TV Cambridge, Mass. and WSMW-TV Worcester, Mass.
- Twin State Cable TV, for Hanover, N.H. (CAC-07102); WLVI-TV Cambridge and WSMU-TV Worcester, both Mass.
- Twin State Cable TV, for Enfield, N.H. (CAC-07103); WLVI-TV Cambridge, Mass. and WSMW-TV Worcester, Mass.
- Twin State Cable TV, for Hartford, Vt. (CAC-07104); WLVI-TV Cambridge, Massachusetts and WSMW-TV Worcester, Massachusetts.
- Twin State Cable TV, for Norwich, Vt. (CAC-07105); WLVI-TV Cambridge, Massachusetts and WSMU-TV Worcester, Massachusetts.
- Brookhaven Cable TV, for Brookhaven township, N.Y. (CAC-07106); WEDW Bridgeport, Conn.; WCHT-TV Hartford, Connecticut; WLIW Garden City, New York; WXTV Paterson, New Jersey; WTAF-TV Philadelphia.
- Brookhaven Cable TV, for village of Lake Grove, N.Y. (CAC-07107); WXTV Paterson, New Jersey; WTAF-TV Philadelphia.
- Central City Cable TV, for (town of) Carrington, N.D. (CAC-07123); CKX-TV Brandon, Manitoba, Canada.
- Abbeville Cable TV, for Abbeville, La. (CAC-07090); WRBT Baton Rouge.
- Crowley Cable TV, for Crowley, La. (CAC-07091); WRBT Baton Rouge and delete KBMT Beaumont, Texas.
- Kaplan Cable TV, for Kaplan, La. (CAC-07092); WRBT Baton Rouge and delete KBMT Beaumont, Texas.
- Rayne Cable TV, for Rayne, La. (CAC-07093); WRBT Baton Rouge.
- Marshall Cable, for Marshall, Minn. (CAC-07094); KSTP-TV St. Paul, Minn.
- Monte Cable, for Montevideo, Minn. (CAC-07095); KSTP-TV St. Paul, Minnesota.
- Forest City TV cable Corp. for Forest City and borough of Vandling, both Pa. (CAC-07096-7): Request certification of existing operations.

■ Central City Cable TV, for (town of) Carrington, N.D. (CAC-07123); CKX-TV Brandon, Manitoba, Canada.

■ Abbeville Cable TV, for Abbeville, La. (CAC-07090); WRBT Baton Rouge.

■ Crowley Cable TV, for Crowley, La. (CAC-07091); WRBT Baton Rouge and delete KBMT Beaumont, Texas.

■ Kaplan Cable TV, for Kaplan, La. (CAC-07092); WRBT Baton Rouge and delete KBMT Beaumont, Texas.

■ Rayne Cable TV, for Rayne, La. (CAC-07093); WRBT Baton Rouge.

■ Marshall Cable, for Marshall, Minn. (CAC-07094); KSTP-TV St. Paul, Minn.

■ Monte Cable, for Montevideo, Minn. (CAC-07095); KSTP-TV St. Paul, Minnesota.

■ Forest City TV cable Corp. for Forest City and borough of Vandling, both Pa. (CAC-07096-7): Request certification of existing operations.

Certification actions

- Micco, Fla.—CATV Bureau granted application for certificate of compliance for cable TV system at Micco (CAC-06842). Action Aug. 31.
- Grayson TV Cable Co., Grayson, Ky.—Commission partially granted Grayson TV Cable Co., application for certification and waiver of rules to commence new cable television operations at Grayson, on condition that it inform commission of rebroadcast intentions. Lee Enterprises, licensee of WSAZ-TV Huntington, W. Va., filed opposition which commission partially granted. Grayson, located within Charleston-Huntington, W. Va., major television market proposed carriage of WSAZ-TV (NBC), and WOWK-TV (ABC), Huntington; WCHS-TV (CBS) Charleston; WXIX-TV (Ind.) Newport, Ky.; *WKMR (TV) Morehead, Ky.; WLEX-TV (NBC), WKYT-TV (CBS), and WTVO-TV (ABC), Lexington, Ky.; and WLWT (TV) (NBC) and WCPO-TV (CBS), Cincinnati. Action Sept. 1.

In contest

- Cochise county, Ariz., **Cable TV proceeding**: Swan Antenna Systems (Doc. 20881)—ALJ Walter C. Miller continued prehearing conference to Oct. 22, and continued without date hearing now set for Oct. 19. Action Sept. 1.
- Unincorporated areas of East Maricopa county, Ariz., **cable TV proceeding**: Arizona Cable TV (Doc. 20757)—ALJ Reuben Lozner granted motion by Arizona Cable and Cable Television Bureau; dismissed without prejudice order to show cause initiated by commission action released April 8; terminated proceeding; approved agreement between Arizona Cable and Cable Bureau; and directed Arizona Cable to file with commission within 60 days application for certificate of compliance to continue carriage of KVOA-TV, KGUN-TV and KOLD-TV on cable system (Doc. 20757). Action Sept. 3.

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OFFICES IN: CANADA, MEXICO, GREECE & SAUDIA ARABIA

Classified Advertising

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RADIO

HELP WANTED MANAGEMENT

Opportunity knocking! Metro-market, Northeastern Pennsylvania FM station has opportunity for Sales Manager who can lead by example. This is the kind of opportunity that you always hear about...now it could be yours. EOE. Box W-86. BROADCASTING.

Sales Manager leading to General Manager. Excellent medium market. Soon NBC/NIS. Need knowledgeable professional with specialized experience selling retail accounts major market to lead fine staff. Leave metropolitan hassle and enjoy life in desirable western recreational area. EOE. Box W-106. BROADCASTING.

General Manager. Choice Florida market. Country music. Must be sales oriented and community minded. EOE. Send resume and salary requirements to Box W-112. BROADCASTING.

Want more out of life? We can offer to a person who is good at local selling the general managership in a N.E. suburban growth city, ownership with no cash investment and excellent money. Must be close for interview. This is the position you wanted. Box W-158. BROADCASTING.

Hall communications acquiring WGAL AM FM, Lancaster, PA. General manager needed on takeover. Call Donald Laufer 203-377-0088. Also NRBA Convention Hyatt Regency.

Director/general manager for 100,000-watt FM public radio facility at major Mid-America university. 24-hour fine arts/public affairs station. Must have degree or equivalent, with minimum four years radio broadcasting management experience, third class FCC license. Salary negotiable, dependent upon qualifications. Send resume including references and salary requirements to: Personnel, University of Missouri-St. Louis, 8001 Natural Bridge Road, St. Louis, MO 63121. An Equal Opportunity Employer, M/F.

Manager New Business Development. We want a top producer ready for that first sales management assignment. Lead a team concentrating exclusively on new account development. You will fill the most recognized station position in a growing broadcast company. You must be a self-starter with a demonstrated record of putting new business on a radio station fast. Top southwestern market. Send resume and letter detailing your accomplishments in this area to Fred Harms, Curtis Communications Group, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

Group broadcaster forming telephone sales organization. Manager needed to recruit, train and supervise personnel. Phone management experience necessary. Phone 317-653-6583 after 7 p.m. EST.

HELP WANTED SALES

Experienced account executive. Immediate opening with top rated medium market contemporary FM. Must have outstanding broadcast track record and be able to prove it. Resume, salary requirement, references, Box W-57. BROADCASTING.

Southern coastal city needs a salesman or saleswoman who just plain enjoys selling and would like to do it in an oceanside community. The starting pay is only \$150.00 a week, plus 15% on collections over \$4,000 a month. But that's just a start. Easy living, fringe benefits, a great crew to work with, and an opportunity for advancement. If you've got announcing skills, so much the better. Send your complete resume to Box W-97. BROADCASTING.

Immediate opening for sales manager, experienced, proven, RAB/concept/idea selling. Must personally sell, train, motivate sales staff. Great market/California, great signal, (daytimer) great adult cont/top 40 sound. Box W-111. BROADCASTING.

HELP WANTED SALES CONTINUED

Sales background? Knowledge of programming, production? Are you ready for move to city 50,000 in N.E. as manager? Starting at \$15,000. Good incentive for more, fringes. Reliable company looking for reliable family person interested in working hard. Your reward: growth, financial improvement, good life. Interviews arranged. EOE. Send complete resume to Box W-152. BROADCASTING.

Good sales opportunities for experienced, willing, radio salesperson in fast growing Northern California tourist county. Excellent single market am. Good salary start. Hospitalization. Work towards sales manager. Contact Noel Knight, KBLC Radio, Lakeport, CA 95453 or call 707-263-6497.

Sales manager to take over control of growing contemporary FM with solid sales staff and good billing level. Send resume to Henry Roberts, General Manager, KEEZ-FM, 2800 Tower Life Bldg., San Antonio, TX 78205.

Solid opportunity if you know sales and are willing to work. You can be a part of a very capable staff in one of New Mexico's best radio markets. Contact Ray Stephens, KGAK, Gallup, 505-863-4444.

Experienced Radio Time salesperson with announcing experience. Radio KNPT, 5,000 watts AM, is going 100,000 watts FM. Located in Oregon's top recreation and salmon area, on the central Oregon coast. A pay scale commensurate with ability. Don't apply unless you are a seasoned salesperson with announcing ability, understand hard work, and want a long time job. Send letters and audition tapes to Bob Spangler, Manager, P.O. Box 1028, Newport, OR 97365.

Sales manager: strong street sales and promotions. Step up & grow with us, 50,000 watt contemporary FM, WSPK, Poughkeepsie, N.Y. P.O. Box 511, Beacon, NY 12508; call 914-831-1260. EOE.

Exciting FM opportunity for go-getter. Combo salesperson-announcer. Six a.m. to ten a.m. Monday thru Saturday. Contact Paul Abbott, WTPA-FM, Box 2775, Harrisburg, Pa 17105. An Equal Opportunity Employer.

We want a pro! Someone who can really sell radio. Someone who creates, thinks, loves radio sales. Someone who really wants to make a lot of money. A lot of money. We sell contemporary, relevant gospel music. It's real—it's happening—it's exciting. For our eleven radio stations. We're doing things (and planning things) that are firsts in the industry. If you're good, very good, if you can make things happen now for us, and for you, we've got one sensational executive opportunity. But, only if you've done it before and can do it again, better! Let's talk. Send me a resume today. I'm Tony Lupo, Vice President, Crawford Broadcasting Company, P.O. Box 34219, Dallas, TX 75234.

\$15,000+. Our rapidly expanding chain needs a top producer capable of being a sales manager within a year. You must love sales and have demonstrated an ability to build volume rapidly in a new situation. Opportunity is in competitive, lucrative Southwestern market. Please send resume and a letter detailing what you've accomplished that's out of the ordinary. All replies answered. John Gorby, Curtis Communications Group, O'Hare Plaza, 5725 E. River Road, Chicago, IL 60631. Equal Opportunity Employer.

Christian radio station needs full-time salespersons for 2 locations—Central Florida and Southern New Jersey. Immediate openings, excellent benefits, plus salary and draw. A great opportunity for aggressive salesperson to join these fast growing Christian Stations. Call 904-628-4200 or write P.O. Box 292, Crystal River, FL 32629.

Number one midwest contemporary AM wants aggressive salespersons. Be prepared to learn, earn, and move up in this growing company. Call David La France, 1-419-255-1470.

HELP WANTED SALES CONTINUED

Northeast Ohio daytimer needs a salesperson with sales mgr. potential to replace \$13M man. Send resume with references to Box 266, Chardon, OH 44024.

Creative sales manager who knows how to set up the packages for major midwest market daytimer. No salary, no draw but fabulous commission on your own sales plus overwrite. Great chance for big money for the right person. Write Bill Graves, 4378 Lindell, St. Louis, MO 63108 or call 314-652-7800, (no collect calls).

HELP WANTED ANNOUNCERS

Two announcers and one newsperson needed immediately for placement at one of several AM/Stereo FM facilities owned by Northern New England based group. Salary based on experience/ability to \$180.00 per week. Send resume, salary requirement to Box V-154. BROADCASTING.

Morning announcer. Need heavy with minimum 5 years experience. Bright and lively, but mature with ability to work with established MOR format. Good production required. 5 kw full timer in medium size upper midwest city. Salary open. Beautiful area. Good spot for long term. Write Box W-11. BROADCASTING.

Suburban New York City easy MOR station looking for combination communicator-air personality able to handle information-music show. An Equal Opportunity Employer. Send resume to Box W-67. BROADCASTING.

Major market country PD for midwest group-owned facility. Must have, deep knowledge of country-western music, superior production skills, warm delivery, and demonstrated promotional flair! One of the nation's most-liveable cities offers a tremendous opportunity to a real pro. EOE. Send resume today to Box W-103. BROADCASTING.

KEZK, St. Louis-Schulke beautiful music-will pay top dollar for experienced, pleasant sounding morning announcer. Opening immediate. Send tape to Thom Sanders, KEZK, 1780 South Brentwood Boulevard, St. Louis, MO 63144.

Experienced announcer, production and copy. Must type. One of the better places in America to live, central California near Sequoia Kings Canyon Parks. Complete written resume and tape. Sorry, tapes cannot be returned. KONG AM and FM, Visalia, CA. An Equal Opportunity Employer.

Move to the sales department if you're now doing part time sales. Join our staff as a full time sales person. The person that works with us will make over ten thousand dollars first year in salary and fringe benefits. If you live in New Mexico or adjacent state and have broadcast experience send resume to Darrel Burns, KRNS, P.O. Box 749, Los Alamos, NM 87544.

Opening for an announcer with a first class license. Send tape and resume to Station WAMD, Aberdeen, MD 21001.

Modern country-community conscious station near Kalamazoo looking for all round communicator. Send tape, resume, and salary requirement. Bob Doll, President, WAOP, Box 980, Otsego, MI 49078.

News/production announcer for automated stations. Will train bright college grad. WATS/WAVR, 106 W. Lockhart St. Sayre, PA 18840.

Immediate opening for all night announcer contemporary format. 3rd class endorsed required. Good opportunity, excellent area. Send tape & resume to: Jim Palmer, WCVS Radio, 3055 South Fourth St., Springfield, IL 62708. Equal Opportunity Employer.

**HELP WANTED ANNOUNCERS
CONTINUED**

No. 1 adult rocker setting all kinds of records for a medium market needs afternoon drivetime personality/music director with top production. Send tape and resume to Bob North, WDIF, Box 524, Marion, OH 43302.

WIOS Radio AM. Tawas City Michigan. Small Market. Northeastern Mich. Automated contemporary MOR format: Good production required. Tape, resume to: John Carroll WIOS Tawas City, MI.

WTTM, Trenton, N.J. is accepting non-returnable tapes and resumes for part time, adult contemporary announcers and newpeople (possibly leading to full time positions.) Applicants must have at least three years commercial experience. Absolutely no phone calls accepted. Steve Kayne, Program Director, WTTM, Trenton, N.J. 08618.

We are seeking a special caliber of person, who has some knowledge of the fundamentals of communication. Prior experience is not required, but a first ticket is, for those of you who want to learn our brand of radio, call or write Broadcast Enterprises, Box 968, Powell, WY 82435.

Experienced announcer for all night shift. MOR format on AM and automated Beautiful Music on FM. Resume and tape to Roger Fischer, Box 518, Marion, OH. An Equal Opportunity Employer.

Announcer/engineer needed immediately by C&W daytimer in beautiful central Virginia. Morning drive board shift and chief engineer responsibilities. Excellent opportunity for qualified person. Tape, resume, requirements to P.O. Box 5085, Charlottesville, VA 22903.

If you have play by play, D.J. and sales ability, we can use you. Salary may not be great but commission potential is substantial and play by play includes college and high school schedules. If you're interested write P.O. Box 1056, Lumberton, N.C. 28358.

Kentucky-person with ideas and self starter. Top 40 and oldies. Sales. Call Jim Ballard, 606-248-5842.

New, Iowa fulltime AM. Need commercial and news oriented talent. Tape and resume to Braverman Broadcasting, 402 McLean St., Iowa City, IA 52240.

Illinois MOR/Adult contemporary seeks experienced creative announcer with production know-how. Steady, versatile performer has excellent opportunity for advancement. Don Hoover 815-933-6633, E.O.E.

HELP WANTED TECHNICAL

Leading southeastern AM/FM looking for chief engineer. Send resume & salary requirements: Box W-88, BROADCASTING.

Chief engineer. Combine technical skills with announcing or sports or sales. Great Plains. Medium Market. Write Box W-100, BROADCASTING.

First phone maintenance engineer for directional system, preferably news-oriented. Excellent living conditions, congenial surroundings. Resume & salary requirements to Box W-115, BROADCASTING.

Small and medium market chain with base in Virginia seeking an engineer. Will consider a beginner. Travel involved. State salary requirement in your reply. Reply to Box W-118, BROADCASTING.

Chief engineer for AM/FM, automation. Indiana. Box W-150, BROADCASTING.

Chief engineer for 5KW directional AM and also FM. Experience necessary. Excellent career opportunity. Contact Parker Humes-KCRS, Post Office Box 4607, Midland, TX, 915-563-0550. A Wendell Mayes Station. Equal Opportunity Employer.

Chief engineer for small market radio station, mid-Missouri. Salary open. Send resume with references and salary history to KWRT, Boonville, MO.

Chief engineer, North East Directional AM, requires strong background experience in Audio and DA's. Group ownership and excellent benefits. WAMS, P.O. Box 3677, Wilmington, DE 19807. 302-654-8881.

**HELP WANTED TECHNICAL
CONTINUED**

Chief engineer needed immediately for partly automated FM operation in one of the finest living areas in the east. Excellent growth potential; a career opportunity. Contact Ray Brown, Operations Mgr. WCOD-FM, Hyannis, MA 02601. 617-775-6800.

Experienced maintenance engineer for CE at 50KW stereo FM and 1KW AM. Strong on audio and automation. Contact Bob Rooney, WKFM, Box 1076, Syracuse, N.Y. 13201. Tel. 315-695-2165.

Assistant engineer for major market AM-FM operation. First preferred experience necessary for this opportunity. Nice facilities and friendly people. WNOR, 700 Monticello, Norfolk, VA, 804-623-9667.

Midwest family station in Rockford, Ill. looking for chief engineer. Directional daytime AM & stereo FM/STL remote control. Combo person could pick up extra bucks pulling air shift, but not necessary. Send complete resume including salary requirements to: Chris J. Cain/Eng. Supr., Box 2058, Madison, WI. 53701.

HELP WANTED NEWS

Contemporary FM stereo, rated number one in market, seeks a multi-purpose news person. Must be able to dig and deliver. Talk show experience helpful. Box W-70, BROADCASTING.

Prestige all-news station in top ten market looking for a major day part anchor, an aggressive, creative reporter and sports anchor/reporter. Anchor must be a journalist with solid experience; a unique personality who communicates with warmth and enthusiasm. Reporter must have well-developed skills; a creative self-starter capable of handling any assignment. Sports anchor/reporter must be knowledgeable, smart interviewer, thoroughly at home in demanding position requiring strong, bright, on-air performance. Equal Opportunity Employer. Send resume, and writing sample to Box W-104, BROADCASTING.

New Jersey shore station needs resumes from experienced newpeople who can write, edit, and deliver local newscasts. References will be thoroughly checked. Equal Opportunity Employer. Send resume to Box W-125, BROADCASTING.

KGW, Portland seeks experienced radio reporter. Minorities encouraged to apply. Tapes, resumes, and writing samples to Radio News Director, 1501 SW Jefferson, Portland 97201.

1975 non-metro AP award winning news department needs a p.m. news person. We're no. 1 and we plan to stay there. Send resume and tape to Bob Bender, WDIF Radio, Box 524, Marion, OH 43302.

Equal Opportunity Employer. WICC Bridgeport needs exp full time newsperson immediately. 203-366-9383.

Newsperson wanted for No. 1 rated contemporary station in southeast. Must have creative writing ability and good on air sound. Rush tape and resume to Al Augustine, News Director, WLVA Radio Box 238, Lynchburg, VA 24505. 804-845-1242.

New, Iowa fulltime A.M. need commercial and news oriented talent. Tape and resume to Braverman Broadcasting, 402 McLean St., Iowa City, IA 52240.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

Program director wanted for semi-automated contemporary FM in top 50's market, SW. Production, training and administrative abilities required. Salary level minimum \$750 monthly. Send resume to Box W-99, BROADCASTING.

Program director needed: Seven market group needs a program director for one of its medium market stations. If you've got a good broadcasting background, this could be the move you've been looking for. Resume to: Box W-149, BROADCASTING.

Radio public affairs writer/producer/announcer. Immediate opening for experienced individual capable of full range of broadcast public affairs, incl. investigative reporting, writing and voicing high caliber programs, features, editorials. Equal Opportunity Employer. Send resume KBIG/KBRT, 7755 Sunset Blvd., Los Angeles 90046. At: Jane Warfield.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS, CONTINUED**

Florida coastal station wants copy director. Must be creative, good administrator and typist. Send samples: Randolph Millar, WJRA-WOVV, Fort Pierce, Equal Opportunity Employer.

Sportscaster-salesperson wanted for WLAG, Lagrange, GA. Must be good on play-by-play and able to sell sports. Send tape and resume to Paul E. Reid, P.O. Box 100, Fitzgerald, GA. 31750 or call 912-423-2077.

Production person with good voice, engineering knowledge desirable, some experience necessary. Apply WKVO, P.O. Box 247, Havelock, NC 28532, 919-447-5100.

Producer public radio strong emphasis on minority affairs. Degree and third-class license. Both sexes and minorities urged to apply. Salary \$9,000+ depending on credentials. Excellent fringe benefits. EEO employer. Send resume, audition tape, and references to Dr. Harold S. Baker, Box 3, MTSU, Murfreesboro, TN 37132.

Classical producer/announcer needed for public radio outlet. Must be experienced. Send tape and resume to: Dave Dial, P.O. Box 21, Rochester, NY 14601.

SITUATIONS WANTED MANAGEMENT

Looking for a manager who will handle sales, programming and administration with the same care you would? I will! Excellent track record. Box W-98, BROADCASTING.

Experienced group G.M./controller looking for new solid opportunities and challenges. Strong, positive minded individual. Present stations being sold. Resume and references upon request. Box W-113, BROADCASTING.

Small market. Double billings current station. 21 years experience, have managed large and small stations for a decade. Will manage yours with same care you would. Totally versed: administration, sales, engineering, announcing, production, FCC. Highest references, 37, married. Box W-130, BROADCASTING.

Looking for manager for your small to medium market station? I have over eighteen years experience in broadcasting. Excellent credentials, good professional voice. Top programmer and experienced manager. Knowledgeable of FCC rules, dependable hard working family man seeking permanent employment. 501-225-5550 or Box W-134, BROADCASTING.

G.M.-S.M. proven performance, excellent track record in sales, programming and administration. Box W-138, BROADCASTING.

GM with 22 years management experience. Presently managing two stations in New York State. Southerner seeking GM position in VA, NC, or SC. Box W-153, BROADCASTING.

Successful radio manager seeks medium market challenge. Hard work, community involvement and careful attention to bottom line can make your operation a success. Box W-160, BROADCASTING.

Radio is my life, not a job. Will manage your station as I would my own. 14 years experience, sales oriented, 35, married. Excellent references including present employer. Northern part of country. Bob Clark, 703-371-3840.

General manager with outstanding credentials and background as chief engineer, sales manager, program director, announcer. Prefer small or medium east coast market, other offers considered. R. Roy 518-563-1330.

Will manage your station for \$92.00 per week plus. Personal experience includes GM and commercial manager. Interested in stock option, place to settle and raise family. Looking for twenty years or more in small to medium market. Call nights or weekends 505-748-2421.

Top quality ingredients can change your stations future and drain your competition. See Display Ad for details or call "Wexler-The-Baker" 1-716-633-5274.

**SITUATIONS WANTED MANAGEMENT
CONTINUED**

Money! Want more for your small or medium market FM? Employed G.M. Proven. 6730 Daleview Rd., Cincinnati, OH 45239.

SITUATIONS WANTED SALES

Sex! Honest, dependable salesman seeks entry into radio sales. College degree in broadcasting and management. Lots of retail selling experience. Has good track record selling and satisfying customers for a nationwide stereo store. Inquire now! Box W-142, BROADCASTING.

Available now. Recent grad, married, 28, seeks sales position with station or group that promotes from within. College training in radio sales. Can also help in other areas. Call Joe 309-833-2472.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

3rd endorsed, seeking format change. Lots of voice, more talent, even more ambition. Box W-95, BROADCASTING.

Attention Florida. MOR jock, production, MD, 3rd endorsed. 15 years experience in medium and large markets. Desire permanency. Will consider any market, any shift. Box W-108, BROADCASTING.

1st phone top 40 DJ. 1 yr. pro experience, 2 yrs college. Looking for medium market. Also does PBP sports. All replies answered. Box W-131, BROADCASTING.

Dixie, Florida. Experienced man arriving early October. Job hunting. Good impression guaranteed. Box W-136, BROADCASTING.

Seek AOR or MOR position. News oriented background/some talk/1st/2 yrs. No AM drive. 1-5 p.m. 301-863-7865. Box W-141, BROADCASTING.

Sports pro who can cover it all. I have the experience and talent to bring a refreshing and winning sound to your station. Box W-147, BROADCASTING.

Experienced announcer, 22 3rd, production, news, sales, PBP, MOR or contemporary. Presently employed but going nowhere. Prefer Michigan, Indiana, or Ohio. Consider all. Phone 317-966-3953 or write Box W-151, BROADCASTING.

Working & stable medium market personality jock, 31, wants pop adult audience. Personally pulled in No. 1 & 2 ratings the last 2 ARB's. Box W-155, BROADCASTING.

Hello, looking? So am I, for first class rocker in good medium. 4 1/2 years, first call 308-381-1430 or write, KRGI, Box G, Grand Island, NE 68801.

Audition tapes available DJ-newscaster. Professionally trained, some experience, 3rd endorsed, relocate immediately. Thomas Shaw 32-25 90th St., Jackson Heights, NY.

Eastern states, top-40, contemporary niteman, 1 year experience. 3rd endorsed, hardworking for you. 305-721-0582.

Good news! Versatile young Black announcer/newscaster. Experienced in top 40, MOR, soul, slight television, good production. Jerry Scott, 2502 B., San Diego, CA 92102, 714-233-4309.

Enthusiastic, young DJ seeks advancement, unmarried, 1st phone, 2 years experience, relocate anywhere. 414-694-2131.

DJ, tight board, good news, commercials, looking for break, willing to go anywhere, ready now. Craig Nilsen, 20-89 Street, Brooklyn, NY 11209.

First ticket personality with good head. 2 years experience. Strong music and local news background. Production. Copy. Relocate. John Comforti, 401-596-5728.

Jazz is my specialty, 4 1/2 years in full-time jazz at top Bay area all-jazz station. PD experience, interviews, copywriting & production. Gene Miller, P.O. Box 1572, Oakland, CA 94604.

**SITUATIONS WANTED ANNOUNCERS
CONTINUED**

Experienced jock, production, 24, third. Modern country, top-40, MOR, Small-medium midwest market. Dependable. 314-273-5471.

I'll eat your competition. Turkey's my favorite food. Top 40 or AOR, AC jock with good pipes, top prod., brains and determination. Med. up. 617-872-5532.

6 year MOR pro prefers to stay in Florida, but will relocate to 2nd choice Texas or elsewhere for big opportunity. 904-761-6920.

Florida gold coast! Paul Cavanaugh, Real Entertainer, currently WKBW Buffalo, NY wants you! 75 Randolph Ave. 14211.

DJ, tight board, good news, commercials, looking for break, willing to go anywhere, ready now. Craig Nilsen, 20-89 Street, Brooklyn, NY 11209.

Florida area, First phone, tight board, extensive musical knowledge, good production, news, voice, some experience. Glenn Larsen, 305-763-2295.

Experienced announcer, DJ seeking FM: MOR, mellow, progres 3rd class. Production news & sales. Willing to relocate, Canada to Florida. I can do for you. Thom Pedone, 3036 B St., San Diego, CA 92102. Tel. 714-231-0471 b4 10 a.m. pacific.

Spontaneous D.J. fine production, news. All P.B.P. Seeking small-medium growth opportunity. Will travel for right organization. Call Mike Ward after four. 716-833-1806.

Highly experienced announcer/DJ and programmer. Crack news, copy and production. First Class ticket. 305-395-3605.

Program director, bright, sophisticated. Eleven years. Excellence in contemporary music! First Phone. 406-452-5732.

Bill Love-Morning Drive WKLO, WHK, WPOP, now available. My strength is production, midday, character voices, and creativity. Superb references. 812-957-2259.

SITUATIONS WANTED TECHNICAL

Engineer experienced chief AM-FM. First phone, tech school, CET. Box W-161, BROADCASTING.

First phone young electronics grad light experience "trainee". Salary OK, relocate anywhere. Thomas Shaw, 32-25 90th St., Jackson Heights, NY.

Chief engineer with outstanding credentials and background as general manager, sales manager, program director, announcer. Prefer small or medium east coast market, other offers considered. R. Roy 518-563-1330.

After 5 years programming, returning to first love, engineering. First phone, automation exp. Ric Hubbard, 509-545-9102.

SITUATIONS WANTED NEWS

News pro seeking advancement. Experienced in newsblocks, street reporting, documentaries and strong in sports. Prefer Midwest medium to large markets, but willing to relocate for right offer. Box W-63, BROADCASTING.

Sports director who's tired of hearing "we can't sell it, so we don't do it!" PBP all sports, 29, BA. Box W-90, BROADCASTING.

Energetic PBP man with four years major college experience, all sports. Looking for college/high school opportunity. Can also handle news/sales. Top references. Box W-102, BROADCASTING.

Dedicated, personable young newsman, 2 yrs. exp., B.A., 3rd, now employed, seeks middle-market and friends. Prefer S.E., but will answer all requests. Box W-105, BROADCASTING.

Need a weatherman? or more? Meteorologist with eight years experience in broadcasting seeks position to put his master's degree to better use. Box W-137, BROADCASTING.

Florida! Experienced ND announcer wants to work in Florida. Box W-156, BROADCASTING.

**SITUATIONS WANTED NEWS
CONTINUED**

News and sports. Four years experience of news reporting, interviewing and PBP (College-Pro teams) at major metro educational station. B.A. Communications. 3rd phone. Will relocate. Tape-resume contact Kevin Reinert, 1043 Atlantic Street, Franklin Square, NY 11010. 516-354-5688 evenings.

Athlete-newsmen serious about work and training seeks western mkt. PBP, news, TV. Also, B.A., 3rd, 24, married. Currently N.D. 98th ADI. 313-694-5377.

Election whiz. 4 yrs experience. Douglas Nagy. 313-534-0251. No small markets.

Aggressive young man BA speech seeks job in television/radio small to medium size mkt, 3 years college radio experience in sports and news. Strong on PBP. Location and salary open. Call 618-654-8543.

Sports & news. Three years experience of PBP, interviewing, newsgathering, board-announcing. M.S. degree candidate in communications. Age 28. For tape-resume please contact Alan D. Shepston, 309-833-5477.

First amendment reporter with journalism B.A., news-director experience, requires responsible management, no consultant. 3307 Martindale Road N.E., Canton, OH 44714. 216-454-4150.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS**

Complete professional seeks move to P.D. position. I can bring an exciting and winning sound to your station. Box W-62, BROADCASTING.

PD currently handcuffed and tied to RR tracks seeks rescue! Let me use my capabilities and 11 years experience to benefit your station. Contemporary PD will trade exceptional skills and hard work for adequate compensation and professional respect. Top 100 market-East. Box W-65, BROADCASTING.

I want to spearhead a winner! Professional, competent, responsible recent graduate of a prestigious Eastern university with over 12 years in major and medium market radio is searching for a programming challenge with a small or medium market station. I am looking for general management of a station in ratings trouble who has enough confidence in my ability to delegate a significant amount of autonomy to the programming department. I am research oriented, have a lot of fresh ideas, and hold a major in psychology with a minor in mathematics and statistics. My experience includes working for a major group station which won a station-of-the-year award in 1975; assistant PD/music director in a top 10 market. I will sacrifice considerable money in exchange for autonomy and a chance to make a name for myself. Formal agreement a must. Box W-78, BROADCASTING.

120% effort with energetic 23 yr. old wants to work in Rochester New York. Presently employed. Experienced. Box W-89, BROADCASTING.

Looking for a first class woman? Have 1st ticket. BS in communications. Available as technician or production assistant in radio or television. Highly motivated will relocate. Box W-92, BROADCASTING.

Successful small PD/MD; 6 years top flight copy/production. Good promotion. Know automation, R&R, people, hard work. Top 50 air. Stiffed. Aggressive Michigan/Ohio/Illinois medium preferred. Consider all. Box W-107, BROADCASTING.

Excellent ratings and public service record. 6 years PD/MD experience, now with top 6 metro station. Looking for a management opportunity as PD with a good organization. Reply Box W-119, BROADCASTING.

Putting together a new game plan for success? Let me help. I'm an experienced engineer and program director. Put me to work as your operations manager and let me sell as well, and we'll both make money. Box W-121, BROADCASTING.

Programming solver not a problem maker. 12 yrs. experience last 7 as PD/operations mgr. Can inspire people to do their very best and make them love it. No floater, 6 yrs. at last 2 stations, both 150,000+ markets, both number 1. Am promotions/sales oriented. If you reward hard work, creativity, and initiative, I'm yours. Box W-129, BROADCASTING.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS CONTINUED**

Can I get my hands on your equipment? Experienced, highly motivated, seek employment all phases audio production (especially producing, directing, editing). Create 1/2 hr. weekly show on no. 1 radio station in no. 1 market. Would be terrific production assistant. Some secretary skills but don't wish to exploit them. Box W-143, BROADCASTING.

1-716-633-5274. Program Director and creative leader. One free programming idea with each call.

Station and program management specialist. Seven years with Nations Greatest Radio Station. Box 44, Buffalo, NY 14051.

Copywriter, college trained, wants long term employment, takes direction/training. Will relocate. David Haines. 5 Lawton, Glens Falls, NY. 518-792-8956.

TELEVISION

HELP WANTED MANAGEMENT

General manager for west coast small market TV station. Write: Box V-214, BROADCASTING.

General manager-VHF, Net affiliate in excellent 3 station market. Golden opportunity, present GM moving. Experience in all phases, including sales. Strictly confidential. Box W-123, BROADCASTING.

Associate director of television and WHA-TV station manager for the University of Wisconsin-Extension Telecommunications Center. Responsible for administration of broadcast and non-broadcast television activities. Major duties include: personnel management and supervision; development, review and administration of substantial University and production contract funds; primary stewardship of broadcast responsibilities and policies of WHA-TV; development, supervision and evaluation of total program efforts; representation to and liaison with University units, state and national agencies, and the WHA-TV citizen support organization. Bachelors degree required, Master's degree preferred. Applicants should have minimum of three years senior management experience in Public Television; demonstrated knowledge and experience in personnel, fiscal and program management. Salary minimum: \$23,500. Application deadline: October 4, 1976. Write for application and details to: Ronald Bornstein, Director and General Manager, UW-Extension Telecommunications Center (WHA-TV), 821 University Avenue, Madison, WI 53706. An Equal Opportunity Employer.

Manager III: Technical Services Director for Radio-TV-Film operation. Responsible for operation and maintenance of technical facilities and supervision of engineering personnel. Minimum BA degree, 8 years experience, including 5 years supervisory. Contact Wes Marshall, KUAT-TV-AM/FM, University of Arizona, Tucson 85721. An Equal Opportunity/Affirmative Action Employer under State and Federal laws and regulations including Title IX, 1972 education amendments.

HELP WANTED SALES

Television account executive. We are a top rated VHF network affiliate in a small, growing, Florida market. We are looking for an "aggressive", "hard-working" salesperson. Direct retail sales experience a plus; most of our local business is direct, very little agency work. Knowledge of local production is helpful. A good account list is available, size will depend on experience of applicant. Training position also available to those with limited broadcast experience or a degree in broadcasting. Equal Opportunity Employer. If qualified send resume (in confidence) to Box W-139, BROADCASTING.

HELP WANTED TECHNICAL

Maintenance engineer with experience in remotes and supervision for TV station in top 10 market with very active remote schedule. Applicant must have FCC first class and 5 to 10 years experience. Box V-197, BROADCASTING.

Chief engineer for modern full color VHF located in the sunny south. Experience with late model RCA equipment required. Group owned facility with excellent fringe benefits including profit sharing. Salary open. Please send resume with references and salary history. Equal Opportunity Employer. Box V-268, BROADCASTING.

**HELP WANTED TECHNICAL
CONTINUED**

Maintenance engineer with 5 years experience needed by religious broadcaster with nationwide ministry and worldwide vision. Top professional needed to join this spiritually rewarding effort. Write Box W-45, BROADCASTING.

Experienced operations/production engineer, competent with RCA equipment, to work in top ten market. First Class License and three (3) years experience required. Excellent fringe benefits. E.O.E. M/F. Write: Box W-59, BROADCASTING.

Maintenance engineer with first class license for aggressive TV station in major midwest market for heavy maintenance on TCR-100 and other major items. Sony experience helpful in large ENG operation. Equal Opportunity Employer. Salary excellent. Send resume Box W-94, BROADCASTING.

Wanted: Control room engineer, TV, familiar with Ampex 1200, GE cameras, ACR 25. Send resume to Box W-133, BROADCASTING.

Maintenance engineer with experience in remotes and supervision for very active TV station in top 10 market. Applicant must have FCC first class and 5 years experience. Box W-140, BROADCASTING.

Producer-director, take charge experience individual in commercial or educational television. News, talk and commercial production requirements. Top 25 market. Equal Opportunity Employer. Box W-163, BROADCASTING.

TV broadcast technician for Southeastern Public TV station. First class license; minimum 6 months experience in broadcast or production operation, maintenance and repair of commercial or public TV/Radio equipment; or, 2 years journeyman bench TV receiver repair experience; or, equivalent electronics experience in military service or radar maintenance. \$9900, with shift differential. Send resumes with employment dates to: Mr. H.S. Hendricks, Atlanta Public Schools, Personnel Department, 232 Pryor Street, S.W., Atlanta, GA 30303. 404-525-6505. Resumes must be received by September 30.

Master control room technician. FCC 1st with 3/4 inch cassette, color camera and quad VTR experience. Salary open. Upper midwest. Call C.E. 605-336-1100. An Equal Opportunity Employer.

Night owl engineer to work permanent late shift 11 p.m.-7 a.m. in beautiful central Florida. Studio duty including maintenance, taping while off air. First class license and two years minimum experience in TV. Apply only if this shift is just what you want. Write Chief Engineer, P.O. Box 999, Orlando 32802.

Wanted: religious broadcast engineer with maintenance experience on quad VTR and color camera chains. Salary commensurate with experience. Send resume to: Operations, PTL Club, P.O. Box 1819, Matthews, N.C. 28105.

Syracuse University needs a qualified video engineer to work in their Newhouse Communication Center. The person must have an AAS in electronics or equivalent combination of education and experience. Also required are 3-5 years experience in Broadcast color television studio maintenance procedures (emphasis on VTRs) and system troubleshooting. Syracuse University offers liberal benefits, the salary is commensurate with experience. Send resumes to W.F. Denne, 215 University Pl. Rm 164, Syracuse, NY 13210. Syracuse University is an Equal Opportunity/Affirmative Action Employer.

TV engineer first phone for color tape, video, and XMTR operations and maintenance. Call Dennis Dunbar, 413-781-2801, Springfield, MA. Public Television. An Equal Opportunity Employer.

Consulting engineer. Familiar with allocations principles and video tape recording theory and practice. Forward complete resume to: Kessler & Wilhelm, 3700 N.E. 53rd Avenue, Gainesville, FL 32601.

HELP WANTED NEWS

Reporter/backup anchor. Goal oriented hustler for general assignment. Experience and capacity for shovel work and long hours. Northeastern market, ENG, on the grow. Top forty market. Box W-31, BROADCASTING.

**HELP WANTED NEWS
CONTINUED**

Anchor/reporter. Affiliated number one news station needs experienced reporter, with anchor experience or ready to move up. Top 50 market. Equal Opportunity Employer. Box W-39, BROADCASTING.

Field reporter. For general reporting and film assignments in one-man bureau. Affiliated, number one news station in top 50 market. Equal Opportunity Employer. Box W-40, BROADCASTING.

West coast area: Medium market seeks a reporter with on air experience, copy writing experience, minicam/film experience desirable but not essential. Forward resume and photo to: Box W-52, BROADCASTING.

News director/anchor for network AM/VHF in competitive western mountain market (100+). Creative news motivator for 7 newperson staff (excluding weather/sports). VTR will be required. EOE. Send resume with experience details to Box W-109, BROADCASTING.

Public affairs/reporter. Top 50 market VHF affiliate seeking daily public affairs program host/hostess with some news reporting. Equal opportunity employer. Box W-126, BROADCASTING.

South Texas TV needs experienced sports reporter. All replies confidential. We are an Equal Opportunity Employer. Reply to Box W-128, BROADCASTING.

If you're on your way to the top, spend some time with us. We need a couple of top notch street reporters, people who dig hard, write well and look and sound good, too. If you're good, really good, and want to be part of a growing news organization, send a resume and samples of your work to: Bob Jordan, News Director, WFTV, Box 999, Orlando, FL 32802.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

Producer, director and writer each needed by religious broadcaster with nationwide ministry and worldwide vision. Ten years total TV and three years major market experience desired. Top professionals needed to join this spiritually rewarding effort. Write Box W-46, BROADCASTING.

Ass't art director for progressive station in top 10 market. Good graphics. Previous broadcast experience required. EOE. Box W-76, BROADCASTING.

Production manager: College degree, TV or theatre, plus 3 yrs. TV production or 6 yrs. TV production supervisory. Working knowledge switchers, cameras, ENG, film, VTR, lighting. Manage heavy commercial, program, PSA/production schedule. Creatively assist clients and staff. Resume and example tape to John Froome, KAKE TV, Box 10, Wichita, KS 67201. No phone calls. Equal Opportunity Employer. M/F.

2 producer/directors for commercial production. Must be knowledgeable in concepts and technical aspects. Send resumes immediately to KTRE, Box 729, Lufkin, TX 75901.

Live in one of America's top ten communities. Beautiful scenery and climate 52 weeks. 45 miles from San Francisco. Production wizard for busy AM-FM-TV. Send audio tape, resume, references, salary, first letter. Air shift possible. G. Waters, KVON, Box 2250, Napa, Ca 94558. No beginners.

Immediate opening for experienced producer/director for programming and commercial assignments, including news and remote telecasts. Challenging position for aggressive director. Send resume and audition tape to Program Director, WPTA-TV, 3401 Butler Rd., Ft. Wayne, In 46808. Equal Opportunity Employer M/F.

Assistant director, with emphasis on news. Must have 2 years experience/education in production. Send resume and tape. Tom Lamarche, WWLP, P.O. Box 2210, Springfield, MA 01101.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS CONTINUED**

Broadcast electronics faculty position: to teach the final year of a Bachelor of Science program. The subjects to be taught include two-way communications, Radio Transmitters (AM and FM), CATV, and Color Television Transmitters. Bachelor of Science degree required plus significant work experience. 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.

TV producer-director with B.A. and two years experience in film and studio productions interested in working for an Educational Television station. Send resume to Personnel Director, S.C. ETV Network, P.O. Drawer L, Columbia, S.C. 29250. An Equal Opportunity Employer.

Instructional television program manager to manage television/audio section of Media Center and work with faculty in the utilization of television, audio and other media. Masters plus television production and supervisory experience. Bachelor's and equivalent experience considered. 12-month salary \$13,029-17,935. Send resume to Tom Perry, Director of Instructional Media, University of West Florida, Pensacola, FL 32504, 904-476-9500, ext. 465. An Equal Opportunity Employer.

Production manager. West coast CBS affiliate with medium-size market in new facility has an immediate opening for experienced full-capability production manager. Minimum 10 years' production experience. Responsibilities include producing and directing TV commercials and programs, managing personnel and facility scheduling. Must be able to work with ad agencies and clients and conduct training of production personnel. Excellent benefits, relocation expenses available. Submit resume, videotapes and professional credits and references to T.L. Jackson, Personnel Manager, Summa Corporation, P.O. Box 14000, Las Vegas, NV 89156. Equal Opportunity Employer M/F.

Producer-director. Bachelor's degree plus two years experience or any equivalent combination. Responsibilities will include producing and directing studio and remote productions for the South Dakota Public Television Network. Good background knowledge in all phases of production including: VTR editing, post production techniques, lighting and audio production is essential. Ability to produce quality productions within a budget. On-air experience preferred. An excellent opportunity to work with a small staff and latest production equipment. Send resume by September 30th to: Personnel Services, University of South Dakota, Vermillion, SD 57069. Equal Educational and Employment Opportunity—Affirmative Action Institution.

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 W-51, BROADCASTING.

Young, aggressive station manager, with excellent track record. Experience in sales, programming, news. Ability to motivate people. Seeks station or group that can utilize his skills. Box W-53, BROADCASTING.

SITUATIONS WANTED SALES

Sales professional with television production experience in top 25 market and college degree. Anxious to return to the medium. Box W-145, BROADCASTING.

SITUATIONS WANTED TECHNICAL

Video and video tape maintenance engineer with 8 years experience and first phone license seeks major market engineering position. Box W-60, BROADCASTING.

T.V. engineer, 2½ years experience. Tape, video, maintenance, PBS and commercial L.A. first phone. Age 25. Western states. Box W-110, BROADCASTING.

**SITUATIONS WANTED TECHNICAL
CONTINUED**

Midwest based crewmember available for weekend remotes. Network experienced. Camera & audio. For information contact: Box W-127, BROADCASTING.

1st phone, BSEE, age 22, seeks job with opportunity to learn main consideration. Box W-144, BROADCASTING.

SITUATIONS WANTED NEWS

Former NBC newsmen seeks ND/anchor slot. Opportunity is more important than money. Have been involved in "talk" last few years so it will take me two days to break in rather than one. Anchoring approach is "personalized." Am available now. Box V-276, BROADCASTING.

Immediately available. Good, aggressive woman TV news reporter/anchor. Currently working in top 20 market. Desires to relocate. Reply Box W-10, BROADCASTING.

Creative feature reporter-anchor has outgrown thirties station. Ready to move up. Box W-58, BROADCASTING.

Believable anchor seeks small or medium market. Experienced, committed, B.A., VTR available. Box W-74, BROADCASTING.

Seasoned pro seeks position on major market news team. 14 yrs. exp., street reporting, film, editing, directing, producing, on-air & ENG. Bi-lingual. Foreign exp. Masters. Would like to make this move my last & your best. Box W-81, BROADCASTING.

News director/anchorman, good in both areas and dedicated. Know ENG. Box W-91, BROADCASTING.

News director: I can produce ratings, profits and strong journalism. Available in October. Box W-96, BROADCASTING.

Assignment editor position wanted by creative experienced reporter in 30's market. Box W-124, BROADCASTING.

A woman sportscaster? Yes—and more than just a token, one who can do the job. Radio, writing and some TV experience in major-market, major league city. Attractive, intelligent, hard-working. BS degree. Would like TV sports reporting and/or play-by-play. Will relocate. Write box W-146, BROADCASTING.

Network experience, now covering Washington. Seek state capital or major market political beat. Box W-154, BROADCASTING.

News/sports 24, B.A. & M.A. Broadcasting/speech, 5 years experience in radio-television, enthusiasm. Will send resume and tapes. Call 1-206-525-8664 or write, Mike Smith, 5010 19th N.E., Seattle, WA 98105. Will relocate.

I'm **Michael T. Burkett.** I live in Logansport, Indiana. My address is 1026 Garden Street, phone number 1-219-722-1736. I'm a sportscaster from WWK1 Cable TV, looking for a good company on the grow with benefits and opportunity. I am happily married, have two children. I am confident I can do a job well, I also, have experience in radio: Jock work, I've done several tapes for political campaigns in Indiana. I am mainly interested in sports announcing, and commercial work, but would consider some jock work. If you're interested in a professional, call me.

9 year radio pro with first phone seeks the challenge of TV. Strong news. Would like face to face interview within 500 miles of Paducah, KY. Ted Bear, Box 341-K, Murray, KY. 42071.

Former news director-anchor w/ strong sports background looking for news/sports position. Experience in top 50 market. B.A. Pol. Sci., no regional preference. John Buren, 4910 Newport Ave., Washington, D.C. 20016.

Reporter/photographer; Print man (5 years) wants to break into TV. Aggressive, 25, heavy background in color, lighting, accurate details, have pilot license. Hard worker wants to learn David Vine 203-777-0765.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS**

Heavy network experience video tape including electronic news gathering. Announcing presently employed, five years, network management; single. Seeking position in TV or radio, to utilize my solid background for you. Box V-196, BROADCASTING.

Woman with four years in administrative TV position, on-air production experience in top market, and strong photography background seeks PD post or other challenging opportunity in Chicago area. Box W-120, BROADCASTING.

Production. Any job. Have commercial experience, but need more. Recent graduate, Tom Miller, 2900 N. Nordica, Chicago 60634, 312-622-6952.

Network firm editor 8 years experience in 16/35mm documentaries, promos. Prefer western states. GDH, Box 3815, Van Nuys, CA 91407.

Versatile producer/director with 7 years extensive production experience seeking challenging position. Samples available. Graham Brinton. 215-664-3346.

WANTED TO BUY EQUIPMENT

New or used tower 700 to 1000 plus (for FM use). Contact KRAV Radio, P.O. Box 746, Tulsa, OK 74101, or call 1-918-585-5555.

Used Solid State stereo STL. With antennas. J. Alex Bowab, WKKL, 2662 Bailey Jackson, MS 39213. 601-362-1594.

Need used automation equipment in good condition and ready to go. WTGC, Lewisburg, PA 17837. Phone 717-523-3271.

FOR SALE EQUIPMENT

6900 feet Kodak 7241 film, 7 cents a foot. Bob Jordan, WFTV, Orlando, 305-841-9000.

Color television equipment liquidations, our specialty, appraisals, consultation, auctioneering. Maze, Box 6636, Birmingham, AL 35210. 205 956-5800.

Various production equipment. Mole Richardson—lights, lighting grid, sets, microphones, illuminated sweep, etc. Also 1 Ampex-7800 1" machine. All in excellent condition. For information call or write Byron Motion Pictures, 65 K St., NE, Washington, D.C. 20002. 202-783-2700.

Sony D-100 3/4" video cassette printing system up to 40 units rack mounted and 3 control panels. Expertly maintained. Excellent condition. Contact Byron Motion Pictures, 65 K St., N.E., Washington, D.C. 20002. Phone: 202-783-2700.

Ampex 2" digital videotape or audiotape timer. Increase timing accuracy, cut production and editing time. NIXIE READOUTS. \$675.00 includes manual. D. Castellano, 415-937-9566.

Instant mobile television unit. Just add your equipment. 1972 Ford D705, new engine, 10 speeds, 20'x8'. All electrical, transformer, air, directors console, and much more! A.B.C. Management, 9034 Sunset Blvd., Los Angeles, CA 90069. 213-550-0533.

Color Mobile Vans, complete or stripped, cameras, film chains, world's largest selection, Maze 205-956-5800.

One stop for all your professional audio requirements. Bottom line oriented. F.T.C. Brewer Company, Box 8057, Pensacola, FL 32505.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

Contemporary comedy! Most usable deejay service available! Hundreds have renewed! Freebie! 5804-B Twineing, Dallas, TX 75227.

OBITS, No hype. You be the judge. Free comedy sample! OBITS. 366-C West Bullard, Fresno, CA 93704.

COMEDY CONTINUED

FRUITBOWL is not for comedians: it's for personality pros who use humor on their shows. Check the difference yourself, with free trial subscription. FRUITBOWL, Dept. "C", Box 382, Fair Oaks, CA 95628.

Dave Spector, move over! We accept your "challenge". Foohey and Ferraro is the funniest material on the market today. Send me a buck and I'll prove it! Jim Foohey, 710 Rhine Blvd., Raritan, N.J. 08869.

\$100.00 for paper jokes? For \$14.00 our Pro Jingle Singers will forget your call letters! Your ceiling will collapse! Our Tijuana Pit Band will stagger thru "Irish Eyes"! Find Cheap Radio thrills under "Programming" category in this issue!

MISCELLANEOUS

Wanted immediately: Small investors purchasing non-participating stock; small market Midwestern FM. Replies held confidential. Include telephone number. Box W-101, BROADCASTING.

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.

1977 country music calendar profitable Pluditorium show sales. Sample/details: Thurston Moore Country, Montrose, CO 81401.

Election year must reference for broadcasters, candidates, students: Equal Time Law summary. Complete, concise, only up-to-date compilation, guaranteed. \$5.00 per copy. Barm Services, Box 568, Olney, MD 20832.

CONSUMER SERVICE

From bargain buying to faucet fixing—"Consumer-tips" tell all. We write 'em, you read 'em. Gathered from Washington's consumer groups agencies. For samples of inexpensive daily service, Berns Bureau, Box 2944, Washington, D.C. 20013.

PROGRAMMING

Cheap radio thrills! The world's best production album! Tymp rolls, synthesizer logos, jingle "add-ons", custom themes, giggling girls, sound effects, soap organ trax (hero, villain, etc.), goofy jingles, Tijuana Pit Band renditions of Lone Ranger theme, Happy Birthday, etc. Gobs more! Over 500 already sold! Sent first class \$14.00, or write for free sample! L.A. Air Force, 2445 East Third, Long Beach, CA 90814.

INSTRUCTION

Announcing & radio production. Learn at Omega State Institute.

FCC First Class license. Prepare for your test at Omega State Institute.

Omega State Institute. Quality resident training in Chicago at 237 E. Grand Ave. Successful placement. Vet approved. Call or write for course catalog. 312-321-9400.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin October 25. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

No: tuition, rent! Memorize, study—Commands "Test-Answers" for FCC first class license—plus "Self Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45326 Telephone 513 791-1770.

INSTRUCTION CONTINUED

1st Class FCC, 6 wks, \$450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

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.

FCC first phone, 4 tests formulas, aids, guide. Guaranteed! \$10. Engineer, DWR 570, Mars, PA 16046.

FCC license. New course. New low prices. Free home study catalog. Genn Tech, 5540 Hollywood Bv., Hollywood, CA 90028.

Cassette recorded first phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia, Chicago, Los Angeles. Our twentieth year teaching FCC license courses. Bob Johnson, Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266. Telephone: 213-379-4461.

Don Martin School of Communications trains for television. Not a "workshop" or "seminar." Fully equipped school environment. 2-camera studio, color equipped. Control room with video switching, video tape, tele-cine, etc. Complete classroom facilities for lecture. News film and editing procedures. Tripod and hand held film cameras. News, commercial and script writing for T.V. Audio, studio lighting, and set design. Technical and T.V. directing for T.V. news, commercial and dramatic. VA. approved classes start each month, day or evening. Inquire now. Don Martin School of Communications, 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. 213-462-3281.

RADIO

Help Wanted Announcers

Major Mid-West MOR looking for top flight drive-time personality. Big opportunity for a top notch pro in an exciting, competitive market. E.O.E. M/F
Box W-77, BROADCASTING.

Help Wanted Sales

RADIO SALES MANAGER

Outstanding opportunity for goal-oriented, take-charge sales pro as Sales Manager at dynamic WSGW, Saginaw, Michigan. Beautiful facilities, top-rated in '76 ARB, best staff in the market. Position includes responsibility for beautiful music FM, fastest growing station in the metro area. You must be a thoroughly experienced street-fighter with a good RAB Background, and organizational and motivational abilities. Established group operation, excellent benefits. Applicants from all market sizes welcome. If you're the kind of person who's impatient to get the job done, call John Casey at (517) 752-3456 or write WSGW Radio, Box 1945, Saginaw, MI. 48605.
An Equal Opportunity Employer M/F

BROADCAST PRODUCTS SALES MANAGER

Sales of our broadcast industry products including Beaucart audio tape cartridge machines, tape heads, splice finders and beau motors are so far in excess of forecast that we find ourselves in desperate need of an experienced broadcast industry sales manager.

The successful candidate, to be based in central Connecticut, will work directly with both broadcasters and OEM's to further increase our penetration in the market and to help introduce new products.

Our broadcast products sales manager reports directly to the president and some travel will be required.

Starting salary will be commensurate with experience and ability and full UMC employee benefits package will apply.

If you qualify, please provide resume and salary history in complete confidence to:

Mr. Allen J. Shaftel, Pres.
UMC Electronics Co.
460 Sackett Point Rd.

North Haven, Conn. 06473
Phone 203/288-7731
An equal opportunity employer

Help Wanted Technical

BROADCAST DESIGN ENGINEER

AEL ... American Electronic Laboratories, Inc., a leader in broadcast system design and manufacture ... has an opening for someone with high-power RF design background to join our Broadcast Division. You'll be involved with advanced work on AM/FM broadcasting transmitters ... enjoying professional working conditions, outstanding benefits, and a salary fully commensurate with your background and ability.

Location is at our headquarters in Lansdale, Pa. (suburban Philadelphia).

See us at the Radio Broadcasters' Association meeting in San Francisco ... Hyatt-Regency Embarcadero Hotel ... September 19 through 22. Look for the AEL booth ... and ask for Mr. C. Spyrou, Broadcast Division Manager. Or call collect or write to Mr. Spyrou at: American Electronic Laboratories, Inc., PO Box 552, Lansdale, Pa. 19446. Phone: (215) CH. 7-0115.

AMERICAN ELECTRONIC LABORATORIES INC.

Equal Opportunity Employer

Help Wanted Programing, Production, Others

Research Director. ABC owned WLS Radio is seeking experienced sales research expert to take over Research Department. Must have thorough knowledge of all rating services. Computer background helpful. Send resume and samples of work to:

Martin G. Greenberg
Vice-President/General Manager
WLS Musicradio
360 North Michigan Avenue
Chicago, Illinois 60601
An Equal Opportunity Employer

Metropolitan New York radio station seeking part-time help for weekend and vacation relief. Send tapes to P.O. Box 2727, Grand Central Post Office, New York, New York, 10017. Tapes will not be returned. An equal opportunity employer.

Help Wanted Sales
Continued

**AM/FM BROADCAST SALES
ENGINEERS**

McMartin Broadcast, the new leader in AM/FM broadcast products, has territory openings in Middle West, East and West Coast.

Experienced, high caliber salespeople with broadcast background required.

Excellent salary, commissions, expenses and benefits.

Contact in confidence:

**Mr. James Lucy
Director of Sales
McMartin Industries, Inc.
4500 South 76th Street
Omaha, Nebr. 68127
(402) 331-2000**

Situations Wanted Management

**Recipe For
Radio Bread**

Gently combine a symphony of Contemporary Music to suit the taste of your Market. Season with warm, believable personality spices, stirring in a pre-measured amount of well prepared, well balanced crisp News and Sports. Using a well Engineered bowl, creatively mix to Dynamic Consistency. This will drain your competition so place them at the bottom of a well greased tin. Now turn dough onto flowered kneading board, adding as kneaded, 1 cup of Station Promotion, 1 cup of Public Service and 1 cup of Personal Community Involvement. The quality and texture of your mixture will be unsurpassed with the blending of the following classic culinary ingredient; seven successful years as Program Director at one of the Nations top Bakeries. (Note sign in window: "My Son the Professional Baker, can Manage or Program your business and ... he means it!") Look, if a Baker in the next town can create a Dynamic "Loaf of Bread" with that kind of commercial impact along with incredible sales, maybe you should give him a buzz? Buying or Shopping call "Wexler-The-Baker", 1-716-633-5274.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

**N.P.D.
CORPORATE MAJOR MKTS
SEEKS CHANGE**

fully experienced, excellent references good track and bottom line record mid 5 figure salary required. ALL replies strictly confidential write Box W-87. BROADCASTING.

General Manager/Group Executive Radio/TV. "Best broadcast salesman in country" President, major broadcasting group. Best personal salesman I ever met" President, major market TV station. 12 years of general manager and group management experience, produced profits never thought possible. Excellent reputation. Impressive references, seek permanent position with respected company in major market. Box W-162. BROADCASTING.

**GM/SM SMALL OR
MEDIUM MARKET
WITH EQUITY POSITION
and possible option to buy. Experienced,
mature, suburban N.Y. AM/FM sales manager
with strong references. N.J., N.Y.,
Pa., Fla. preferred. Barry Farquhar, 113
Skyline Drive, Morristown, N.J. 07960.
201 538-4747.**

Situations Wanted Announcers

Announcer with first phone seeks staff job, or PD., commercial announcing. Heavy on news. Automation experience. Will relocate. 30 years experience includes TV commercials.

Henry Hoppe
22605 S.W. 66th Ave. Apt. 212
Boca Raton, Florida 33433
Phone 305-391-5132

Talk-Show-Host. Top LA radio personality—bright, intelligent broadcaster with 15 years experience mostly music formats, but some interview and one year as host of TV talkshow (rated No. one). No phone-talk experience but confident and want to do it. I'm 35, single, sober, advent and a dedicated pro with top references. I'll prepare, polish and present my show with No. one ratings the goal. Market and salary incidental for opportunity to make this change: Box W-114. BROADCASTING.

Major market N.E. drive jock wants to move to the sun belt. Excellent ratings; Pop/adult or rock desired.

Box W-132, BROADCASTING.

Situations Wanted News

Female, Editor-Anchor seeks better opportunity, more responsibility. Currently employed at large medium market NIS station. Prefer NIS stations, will consider other "good news opportunities."

Box W-85, BROADCASTING.

**TALK TALK TALK
Opinionated-Controversial**

One of the best is available due to mgt. change. Daily four-hour show highly successful Top 20 mkt. past year.

WRITE: P.O. BOX 20273
St. Petersburg, Fla. 33742

**Situations Wanted Programing,
Production, Others**

**PROGRAM/OPERATIONS
MANAGER**

Current PD of contemp powerhouse seeks bigger challenges, better market. Over 9 years medium/major market experience, great track & references, college grad, married, stable. I specialize in straight talk, creative hard work, and results. Let's discuss your station's future today ... Box W-157. BROADCASTING.

BILL LOVE

Morning drive at WPOP WHK last 6-1/2 years at WKLO. I do great production and character voices and have superb references. My strong area is mid day (always No.1 there) and production. Deep, smooth and pleasing voice. Would consider production position some automation experience. Home phone 812-957-2259.

**TELEVISION
Help Wanted Management**

General Manager for expanding, group owned, small market TV station in Southeast. Strong sales and programming experience needed. All replies confidential. Include resume with industry references. Reply, Box W-116, BROADCASTING.

Help Wanted Sales

REGIONAL SALES MANAGERS

Professional Broadcast Switching, Control and Distribution equipment Territorial Sales Managers are immediately needed in the Northeast and Southwest Regions. Mail resume and salary requirements to: H. Bjorklund, American Data—BW, 401 Wynn Drive—Box 5228, Huntsville, Alabama 35805.

Help Wanted Technical

TELEVISION SYSTEMS ENGINEER

The Grass Valley Group, Inc. has an immediate opening for a television systems engineer. The individual chosen for this career opportunity will work closely with our Sales Department to provide technical assistance in the generation of sales quotations.

Applicants should have 5 years of broadcasting engineering background.

CIRCUIT DEVELOPMENT ENGINEER

We are seeking a creative, resourceful individual for a challenging career opportunity in circuit development engineering.

Position requires a BSEE degree and 5 years design experience with the latest solid-state circuit techniques and devices.

Desirable qualifications may also include experience in the design of video switching systems, video processing systems and possibly digital video systems. Some experience in television studio operations and techniques is also desirable.

The Grass Valley Group, a leading manufacturer of television line and terminal equipment, is located in the foothills of the Sierra mountains where excellent living and recreational areas are available.

Interested applicants should submit resumes in complete confidence to:

Val R. Marchus
The Grass Valley Group, Inc.
P.O. Box 1114
Grass Valley, California, 95945

An Equal Opportunity Employer M/F

YOU BELONG IN BROADCASTING!

1735 DeSales Street, N.W.
Washington, D.C. 20036

Help Wanted Programing, Production, Others

PRODUCER DIRECTOR

Major TV affiliate in a top 15 market located in Southern Florida has an urgent need for a Producer/Director with 3 years' Commercial TV experience. Must be able to switch and have background in news, sports and remotes. Excellent package offered to the right person. Send resume including background and salary history to:

Box No. 012440
Miami, Florida 33101

Females and Minorities are urged to reply

TV Publicity Manager

We are top 15 market-affiliated station looking for a TV Publicity Manager with a background in communications & journalism. Should have excellent command of the English language. Will be involved in writing press releases while having a good liaison with the various newspaper media. Excellent benefit program & promotional opportunity. Send resume including background & salary history to:

Box No. 012440
Miami, Florida 33101

Females & Minorities are urged to reply.

Situations Wanted Management

More than 24 years experience in station operations and management. 20 years with one company. Experienced in production—Programming—News—Sales—and FCC procedures. Good credentials and references.

Box W-122, BROADCASTING.

Situations Wanted Sales

YOU'RE LOOKING . . . I'M LOOKING

You are a television station; network affiliate or independent. I am a salesman, local sales manager or general sales manager. You are experienced in sending out bright pictures to viewers. I am experienced in selling those pictures to agencies as well as local retail and direct accounts. Your success is dependent on quality programming. My success is the ability to convincingly interpret the numerical results of your quality programming (ARB/NSI). Your credentials are unimpeachable. My credentials are listed: EAGLE SCOUT; OFFICER, U.S. Navy; AB, Major University in Business Management; ADVERTISING DIRECTOR, Major Newspaper Chain; RESEARCH/PUBLICITY DIRECTOR, Network Affiliate Top Ten Market; LOCAL SALES MANAGER, independent Top Ten Market; PRESIDENT, medium-sized full-service ad agency; GENERAL SALES MANAGER, Major Boat Manufacturer. You are seeking to strengthen your sales or management team. I am seeking to strengthen my future. STOP LOOKING. Let's get together for an interview, (ac) 714-988-1370. Blue chip references furnished upon request.

Situations Wanted Announcers

NEWSMAN/TALK HOST

Skilled Top-10 Radio/TV reporter, top-rated talkshow host. Well-known and respected in the industry. Finest credentials. Seeks major-market position, radio or TV. Box W-148, BROADCASTING.

Situations Wanted Technical

MARKETING OR SALES MANAGER

Strong background in all ASPECTS of broadcast equipment marketing. Many distributor & OEM contacts. Successful record of accomplishments.

Reply Box W-159, BROADCASTING.

Situations Wanted News

WE'RE LOOKING FOR A PLACE TO HAPPEN

Four of the brightest young talents in the world of broadcasting will give your newsroom a new look while increasing your ratings.

Let Vic, Ann, Rob & Dave electrify your news with a fresh news format.

Resumes and audition tape available upon request. Write: Ann Terry 3437 Troy Dr. Los Angeles, Ca. 90068. (213) 851-3803.

Photographer with 3 years experience seeks immediate employment. Prefer Texas or S.W. area. Film and VTRs available. Car is 2 way radio equipped. VHF-Hi band Contact: Jo L. Keener, 4337 Clyde Pk. SW. Wyo., Mich. 49509.

Radio Consultants

LOST YOUR IDENTITY? Is your medium or large market station struggling because it sounds like all the rest? Experienced broadcaster has an idea which could make it singular and profitable.

Middle to upper East coast inquiries preferred. Strict confidence.

Box W-135, BROADCASTING.

PROGRAMMING FORMATS • PERSONALITIES

Bob Del Gioro
435 North Michigan Ave.
Suite 3200
Chicago, Illinois 60611
(312) 644-4682
Del Gioro Communications, Inc.

Management Consultants

Management Assistant Program
By the Handicapped Inc.

Manpower Search
and
Consultants
Gene C. Loffler II
250 N. Central Ave., Wayzata, Mn 55391
(612) 473-2777

OVER THE TOP

This week's issue of
Broadcasting breaks all records
for classified advertising linage.

Just another reason why your
advertising message belongs in

Broadcasting

CLASSIFIED .

Placement Service

**RADIO-TELEVISION CATV
Looking For A Job?**

Mail Us Your Resume Now!
William J. Elliott, Jr.
& Company, Inc.

205 Datura Street
Suite 444 M
West Palm Beach, Florida 33401
305-659-4513

Miscellaneous

BUILD A BETTER STUDIO

Call Aderhold Construction Company. A complete construction management team of architects, builders, engineers and designers. No problem too large or too small. 404/233-5413.



**Aderhold Construction
Company**

3384 Peachtree Rd. NE/ Atlanta, Georgia 30326

Audience Research

INCREASE SALES

with a customized PRS audience survey
from \$329.00

Professional Research Services



6806 S Terrace Rd. Tempe, Az 85283 (602) 839-4003

Business Opportunity

FOR SALE OR TRADE

Interest in San Antonio radio station.
For further information call
1-913-262-0595.

Employment Service

THE BEST JOBS

are often EXCLUSIVELY referred to us!!
SEND FOR YOUR FREE ISSUE!!



Box 1115, Daytona Beach, FL 32019

We're the new guys who do more.
Nationwide openings every week for announcers, news, sales, PDs & engineers. \$10 (12 issues—3 mo.) \$20 (50 issues—12 mo.)
Compare FREE!! Then subscribe!!

For Sale Equipment

**ENG PORTABLE CAMERA
(Perfect Condition)**

ASACA Model 3000 (complete)

3-2/3" Tubes

1-Canon Zoom Len 12-120mm. F2.2

2 Cables-Camera to Backpack-6 ft. & 10 ft.

1 Cable-Backpack to AC Power Supply-100 ft.

1-Genlock Board

1-Color Bar Generator Board

13-Spare Modules (100%) for Backpack

1-Battery Belt (1 hr. 20 min.) and Battery
Charger

1-Shoulder Brace

Original Cost...\$35,000.00 TAKEN IN TRADE

Selling Price...\$19,000.00 or BEST OFFER

Contact—Landy Associates, Inc./Jim Landy

12 Buxton Road, Cherry Hill, NJ 08003
609-424-4660.

For Sale Equipment Continued

FOR SALE

6- G.E. 250/350 Color Cameras, Angenieux
Lenses, spare modules
1- RCA TR-22 Low Band Color Video Tape
Recorder, spare heads, parts modules
5- RCA TP-6 Projectors, magnetic sound
Call or Write:
J.J. Kresnicka, D.E.
ABC-TV Chicago, Illinois 60601
190 N. State Street 312-263-0800, X-241

Instruction

Attention: Oregon and Washington broadcast-
ers. The professional institute of broad-
casting offers a 5-7 week course for your 1st
phone. Class starts soon. We guarantee your
ticket. Other broadcasting courses taught also.
The professional institute of broadcasting
15273 S.E. LA Bonita, Milwaukie, Oregon
97222. Tel: 1-503-659-4434. The professional
Institute of Broadcasting - (P.I.B.) broadcasters
teaching broadcasting.

Buy-Sell-Trade



CHARGE-A-TRADE

Top 50 market stations! Trade
advertising time (smaller sta-
tions trade other due bills or
merchandise) for merchandise,
travel and hundreds of business
needs. **FREE BOOKLET**

AVAILABLE • CALL TOLL FREE
800-327-6565 (except Florida)

3081 E. Commercial Blvd Ft. Lauderdale, FL 33308 (305) 491 2700
FT. LAUDERDALE • MEMPHIS • ORLANDO • N.Y. • ATLANTA • GREENVILLE, S.C. • COCOA BCH.

Wanted To Buy Stations

ONE MILLION CASH AVAILABLE
Investor & Broadcaster (non-active past
two years) will pay up to approx. one mil-
lion cash for profitable FM or AM-FM in
growth market. Group deal OK. Prefer
West Coast, Florida or Sun Belt areas.
Principals only.

Box W-93, BROADCASTING.

STATION FOR SALE?

Successful small market Indiana
broadcaster has cash and people
for expansion. Interested in FM or
AM-FM small market midwest. Also,
C.P.

Information in strict confidence!

Phone 317-342-3394 or write
David Keister, 217 E. Washington
Street, Martinsville, Indiana 46151

For Sale Stations

Florida fulltimer—Class III facility. Gross
revenues over \$300,000 and rising. Ex-
cellent potential in fast growing market.
A salesman's dream. Asking \$950,000
cash (three times gross). For full details on
this beauty write.

Box W-54, BROADCASTING.

South Carolina

For sale: Single market, 1,000 Watt,
daytime with pre-sunrise, studio build-
ing and land included. Profitable, \$250,-
000 with \$50,000 down and balance
over 10 to 12 years. Must be financially
qualified. Reply to Box W-117, BROAD-
CASTING.

Books for Broadcasters

**403. AM-FM BROADCAST STATION PLANNING
GUIDE** by Harry A. Etkin. A comprehensive guide
to planning, building, and operating a radio broad-
cast facility—AM, FM, or combined operation.
Based on a lifetime of experience and intimate
association in broadcasting. 8 1/2" x 11", illustrated.
\$12.95

404. THE ANATOMY OF LOCAL RADIO-TV COPY
by William A. Peck. Leading station executives
have called this book the one that sets the stan-
dard for radio-TV copy at the local level. Loaded
with hundreds of ways to increase station billing
with sales-proven copy. 146 pages. **\$5.95**

405. BROADCAST STATION OPERATING GUIDE
by Sol Robinson. This comprehensive reference
encompasses every level of broadcasting. The
secret to success in broadcasting, as in any other
business, is knowing what to do and how to do it.
This book tells it like it is. 256 pages. **\$12.95**

406. THE BUSINESS OF RADIO BROADCASTING
by Edd Roult. How to operate a station as a profit-
able business and serve the public interest as
well. This is the first text to deal with broadcast
station operation from beginning to end. Clearly
explains proven techniques to follow, and cau-
tions to observe. 400 pages, illustrated. **\$12.95**

411. COMMERCIAL FCC LICENSE HANDBOOK
by Harvey F. Swearer. A unique study guide and
reference manual, combining theory and applica-
tions with up-to-date questions and answers for
1st, 2nd, and 3rd Class Radiotelephone license
exams plus broadcast and radar endorsements.
Complete detailed answers to questions on vir-
tually any subject you may be asked when you
take your exam, plus sample questions on each
element (with answers in the back of the book).
Also for practical reference in your profession.
444 pages, 150 illustrations. **\$9.95**

**417. GUIDE TO PROFESSIONAL RADIO & TV
NEWSCASTING** Robert C. Siler. A practical, self
study guide for those who want to get started or
get ahead in broadcast journalism. 224 pages, il-
lustrated. **\$9.95**

**418. HANDBOOK OF RADIO PUBLICITY & PRO-
MOTION** by Jack Macdonald. This handbook is a
virtual promotion encyclopedia—includes over
250,000 words, over 1500 on-air promo themes
adaptable to any format; and over 350 contests,
stunts, station and personality promos! One idea
alone of the hundreds offered can be worth many
times the small cost of this indispensable source-
book. 372 pages. 8 1/2" x 11" bound in long-life 3-
ring binder. **\$29.95**

421. HOW TO SELL RADIO ADVERTISING by Si
Willing. The right formula for sales depends on
the individual and the prospective advertiser.
Therein lies the secret as Si Willing illustrates it
by theory and by practice. You'll hear all sorts of
objections (including a few you haven't heard!)
and how they've been successfully countered.
From the dialog between salesman and prospect
you'll learn the approaches and the clinchers,
how to use available sales tools to the best ad-
vantage and how to deal with competition. You'll
learn ways to sidestep objections, how to recog-
nize the "opportune moment," and how to convert
a "No" to a "Yes." 320 pages. **\$12.95**

BROADCASTING Book Division

1735 DeSales St., NW
Washington, D.C. 20036

Please send me book(s) numbered _____
Payment for the full amount
is enclosed.

Name _____

Address _____

City _____ State _____ Zip _____

**For Sale Stations
Continued**

South Georgia Daytime Single Market. FM. Possible. \$120,000 for Quick Sale.
Easy Terms
John Strain & Associates
813-933-6764

Gulf Coast AM \$600,000
California AM-FM \$600,000
John Grandy
Western Business Brokers
773 Foothill Boulevard
San Luis Obispo, California 93401
805-541-1900

- 1000 Watt daytimer. Greater Chattanooga area. 100% automated. Real estate. \$3,000 cash break even point. \$29,000 down.
- AM/FM in Mississippi. Within 50 miles of Meridian. \$25,000 down.
- 1000 Watt day. 250 night in Western Montana. Modern city. Sales about \$200,000.
- Fulltimer in Central Florida. \$300,000 Terms.

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615-894-7511

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William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

SE	Metro	Daytime	\$315K	Cash
MW	Small	FM	\$210K	\$152K
SE	Metro	Fulltime	\$555K	\$ 50K
W	Small	Fulltime	\$275K	\$ 70
NE	Metro	AM/FM	\$1,700K	29%

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Broadcasting
The newsworthy of broadcasting and allied arts

**For Sales Stations
Continued**

CAROLINAS

Single Station Market, day AM/FM combination billing \$150,000/yr.
Price \$300,000, 29% down, with debt service on balance structured within present cash flow.

*A Confidential Service to Owners
and Qualified Buyers*

CECIL L. RICHARDS, INC.
Media Brokers

Call 'Lud' Richards (703) 821-2552

NEW ADDRESS → Suite 408, 7700 Leesburg Pike, McLean, Va. 22043

"An ad we placed in BROADCASTING really paid off. We were swamped with applicants and...chose a BROADCASTING applicant."

BROADCASTING'S CLASSIFIED .

offers an extensive variety of opportunities and services.

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:

- Help Wanted. 50c per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted. 40c per word—\$5.00 weekly minimum.
- All other classifications, 60c per word—\$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, CDD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Stock Index

Stock symbol	Exch.	Closing Wed. Sept. 15	Closing Wed. Sept. 8	Net change in week	% change in week	High	1976 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	N	33 7/8	1 3/8	- 1 1/2	- 4.24	38 1/2	19 7/8	22	17,519	593,456
CAPITAL CITIES	N	50 5/8	51 3/4	- 1 1/8	- 2.17	55 1/8	42 1/4	13	7,759	392,799
CBS	N	58 1/4	57 7/8	+ 3/8	+ .64	60 3/8	46 3/4	12	28,313	1,649,232
COX	N	34 7/8	35 1/8	- 1/4	- .71	37 3/4	28 3/4	12	5,861	204,402
GROSS TELECASTING	A	11 3/4	11 3/4		.00	12 3/8	10	7	800	9,400
KINGSTIP COMMUN.	O	3 5/8	3 3/4	- 1/8	- 3.33	3 3/4	2 1/4	13	461	1,671
LIN	O	15 5/8	16	- 3/8	- 2.34	17 3/4	9 5/8	8	2,382	37,218
MOONEY	O	2 1/4	2 3/8	- 1/8	- 5.26	3 7/8	2 1/4	3	425	956
RAHALL	O	6 1/2	6 1/8	+ 3/8	+ 6.12	6 1/2	4 1/2	13	1,297	8,430
SCRIPPS-HOWARD	O	27 1/2	27	+ 1/2	+ 1.85	28 1/2	20 1/2	7	2,589	71,197
STARR**	M	2 3/4	2 1/4	+ 1/2	+ 22.22	5	2 1/4		1,202	3,305
STORER	N	29 1/2	31	- 1 1/2	- 4.83	31	15 7/8	10	3,902	115,109
TAFT	N	28 1/4	28 1/4		.00	31 1/2	23 1/4	9	4,070	114,977
TOTAL									76,580	3,202,152

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	3 1/8	3 3/8	- 1/4	- 7.40	4 3/4	2	7	1,258	3,931
AVCO	AV	N	13 3/4	13 3/4		.00	14 1/2	4 1/2	2	11,541	158,688
JOHN BLAIR	BJ	N	10	10 1/4	- 1/4	- 2.43	11 1/4	5	8	2,403	24,030
CHRIS-CRAFT**	CCN	N	6 1/4	6 1/4		.00	6 3/8	4 5/8		4,162	26,012
COMBINED COMM.	CCA	N	16 7/8	16 1/2	+ 3/8	+ 2.27	20	12 5/8	9	6,269	105,789
COWLES	CWL	N	10 3/8	10 1/4	+ 1/8	+ 1.21	11 3/8	6 1/8	13	3,969	41,178
DUN & BRADSTREET	DN8	N	25 5/8	25 1/4	+ 3/8	+ 1.48	33 3/4	24 5/8	15	26,581	681,138
FAIRCCHILD IND.	FEN	N	9 3/4	10	- 1/4	- 2.50	11 1/2	6 1/8	12	5,708	55,653
FUQUA**	FQA	N	8 1/2	8 3/4	- 1/4	- 2.85	9 3/4	4 1/2		8,844	75,174
GANNETT CO.	GCI	N	38 7/8	39	- 1/8	- .32	40	32 7/8	19	21,108	820,573
GENERAL TIRE	GY	N	23 1/4	23 1/2	- 1/4	- 1.06	23 1/2	17 5/8	6	21,853	508,082
GLOBE BROADCASTING**	GL8TA	O	2 1/2	2 1/2		.00	2 7/8	1 1/2		2,783	6,957
GRAY COMMUN.	O	6 1/2	6 1/4	+ 1/4	+ 4.00	6 1/2	6	4		475	3,087
HARTE-HANKS	HHN	N	23 1/8	24	- 7/8	- 3.64	25 3/4	17 1/8	11	4,381	101,310
JEFFERSON-PILOT	JP	N	30 1/8	31 3/8	- 1 1/4	- 3.98	31 3/8	25 5/8	12	24,078	725,349
KAISER INDUSTRIES	KI	A	15 1/4	15 7/8	- 5/8	- 3.93	16	8	8	27,598	420,869
KANSAS STATE NET.	KSN	O	3 7/8	3 7/8		.00	4 7/8	3	5	1,815	7,033
KNIGHT-RIDDER	KRN	N	35 3/4	34 3/4	+ 1	+ 2.87	37	28 7/8	14	8,305	296,903
LEE ENTERPRISES	LNT	A	16 7/8	16 5/8	+ 1/4	+ 1.50	25 1/2	15 3/8	10	3,352	56,565
LIBERTY	LC	N	18 1/4	18 1/2	- 1/4	- 1.35	18 5/8	9 1/2	6	6,762	123,406
MCGRAW-HILL	MHP	N	15 1/2	15 3/4	- 1/4	- 1.58	17	12 3/4	10	24,700	382,850
MEDIA GENERAL	MEG	A	16 5/8	16 1/4	+ 3/8	+ 2.30	19 1/2	14 1/4	8	7,276	120,963
MEREDITH	MOP	N	14 1/2	14 3/8	+ 1/8	+ .86	17 5/8	10 1/4	4	3,064	44,428
METROMEDIA	MET	N	27 1/4	26 1/2	+ 3/4	+ 2.83	29 3/4	15	8	6,721	183,147
MULTIMEDIA	MMED	O	20	20		.00	20	14 1/4	11	4,390	87,800
NEW YORK TIMES CO.	NYKA	A	13 1/2	13	+ 1/2	+ 3.84	17 3/8	11 1/2	12	11,203	151,240
OUTLET CO.	OTU	N	14 5/8	15 3/8	- 3/4	- 4.87	19	12 7/8	5	1,433	20,957
POST CORP.**	POST	O	12	11 1/2	+ 1/2	+ 4.34	12	8		873	10,476
REEVES TELECOM**	R8T	A	2 1/2	2 1/2		.00	2 1/2	1 1/8		2,376	5,940
ROLLINS	ROL	N	23 1/4	24 1/8	- 7/8	- 3.62	27 3/8	20 3/4	15	13,404	311,643
RUST CRAFT	RUS	A	8	7 3/4	+ 1/4	+ 3.22	9 7/8	5 5/8	6	2,291	18,328
SAN JUAN RACING	SJR	N	8 1/8	8 1/8		.00	9 1/4	7 1/4	6	2,509	20,385
SCHERING-PLOUGH	SGP	N	52 1/4	53 7/8	- 1 5/8	- 3.01	59 3/4	47 1/2	19	54,023	2,822,701
SONOERLING	SDB	A	10 3/4	11	- 1/4	- 2.27	13	6 3/4	5	729	7,836
TECH OPERATIONS**	TO	A	2 1/2	2 3/4	- 1/4	- 9.09	4 3/4	2 1/2		1,344	3,360
TIMES MIRROR CO.	TMC	N	20 7/8	21 1/8	- 1/4	- 1.18	23 3/4	18 1/4	14	33,895	707,558
WASHINGTON POST CO.	WFO	A	40 1/2	40 1/8	+ 3/8	+ .93	40 1/2	21 3/4	11	4,546	184,113
WOMETCO	WDM	N	12 1/4	12	+ 1/4	+ 2.08	13	8 7/8	8	8,634	105,766
TOTAL									376,656	9,431,218	

Cablecasting

ACTON CORP.	ATN	A	3	2 7/8	+ 1/8	+ 4.34	3 3/4	1 1/8	14	2,608	7,824
AMECO**	ACO	O	1 1/2	1 1/2		.00	1 1/2	3/8		1,200	600
AMER. ELECT. LABS**	AEL8A	O	1 1/8	1 1/8		.00	2 1/8	3/4		1,672	1,881
AMERICAN TV & COMM.	AMTV	O	20	20		.00	21 3/4	13 1/2	19	3,330	66,600
ATHENA COMM.**	O	1/4	1/4		.00	1/2	1/8			2,125	531
BURNUP & SIMS	BSIM	O	4	4		.00	6 1/2	3 1/4	80	8,349	33,396
CABLECOM-GENERAL	CCG	A	5 3/8	5 7/8	- 1/2	- 8.51	8 1/8	4 1/8	5	2,560	13,760
CABLE INFO.	O	1 1/8	1	+ 1/8	+ 12.50	1 1/8	1/4	6		663	745
COMCAST	O	3 1/8	3 1/8		.00	3 1/8	1 7/8	39		1,708	5,337
COMMUN. PROPERTIES**	COMU	O	3 5/8	3 3/4	- 1/8	- 3.33	3 7/8	1 7/8		4,761	17,258
COX CABLE	CXC	A	17	17 1/8	- 1/8	- .72	17 3/4	13	18	3,560	60,520
ENTRON	ENT	O	1 5/8	1 5/8		.00	1 3/4	1 1/2	2	979	1,590
GENERAL INSTRUMENT	GRI	N	15 1/4	15 5/8	- 3/8	- 2.40	17 5/8	8 1/4	64	7,178	109,464
GENEVE CORP.	GENV	O	9 1/4	9 1/2	- 1/4	- 2.63	10	6 1/2	62	1,121	10,369
TELE-COMMUNICATION	TCOM	O	3 5/8	3 7/8	- 1/4	- 6.45	5 1/4	2 7/8	73	5,181	18,781
TELEPROMPTER**	TP	N	6 3/4	7	- 1/4	- 3.57	9 3/8	5 3/4		16,634	112,279
TIME INC.	TL	N	65 7/8	64 7/8	+ 1	+ 1.54	69 1/2	57 7/8	12	10,065	663,031
TOCOM	TODM	O	3	2 7/8	+ 1/8	+ 4.34	3 1/4	1 5/8	11	617	1,851
UA-COLUMBIA CABLE	UACC	O	14	14 1/2	- 1/2	- 3.44	14 1/2	9	12	1,700	23,800
UNITED CABLE TV**	UCTV	O	2 5/8	2 5/8		.00	3	1 5/8		1,879	4,932
VIACOM	VIA	N	9	9 1/4	- 1/4	- 2.70	11 3/4	7 7/8	9	3,701	33,309
TOTAL									81,591	1,187,858	

Stock symbol	Exch.	Closing Wed. Sept. 15	Closing Wed. Sept. 8	Net change in week	% change in week	High	1976 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)			
Programming													
COLUMBIA PICTURES	CPS	N	4 7/8	5 1/8	-	1/4	-	4.87	7 7/8	4 1/2	5	6,748	32,896
DISNEY	DIS	N	49 1/8	51 3/8	-	2 1/4	-	4.37	63	48 3/8	21	31,010	1,523,366
FILMWAYS	FWY	A	6 7/8	6 7/8				.00	10 1/4	5 1/4	6	2,121	14,581
FOUR STAR			1/2	1/2				.00	5/8	3/8	5	666	333
GULF + WESTERN	GW	N	17 1/4	18	-	3/4	-	4.16	26 7/8	17 1/4	4	30,058	518,500
MCA	MCA	N	30	28 3/8	+	1 5/8	+	5.72	36 1/4	25	5	17,344	520,320
MGM	MGM	N	13 3/4	13 1/2	+	1/4	+	1.85	15 3/4	12 7/8	7	13,102	180,152
TELETRONICS INTL.	O		7 1/2	7 3/4	-	1/4	-	3.22	9 5/8	3 3/4	13	837	6,277
TRANSAMERICA	TA	N	13 1/8	13 1/4	-	1/8	-	.94	13 1/4	8 1/4	9	64,947	852,429
20TH CENTURY-FOX	TF	N	9 3/4	9 7/8	-	1/8	-	1.26	15	8 7/8	6	7,558	73,690
WALTER READE	WALT	O	1/8	1/8				.00	3/8	1/8	6	4,296	537
WARNER	WCI	N	19 5/8	20	-	3/8	-	1.87	24	17 1/2	23	17,001	333,644
WRATHER	WCO	A	4 3/4	4 3/4				.00	5 1/8	3 1/8	9	2,244	10,659
									TOTAL			197,932	4,067,384
Service													
B800 INC.	BBDO	O	21 1/2	22	-	1/2	-	2.27	22	16 3/4	8	2,513	54,029
COMSAT	CO	N	28 3/8	29 1/8	-	3/4	-	2.57	31 3/4	23 7/8	6	10,000	283,750
DOYLE DANE BERNBACH	DOYL	O	13 3/4	14 1/8	-	3/8	-	2.65	14 1/8	8 7/8	8	1,816	24,970
FOOTE CONE & BELDING	FCB	N	13 1/2	13 5/8	-	1/8	-	.91	14	10 1/4	7	2,332	31,482
GREY ADVERTISING	GREY	O	12 1/2	12 1/2				.00	12 3/4	6 7/8	6	1,104	13,800
INTERPUBLIC GROUP	IPG	N	23 5/8	23 1/2	+	1/8	+	.53	26 5/8	16 3/8	7	2,290	54,101
MARVIN JOSEPHSON	MRVN	O	7 3/8	7 5/8	-	1/4	-	3.27	10 3/8	6 3/4	7	1,945	14,344
MCI COMMUNICATIONS**	MCIC	O	2	2 1/8	-	1/8	-	5.88	3 3/8	1 3/8	5	16,795	33,590
MOVIELAB	MOV	A	1 1/4	1 1/4				.00	2 5/8	1	5	1,409	1,761
MPO VIDEOTRONICS**	MPO	A	3 3/8	3 7/8	-	1/2	-	12.90	4 1/4	2 3/8	4	537	1,812
NEEOHAM, HARPER	NOHMA	O	7 1/2	7 3/8	+	1/8	+	1.69	7 3/4	5 5/8	4	816	6,120
A. C. NIELSEN	NIEL8	O	19 7/8	20 1/4	-	3/8	-	1.85	24 5/8	16 3/4	13	10,598	210,635
OGILVY & MATHER	OGIL	O	26 1/4	26 1/4				.00	27 1/2	17	9	1,805	47,381
J. WALTER THOMPSON	JWT	N	13 1/8	13 1/2	-	3/8	-	2.77	13 7/8	7 7/8	9	2,649	34,768
									TOTAL			56,609	812,543
Electronics/Manufacturing													
AMPEX	APX	N	7	7 1/4	-	1/4	-	3.44	9 1/4	4 3/4	11	10,885	76,195
ARVIN INDUSTRIES	ARV	N	14 3/4	14 7/8	-	1/8	-	.84	16	9 5/8	5	5,959	87,895
CETEC	CEC	A	1 3/4	1 5/8	+	1/8	+	7.69	2 3/4	1 1/4	11	2,244	3,927
COMU, INC.	COM	A	2 3/8	2 3/8				.00	3 5/8	2	13	1,617	3,840
CONRAC	CAX	N	21 5/8	21 3/4	-	1/8	-	.57	29 1/8	20	7	1,427	30,858
EASTMAN KODAK	EASKD	N	90 7/8	95 5/8	-	4 3/4	-	4.96	116 3/4	90 7/8	23	161,347	14,662,408
FARINON ELECTRIC	FARN	O	9 1/2	9 1/4	+	1/4	+	2.70	11 1/2	7	16	4,059	38,560
GENERAL ELECTRIC	GE	N	54 7/8	53 1/2	+	1 3/8	+	2.57	58 3/4	46	15	184,427	10,120,431
HARRIS CORP.	HRS	N	53 1/4	54 3/8	-	1 1/8	-	2.06	54 3/8	33 3/4	13	6,071	323,280
HARVEL INDUSTRIES	HARV	O	5 1/2	5	+	1/2	+	10.00	6 1/2	3	14	480	2,640
INTL. VIDEO CORP.**	IVCP	O	1 3/4	1 5/8	+	1/8	+	7.69	3 1/8	1 1/8	11	2,701	4,726
MICROWAVE ASSOC. INC	MAI	N	19	19				.00	21 7/8	13 3/4	11	1,320	25,080
3M	MMM	N	62 3/4	63 3/4	-	1	-	1.56	63 3/4	52 1/2	24	114,240	7,168,560
MOTOROLA	MOT	N	52	53 1/2	-	1 1/2	-	2.80	57 3/4	41 1/4	24	28,323	1,472,796
N. AMERICAN PHILIPS	NPH	N	29 5/8	31	-	1 3/8	-	4.43	33	19 7/8	8	12,033	356,477
OAK INDUSTRIES	OEN	N	11	10 3/8	+	5/8	+	6.02	12 1/4	7 1/4	15	1,639	18,029
RCA	RCA	N	27 3/8	28 3/8	-	1	-	3.52	30	18 7/8	14	74,728	2,045,679
ROCKWELL INTL.	ROK	N	29 1/8	28 7/8	+	1/4	+	.86	32 1/2	23 3/8	8	31,200	908,700
RSC INDUSTRIES	RSC	A	1 5/8	1 3/4	-	1/8	-	7.14	2 1/2	1 3/8	8	2,690	4,371
SCIENTIFIC-ATLANTA	SFA	A	18	17 1/8	+	7/8	+	5.10	18 5/8	10 1/4	13	1,601	28,818
SONY CORP.	SNE	N	8 7/8	8 7/8				.00	9 7/8	7 1/4	27	172,500	1,530,937
TEKTRONIX	TEK	N	61 3/8	59 3/4	+	1 5/8	+	2.71	66 1/4	44 1/4	18	8,671	532,182
TELEMATION	TMT	O	5/8	5/8				.00	1	1/2	1	1,050	656
VARIAN ASSOCIATES	VAR	N	13 7/8	14 1/4	-	3/8	-	2.63	17 1/4	12	12	6,838	94,877
WESTINGHOUSE	WX	N	17 7/8	17 1/4	+	5/8	+	3.62	17 7/8	13	8	87,503	1,564,116
ZENITH	ZE	N	32	33 1/2	-	1 1/2	-	4.47	38 1/4	23 5/8	16	18,799	601,568
									TOTAL			944,352	41,707,606
									GRAND TOTAL			1,733,720	60,408,761

Standard & Poor's Industrial Average 116.5 117.5 -1.0

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

*Stock did not trade on Wednesday, closing price shown is last traded price.
**No P/E ratio is computed, company registered net loss.
***Stock split

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.
Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gains or losses.

Less active stocks. Trading in the following issues is too infrequent for weekly reporting. This listing reports the amount and date of the last known sale:

CCA Electronics	1/8	11/20/74
Concert Network	1/4	6/4/75
Elkins Institute	1/8	11/20/74
Heritage Communications	3	3/8/76
Lamb Communications	1 1/4	3/6/74
Tele-Tape	1/4	2/5/75
Universal Communications	1/4	4/2/75
Woods Communications	1/2	1/29/75

Robert Mounty: high as ever on NBC's NIS

"The going has been slower than we thought, but we're still as enthusiastic as we were on day one." That was June 18, 1975, when NBC started the News and Information Service, a 24-hours-a-day all-news radio network, with 33 of the 75 subscribing stations it needed to be in the black. Robert Mounty, vice president and general manager of NIS, was enthusiastic on day one: 80 stations would be on line by September and NBC, having taken what was described as "a \$10 million risk" on NIS, was "going to make money on it in 1976."

Mr. Mounty's enthusiasm for NIS remains, indeed, undimmed. There's an "absolute need for it," he says, and the operation is going to make it into the black in 1977. The current on-air station count now stands at 64 (69 are signed up), and he still holds to 75 as the point at which NIS will turn the corner. There are NIS "subscribers" (preferred by NBC to "affiliates") in seven of the top-10 ADI's; 29 of the top-50.

The going, thus far, has been tough and Mr. Mounty says NIS has soaked up more money than it was projected to. But he points to all-news (though not all the time) operation in CBS Radio stations and says it developed at a slow, deliberate pace over two and a half years. And then there's Westinghouse, which, he says, took seven years to develop its all-news radio stations.

"We've attempted to put 64 all-news outlets on the air in just over a year," says Mr. Mounty. "We did not anticipate the amount of support we've had to give subscribers."

Among the handicaps facing the start-up of NIS he can tick off: NIS had to convince many station owners to drop something they had been personally involved in, often their own brainchild; there is "a leanness—not a dearth—of good news managers in the talent pool"; the costs of running an all-news operation are higher than for almost any other format, especially automated programming; other programming formats are easier to switch from than all-news if they fail, and, asking a top-40 manager to pick up NIS 50 minutes per hour, 24 hours daily, is asking him to mentally, emotionally and financially change, from "a P.T. Barnum to a Joseph Pulitzer."

So why is this man smiling?

"He's a true enthusiast. The Eskimos couldn't resist him if he was an icebox salesman," says Ralph Brent, who's now with the New York public relations firm of John Moynahan & Co. and who hired Bob Mounty back in 1957 in his first broadcast job as a local account executive at WIP(AM) Philadelphia.



Robert Mounty—vice president and general manager, NBC Radio's News and Information Service; b. Feb. 26, 1929, Philadelphia; Attended Wharton School, University of Pennsylvania, 1952-54; local account executive, WIP(AM) Philadelphia, 1957; general sales manager, 1960-65; vice president and general manager, WNEW, WNEW(AM) New York, 1965-68; vice president and general manager, WNEW, 1968-71; vice president and director of sales, Metromedia Radio, New York, 1971-72; executive vice president, William Penn Co. WPEN-AM-FM, Philadelphia, 1972-73; general sales manager, WHN(AM) New York, 1973-75; vice president, licensee relations, NBC Radio's NIS, January-May 1975; present post, May 1975, m. Charlotte Orchow, July 1, 1951; children: Judy, 23; Ann, 16; Ian, 15; Jennifer, 13.

Mr. Mounty's background in sales had been confined to a shoe store, but his combination of confidence and charm made him, in Mr. Brent's words, "one of the best salesmen I've ever seen."

Mr. Mounty has worked his confidence and charm and sold 69 stations on a concept that many thought would never get off the ground. And he's taken NIS to the point where it could raise the standards for those stations it will take on as subscribers. Mr. Mounty feels it is detrimental to the good of the whole service to sign those stations he finds physically inadequate (as far as their coverage is concerned), those lacking in "management depth" or those without the necessary financial resources. It's a decision that he says is "sometimes painful, but wisest in the long run."

Mr. Mounty is also bent on avoiding station operators "with the misconception that they'll hold out their hats to the machine and we'll make money for them . . . We're only a matrix for their operation."

There is much NIS does do for its stations.

Among the special programs: a recent three-day documentary over Labor Day weekend focused on various aspects of the labor movement in some 300 feature items. "We're the only people equipped to do this kind of thing," he says. A recent day-long program on cancer incorporated nearly 80 feature segments.

Beginning Oct. 4 for 30 days, a people-oriented news feature will offer pre-taped segments, one per hour, on personalities to include Muhammad Ali, Ladybird Johnson, Larry Csonka and Shirley Temple Black. Two new feature contributors will be added shortly—Harriette Van Horne, syndicated columnist, and Dr. Sandra Brown, on women in management.

These he considers "good programs and highly promotable," allowing stations enough notice so they can "hitchhike" with inserts from local experts, localizing the product.

Mr. Mounty says he has always been sales and marketing oriented. He attended the Wharton School at the University of Pennsylvania at night for two years, majoring in business administration prior to his start at WIP.

Metromedia bought WIP in 1960 and Mr. Mounty stayed with the station until 1965 when he was appointed general sales manager for the company's WNEW(AM) New York; in 1968—a boom year for radio in general—he became general manager of that station. In the following three years the station reached record billings and profit figures.

He was "booted upstairs" in April 1971 in what is commonly understood to have been a "political thing" involving the high-turn-over general manager spot. He was made vice president-director of sales, Metromedia Radio, directing over-all marketing for 12 stations in the division.

He returned to Philadelphia the next year, to the William Penn Co. (WPEN-AM-FM) as executive vice president. Back to New York in 1973 as general sales manager for WHN(AM), he helped advance the station's country music format as desirable to advertisers.

In January 1975, aware that the impending expansion of NBC Radio would open up desirable positions and assured that one would be his, Mr. Mounty joined the radio network as vice president, licensee relations, NIS. In May 1975, he was appointed to his present post.

Approaching his 20-year mark in the industry this November, Mr. Mounty says the last 20 months have been among the most demanding and perhaps the most rewarding in his career. "NIS will go down as an important breakthrough," he predicts, and radiating confidence, he states NIS is riding the crest of "a new wave of excitement in the radio industry."

The new FCC

In Washington circles the word "input" takes on significance beyond the dictionary definition of energy, power or even computer techniques. It means power, to be sure, but power that emerges from experience, influence and wisdom.

That is the kind of input the FCC, now up to its complement of seven commissioners, can expect from its two new members. Margita White, 39, who at the 11th hour became the two-year appointee, comes from an extended tour of duty at the White House, where she learned the inside of the executive branch and its relations with all news media. Joseph R. Fogarty, the Rhode Island Democrat who won the seven-year term in the turnabout, learned his legislative skills under two senatorial exponents of clout—Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, and John O. Pastore, who retires this year as Rhode Island's Democratic senior senator and chairman of the Communications Subcommittee.

Mrs. White succeeds Republican Charlotte Reid, a former congresswoman who resigned from the FCC to return to domesticity. She will bring to the FCC considerably more than the woman's viewpoint.

Mr. Fogarty is a Senate staff professional. His credentials are good, and while some in broadcasting may not cotton to all of his expressed views, he is a lawyer who isn't likely to render judgment until the facts are adduced.

In Richard Wiley the FCC has its strongest chairman in years. He has mastered the technique of attracting votes when he needs them. From what we have observed, we doubt whether he can count on automatic votes on significant issues from either of his new commissioners.

Real renewal relief

The license-renewal legislation that the FCC, except for Commissioner Benjamin Hooks, is preparing to present to Congress (BROADCASTING, Sept. 13) would introduce elements of order into a regulatory scheme that is not far short of chaos. The commission will propose an extension of the license term from three years to five and the elimination of challenges to incumbents by rival applicants at renewal time.

These are parts of a program proposed by FCC Chairman Richard E. Wiley in a speech at the annual convention of the National Association of Broadcasters (BROADCASTING, March 29). Neither proposal originated with Mr. Wiley, but both take on new signs of life with their endorsement by him and all but Mr. Hooks among his present colleagues.

The longer license term appeals to many broadcasters as a means of reducing legal expense and stretching the time between periods of vulnerability to government surveillance and private filings of petitions to deny. There are some, however, who think the relief to be expected from extended terms is illusory. With five years set by law as the renewal interval, the pressures within and outside the FCC to take interim readings would be irresistible. Television stations now are required to submit annual program reports. The precedent could be easily adapted to radio. There are other legislative goals of higher priority than longer license terms.

The elimination of comparative renewal hearings, however, deserves universal support. Except in one case, which turned on freakish circumstances that are unlikely to be repeated, comparative hearings involving incumbents and rival applicants have been expensive exercises in speculation, profitable only to the

lawyers who have specialized in challenges and those retained by challenged licensees. The public would lose nothing by the commission's proposal.

As the FCC will make clear in its congressional presentation, the petition to deny would still be honored, and the FCC would lose no power to initiate action for violation of its rules. Licenses could still be lost for just cause, and facilities thus be made available for assignment to new occupants.

And that brings up another subject that Mr. Wiley introduced in his NAB speech but that is missing from the legislative recommendations now emerging from the FCC: how to choose among rival applicants for facilities that are vacant. To the NAB Mr. Wiley suggested an end to all comparative hearings and the substitution of another means, perhaps by lot, to declare a winner among qualified applicants. That suggestion was the most imaginative of all, and is worthy of serious consideration. Perhaps, however, the two proposals to be made are as big a legislative portion as is digestible right now.

Conduit or cop?

Midnight Blue, the sexually explicit program that Manhattan Cable of New York banished from an access channel after congressional criticism arose, has been revived under a new name, *America's Midnight Blue*. Once again, as could have been expected, it is precipitating trouble. Representative John Murphy (D-N.Y.), who raised the fuss the first time, is at it again, demanding that the FCC take action.

Charlotte Schiff Jones, the Manhattan Cable vice president who oversees access matters, has a point in complaining that the FCC's access rules put cable operators in a bind. The rules prohibit operators from exercising control over access-channel content, except to prevent the transmission of commercial advertising, lottery information or obscene or indecent material. The last provision assigns the cable operator the difficult job of deciding what no court has yet been asked to decide: what constitutes obscenity or indecency on cable television. The situation is made to order for the producer of some borderline access show to create a test case for publicity, with the cable operator in the middle.

If the cable operator is otherwise to act only as a common carrier in offering access channels, the FCC distorts that role by insisting that the operator act also as a surrogate of the FCC to police obscenity and indecency. Maybe *Midnight Blue* will turn out to have at least one redeeming social value: forcing the FCC to rethink its access-channel rules.



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