

Broadcasting both vehicle for and target of last minute Ford and Carter campaigning

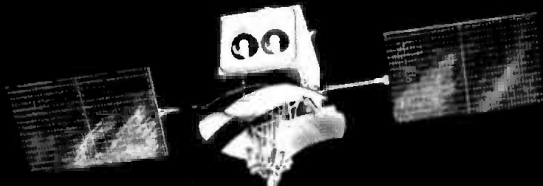
# Broadcasting Nov 1

The newswEEKly of broadcasting and allied arts

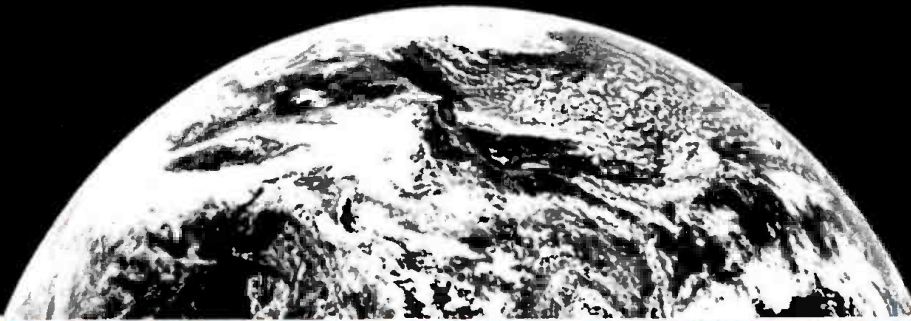
Our 46th Year 1976

NEWSPAPER

AFTER 25 YEARS AS A PIONEER IN MEDIA EVANGELISM, REX HUMBARO CROSSES THE FINAL FRONTIER...

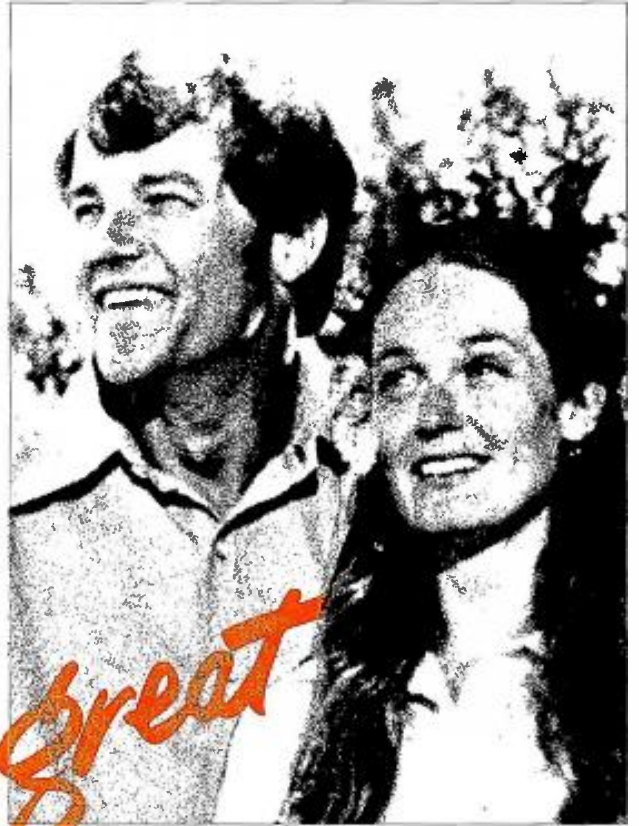


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# Viacom! Television's new major source for movies.

*Great*

## "Walking Tall"

45% share, 1st network telecast.

46% share, 2nd network telecast.

Source: NTI, March 1, 1975 and Nov. 9, 1975. Audience estimates subject to qualifications available on request.

# The Week in Brief

**LONGER ODDS ON LONGER NEWS** □ In same week that SRA and Rust Craft mount attacks on proposals for longer news, and week after NBC said no, it won't go, ABC announces it's shelving plans for expanding Reasoner-Walters broadcast. **PAGE 19.**

**NO FEATHERS RUFFLED** □ President Ford speaks to the NAB regional conference in Portland, Ore., and he says things that broadcasters want to hear. **PAGE 21.**

**CARTER FEARS ALLAYED** □ NAB executives confer last week with some of the Democrat's campaign advisers. It results in erasing some misgivings caused by earlier Carter comments on broadcasting. **PAGE 23.**

**DOWN TO THE WIRE** □ In the final days of the campaign, Ford forces pour \$4 million into TV and radio commercials, while the Carter camp spends \$2.5 million in its broadcast finale. **PAGE 28.**

**THE FTC WARS** □ Participants in an advertising law conference, sponsored by the Federal Bar Association and the American Advertising Federation, analyze activity at the trade commission and the FCC. They also take a look ahead. **PAGE 29.**

**FOURTH NETWORK STUDY** □ Ogilvy & Mather says it is examining the pros and cons of such a TV undertaking and it expects to have an answer on its feasibility by February. **PAGE 31.**

**TV PRICES DEFENDED** □ NBC-TV's Howard tells AAAA workshop that if inflation and other factors are considered, the real-dollar C-P-M of television has decreased in the past decade. **PAGE 31.**

**DINGELL IRKED** □ Michigan Democrat wants GAO to look into Advertising Council campaigns for the government. He thinks some expense claims are out of line. **PAGE 31.**

**THE NIXON TAPES** □ The appeals court in Washington overrules District Judge Sirica's decision that the White House tapes in the Watergate trial should be withheld from the public for the time being. The networks are happy and Warner is ready to release a two-record set of the tapes. **PAGE 34.**

**FREEDOM FOR JOURNALISTS** □ A Tunney subcommittee report contends that prior restraints on the press in covering trials are not justified and that reporters should

not be cited for contempt for refusing to divulge sources. **PAGE 39.**

**UNESCO PROPOSAL** □ CBS and NBC are uneasy over the draft resolution for media restrictions that the international organization is considering. Salant sends a letter of protest; Mulholland goes to the Kenya conference. **PAGE 39.**

**RECONNOITERING AT CBS-TV** □ Management at the network knew last spring that its program development on the West Coast had to be revamped. It undertook wholesale restaffing and new prime-time contenders are beginning to come off the line for 1977 and beyond. **PAGE 44.**

**'GOSPEL HOUR' DROPOUTS** □ More than 100 stations make sure they don't get involved in a personal-attack case. They bypass the Oct. 24 program of the Rev. James Falswell in which there is criticism of Jimmy Carter's *Playboy* interview. **PAGE 51.**

**OKAY, BOSS** □ President Ford's support of the program for TV captioning to assist the deaf is a signal for OTP to put its shoulder to wheel on the project. **PAGE 52.**

**BUCKLEY'S COMPLAINT** □ FCC gets its act together in a 6-0 decision that public stations must afford a reasonable amount of access to candidates. **PAGE 53.**

**NETWORK-AFFILIATE RELATIONS** □ FCC's Abbott Washburn gets into that subject at an NAB regional conference and thinks the commission should undertake an inquiry. **PAGE 55.**

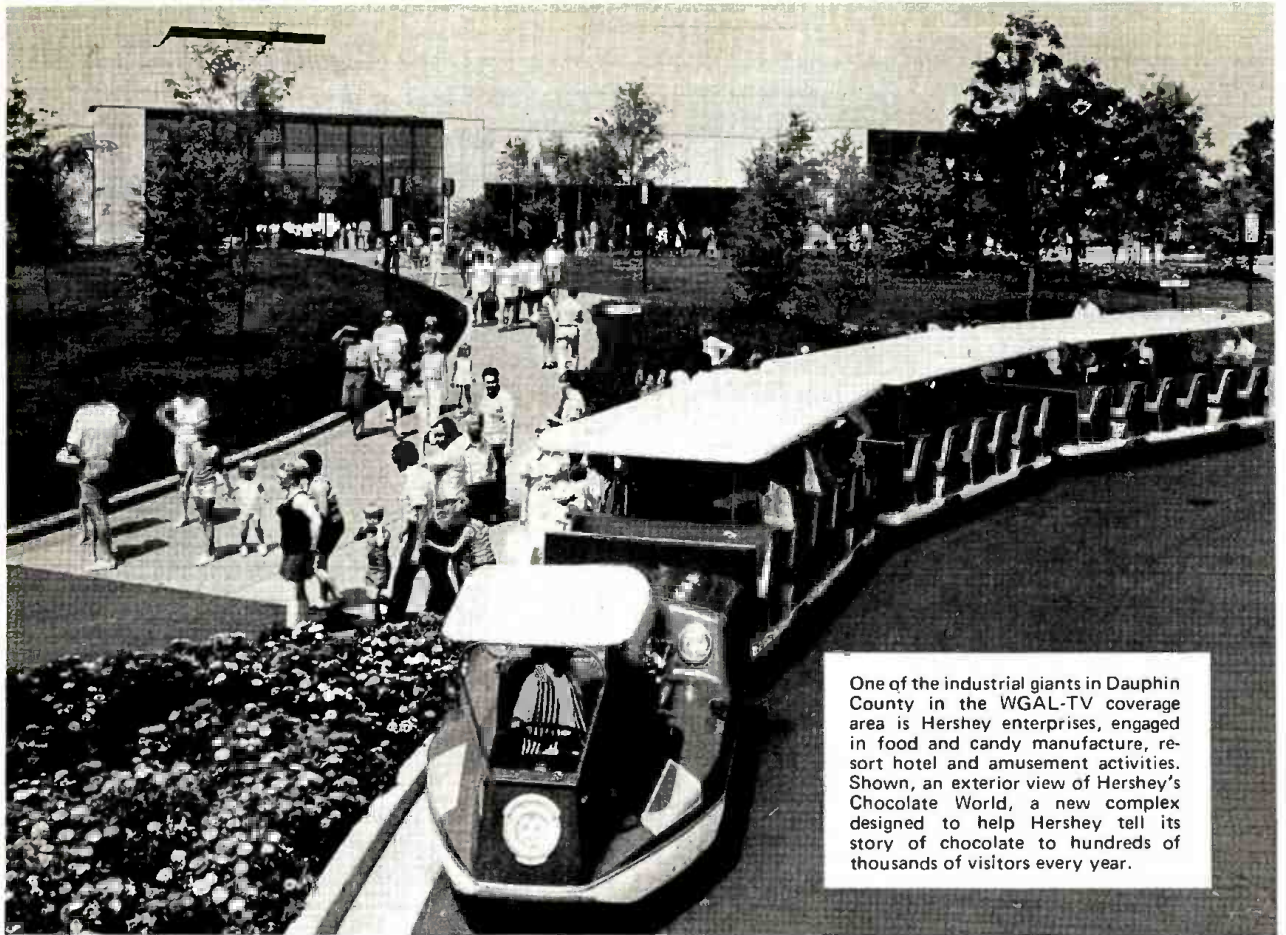
**DELAYED, BUT APPROVED** □ The FCC grants the sales of WRVR(FM) New York and WLIX(AM) Islip, N.Y., that had been stalled by protests against proposed format changes. **PAGE 55.**

**NAEB IN CHICAGO** □ The noncommercial world gathers at the Chicago convention where association President Fellows talks money and FCC's Quello discusses UHF. **PAGE 57.**

**ROAD FROM MOROCCO** □ With experience that dates back to running an Air Force radio station in North Africa, James Sefert has had an alliance with broadcasting since 1951. A high point of that career came Oct. 1 when he took over as president and chief operating officer of Peters Griffin Woodward. **PAGE 81.**

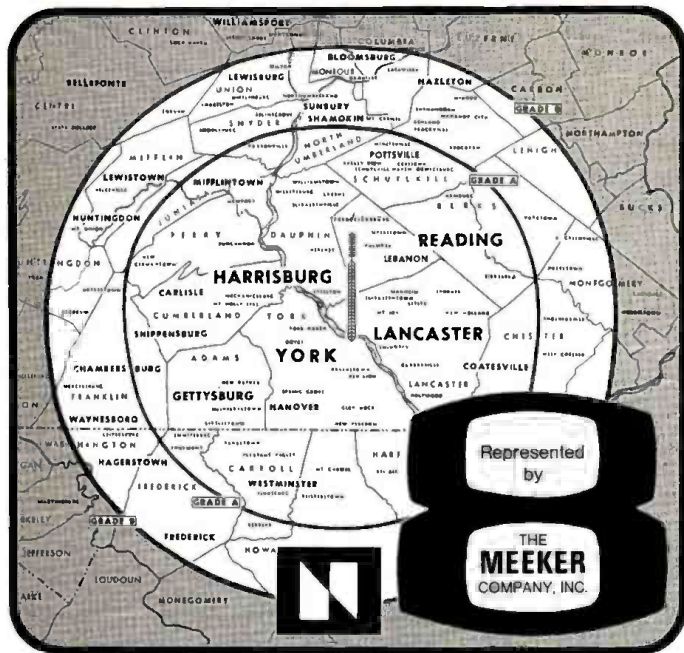
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One of the industrial giants in Dauphin County in the WGAL-TV coverage area is Hershey enterprises, engaged in food and candy manufacture, resort hotel and amusement activities. Shown, an exterior view of Hershey's Chocolate World, a new complex designed 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**

# Closed Circuit®

Insider report: behind the scene, before the fact

## Reorganizer

On eve of presidential election word from source close to Democratic candidate is that Jimmy Carter, if elected, is serious in his intent that independent agencies, including FCC, FTC and most certainly Federal Power Commission, be "liquidated" and through separations and consolidations made more "efficient" with new personnel at policy-making levels. Details, if in his mind, remain there.

## Warm-up

FCC Commissioner Benjamin L. Hooks, whose name appears frequently in speculation as to who would be named commission chairman if Democrat Jimmy Carter wins Presidency tomorrow, had opportunity to run commission meeting for about 30 minutes last week. Chairman Richard E. Wiley had left early to keep speaking engagement, and Commissioner Robert E. Lee, who as senior member normally spells him, was out of town. Commissioner Hooks, according to reports, handled meeting and himself with style.

Under discussion was complicated common-carrier item over which Common Carrier Bureau and general counsel were at odds—kind of item that normally turns most commissioners off. But Commissioner Hooks was said to have been equal to task—even to point of suggesting way two sides could resolve their differences. As one Hooks supporter on staff put it, as he looked forward to Carter victory: "It was a dry run."

## Title tells it

Asking price of Norman Lear's new five-a-week syndicated sitcom, *All That Glitters*, is said to approximate what he's already getting for established hit, *Mary Hartman, Mary Hartman*, and some major station prospects have been turned off. Metromedia's WNEW-TV New York, for example, was reportedly offered new show at \$35,000 per week plus one 30-second spot per show after 13 weeks if show clicked. It's now paying \$38,000 per week for *Hartman*, but that's proved winner; station gets \$3,000 per 30-second spot, sells 13 per show, grosses \$195,000 per week. *All That Glitters* is being bought sight unseen. There'll be no pilot.

In New York WPIX-TV has bought new show. Kaiser U's in Chicago, Philadelphia, Boston and San Francisco have bought it. Total of 30 markets have been signed. *Glitters* will play on role reversals: women as corporation executives, men stuck at home with household chores. It's to go

into production next January for April 4, 1977, start.

## Softspot

Unexpected sputter developed in spot-TV business in October, according to station reps and other sales sources. Nothing really serious, they say, and not enough to drop October sales below last October's or cause any breakage in rates, but certainly enough to make sales people pause and wonder. "It's not that business is poor," one executive said. "It's just not as good as we thought it would be."

Several possible reasons are offered. One is that political advertising volume fell far short of expectations. Some authorities suggest that regular advertisers may have held back to avoid heavy run of political ads that didn't materialize. Some regard apparent slowdown in national economic recovery as another likely influence. Whatever reason, most tend to believe it will be short-lived: Some say comeback already seems to have begun; others look for it shortly after this week's elections.

## Buried alive

FCC plan for making appreciable dent in its backlog of AM and FM applications for new stations and major changes in existing ones seems to have backfired. Commission called for "closed season" on such applications beginning last July 1 and lasting six months. Idea was that staff would have breathing spell in which to process existing applications. Instead, staffers are saying, commission will be in worse shape when season ends than when it began. Part of reason is those hundreds of applications that were filed in June by present and would-be broadcasters taking advantage of advance warning of closed season.

But it's even worse than that bulge would indicate. Staff is now working on applications received in February. With staff disposing of about 25 AM and 25 FM applications each month, total backlog is about 1,150. Broadcast Bureau has seven engineers working on backlog, expects to add six more—but it takes months to train them.

## Exclusivity options

FCC's Cable Television Bureau staff is working up handy primer for FCC's use in reconsidering syndicated exclusivity rules for cable. Commission is turning to matter this week in line with Chairman Richard E. Wiley's promise to review those rules—which have been described as copyright substitute—if Congress passed copyright legislation that covered cable, as it did. Staff document is expected to review

history of rules, state their rationale, and propose that commission issue either inquiry, to obtain views of interested parties on whether or how rules should be changed in light of new copyright law or, if it has ideas, notice of rulemaking.

Staff will probably include laundry list of suggested rulemaking proposals—from eliminating rules, as cable suggests—to extending considerable degree of exclusivity protection now afforded top-50 market stations to stations in smaller markets, as broadcasters urge. Suggestions may include limiting exclusivity protection to programming on stations in need of help or in specific time slots: say, in daytime.

## Prospect

There's speculation that Robert L. Stone, now in command of RCA's Hertz Rent-a-Car subsidiary, may figure in future of another RCA subsidiary, NBC. Mr. Stone, 56, was vice president-general manager of NBC-TV before moving to parent company. He's given much of credit for turning Hertz from loser to big winner and is said to command respect of Edgar H. Griffiths, new chief executive of RCA.

## Paper drive

Eight regional sales seminars have been set by Television Bureau of Advertising for early 1977, designed like their predecessors in 1975-76 to help stations sell harder against newspapers. All-day sessions will also get new sales tools and explore sales and profit values of computers. Schedule: Detroit, Jan. 18; Boston, Jan. 25; Portland, Ore., Feb. 1; Las Vegas, Feb. 3; Houston, Feb. 15; Atlanta, Feb. 17; Denver, March 1, and Chicago, March 3.

## Exodus?

Leadership turnover on Senate Communications Subcommittee may be wholesale at start of next Congress. Retirement of subcommittee Chairman John Pastore (D-R.I.) makes opening in that majority position, but ranking Republican slot may be vacant too. Senator Howard Baker (R-Tenn.) has post now, but he wants to join Foreign Relations Committee where there will be vacancy if Republican-to-Democrat ratios stay same next year. Senate rules permit membership on two major committees at most. Question is whether Senator Baker would give up Communications' parent Commerce Committee or Public Works Committee. Two years ago, when he made brief move to Foreign Relations Committee, he gave up Commerce.



# Business Briefly

**General Electric** □ Television sets are subject of three-week pre-holiday television promotion beginning Nov. 29. TV 30's in fringe and daytime are aiming for men, 25-54. Young & Rubicam, Atlanta, is agency.

**General Mills** □ Stir & Frost cake mix and frosting, begins month-long television push this week. Fringe, day and prime-time TV 30's are geared to women, 18-49. Needham, Harper & Steers, Chicago, is agency.

**General Foods** □ Company's Yuban coffee, through Benton & Bowles will receive West Coast-slanted radio-spot campaign beginning Nov. 8 for five weeks. Markets include Los Angeles and San Francisco. Agency is seeking adult women as demographic target.

**Coca-Cola** □ Company's Minute-Maid frozen orange juice, which is getting five-week TV promotion, will receive spot radio effort in Midwest markets beginning Nov. 8 and running for two weeks. Markets include Chicago, Cincinnati, and Cleveland. Marschalk, New York, is aiming spots at women, 18-49.

**Quaker Oats** □ Celeste pizza will be served up on spot TV beginning in mid-November for six weeks. Adcom, Chicago, house agency for Quaker, is seeking time slots to reach women, 18-49.

**ITT Continental Baking** □ TV flights for

various baked goods are in planning stage for January-March campaign. Day and fringe 30's are being set for different products to reach women, 25-64; women, 35 and over; women, 50 and over, and children, 6-11. Vitt Media International, New York, is buying service.

**Dow Chemical** □ Company's oven cleaner will receive multi-market spot-radio drive for full month beginning in February 1977. Markets include New York, Los Angeles, Boston, Houston and Atlanta. Buying service, Vitt Media, will buy time on stations that reach women, 18-49.

**3M** □ Company's magnetic-tape division, through BBDO, is in middle of series of three-week radio flights that are running in major markets, including New York, Los Angeles, Chicago and Detroit. BBDO demographic target is teenagers and young adults.

**North Central Airlines** □ Air-line service, through Hoffman, York, Baker & Johnson, Milwaukee, has a selected-market four-week radio campaign ready for kick-off Nov. 29. Markets include Detroit and Boston. Spots are aimed at men, 25-49.

**Pier 1 Imports** □ Imported gift items are subject of two-day television flight prior to holidays. (Firm based in Fort Worth, is national retail chain.) TV 30's in day, fringe and prime time are geared to

women, 18-34 and 18-49. Witherspoon & Associates, Fort Worth, is agency.

**Del Monte** □ Pickles are in for three-week television push beginning Nov. 8. TV 10's in day and fringe time will be targeted to women, 18-34, and men, 25-54. McCann-Erickson, Los Angeles, is agency.

**Bic** □ More than \$6 million will be spent by Bic to introduce in January its latest product—Bic shaver—on network television. Additional \$1 million will be allocated for co-op advertising, including local TV and radio. Shaver TV commercials now are running in six North Central states where product has been in test since last July. Wells, Rich, Greene, New York, is aiming for men, 18-49. Commercials stressing shaver's light weight, are set for prime time, late fringe and sports programs.

**Miller Brewing** □ Company's Lowenbrau beer, through McCann-Erickson, will be accorded selected-market radio flight beginning this week to run for eight weeks. Markets include New York and Boston. Men, 18-34, are demographic target.

**Armour Food** □ Bacon will be centerpiece of spot TV campaign to begin mid-December for five weeks. Young & Rubicam, New York, is agency and is seeking spots in daytime, early and late fringe to reach women, 25-54.

**Nabisco** □ Spot TV drive for Premium crackers is scheduled to start on Nov. 8 for three weeks and a second campaign to take off on Dec. 13 for one week. William Esty, New York, is concentrating its media weight in time periods calculated to reach women, 18-49.

**Vick Chemical** □ Sinex nasal spray will be promoted in spot TV drive starting in late November and continuing through March. BBDO New York is concentrating on men and women, 18-49.

**Heinz** □ Catchup will be subject of spot TV drive scheduled to begin Nov. 8 and continuing until mid-December. Leo Burnett, Chicago, is aiming to reach women, 18-49.

**Spalding** □ Golf clubs are set for six-week television drive beginning Nov. 6 using TV 30's in news and sports time. Wilson, Haight & Welch, Hartford, Conn., aims to reach men, 35 and over.

**International Ladies Garment Workers Union** □ New York-based

## BAR reports television-network sales as of Oct. 10

ABC \$690,130,800 (32.2%) □ CBS \$745,486,200 (34.8%) □ NBC \$708,507,400 (33.0%)

Day parts	Total minutes week ended Oct. 10	Total dollars week ended Oct. 10	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.	155	\$ 905,900	5,644	\$ 28,553,400	\$ 26,266,100	+ 8.7
Monday-Friday 10 a.m.-6 p.m.	1,030	14,534,200	40,720	469,727,000	394,537,100	+19.1
Saturday-Sunday Sign-on-6 p.m.	326	9,793,100	12,252	239,275,600	179,321,400	+33.4
Monday-Saturday 6 p.m.-7:30 p.m.	104	3,964,000	4,138	115,399,700	94,124,600	+22.6
Sunday 6 p.m.-7:30 p.m.	21	1,280,100	866	34,787,100	15,644,300	+123.6
Monday-Sunday 7:30 p.m.-11 p.m.	422	36,175,700	17,007	1,097,497,100	932,993,300	+11.8
Monday-Sunday 11 p.m.-Sign-off	226	5,561,600	8,249	158,884,500	130,144,400	+22.1
<b>Total</b>	<b>2,284</b>	<b>\$72,214,600</b>	<b>88,876</b>	<b>\$2,144,124,400</b>	<b>\$1,773,031,200</b>	<b>+20.9</b>

Source: Broadcast Advertisers Reports

# At Rust Craft Television...People Make the Difference.

A television station is only as good as the people who manage it. Take WSTV-TV, Steubenville, Ohio... for instance.



Ray Chumley entered broadcasting as a film editor and projectionist in 1954. He has been with Rust Craft since WRCB-TV went on the air in Chattanooga in 1956. He moved to WJKS-TV, Jacksonville as Program Manager in 1968 and became General Manager of WSTV-TV two years ago.



Terry Walden began his broadcasting career as a radio announcer in 1962 while he was attending Florida State University. He joined Rust Craft in Jacksonville in 1970 after receiving his B.A. in communications. In 1974, Terry moved to WSTV-TV to become Program Manager.



Michael Macaluso has worked in broadcast sales since 1956...most of that time with Rust Craft in Steubenville. Mickey became Regional Sales Manager in 1972; and two years later was named General Sales Manager.

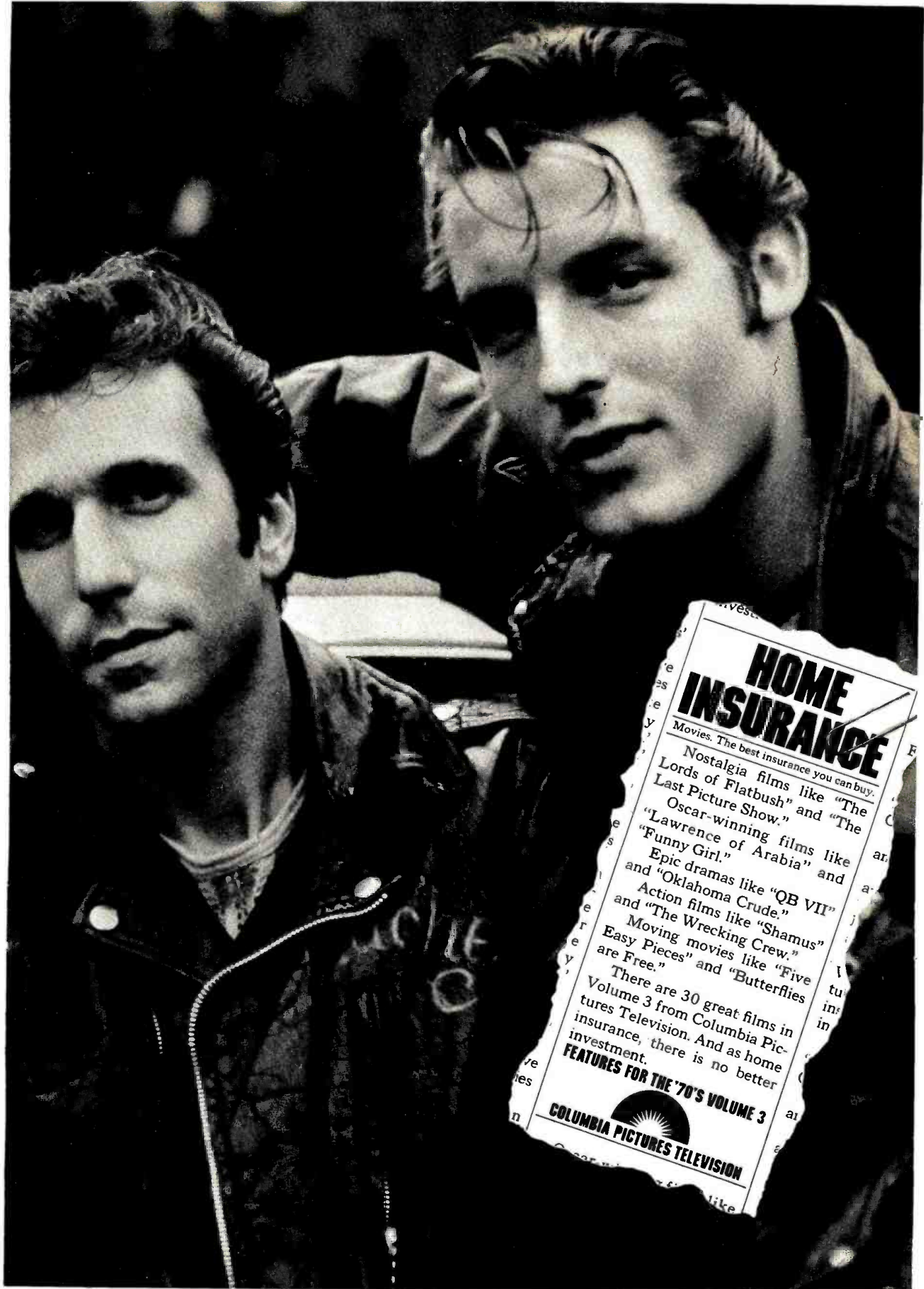
At all Rust Craft stations, it's people like these who make the difference...The Rust Craft difference. No wonder that when the Steubenville-Wheeling market thinks of television, it thinks of WSTV-TV.

**WSTV-TV**  
STEUBENVILLE **9**

Rust Craft Broadcasting Company







# HOME INSURANCE

Movies. The best insurance you can buy.

Nostalgia films like "The Lords of Flatbush" and "The Last Picture Show."

Oscar-winning films like "Lawrence of Arabia" and "Funny Girl."

Epic dramas like "QB VII" and "Oklahoma Crude."

Action films like "Shamus" and "The Wrecking Crew."

Moving movies like "Five Easy Pieces" and "Butterflies are Free."

There are 30 great films in Volume 3 from Columbia Pictures Television. And as home insurance, there is no better investment.

**FEATURES FOR THE '70'S VOLUME 3**

**COLUMBIA PICTURES TELEVISION**



union's latest radio image spots, through Green Dolmatch, will be accorded major-market campaign for seven weeks beginning Nov. 8. Markets include New York, Los Angeles and Chicago. Agency's demographic target is adult men and women.

**S. C. Johnson & Son** □ Gloss and Toss polish will be spotlighted in spot TV promotion to start mid-November for one month. Foote, Cone & Belding, Chicago, is seeking to reach women, 25-54.

**CBS Records** □ Various albums will be touted in spot TV drive to run for about six weeks starting in mid-November. Young & Rubicam, New York, is aiming to reach adults.

**Credit Union National Association** □ Union's national advertising program has become first advertiser to buy sponsorship in ABC-TV's coverage of 1980 Winter Olympic Games from Lake Placid, N.Y. Coverage will run from Feb. 13 to Feb. 24, 1980. Credit union has bought one-sixteenth sponsorship, which is triple its commitment to 1976 winter games. Agency is Garrison, Jasper, Rose & Company, Indianapolis.

**Amerada Hess** □ Company's annual Toy Truck promotion will be accented on spot TV for one month starting Nov. 25. J. Walter Thompson, New York, will place TV commercials to reach men and women, 25-54.

**Silco Oil** □ Aztec Hesters division will launch four-week television effort Nov. 1 using day and fringe 30's to reach adults, 25 and over. Mefford Warren Weir, Denver, is agency.

**J. H. Filbert** □ Filbert's margarine will be showcased in spot TV effort to run for

#### Rep appointments

- WATL-TV Atlanta; WIZR-AM-FM Johnstown, N.Y.; WKSJ-AM-FM Mobile, Ala.; Neil Group, Troy, Mich.
- WERZ(FM) Manassas, Va.; KOFM(FM) Portland, Ore.; WIKY-AM-FM Evansville, Ind.; WEZK(FM) Knoxville, Tenn.; WZEZ(FM) Nashville and WWEL-AM-FM Medford, Mass.: Selcom Inc., New York.
- WRWC-FM Rockton, Ill.: Walton Broadcasting Sales, Chicago, for Chicago and New York; Bruce Schneider, St. Louis, for St. Louis and Kansas City and Bill Dahlslein & Associates, Los Angeles, for Los Angeles and San Francisco.
- KLBK-AM-FM Austin, Tex.: Torbet-Lasker, New York.
- WLMS(AM) Leominster, Mass.: Kadetsky Broadcast Properties, Boston.

three weeks in 18 markets starting on Nov. 8. Young & Rubicam, New York, is targeting toward women, 18-49, via commercials on daytime and early and late fringe slots.

**U.S. Shoe** □ Company's Casual Corner retail clothing stores for women (with headquarters in Enfield, Conn.) has three 60-minute radio spots ready for 90-market series of five separate three-day flights to begin this week and continue into next year. Markets include New York, Los Angeles, Chicago, Philadelphia and Houston. Agency, Bound & Associates of Atlanta, is pitching spots to women, 18-34.

**Dell Labs** □ Sally Hansen Hard as Nails fingernail hardener, will get month-long boost beginning Nov. 8. Day, fringe and access TV 30's are aiming for women, 18-49. Scali, McCabe, Sloves, New York, is agency.

**Swingline** □ Office supplies get two-week television campaign beginning Jan. 17. TV 30's in fringe, prime time, news and access dayparts are targeted to adults, 25-49. Al Paul Lefton, New York, is agency.

**Mr. Coffee** □ Coffee maker will get four-week television flight beginning Dec. 1 using TV 10's in various dayparts. Women, 18-49, are targets. W. B. Doner, New York, is agency.

**Bachman Foods** □ Company's snack items, including Bread Stix and Cheese Twists, are the subjects of a two-week, pre-Christmas radio campaign in Eastern markets beginning Dec. 6. Markets include New York, Philadelphia and Boston. Agency, Lewis & Gilman, Philadelphia, is aiming to reach women, 25-49.

**U.S. Borax** □ Spot TV push is planned for Kobex herbicide for cotton and soybeans in 45 markets, with one flight to begin in January 1977 and continue to early March and second to start in mid-March and continue through April. Ward Archer & Associates, Memphis, is zeroing in on men, 35 and over, via 30-second spots in late fringe and news and spots programs.

**Wella** □ Wella Balsam hair conditioner will be highlighted in spot TV promotion to begin in 25 markets for four weeks starting on Nov. 8. James Neal Harvey, New York, is setting its sights on women, 18-49, via buys on early and late fringe and prime time.

**First Texas Pharmaceuticals** □ Various products will be spotlighted in spot TV effort scheduled to run for 13 weeks starting in late November. Ad-Mark, Dallas, is aiming to reach total adults in daytime, early and late fringe and prime-time periods.

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Executive and publication headquarters  
Broadcasting-Teletesting building  
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Sol Taishoff, editor.  
Lawrence B. Taishoff, publisher.

### EDITORIAL

Edwin H. James, executive editor.  
Donald West, managing editor.  
Rufus Crater (New York), chief correspondent.  
Leonard Zeldenberg, senior correspondent.  
J. Daniel Rudy, assistant to the managing editor.  
Frederick M. Fitzgerald, senior editor.  
Randall Moskop, assistant editor.  
Ian C. Bowen, Barbara Chase, Mark Miller, Jay Rubin, staff writers.  
Kira Greene, editorial assistant.

### YEARBOOK □ SOURCEBOOK

John Mercurio, manager.  
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### BUSINESS

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Doris Kelly, secretary.

### ADVERTISING

Winfield R. Levi, general sales manager (New York).  
John Andra, sales manager—equipment and engineering (Washington).  
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Bill Merritt, Western sales manager (Hollywood).  
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### CIRCULATION

Bill Criger, circulation manager.  
Kwentin Keenan, subscription manager.  
Susanne Bishop, Shella Chamberlain, Denise Ehdalvand, Patricia Johnson, Lucille Paulus, Bruce Weller.

### PRODUCTION

Harry Stevens, production manager.  
K Stork, production assistant.

### ADMINISTRATION

Irving C. Miller, business manager.  
Phillippe E. Boucher.

### BUREAUS

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

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

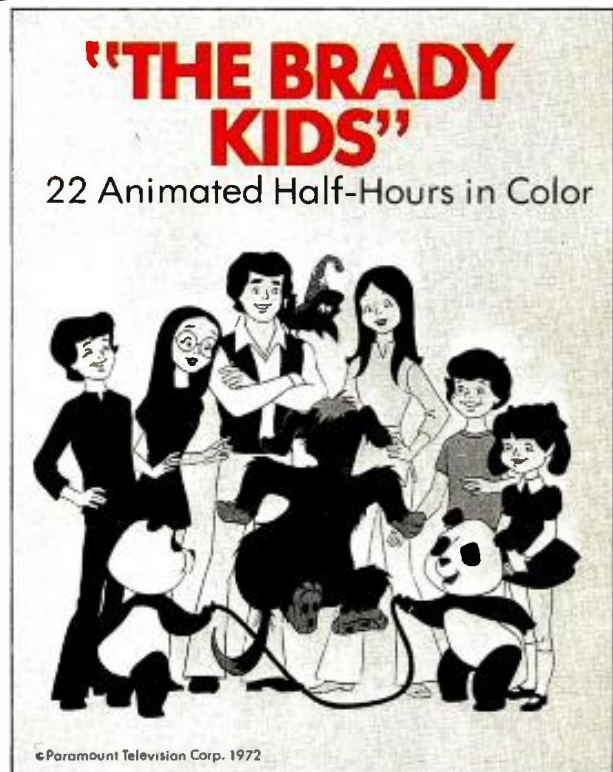
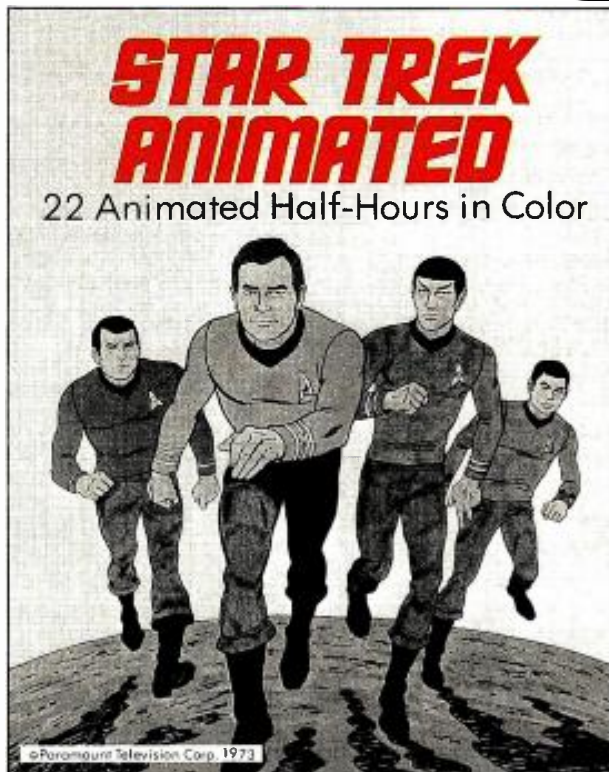
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# Drawing Power!



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Starring in the colorful animated version are the now familiar voices and famous likenesses of the men who made "Trekkies" a household name: William Shatner as the brilliant Captain Kirk, Leonard Nimoy as the stoic Mr. Spock and DeForest Kelley as the much-loved Dr. McCoy. All featured in spine-tingling adventures that are out of this world.

America is also sold on "The Brady Kids." It's the off-network animated series that follows the adventures of the six brothers and sisters of the wildly successful syndicated series "The Brady Bunch."

Now in colorful animation, and hilarious comic situations, The Brady Kids are on their own. Solving mysteries in their tree-top clubhouse and rocking in their own rock group, while your viewers roll with laughter. From clubhouse to schoolhouse, it's good clean fun that brings The Brady Kids all the way home.

**From Paramount Television**



# Where Things Stand

Status report on major issues in electronic communications

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**Antitrust/networks.** Original Justice Department suits charging networks with illegally monopolizing prime time were filed in U.S. Court in Los Angeles in April 1972. Those cases were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did (Cases 74-3599 et al.). Supreme Court then dismissed network appeals contending Judge Kelleher should not have permitted refiling of suits. Judge Kelleher later rejected one filing for summary judgment on ground that improper motive was behind refiling of suit, accepted for consideration request for summary judgment on ground that networks are not in violation of antitrust law and motion to dismiss on ground that Justice lacks jurisdiction to file suits (BROADCASTING, May 3).

**Broadcasting in Congress.** Resolution to permit live broadcasts from inside House chamber by pool of networks and Public Broadcasting Service was casualty in House this year. Resolution, H. Res. 875, by Representative B.F. Sisk's (D-Calif.) special broadcasting subcommittee of Rules Committee, failed to clear full Rules Committee in March and went back to subcommittee, where it remained when the House adjourned. Subcommittee wrote another resolution and another report supporting chamber broadcasts and Mr. Sisk wants to try to move it again next year. Success will depend on make-up of next Rules Committee, which will be under new chairman, probably James Delaney (D-N.Y.). There was no action at all on broadcasting resolution in Senate this session.

**Cable rebuild deadline.** FCC has relaxed rebuild requirements it would have imposed on systems by 1977 (BROADCASTING, April 5, 12). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed cancellation of 1977 deadline and Midwest Video Corp. has appealed modification of rebuild requirements in U.S. Court of Appeals in Washington. Commission is expected to consider this week requirements for refrenchising.

**Canadian policies.** Canadian policy that cable systems there delete commercials from signals of U.S. stations and law denying Canadian advertisers tax deduction for time purchased on American stations are being fought by U.S. broadcasters assisted by FCC, Congress and State Department. However, Canadians have "proclaimed," that is, put into effect, their tax legislation.

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

statement on children's television (BROADCASTING, Sept. 20).

**Copyright.** First reform of copyright laws since 1909 has passed Congress and been signed by President Ford (BROADCASTING, Oct. 25). Cable operators and public broadcasters are now liable for copyright infringement. Law gives cablecasters compulsory license permitting them to use copyrighted materials without having to negotiate for each work. Public broadcasters get modified compulsory license. Broadcasters get some assurance cablecasters cannot substitute commercials on their signals, and—in House report at least—some assurance that bill will not serve as green light to FCC to break down barriers to distant signal carriage and pay cable.

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

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

**EEO guidelines.** FCC has begun rulemaking on equal opportunity guidelines for cable television systems that track EEO rules commission established earlier for broadcasting (BROADCASTING, Aug. 2). Commission, however, did indicate concern in announcing rulemaking that Supreme Court decision in Federal Power Commission EEO case (BROADCASTING, May 31) did not support FCC authority to create such rules for cable.

**Fairness doctrine bills.** Two bills were introduced in Senate last Congress to abolish fairness doctrine, one by Senator William Proxmire (D-Wis.), another by Roman Hruska (R-Neb.). Both underwent hearings before Senator John Pastore's (D-R.I.) Communications Subcommittee, but neither went any farther. Senator Proxmire plans to reintroduce his bill next Congress (it was S.2 this one). The two Senate bills were introduced in House by Robert Drinan (D-Mass.) (Proxmire bill) and Charles

Thone (R-Neb.) (Hruska bill). Neither of the latter two received any action.

**Family viewing suit.** Final arguments have been held and judge's decision is awaited in suit filed by Writers Guild of America, West and Tandem Productions in U.S. Court for Central District of California (Los Angeles) aimed at blocking implementation of family viewing concept adopted by networks and National Association of Broadcasters (BROADCASTING, July 19). FCC is defendant along with networks and NAB in both suits, which are based on antitrust and First Amendment grounds. Tandem Productions, besides seeking injunction, wants \$10 million damages.

**FCC fees.** Sixteen parties have appealed (Cases 75-1053 et al.) FCC's order modifying its fee schedule (BROADCASTING, Jan. 20, 1975). Oral arguments have been held (BROADCASTING, Jan. 26). More than 70 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Cases 75-1087 et al.). Oral arguments have been held in that case (BROADCASTING, May 31). More than 90 parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.) (BROADCASTING, Nov. 3, 1975). FCC has suspended collection of 1973, 1974 and 1975 cable fees pending final court decision on legality of commission order requiring payment of those fees (BROADCASTING, Aug. 4, 1975).

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

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

**Indecency.** FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17, 1975) is being appealed to U.S. Court of Appeals in Washington (Case 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Oral arguments have been held (BROADCASTING, April 5). Commission also has fined WXP(N)M

Philadelphia \$2,000 for obscene and indecent broadcast, has begun hearing on license on ground of licensee abdication of responsibility. And FCC has sent to Congress draft bill that would ban obscene and indecent broadcasts (BROADCASTING, June 7).

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

**License renewal legislation.** House Communications Subcommittee never did hold hearings on license renewal measures introduced this Congress, even though such hearings had been planned. There were number of reasons, mainly death of Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) this year following long illness that slowed subcommittee work. New chairman, Lionel Van Deerlin (D-Calif.), pledged to hold hearings on bills but ran into scheduling problems at end of year. License renewal will be considered in Mr. Van Deerlin's proposed rewrite of 1934 Communications Act in next Congress (BROADCASTING, Oct. 11).

**Network exclusivity on cable.** FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals in Washington by CBS, NBC and ABC television affiliates associations, National Association of Broadcasters and number of individual broadcasters. Commission has denied petitions for reconsideration of order.

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

**Pole attachments/forfeiture.** Legislation which would have empowered FCC to (1) set minimum standards for pole attachment agreements if states chose not to assume jurisdiction and (2) fine cable systems for rule violations died this past session of Congress when House Speaker Carl Albert (D-Okla.) made it evident he would block bill from reaching House floor vote (BROADCASTING, Sept. 27). Community Antenna Television Association, vehemently opposed to forfeiture section, played major role in bill's death, with many of its members contacting speaker's office. Forfeiture legislation had passed Senate and similar pole attachment bill was introduced there.

**Public broadcasting funding.** Funding for Corporation for Public Broadcasting for next three years, part of over-all appropriation package for labor, health, education and welfare, has been passed into law (BROADCASTING, Oct. 4). President vetoed measure, but Congress overrode. CPB will receive, under system of matching grants requiring it to raise

\$2.50 for every federal \$1: \$103 million in 1977; \$107.15 million in 1978, and \$120.2 million in 1979.

**Ratings.** Nielsen prime-time averages, Sept. 20-Oct. 4: ABC 21.2, NBC 19.6, CBS 18.8 (see story this issue).

**Section 315.** U.S. Court of Appeals in Washington has upheld FCC's change of its administration of equal-time law, and Supreme Court has refused to review case (BROADCASTING, Oct. 18). Commission said political debates and press conferences by presidential and other candidates will be treated as on-spot coverage of bona fide news events exempt from equal-time requirements (BROADCASTING, Sept. 29, 1975). Several attempts by minor-party candidates to be included in televised Ford-Carter debates under Section 315 have been turned down (BROADCASTING, Oct. 11).

**Sports antiblackout.** Legislation extending Congress's 1973 ban on TV blackouts of home professional football, basketball, baseball and hockey games if sold out 72 hours in advance was not renewed this Congress, even though versions of bill passed both houses of Congress and were tentatively reconciled in conference committee. Breakdown was over House bill's permanent extension of ban and its amendment limiting to 90 miles the blackout zone around town where home game is played. National Football League, which lobbied heavily against extension, has agreed to abide by spirit of antiblackout, even though original law expired Dec. 31, 1975.

**UHF.** FCC issued notice of inquiry in May 1975

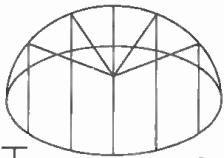
on UHF taboos to determine if restrictions on proximity of stations could be reduced (BROADCASTING, June 2, 1975). In July, Council for UHF Broadcasting filed Action Plan for UHF Development and in August submitted to FCC petitions for rulemaking to reduce noise levels of receivers and to require indoor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

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

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

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47901 (317) 742-1166

■ indicates new or revised listing

## This week

**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**—*Hollywood Radio and Television Society* luncheon. Speakers will be Fred Silverman, president of ABC Entertainment; B. Donald (Bud) Grant, vice president, programs, CBS-TV, and Irwin Segelstein, executive vice president, programs, NBC-TV. Major portion of program will be devoted to question-and-answer session, for which HRTS is soliciting advance written questions. Beverly Wilshire hotel, Hollywood.

■ **Nov. 4**—*Publi-Cable* telecommunications roundtable featuring discussion of "The American Telephone System: Monopoly, Competition and the Public Interest." Speakers will be Kenneth Cox, former FCC commissioner and now vice president of MCI Communications Corp., and James L. Brunson, assistant vice president, AT&T, 1201 16th Street, N.W., 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.

## Also In November

**Nov. 8**—FCC's new deadline for comments on reopened rulemaking proceeding on program records to be maintained by broadcast licensees, including filing of letters received by licensee from public for three years and retention and disclosure of transcript, tape or disk of all programs except entertainment or sports (Docket 19667). Replies are now due Nov. 19, FCC, Washington.

■ **Nov. 9**—Workshop on cooperative advertising, sponsored by *Hubbard, Duckett, Mason, Dow Inc.*, Jacksonville, Fla., advertising-public relations firm. Speakers and panelists will be representatives of regional and national media organizations. Luncheon speaker will be S. Edward Combs, regional director of Federal Trade Commission. Hilton hotel, Jacksonville.

**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. Banquet speaker will be FCC Commissioner Margita White. The Thunderbird Jantzen on the Columbia River.

**Nov. 12-14**—*National Association of Farm Broadcasters* annual convention. Crown Center hotel, Kansas City, Mo.

**Nov. 12-14**—*American Women in Radio and Television* board of directors meeting. Radisson hotel, Downtown, Minneapolis.

■ **Nov. 13-14**—East Central regional conference of *Alpha Epsilon Rho* chapters from South Carolina, North Carolina, Virginia, Maryland and the District of Columbia. Saturday luncheon speaker will be Andy Orgel, AER national president; Saturday dinner speaker will be Hamilton Shea, Gilmore Broadcasting. Chandler Hall, Madison College (conference host), Harrisonburg, Va.

**Nov. 15**—Public hearings begin in Washington on first phase of *Federal Trade Commission's* proposed trade regulation regarding information and claims in food advertising. FTC, 6th and Pennsylvania Avenue, Washington.

**Nov. 15**—Conference on ways to make multi-purpose broadband communications economically viable in rural areas under sponsorship of Congress's *Office of Technology Assessment* (BROADCASTING, Oct. 18), Washington.

**Nov. 15-16**—*National Association of Broadcasters* regional conference. Representative Louis Frey (R-Fla.) will be second-day luncheon speaker. Omni International hotel, Atlanta.

**Nov. 17**—Meeting of *radio code board of National Association of Broadcasters*, Omni International, Atlanta.

**Nov. 18-19**—*National Association of Broadcasters* regional conference. Representative Lionel Van Deerlin (D-Calif.) will be second-day luncheon speaker. Hyatt Regency O'Hare hotel, Chicago.

**Nov. 18-19**—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meeting. Hyatt Regency, Atlanta.

**Nov. 19**—*Accuracy in Media* conference. International Inn, Washington. Sessions may be expanded to Nov. 20 or switched entirely to that day, according to final agenda requirements.

**Nov. 19-22**—*Federal Communications Bar Association* annual seminar. Cerromar Beach hotel, PR.

**Nov. 21-23**—Sixth national symposium on children's television, held by *Action for Children's Television* in cooperation with *Harvard Graduate School of Education*. University Law School, Science Center and Gutman Conference Center, Cambridge, Mass.

**Nov. 22**—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 Jan. 24, 1977. FCC, Washington

■ **Nov. 22**—FCC's new deadline for comments on petition filed by Westinghouse Broadcasting Co. to inquire into TV network practices (RM-2749). Replies are now due Dec. 7, FCC, Washington.

**Nov. 22-23**—*National Association of Broadcasters* regional conference. Statler Hilton hotel, Washington.

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A superbly run black format daytime — AM in the luscious Blue Ridge Mountains of Virginia is offered for sale.

A unique local programming concept has developed an intense loyal following for the top share in the black audience spectrum. This has generated excellent local sales in a high radio revenue market and a low overhead yields a good profit.

The price at \$225,000 is based on a 1.5 gross sales multiple with \$62,250 down. Liberal terms on the balance are over 9 years at 8½% making this a very attractive offer for a growth station.

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**Nov. 28-Dec. 2**—Annual conference, *North American Broadcast Section, World Association for Christian Communication*. Galt Ocean Mile hotel, Fort Lauderdale, Fla. Information: Rev. Edward B. Willingham Jr., 600 Palms building, Detroit 48201.

**Nov. 29-30**—Board meeting, *National Cable Television Association*. Disneyland hotel, Anaheim, Calif.

## December

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

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

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

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

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

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

**Dec. 11-16**—*Radio Television News Directors Association* international conference, Americana hotel, Miami Beach, Fla.

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

**Dec. 13-14**—Annual meeting of cable television presidents. Place to be announced.

## January 1977

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

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

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

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

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

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

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

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

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

## Major meetings

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

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

**March 27-30, 1977**—*National Association*

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

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

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

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

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

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

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

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

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

## Open Mike®

### Pot, kettle, black thumb

EDITOR: The *Kansas City Times* recently gave that city's public TV station a nice boost in an editorial, but couldn't resist putting the bar to commercial TV at the same time.

The *Times* noted that the local public channel is offering better programing this fall and a "break from the cacaphony of commercial TV, which is supported by disruptive cuts away from programing to sell a product."

This isn't the first time the *Kansas City* newspaper monopoly has lamented the fact that commercial TV uses up to 16 minutes of commercial time per hour. But never has the *Times* apologized to the public for the page after page of commercial time it offers—up to 70% of the papers's entire content.

I like to read the newspaper. But I get black thumb disease looking for the news among the commercials. I wonder how long newspapers would last if they were held to 30% maximum commercial space, as broadcasters are.—*B. D. Thornton, president-general manager, KMAM (AM)-KMOE (FM) Butler, Mo.*

### If you can't beat them

EDITOR: Apparently the members of COMPACT (Committee for the Preservation of American Color TV Industry) have

not seen the Phillips Petroleum spot promoting the free-enterprise system. News of the Phillips campaign was in the Oct. 4 "Monday Memo." Elsewhere in the same issue, we find that COMPACT is requesting a quota on imported televisions.

A true example of the free-enterprise system. If you can't sell your product because of low quality or high price, have the government outlaw the competition.—*Harold Hallikainen, president, Hallikainen & Friends, San Luis Obispo, Calif.*

### Several things considered

EDITOR: We are disturbed and confused by your Oct. 18 editorial, "A little bit commercial."

You seem to be upset about our identifying those underwriters who make special programing possible, and yet you are well aware that public broadcasting must raise \$2.50 from outside funding for every \$1 of federal money it receives.

We are further confused by your questioning the value of program promotion, when BROADCASTING has long been in the forefront of championing broadcast promotion. Why does promotion become suspect or unacceptable when applied to public broadcasting?

In addition, we are perplexed by what you term "making a dent in the public consciousness." In the five years *All Things*

*Considered* has been on the air, it has won every major broadcasting award. It has accumulated an impressive record of newsmaking exclusives and has assembled a reporting team second to none in radio broadcasting.—James P. Barrett, director, public information, National Public Radio, Washington.

EDITOR: I think many people were

surprised at the number of dollars spent by National Public Radio on the ad regarding Susan Stamberg's consistency, but *All Things Considered* is well recognized as a fine contribution to broadcast journalism and indeed has dented the public's consciousness—check the ratings in many markets.—Alan H. Frank, assistant professor/radio-TV and general manager, WKMS-FM Murray (Ky.) State University.

## Misplaced

EDITOR: In your Oct. 11 issue you listed Harold Crump, the new president of the Tennessee Association of Broadcasters, as being from Memphis. He is executive vice president and general manager of WTVF(TV) Nashville.—Paul Ruhle, executive director, Tennessee Association of Broadcasters, Nashville.

# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Sheldon Lenkowski, president, The Sheldon Group, New York

## You're looking for someone in particular?

We may be the smallest radio advertiser in the country, although we're not sure of that. But we do know that radio has worked for us and probably can work for other service companies—if properly used.

The Sheldon Group is an advertising-sales promotion agency that has serviced, over the years, such accounts as: Beechnut/Lifesavers, Group W, ITC Entertainment, Lily Tulip Cup Corp., Pfizer, 20th Century-Fox Television, IBM, The Academy of Television Arts and Sciences, Four Star Entertainment, The Lutheran Church in America and Waldbaums supermarkets.

But one of the most difficult media recommendations we ever had to make was for ourselves. Over the years we've held out just about every media type to our clients—newspapers, TV, radio, periodicals, trade publications, direct mail, outdoor. We've used them all successfully.

But when the time came for us to find the best medium for the Sheldon Group, we had a unique problem. We wanted to reach the greatest percentage of our market in the most effective way possible. That in itself is not uncommon. The uniqueness of our situation was that we were trying to reach the advertising and sales promotion managers, the vice presidents—in short, the top- and mid-level management people who are responsible for deciding which agency is going to handle his company's advertising and promotion.

It's been more or less traditional for creative agencies to use the trades and direct mail in this effort. As a matter of fact, we've gone that route ourselves many times, and, I might add, with minimal degrees of success.

The problem: Even if you reach your target, if you don't reach that key person at the moment he is ready to "buy," so to speak—at a time he's pulling his hair out trying to meet a deadline without a dependable agency or is fed up with his present agency—you really don't stand much of a chance of landing him. Most of the time, even when you do get in to see him, the response is sort of a "Let's see what you've done that's different from what our present agency has done and is doing."



Sheldon Lenkowski started out to become a scenic designer, couldn't find a job in New York, moved to the West Coast and entered the Art Center School in Los Angeles to study advertising design. While in California he worked on a number of record, toy and drug accounts. He returned to New York in the 50's, went to work for a small agency, then entered the Army. He later went into business for himself in the mid-50's and built The Sheldon Group, a full-service agency in the entertainment field catering in the main to broadcast syndicators.

More likely than not, he also has a pretty much closed mind about changing agencies.

Frankly we weren't too happy with the amount of success in the other media we'd used. This time we were looking for something different and more effective. Our recommendation to ourselves was radio, specifically morning drive time.

We chose radio and a.m. drive time for several reasons. First, morning drive attracts a large percentage of the decision-making audience that we want to reach. Second, it's a captive audience. Morning drive is a time when our target audience is shaving, having breakfast, driving to work. It's a time when he's alert, not tired out after a heavy day. Then too, we knew that radio offers other unique advantages.

For one thing, it's a highly personalized medium. You can talk to someone one to one, and for the time your message is being broadcast you "own" the station. So we were convinced radio was the medium

for us, which left us with the decision as to which station.

Actually, we chose two—one, a major New York all-news station, because studies told us our target audience turns first to the radio for news when they wake up in the morning. Then we chose a major Westchester county, N.Y., station that offered live traffic reports and localized coverage in an area where we knew a good percentage of our potential customers were located. The final element was the message.

The situation that we created was an ad-man talking to his female psychiatrist about all his pressures and deadlines—ads, promotional materials, slide programs, flip charts, annual report, etc.

"Why not call The Sheldon Group?" she says.

"But . . . how do you know about The Sheldon Group?" he says.

She closes with, "You'd be surprised what you can learn with a couch."

As it turned out, our recommendation to ourselves was on target. The results were excellent. We got new business on the books, plus a good amount of potentially new business inquiries to follow up on. We found people interested and responsive to our message, far more than in any of the previous campaigns we had mounted for ourselves. We also achieved something else.

After all, how often does an agency get to prove itself to itself, and prove it on a direct-response basis when there could be no doubt as to the success of the campaign?

We didn't spend too much in our radio campaign. As a comparatively small company, we obviously cannot invest hundreds of thousands of dollars. Frankly, we'll have spent only a few thousand dollars this year and intend to increase the amount next year. Radio can pay off handsomely for the amount invested.

It all came together—the right copy, the most effective medium for getting that message to the people most important to us and the time to do it. Considering the type of client we are, the audience we were trying to reach, and what we had to say, we chose radio. And I'm happy to say we're a good advertisement for ourselves. The campaign worked, and we're picking up our option for a new campaign.

# MIKE DOUGLAS 15TH ANNIVERSARY CELEBRATION!

And what a super celebration! More than a month of special shows combining  
**HOLLYWOOD STAR CLOSEUPS** Brand-new visits to the sets of the top TV shows, movie studios and homes of a "Who's Who" of Hollywood:

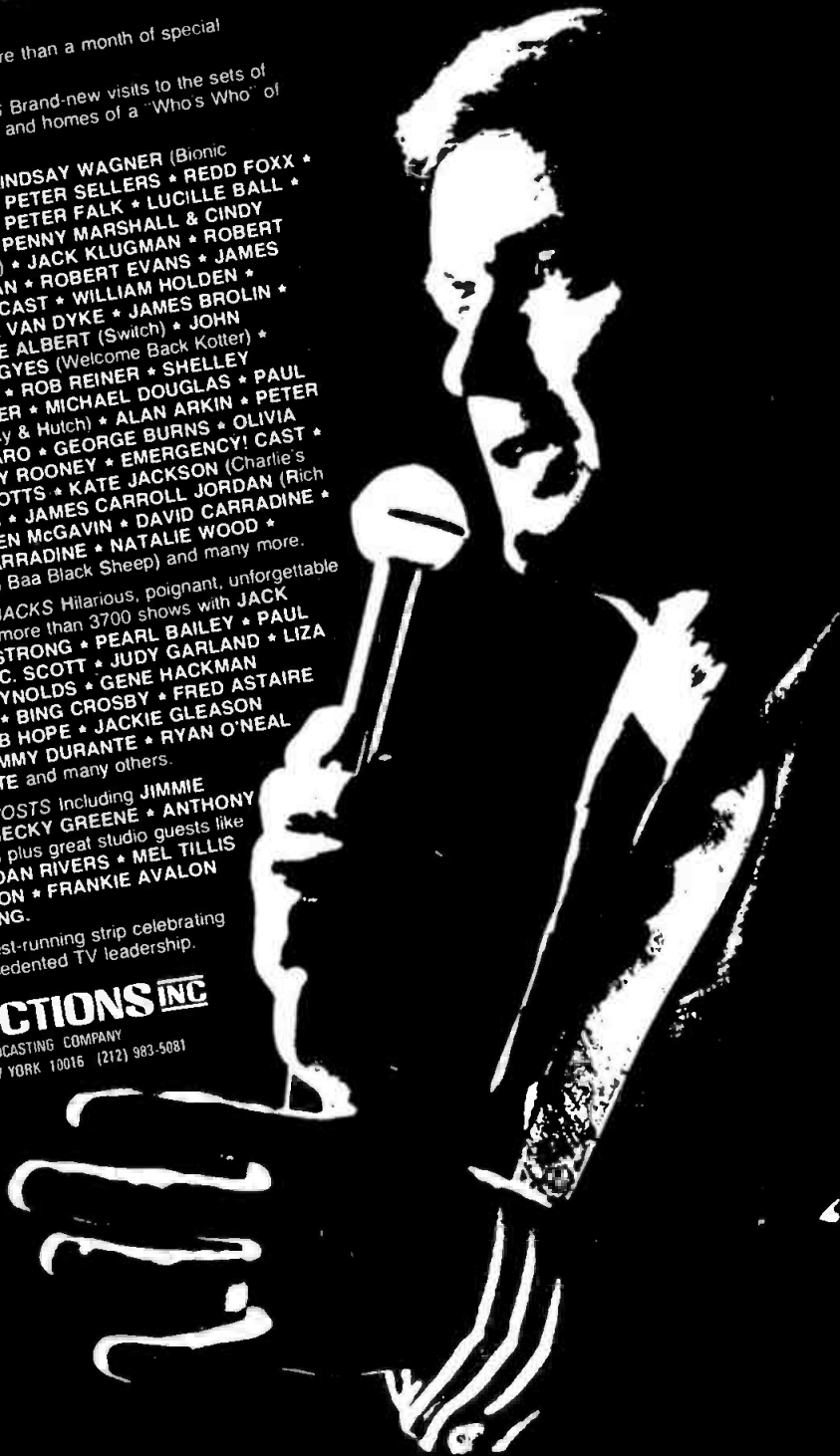
HENRY (Fonzie) WINKLER \* LINDSAY WAGNER (Bionic Woman) \* GREGORY PECK \* PETER SELLERS \* REDD FOX \* DONNY & MARIE OSMOND \* PETER FALK \* LUCILLE BALL \* CAROL BURNETT & CAST \* PENNY MARSHALL & CINDY WILLIAMS (Laverne & Shirley) \* JACK KLUGMAN \* ROBERT STACK \* CLORIS LEACHMAN \* ROBERT EVANS \* JAMES GARNER \* THE WALTONS CAST \* WILLIAM HOLDEN \* SHIRLEY MacLAINE \* DICK VAN DYKE \* JAMES BROLIN \* ROBERT WAGNER & EDDIE ALBERT (Switch) \* JOHN TRAVOLTA & ROBERT HEGYES (Welcome Back Kotter) \* TONY ORLANDO & DAWN \* ROB REINER \* SHELLEY WINTERS \* BRUCE JENNER \* MICHAEL DOUGLAS \* PAUL MICHAEL GLASER (Starsky & Hutch) \* ALAN ARKIN \* PETER FINCH \* BRENDA VACCARO \* GEORGE BURNS \* OLIVIA NEWTON-JOHN \* MICKEY ROONEY \* EMERGENCY! CAST \* DEAN JONES \* DON KNOTTS \* KATE JACKSON (Charlie's Angels) \* RED BUTTONS \* JAMES CARROLL JORDAN (Rich Man, Poor Man) \* DARREN McGAVIN \* DAVID CARRADINE \* LEE GRANT \* JOHN CARRADINE \* NATALIE WOOD \* ROBERT CONRAD (Baa Baa Black Sheep) and many more.

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# The law it took 21 years to pass.

President Ford has just signed the first completely new copyright law since 1909.

In 1955 Congress undertook to revise the outmoded 1909 Copyright Act. And it took 21 years to complete the task. The revision had to balance the demands of many competing interests, and there were times we despaired of its ever being accomplished.

Yet throughout all the years of disappointment, ASCAP spearheaded the drive for a new law, knowing that such a law was the only solution for the composers, lyricists, and music publishers in their fight for economic justice.

In the struggle to get legislation approved that would command the respect of both the creators and publishers and users of music, ASCAP had the full and essential cooperation of other American organizations representing creators.

Thanks to the efforts of many individuals — especially two strong allies of America's musical creators, Senator John McClellan and Representative Kastenmeier — we have at long last succeeded. The new law is not perfect, but then no law is. It follows in the tradition of the art of the possible.

And for it we'd like to thank the lawmakers of the United States, the President and the American people.

American Society of  
Composers, Authors and Publishers  
*Stanley Adams, President*

# Broadcasting Nov 1

Vol. 91 No. 18

Top of the Week

## Odds growing longer on longer news

**ABC follows lead of NBC and announces it's shelving idea; this comes in week in which SRA and Rust Craft attack proposals for expansion; CBS is still thinking on it**

The prospect of longer network evening newscasts receded further last week, perhaps to the vanishing point, as ABC-TV officials told their affiliates that "there are no plans now for an expansion" of the half-hour *ABC Evening News With Harry Reasoner and Barbara Walters*.

With NBC-TV already committed to stand pat on the 30-minute length, ABC's action left CBS-TV the only network still entertaining expansion notions—and seemingly increased the pressure on it to stifle them.

CBS officials had no comment, indicating they wanted time to reflect on what their course should be following this new turn of events. Some other sources speculated that expansion might be thought even more attractive now—if the widespread opposition of CBS affiliates could be overcome. The answer presumably will come at—if not before—a meeting of the CBS-TV affiliates board scheduled Nov. 14-20 at La Quinta, Calif.

ABC's decision was reported in a statement approved by both the ABC-TV affiliates board and ABC officials and relayed Friday morning from their meeting in Hawaii. It said ABC-TV officials had outlined other "areas of possible expansion of the network's news service, including a one-hour prime-time news magazine program, a daily one-minute news headline report in prime time and a new five-minute news program during Monday-Friday daytime."

The statement said affiliates and network officials agreed that their common goal "is leadership in television news through continued improvement of all news programming, whether network or local." They also agreed that—as many affiliates have contended all along—first priority should be "a continued growth" of the Reasoner-Walters newscast.

ABC authorities had first raised the prospect of newscast expansion when they

signed Miss Walters away from NBC last spring at \$1 million a year for five years. They saw the extra time as needed to give her a chance to exploit what is regarded as her forte: extended interviews. And some observers and competitors believed last Friday that ABC would have continued to push for expansion if the Reasoner-Walters ratings had maintained the gains they enjoyed in the first few days after Miss Walters joined the team on Oct. 4.

The statement from the meeting also said that "as the ABC-TV network and its affiliate body have achieved leadership in entertainment and sports programming through an effective and cooperative partnership, the network and board pledge a comparable effort to achieve excellence and leadership in news programming."

ABC's decision—and its prime-time ratings leadership—clearly elated the affiliates board. John Conomikes of WTAE-TV Pittsburgh, board chairman, was said to have told the ABC delegation—led by Chairman Leonard H. Goldenson—that "you have our total gratitude, confidence and support for a job superbly done." Board members further showed their enthusiasm, participants said, with a standing ovation.

While ABC was backing away from newscast expansion, other pressures against it continued to mount. These in-

cluded a lengthy analysis by the Station Representatives Association—accompanied by a legal opinion venturing that affiliates of any given network might legally act together in refusing to clear an expanded newscast—and a policy decision by Rust Craft Broadcasting enumerating additional reasons for opposition.

In addition, NBC issued another statement to make clear that—contrary to original impressions—its own decision to abandon the idea of expanding newscasts would not be affected by anything any other network might do.

And the networks are also getting negative vibrations from the FCC. At a House Communications Subcommittee hearing in September, Commissioner James Quello said that he is "philosophically opposed to another half hour for the networks" (BROADCASTING, Sept. 27). The issue had come up in connection with a discussion of Westinghouse Broadcasting Co.'s petition for an inquiry into allegations of network domination of their affiliates. Mr. Quello said he thought the petition had "slowed down" the networks' reach for another half hour of prime-time news.

And last week, Commissioner Abbott Washburn, in a speech to a National Association of Broadcasters regional meeting in Portland, Ore., said he is con-



**Onemanship.** A short but rousing speech by Leonard H. Goldenson, ABC chairman, gave additional life to the meeting at which ABC officials assured their affiliates board they have no plans now to expand the evening TV newscast. His message in effect: "We're going to be number one from sign-on to sign-off." He conceded ABC, for all its prime-time gains and its leadership in sports, is not first in news and early morning, and he said it won't be until the board convinces all ABC affiliates of the importance of strong local news operations. The board, participants said, got the message, pledging a cooperative and effective partnership. ■ And ABC not only had welcome news for its affiliates last week, it had plenty of good news for its investors: Nine-month revenue figures were up 28%, to \$950,953,000 from \$742,896,000 a year ago, and nine-month profits leaped 125% to \$47,360,000 from \$21,049,000. Third-quarter earnings went from \$384,000 in 1975 to \$16,950,000, an increase of over 4,000%. There was no doubt where the money came from—"All segments of the company's broadcasting operations contributed significantly to the results," said a statement accompanying release of the figures.

cerned about "the steady encroachment by the networks" into the air time and revenues of local affiliates (see page 55). He thinks the commission should conduct an inquiry into network-affiliate relationships.

Meanwhile, the deadline for comments on the Group W petition has now been postponed a second time at the request of a network. The original Oct. 13 deadline was postponed to Oct. 27 at ABC's request. Last week, the commission moved the date back to Nov. 22 in response to a pleading by NBC.

In releasing the results of its analysis of the impact of expanded evening network news, SRA cautioned its members not to relax their efforts because NBC has pulled back. The association said last week it does not consider the campaign against network news has been won because of the NBC announcement.

The association assembled its report in time for distribution at the ABC affiliates board meeting in Hawaii last week and it will be furnished also to the CBS and NBC affiliates boards, which will be meeting later this month.

The SRA marshalled both economic and legal arguments to buttress its contention that an expanded evening newscast would represent another "network encroachment" on station time and "upset the delicate balance" that now exists between stations and networks.

The analysis presents an array of statistics to document its charge of network incursion into local time. It asserts that in 1963, out of an 18-hour broadcast day (7 a.m. to 1 a.m., Monday through Friday), ABC-TV filled about eight hours and 15 minutes daily, and local affiliates, about nine hours and 45 minutes. By 1975, the affiliates had lost three hours and 15 minutes, or one-third of their station time.

Similarly, the CBS-TV affiliate fell from seven hours per day of station programming in 1963 to five hours daily in 1975.

SRA noted that in 1963 NBC already was programming 13 hours a day, or 72.2% of the station's total broadcast day. By 1975, it said, even after the prime-time access rule, NBC was programming almost the same amount—12 hours and 45 minutes—for a total of more than 70% of the station's broadcast day.

Since 1963, SRA went on, "local stations have lost up to one-third of their local time to network encroachment." The analysis indicated the networks have moved into every station broadcast daypart. In the 4:30-8 p.m. period, said to be the highest local audience viewing span, "the networks already have a half hour and now want more," according to SRA.

"While the expansion of news may be desirable, it is not necessary for the networks to take over station-controlled time for such purposes," SRA argued. "They can do it in their own time.

Some of the repercussions of an expanded network TV newscast, as cited by SRA: "It would damage local operations"; it would mean the loss to the average sta-

tion of 12%-13% of its total Monday-through-Friday audience; it would "seriously affect present syndication commitments, as well as reduce future syndication product."

A concomitant of lengthened network news would be its financial drain on stations, the SRA maintained. While longer news is not needed to maintain network financial stability, the reps claimed, an additional network half hour "could divert nearly \$200 million from stations' spot revenue . . . and lower HUT levels due to program relocation could increase this loss."

"Any sharing of commercial availabilities that yield networks more commercial time than they presently have will mean a diversion of spot dollars to the network," SRA advised. "The proposed network offer to share availabilities in an expanded news is merely a temporary network expedient to give stations back some of what they already have—their own time."

The SRA cited FCC financial data to show that network profits over 10 years rose much more sharply than payments to nonnetwork-owned affiliates. The association said that network profits climbed to \$208.5 million in 1975, a jump of 164.9% since 1966, while network payments to nonowned affiliates edged up to \$217.4 million in 1975 from \$201 million in 1966.

While discussing finances, the SRA reminded stations that the expansion of network programming into their time "is not the only network threat to stations." It said networks presently are considering expanding commercial time in prime hours by an additional minute per half hour.

The SRA analysis also looked into the question: "Do the antitrust laws prohibit affiliated stations of one of the three national television networks from collectively refusing to clear a particular network program or program segment?" It engaged the Washington law firm of Jones, Day, Reavis & Pogue to prepare an opinion. The 27-page legal memorandum was part of the array of material distributed to SRA members and the 535 television stations they represent.

The law firm concluded that a joint refusal by an affiliates group to clear an additional half-hour of news or any other new program offered by their network is not likely to be held as a violation of the antitrust laws. Its rationale was that the affiliates of a particular network are not competitors of each other or, individually, with their network.

In elaboration, the memo states that a refusal to clear by an affiliate group does not directly involve competitors and competition, and would appear unlikely to be a per se antitrust violation. It adds that joint action by an affiliates group to resist further network encroachment would appear to be a reasonable effort to achieve a proper objective that cannot as a practical matter be reached by individual affiliates acting alone.

Rust Craft's position was detailed by TV Vice President Ralph E. Becker at the company's annual workshop in Wheeling,

W. Va. Rust Craft's broadcast properties include six TV stations, in markets ranging in size from 52d (Flint-Saginaw-Bay City, Mich.) to 114th (Steubenville, Ohio).

Mr. Becker's paper made clear that, while opposed to longer network news, the company believes the issue is one for networks and affiliates to resolve without involving "any governmental regulatory agency"—an obvious allusion to Westinghouse Broadcasting Co.'s petition for FCC action.

Rust Craft's opposition, Mr. Becker said, is based on several grounds. Among them: That longer network news would reduce counterprogramming opportunities in markets having fewer than four stations, would run counter to analyses showing that viewers prefer local news to network news, would impair licensee ability to meet local needs and could cut so seriously into station revenues as to require "curtailment of present program services, especially local news."

In addition, Mr. Becker said, Rust Craft "believes the credibility and popularity of television news among viewers is due largely to abbreviated journalism, absent of superfluous details: that television news is the first preference of the public as reflected by public opinion polls [Roper study] because of its brevity and immediacy."

Rather than longer network news, Mr. Becker said, Rust Craft believes the networks "should provide a news service to affiliates, and pledges its subscription to closed-circuit news feeds which may be inserted into locally originated newscasts."

Rust Craft has stations affiliated with each of the three networks. All provide 30-minute early-evening newscasts except WJKS-TV Jacksonville, Fla., a U affiliated with ABC, which offers five minutes of news in early evening. The other stations are WRDW-TV Augusta, Ga. (affiliated with CBS); WEVI-TV Saginaw, Mich. (CBS); WROC-TV Rochester, N.Y. (NBC); WSTV-TV Steubenville, Ohio (CBS), and WRCB-TV Chattanooga (NBC). All are V's except WJKS-TV and WEVI-TV.

NBC gave its affiliates further assurances after some reporters had been given—and their own accounts had accordingly conveyed—the impression that NBC's decision to stand pat was subject to reversal if another network decided to expand its evening newscast.

"This is not the case," Don Mercer, station relations vice president, told the affiliates in a telegram.

He said NBC's "announcement was unqualified and we do not intend to change our decision depending on what other networks may or may not announce. Of course, no position is taken in perpetuity, because as we stated in our announcement, the conflicting considerations which prompted NBC's decision 'may change or be resolved in time.' We also stated, and we stand by that statement, that we do not propose to resolve these conflicting considerations by overriding the almost universal opposition of the stations we serve."



# Ford doesn't ruffle feathers of broadcasters in Portland talk

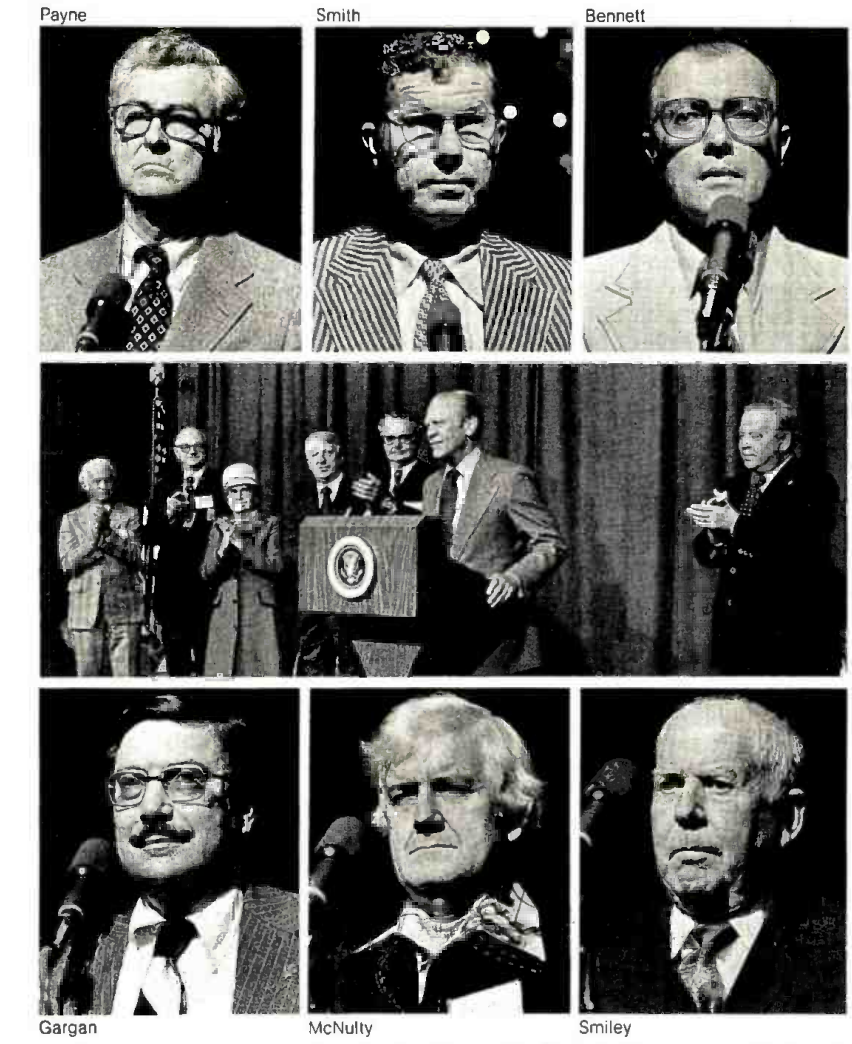
Views on appointees, siphoning, cable regulation, family viewing and longer licenses are in line with radio-television thinking; President says future of OTP will be decided before January; Carter sends telegram containing praise and politics

Eight days before the election which will determine whether he will have four more years or less than three months in the White House, President Ford addressed the National Association of Broadcasters' regional meeting in Portland, Ore., last week and said some of the things broadcasters wanted to hear. He said he favors liberalizing the equal-time law to give broadcasters greater responsibility in covering elections and that he opposes the siphoning of sports programs from conventional television, and he applauded family viewing.

But he did not give the broadcasters as much to chew on as had been expected. Prepared remarks that would have contrasted the President's views with those of his Democratic opponent, Jimmy Carter (where the latter has said he would use the White House to mobilize public opinion against violence on television, the President would say the White House should steer clear of involvement in programing matters ["Closed Circuit," Oct. 25]) were not used. And some questions that offered him an opportunity to take a pro-broadcasting stance were treated warily, as in the case of one on the fairness doctrine.

Mr. Carter was represented at the meeting by a statement—drafted after Carter aides heard of the President's scheduled appearance—and read by Senator Daniel Inouye (D-Hawaii). In the statement, Mr. Carter credited the broadcasting industry with helping to "re-establish the confidence of the American people in their government." He managed both to compliment broadcasting and to make a political point with the comment that Watergate hearings had the effect of restoring the public's confidence in basic institutions. And he said one of his administration's major responsibilities "will be to protect the constitutional right to freedom of speech and freedom to express dissenting viewpoints."

One piece of hard news made by the President was his disclosure that he plans to make a decision (and he did not add "if I'm elected") before January on the future shape of the Office of Telecommunications Policy. He said one group within the administration has advised him that OTP should be folded into the Department of Commerce, whose Office



**Q and A.** The broadcasters asked, the President of the United States answered last week at the National Association of Broadcasters regional meeting held in Portland, Ore. Among the former were Ancil H. Payne, president, King Broadcasting Co.; Ted A. Smith, owner and general manager, KUMA(AM) Pendleton, Ore.; Don G. Bennett, president, KREW(AM) Sunnyside, Wash.; Thomas R. Gargan, executive vice president and general manager, KATU(TV) Portland, Ore.; Wayne F. McNulty, KXLY-TV Spokane, Wash., and Howard Smiley, president, California Broadcasters Association. **Onstage:** (l-r) Frank W. McLaurin, KSRO(AM) Santa Rosa, Calif.; FCC Commissioner Abbott Washburn; Edith Green, former congresswoman from Oregon; Wally Nelskog, KIXI-AM-FM Seattle; Forest Amsden, KGW-TV Portland, Ore.; President Ford; NAB President Vincent Wasilewski.

of Telecommunications is "a reasonably comparable unit," and another, that OTP should be retained as telecommunications adviser to the President, "and probably expanded in some respects."

An ad hoc committee of White House and Office of Management and Budget aides, along with OTP Director Thomas J. Houser, have for the last several months been studying the question of what OTP's structure, location and role should be. Among the options said to be under consideration for recommendation to the President is one to retain OTP as the President's telecommunications adviser but to strip it of its management functions, including management of the government portion of the spectrum.

President Ford also seemed to offer some reassurance to members of his au-

dience regarding reported proposals by members of his administration to deregulate cable television. He said a report described by a questioner as "overwhelmingly in favor of cable television" had been returned to the group that prepared it with instructions to redo it with recommendations "more in line" with his views. He said he did not approve of the report as prepared, nor did he say what his views were.

The report under discussion, which has not been made public, was prepared by the Domestic Council's regulatory reform group. One of its co-chairmen, Paul MacAvoy, said in April that he and senior White House advisers agreed that additional research which would indicate the consequences of various proposals was needed before firm recommendations

could be made to the President (BROADCASTING, April 12). Mr. MacAvoy has since said that a number of research projects have been undertaken by academicians and others interested in the issue.

The President's prepared remarks were brief—an appeal to broadcasters to help stimulate interest in voting and an expression of hope that he can be effective in persuading voters to pick him.

But the questions drew him out on broadcasting matters. And one sought his view on what the questioner said was Mr. Carter's announcement that he would make his first FCC appointment "from the ranks of the Ralph Nader group." Actually, the Democratic candidate has said that his regulatory appointments generally would be of the type that would satisfy Ralph Nader (BROADCASTING, Aug. 16), but the President took his cue from the question, and drew laughter with the comment, "I think we could find a more objective person than somebody that comes from that organization." Mr. Ford added that he is proud of his appointments to regulatory agencies and of his choice of appeals court Judge John Paul Stevens—"an outstanding jurist"—to be a member of the Supreme Court. For the first FCC vacancy, he said, he would seek someone of that caliber "in this particular field." (He has already made three FCC appointments—Abbott Washburn [a reappointment], Joseph Fogarty and Margita White.) "I don't think we ought to pull somebody out of a certain segment of our society just to perhaps show off a bit," he said.

His response to a question about the equal-time law made it clear he saw problems in easing the burden it imposes on broadcasters. He cited the minor party candidates, whose rights to coverage are now protected by the law, and the problems broadcasters face in covering a campaign with a multitude of candidates.

But, he said, "If I had a choice, I would leave it up to the good judgment of those that have the responsibility in the electronic media to use how they think the airways ought to be used. I have never seen that [responsibility] abused . . . so if Section 315 has to be amended to put . . . more responsibility on you . . . I would favor it."

The question on sports-program siphoning was put to the President in the context of his interest in sports, and he responded in kind: "I love sports broadcasts, and anything that takes that away from me as a viewer or listener, I am going to raise the devil about it." (Earlier in his response, he indicated he thought the copyright legislation he had recently signed would deal with the problem. NAB President Vincent Wasilewski informed him that it does not.)

As for family viewing, the President said he is a strong believer in self-regulation as opposed to government regulation. And although he has not had much of an opportunity to watch the programing presented in the 7-9 p.m. slot the NAB and the networks have reserved for family view-

## In Brief

□ **ABC-TV and NBC-TV** engineered their **first cancellations of fall season** last week, ABC axing *Cos* (Sunday, 7-8 p.m.) and *Mr. T and Tina* (Saturday, 8:30-9 p.m.) and NBC snuffing out *The Gemini Man* (Thursday, 8-9 p.m.). *Mr. T and Tina* will be replaced on Nov. 13 by ABC's summer sitcom hit, *What's Happening*, about three black urban high-school kids, produced by Saul Turteltaub, Bernie Orenstein and Bud Yorkin's production company. *Cos* will be replaced by various one-shot specials over next two months before expected (although not yet announced) full-time replacement show, Lorimar's *The Young Pioneers*, takes over time slot. *Gemini Man* is replaced as of Nov. 11 by move-up of *The Dick Van Dyke Show* (which now airs Thursday, 10-11 p.m.); *Van Dyke's* replacement on Nov. 11 is Columbia Pictures Television's *Gibbsville*, drama series with small-town newspaper setting, based on short stories by John O'Hara.

□ Long-awaited decision in **family-viewing case**, in which Hollywood producers charged TV networks, National Association of Broadcasters and FCC with, among other things, violation of their First Amendment rights, will be handed down by U.S. District Judge Warren Ferguson in Los Angeles at noon Thursday (Nov. 4).

□ Four CBS-TV affiliates—two owned by Group W and two by Post-Newsweek—said last week **they would not carry CBS Wednesday Movie** telecast of "**Death Wish**" (Nov. 10, 9-11 p.m., NYT), Charles Bronson movie that stirred controversy in theaters two years ago both because of graphic violence and appearance of endorsing vigilante tactics as solution to urban crime. KPX-TV San Francisco, KDKA-TV Pittsburgh, WFSB-TV Hartford, Conn., and WJXT-TV Jacksonville, Fla., are stations involved. (Post-Newsweek's WTOP-TV Washington said it would delay "Death Wish" to 11:30 p.m.)

□ Decision of ABC, and earlier of NBC, to drop idea of longer network evening newscasts (see page 19) **will not cause Westinghouse Broadcasting Co.** to withdraw or change thrust of its petition for FCC probe of network-affiliate relations, Chairman and President Donald H. McGannon said Friday. He said in response to questions that longer news was "only a manifestation of some of the problems" cited in petition. Meanwhile, commission has received initial comments supporting Westinghouse petition for FCC to investigate television network practices (BROADCASTING, Sept. 6) from Black Hawk Broadcasting Co., National Organization for Women, Citizens Communication Center, United Church of Christ, Michiana Telecasting Corp. and WBRE-TV Inc. Groups commenting so far (comments are now due Nov. 22) agreed that three major networks dominate affiliate relationship in both programing and financial concerns, often to detriment of public interest. CCC (petitioning on behalf of four citizen groups) and NOW asked for **divestiture of network owned-and-operated stations** and FCC investigation into possibility of emergence of fourth network. Michiana, licensee of WNDU-TV South Bend, Ind., partially supported Westinghouse proposal, especially promoting idea of affiliate groups of each network for bargaining with networks.

□ General recommendations for improving regulatory agencies issued last week in final chapter of **Representative John Moss's** (D-Calif.) Investigation Subcommittee report, include one specifically for FCC: that **Office of Public Counsel** be established to represent public in rate and license proceedings. FCC should also provide funds for citizen participation in proceedings, report says. Those are sub-recommendations under general heading of improving consumer participation—

ing, he said, his impression is that an honest effort is being made to present "wholesome" programing.

But a question as to whether broadcasters might "gain equal status with the print media as far as the fairness doctrine is concerned" did not get an answer. He simply said he feels friendly toward all news media, and added, "Don't get me in between who is the best or the worst between the electronic and the writing press. I have enough trouble without that."

The President said he had no complaints regarding broadcast coverage of the campaign. "I say with great sincerity that I feel the broadcasters have been fair, even-handed," he said.

In other matters of interest to broad-

casters, the President noted that he favors five-year licenses for broadcasters but said it would be "premature" to comment on whether he would support proposals to deregulate radio and television; he has not yet seen any such proposals.

Public broadcasting, along with the commercial system, came in for a presidential pat on the back. In the course of praising the private system of broadcasting, the President noted that he has given "more support, financially and otherwise, to public broadcasting" than any other President. "I think public broadcasting plays a very important role in our society, and I am pleased with the management and the content that I personally observed," he said.

weakness that currently applies to nearly all agencies, report says. It also recommends strengthening congressional oversight and stern enforcement of sunshine, or open meetings, law. Others: improve selection of agency commissioners and strengthen conflict-of-interest laws, eliminate unreasonable delay and cumbersome procedures, eliminate "anticompetitive regulation," improve citizen standing to challenge agency rulings in court. List of recommendations specifically for FCC is contained in earlier chapter (BROADCASTING, Oct. 11).

- Preliminary results of study by Corporation for Public Broadcasting show **gross income of public television licensees rose 25.5%** from fiscal 1974 to fiscal 1975 (ended June 30), from \$221 million to \$277 million. **Public radio** licensees experienced **20.1% growth** over same period, from \$26 to \$31 million. Gross income for both rose 160% from 1970 to 1975, from \$117 million to \$308 million. CPB explained that growth income was not exclusively real growth, due to inflation, more comprehensive reporting and changed funding patterns. Total expenditures between 1974 and 1975 rose 24.5% for television, from \$214.5 million to \$267 million, and 24.9%, for radio, \$26 million to \$33 million. Total expenditures from 1970 to 1975 rose 148%, from \$121 million to \$300 million.
- **RCA American Communications** was to begin providing satellite video services for television broadcast, cable TV and pay-cable in southeastern U.S. last Friday (Oct. 29). Service will be supplied from RCA's Atlanta earth station, is latest link in RCA Americom's domestic satellite system designed to serve all 50 states with private line telephone, television and data communications.
- **Michael D. Eisner**, senior VP, prime-time production and development, ABC Entertainment, Los Angeles, named president and chief operating officer, Paramount Pictures Corp., Los Angeles. Mr. Eisner will report to Barry Diller, chairman and chief executive officer, and will be responsible for all of Paramount's divisions except motion pictures. David V. Picker is vice chairman and president of Paramount's motion-pictures division.
- **Irwin (Sonny) Fox**, long identified with children's programming and currently host of *Way Out Games*, CBS-TV Saturday-morning children's series, New York, elected to new position, VP, children's programs, NBC-TV New York. William Hogan, director of children's programs, will report to Mr. Fox, who in turn will report to Aaron Cohen, VP, programs, East Coast.
- **Producer of President Ford's TV ads**, Michael Scott Goldbaum, was fired last week when it was learned media expert also produces hard-core pornographic films.
- **FCC wound up series of regional meetings** on broadcast matters last week with visit to Kansas City that, so far as public was concerned, was probably as quiet as any of previous nine. Some 250 persons showed up at municipal auditorium Thursday night to ask about variety of subjects—including citizen band radio and violence on television. Group from Kansas School for the Deaf spoke in favor of captioning television for deaf. (see page 52).
- Representative Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee, is taking role in matter of **roadside radio**, subject of FCC rulemaking. He wrote Chairman Richard E. Wiley last week asking several questions about so-called travelers information service, then added: "I trust the commission **will not take any action** which might foreclose possible options in this area until such time as this subcommittee has been able to study the substantive policy questions that are involved."

## Carter sends don't-worry delegation to meet with NAB

**Kirbo and Jagoda huddle with executive committee to calm fears raised by Nader reference; broadcasters 'feel a lot better'**

The National Association of Broadcasters' worst fears about Jimmy Carter were laid to rest last Thursday during a meeting between the association's executive com-

mittee and three of the Carter campaign's top advisers.

The gathering was in lieu of a conference with the candidate himself, which NAB requested two months ago to quiz Mr. Carter about his earlier statements that put the industry in a state of panicky apprehension over what sort of President he would be on broadcast matters.

At the end of the meeting Thursday, however, the NAB executives' fears were mollified. "I feel a lot better" about Mr. Carter, TV Board Vice Chairman Kathryn Broman said afterward. "They told me some things I wanted to hear," said Radio Board Chairman Donald Thurston.

Chief spokesman for Mr. Carter was Charles Kirbo, unofficial senior adviser to

the candidate. He was accompanied by De-Jongh Franklin, campaign liaison with the business community, and Barry Jagoda, Carter TV adviser

They imparted two points most pleasing to the ears of the NAB contingent; first, that it would not be Mr. Carter's "style" to use presidential muscle to force solutions to regulatory questions. It is more Mr. Carter's style, Mr. Kirbo told the gathering, to bring together concerned parties and let them work out solutions.

Specifically, Mr. Carter never intended to say that the FCC should establish program standards governing amounts of sex and violence on TV, Mr. Kirbo said. That was the message received by broadcasters from remarks by Mr. Carter to a forum in August sponsored by consumer advocate Ralph Nader (BROADCASTING, Aug. 16). This is an instance where Mr. Carter's main effort would be to gather opposing parties and urge them to make their own solutions, he said. What would happen if that strategy failed was left unsaid, however.

Mr. Kirbo said Mr. Carter still believes, as he said at the Nader forum, that the President should be able to speak out against matters such as excessive TV violence, but that he is sensitive to concerns about potential censorship.

The second critical point was that Mr. Carter would not preclude appointments of industry people to posts at agencies regulating the same industries. Earlier statements by the candidate, deploring the "revolving door" between agencies and regulated industries and espousing the choice of consumer advocates for agencies posts, had suggested to the broadcasters that none of their own could ever be picked for the FCC under a Carter administration. Tied to that was their fear that FCC appointees without experience in the communications field would not have enough background to understand the "technical intricacies of communications industries," as Mr. Thurston phrased it.

Mr. Kirbo said Mr. Carter would seek appointees who are best qualified for agency posts, including industry people. What Mr. Carter particularly dislikes, Mr. Kirbo said, are cases where industry people leave business to work for an agency, then return to the same industry a few years later, in effect using the agency post to improve their own standing in industry.

Other points made for Mr. Carter by the advisers included these:

- Mr. Carter would not threaten stations with losing their licenses.

- No choice has been made for a new FCC chairman if Mr. Carter wins. Mr. Kirbo said Mr. Carter has not met the man speculation has centered on for the next chairmanship. The last is an apparent reference to current Commissioner Benjamin Hooks, although his name was not mentioned.

- The candidate has no problem with an NAB-supported provision exempting FCC license-renewal proceedings from the jurisdiction of the proposed consumer protection agency.

- Mr. Carter's current knowledge of



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		'75	'76			'75	'76
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Appleton	WROE	3	1	Los Angeles	KJOI	4	3
Atlanta	WPCH	2	2	Louisville	WVEZ	5	3
Baltimore	WLIF	2	2	Lubbock	KTEZ	6	1
Binghamton	WQYT	2	1	Melbourne	WDBO-FM	14	1
Boston	WJIB	1	1	Memphis	WEZI	4	2
Buffalo	WBNY	2	2	Miami	WLYF	1	1
Cedar Rapids	WMT-FM	2	2	Milwaukee	WEZW	2	2
Charlotte	WBT-FM	3	2	New Orleans	WBYU	2	2
Chattanooga	WYNQ	5	4	Norfolk	WKEZ	4	4
Chicago	WLAK	4	3	Oklahoma City	KKNG	2	3
Cincinnati	WWEZ	2	3	Omaha	KEZO	3	3
Colorado Springs	KRDO-FM	1	1	Orlando	WDBO-FM	2	1
Columbus	WBNS-FM	2	2	Pensacola	WMEZ	2	1
Dallas	KOAX	4	2	Peoria	WSWT	1	1
Davenport	KRVR	1	3	Philadelphia	WWSH	1	1
Denver	KLIR	2	3	Pittsburgh	WSHH	2	3
Des Moines	KLYF	3	1	Portland	WGAN-FM	1	1
Erie	WLVU†	1	1	Raleigh	WYYD	2	2
Ft. Lauderdale	WLYF	1	1	Sacramento	KEWT	1	1
Fresno	KKNU	1	1	San Antonio	KQXT	4	3
Grand Rapids	WOOD-FM	1	1	San Francisco	KFOG	4	4
Hartford	WKSS	2	2	South Bend	WWJY	—	1
Honolulu	KHSS	4	3	Syracuse	WEZG	3	3
Houston	KYND	4	1	Toledo	WXEZ	3	4
Huntington	WHEZ	3	3	Topeka	KSWT	2	2
Indianapolis	WXTZ	3	3	Tulsa	KWEN	3	3
Jackson	WLIN	1	3	West Palm Beach	WEAT-FM	1	1
Jacksonville	WKTZ-FM*	1	1	Youngstown	WKBN-FM	1	3

Source: ARB—April/May 1975 and 1976 (Adults 18+, 6am-mid, Mon-Sun, avg. 1/4 hr total area, ADI and/or Metro Share)

† Switched subsequent to April/May 1976 Arbitron survey from TM-2000 to SRE.

\* Switched subsequent to April/May 1976 Arbitron survey from Bonneville to SRE.

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**Both sides of the table.** Participants in the NAB-Carter campaign summit Thursday were (l-r) Barry Jagoda, Carter television adviser; NAB President Vincent Wasilewski, Charles Kirbo, Mr. Carter's chief adviser; DeJongh Franklin, Carter business liaison; Judy Neiman, Carter business liaison task force staffer; NAB joint board Chairman Wilson Wearn, Multimedia Broadcasting Co., Greenville, S.C. At the facing table at the same meeting were (l-r): Donald Zeifang, NAB senior vice president, government relations; Eugene Cowen, ABC Washington vice president;

Káthryn Broman, Springfield Television Broadcasting Corp., Springfield, Mass., NAB TV board vice chairman; Peter Kenney, NBC Washington vice president; Robert Gordon, wcpo-TV Cincinnati, NAB TV board chairman; Andrew Ockershausen, Evening Star Broadcasting Co., Washington, former NAB joint board chairman; Donald Thurston, WMBB-AM-FM, North Adams, Mass., NAB radio board chairman; John Summers, NAB executive vice president and general manager, and William Leonard, CBS Washington vice president.

the broadcasting industry is limited, but that he promises to study it carefully. In this regard Mr. Kirbo offered the personal opinion that broadcasting does a better job of regulating itself than most other industries.

Mr. Kirbo also invited the broadcasters' ideas for improving business regulation. Mr. Carter has promised to overhaul the Washington bureaucracy if elected.

The meeting at NAB headquarters in Washington, lasted about two hours, including lunch. Both sides appeared satisfied going away. Said Mr. Thurston, "I think that we have established a very comfortable dialogue in a proper atmosphere that will continue regardless of who wins."

Although attempts to get Mr. Carter and

the NAB together began with the NAB, the meeting Thursday was initiated by the Carter campaign, largely because President Ford spoke to the association at a fall regional meeting in (preceding story).

The Carter campaign also offered for the same advisers to meet with the leadership of the National Cable Television Association. NCTA politely refused the invitation, however, in deference to the tight schedules, but also because the cable people did not have anything so pressing as NAB's concern. NCTA indicated it would, however, like to meet with Mr. Carter should he become President. Mr. Carter met with the NCTA board once earlier, in February 1975, while he was yet an unknown.

interrupted. "Wait a minute. That's not fair," he said. To which Mr. Walters replied, "I can't ask that?" The answer was no and the interview was over, but not before the cameras picked up the exchange, which was played on the air.

After they were back in the hall, Mr. Walters said that Mr. Nessen "got more acid," "used abusive language" and said, "That's the last time we do anything for you." The remark seemed "absurd" to Mr. Walters, who is not a regular White House correspondent. He said he does few stories out of the White House.

Things went more smoothly in Philadelphia on Wednesday. There, the taping of the half-hour show was done at WPVI-TV. Again, the newsmen in the building were hungry for a live interview. And again, the President complied. He walked on as the set of the 6 o'clock news show at 6:23 p.m., and spent about five minutes taking questions from the anchorman, Larry Kane.

But this time, according to Bob Feldman, the station's assistant news director, there was no suggestion that the reporter take it easy. "They didn't ask about the questions; there were no restrictions," he said. "They just wanted a plug for the half-hour show."

Newsmen at WJW-TV Cleveland, where the President taped his show on Thursday, also had visions of a live interview. But as things turned out, they were happy just to get the 6 p.m. news show on at 6 p.m.

The President's program was to have been taped between 4:45 and 5:15 p.m. But the presidential party was running late and the taping did not begin until 5:15. As a result, it was not until about 5:55 p.m. that two of the cameras normally used on the set were wheeled in from the main studio where they had been used in taping the President's program. Two tape decks normally available to the news department were tied up in the taping.

"Normally," said Ron Bialek, the station's managing editor, "we're ready to go at 5:30. Everything worked out, but there were lot of worried people here." Even after the program, tensions were so high that, it was said, the President would have been far from a welcome guest in the WJW-TV newsroom.

## Ford leaves indignant stations in his wake

**Nessen erupts in WBBM interview; half-hour commercial taping puts squeeze on WJW news show**

President Ford had a successful string of one-night, half-hour commercials on half a dozen state-wide television networks last week, with Joe Garagiola making things pleasant as a kind of talk show host (see page 28). But the presidential entourage's encounter with real live newsmen along the way was not always as smooth.

In Chicago, there was talk of White House requests for conditions on interviews with the President and, when one reporter asked a question that White House News Secretary Ronald Nessen had urged him to avoid, Mr. Nessen cut off the questioning, swore at the reporter, and indicated he would not be warmly regarded at the White House in the future.

In Cleveland, the taping of the half-hour commercial at WJW-TV caused anxious moments for the news staff. The taping involved use of newsroom cameras and tape decks, and the taping did not end until minutes before the 6 p.m. news was to go on the air.

Initially, it seemed that the President had scored another media coup in Chicago. With the President in the WLS-TV building for several hours prior to the tap-

ing, on Tuesday, news department and station officials managed to prevail on him to submit to an interview. Mr. Ford simply walked onto the set while the evening news was in progress, and took about three minutes of questions from the anchor-men, Fahey Flynn and Joel Daly, and the sportscaster, Mike Nolan. The personnel were delighted.

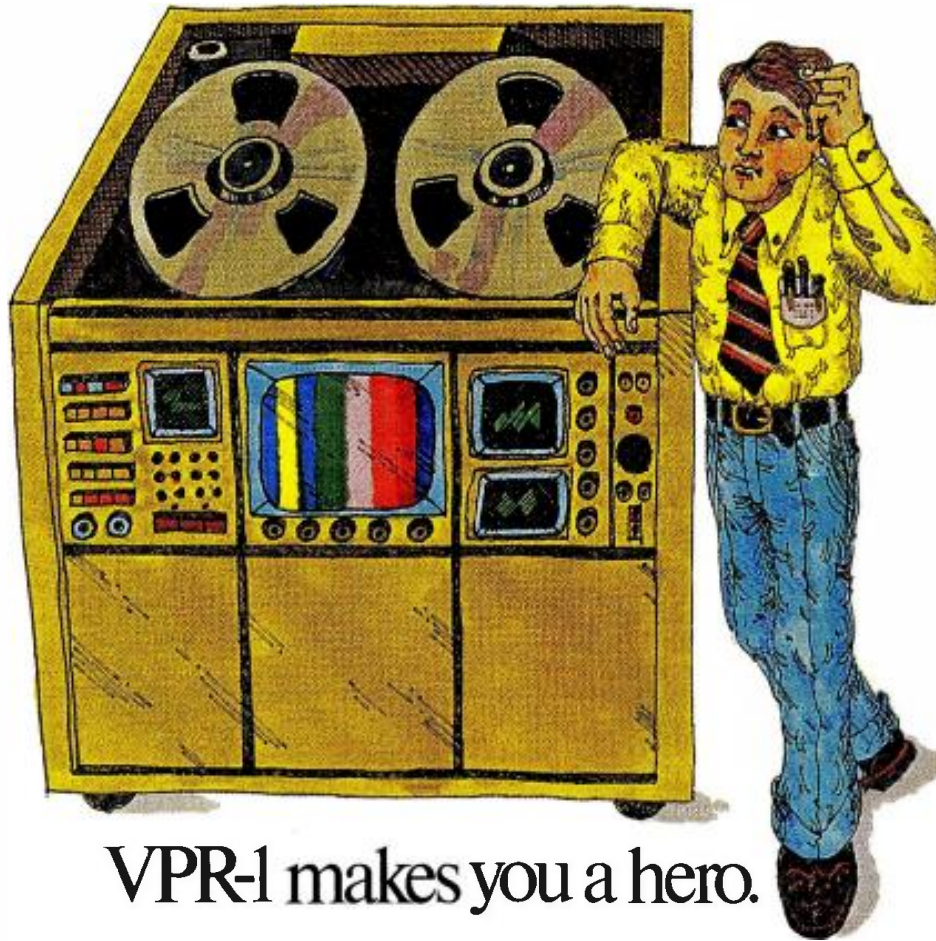
But the interview started WBBM-TV Chicago's competitive juices flowing. Philip Walters, the station's Washington correspondent, who was in Chicago, contacted Senator Charles Percy (R-Ill.) and through him obtained permission for an interview with the President at his hotel. But the senator reportedly asked for "easy" questions.

The station rejected the condition and, Mr. Walters said, so did he, in a brief discussion with Mr. Nessen prior to the interview, which was to be taped. However, Mr. Nessen asked what questions Mr. Walters planned to ask, and when the reporter mentioned the subject of an interview with *Playboy* magazine, Mr. Nessen tried to talk him out of it, according to Mr. Walters.

The reporter said he made no commitment. But, toward the end of the interview with the President, when Mr. Walters tried to ask the question, Mr. Nessen in-



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## Ford pours on the broadcast in final weeks of campaigning

**Going down to the wire, he unloads \$4 million in TV and radio commercials and state-wide hook-ups for special half-hour program**

The President Ford Committee is winding up its election campaign with a heavy foot on the television throttle. Thirty-second, one-minute and five-minute commercials are being seen on the networks and, through spot buys, on individual stations across the country. And in six states critical to President Ford's hopes for election, half-hour programs featuring the President were seen last week, on statewide networks.

Nor is that all. Tonight (election eve), the President will be seen in a half-hour program on each of the commercial networks.

And television isn't the entire story. President Ford is being heard in daily five-minute broadcasts on Mutual Broadcast-

ing. The programs, which ran one a day, Monday through Friday, beginning at 8:15 a.m. in each time zone, and are running again at the same time today and tomorrow, feature the President discussing such issues as defense, tax policy and inflation.

All told, the last two weeks of the campaign will cost PFC about \$4 million in television and radio time and production costs. The six half hours on the state networks will cost PFC \$450,000, and the three half hours on the networks tonight, \$300,000. The MBS programs are depleting the PFC treasury of another \$50,000.

The heaviest spending by PFC on broadcasting is being concentrated in the final two weeks of the campaign. The PFC had allotted \$8 million to television for the entire campaign and the budget was increased another \$450,000 to accommodate the state-network buys.

The decision to use television on a statewide as well as national basis was made by the President's campaign advisers who felt the technique would permit the President to make the most of his natural advantages without risking the slips of the tongue that extemporaneous speaking sometimes produce.

In California on Sunday, Oct. 24; Illinois on Tuesday, Pennsylvania on Wednesday, Ohio on Thursday, Texas on Saturday and New York last night (Sunday), viewers saw an edited account of the President's day in those states followed by an informal discussion between the President and

several supporters. Members of the permanent traveling cast including Joe Garagiola, who is prominent in NBC Sports programming as well as in commercials, and former Representative Edith Green, of Oregon, a Democrat who is a leader in Democrats for Ford. As the campaign moves from one state to the next, the program picks up local personalities such as United Nations Ambassador William Scranton, a former governor of Pennsylvania, as well as members of the President's family.

As observers have noted, the carefully prepared questions Mr. Garagiola puts to the President are not tough. "How many leaders have you dealt with, Mr. President?" Mr. Garagiola asked in the program aired in California. "One hundred and twenty-four leaders around the world, Joe."

The California program originated in the studios of KABC-TV Los Angeles. The other originating stations were WLS-TV Chicago, WPVI-TV Philadelphia, WJW-TV Cleveland, KTRK-TV Houston and WABC-TV New York.

If the half hours in the six states were pleasing to the-President's aides, so was the new five-minute spot that was shown on the networks for the first time last week. It was, as Philip Angell, of Deardourff, Bailey & Eyre, the agency in charge of PFC advertising, said, "very upbeat." There are scenes of parades, of happy crowds, of men and women saying the

## Final days: Carter spends \$2.5 million

**In last stretch he turns to TV close-ups with straight sell and half-hour network windup**

In contrast to the President Ford campaign, which poured about \$4 million into radio and TV in the final two weeks before tomorrow's presidential election, the Carter-Mondale campaign spent about \$2.5 million.

That was Gerald Rafshoon's best guess; Jimmy Carter's advertising man said he could make no more exact an estimate. Most of the media buys, he said, had been made well in advance.

"It's true we don't have near the exposure they [President Ford's campaign] do," Mr. Rafshoon said last week. He heads the advertising agency that has handled Mr. Carter's commercial work since Mr. Carter's first run for Georgia governor. "But I think they've got overkill ... I think you reach a point of diminishing return and maybe it will hurt them."

Mr. Rafshoon made no effort to conceal his resentment that the Ford committee had so much to spend in the final days. In earlier stages, the Carter camp made an issue of Mr. Ford's "hiding" in the White House, using the office of the President as a campaign platform, while Mr. Carter traveled about shaking hands and making speeches.

But in the end, media expenditures of

both camps, came out about the same. The Carter campaign spent close to \$11 million in all, about \$8 million on TV and \$1 million on radio. The main reason the Ford campaign had more to spend at the last was because it started its political advertising a month after Carter advertising was begun.

As did the Ford campaign, the Carter campaign reserved half an hour on each of the commercial television networks tonight, election eve. The Carter program, Mr. Rafshoon said, relies heavily on a man-on-the-street format, showing voters who appear undecided asking questions and getting answers from the candidate. The footage was shot over the past three weeks in Illinois, California, Colorado, New York and Houston. Mr. Rafshoon notes with some pride that the voters in the commercial are given names. "They're real people," he said, just as Jimmy Carter is a real person, a point Mr. Rafshoon said he has tried consistently to put across in all of his Carter commercials.

The half-hour commercial also got mileage in local markets last week. It ran in about 25 markets in all during the week, mostly in the large industrial areas on which the campaign has concentrated from the start, Mr. Rafshoon said. He listed key states as New York, California, Ohio, Illinois, Texas, Florida, Wisconsin, Michigan and Missouri.

Mr. Rafshoon said he thinks the input

of adman Tony Schwartz into the Carter commercial production (BROADCASTING, Oct. 25) has been "blown out of proportion." Mr. Schwartz is a veteran of 200 political campaigns, but his name is inextricably linked still with the highly negative "atom bomb" commercial used once by Lyndon Johnson against Barry Goldwater in the 1964 presidential race and then withdrawn. Mr. Schwartz produced about 25 new commercials for the Carter campaign two weeks ago and although none showed anything so ominous as an atomic bomb exploding behind a little girl picking daisies, the hiring of Mr. Schwartz was played in the press as a counter move to offset a new set of anti-Carter commercials distributed by the Ford campaign.

On the contrary, Mr. Rafshoon said, "we've been running a positive campaign," including the new commercials. Most of the new batch show tight close-ups of the candidate in a one-on-one attitude toward the viewer. They are the only TV commercials made with the candidate in a studio. Most others have shown Mr. Carter on the campaign trail. The reason for the new approach, Mr. Rafshoon said, was to give the undecided voter a more intimate view of Mr. Carter, the impression that he was getting to know the candidate better.

It is too soon, Mr. Rafshoon said, to say what went wrong or right with the Carter ad campaign. "I'm not going to go into any advertising mumbo jumbo about it," he said. "I'll know more about 10 or 11 o'clock Tuesday night."



things about President Ford that had been said in earlier, man-and-woman-in-the-street commercials—"He's restored my faith in America," "He was on the scene when things were at the low ebb," for instance—and all against the background of the Ford campaign song, *I'm Feeling Good About America*. There are scenes, too, of the President speaking before an enthusiastic crowd at his alma mater, the University of Michigan, as an announcer reminds viewers that Presidents, not so long ago, were not welcome on college campuses; scenes of the President in the Oval Office chatting with youngsters and with the elderly, and scenes of the President on a farm and at a factory.

Tomorrow, PFC will learn how effective the campaign has been.

## Lawyers talk of the FTC wars

**Legal workshop paints commission as adversary with too much power**

Explanations and interpretations of Federal Trade Commission and FCC activity and predictions of the directions those agencies might take in the future were offered to the nearly 100 participants in an advertising law conference co-sponsored by the Federal Bar Association and the American Advertising Federation in Washington.

The tone was one of an adversary re-

lationship between the FTC and advertisers. Daniel C. Smith, former FTC attorney now with the Washington law firm of Arent, Fox, Kintner, Plotkin & Kahn, said that the FTC, in its handling of ad complaints, views "everything in the eyes of the consumer . . . The businessman has become a second-class citizen in this area." Mr. Smith said the FTC is no longer out just to correct improper advertising and trade practices, but to penalize the company "to teach them a lesson they'll never forget."

He went on to talk about the change in jurisdiction at the trade commission that lets it investigate complaints not founded on charges of deception, but rather on complaints of "unfair" practices. In addition, a company does not have to be the specific object of a cease-and-desist order to be bound by its terms. Mr. Smith explained that the FTC can merely inform a firm that certain actions it engaged in are the subject of a separate order against another firm and that, it, too, must now stop these practices.

The recent Supreme Court decision allowing pharmacies to advertise prescription drug prices (BROADCASTING, May 31) was discussed by Joan Bernstein, former acting director of the FTC Bureau of Consumer Protection, and Miles Kirkpatrick, former FTC commissioner. Both agreed that it was a good course for the court and noted that the decision will have some influence on similar cases pending at the

FTC involving prescription eye glasses, doctor and lawyer advertising.

Areas of government intervention in advertising listed by the speakers included the proposed Food and Drug Administration labeling rules for over-the-counter drugs, and similar advertising content regulations for OTC drugs to be considered by the FTC.

The OTC drug matter was addressed by Daniel Manelli, legal affairs vice president of the Proprietary Association, who presented the industry view that the prohibition of certain words in OTC drug ads "raised serious free speech issues." The FTC's acceptance of FDA standards in this area, he said, is a transfer of power with the FTC "reduced to comparing word lists" to determine which products are violating the law. And the warning required on package labels may also be made mandatory for the product ads, he said, with drastic results for broadcast spots that must include tag lines such as, "If presently using an antibiotic, consult your doctor before taking." Once this precedent is established, he said, it could conceivably be broadened to other products.

The FDA-proposed description for one OTC drug category—antacids—would allow the product to be listed as offering relief from acid indigestion, sour stomach and heartburn with only those three terms listed as acceptable. It appears, said Mr. Manelli, that firms would be prohibited from using other terms, possibly just as ac-

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Kirkpatrick

curate, that are not on the list.

The question of whether OTC drugs should be allowed on TV before 9 p.m. (the subject of a rulemaking petition now under consideration by the FCC) was also mentioned by Mr. Manelli who speculated that the FCC could impose a fairness doctrine solution as it did with antismoking ads if the FCC agrees with arguments that such ads may lead children to take illicit drugs.

Arthur L. Herold, attorney with Webster & Chamberlain, Washington, spoke on industry self-regulation and the antitrust laws. Trade associations must be careful, he warned, not to do anything, such as setting fees for their members, that could be construed as restraining trade. The National Association of Broadcasters code, which prohibits networks and stations from accepting ads for products not cleared by its code board, he said, could conceivably be challenged as an antitrust violation if it enforces the code with some sort of punitive action, instead of just promoting it.

## Ogilvy studies TV independents as new 'network'

### Agency seeks way to brake rising national TV costs

Ogilvy & Mather Inc., New York, is encouraging the creation of a "fourth network" to counteract the escalating costs of network television.

The agency makes it clear it is not thinking of an interconnected network but one of independent stations that would serve about 60% of the country via syndication. In a report prepared by Howard Eaton, senior vice president and director of broadcasting, O & M said it is now trying to answer these questions: "What premiums are advertisers willing to pay in the short run to get 10 or more years of future price stability? Can independent stations spend more money to acquire programs (barter is the same as spending), substantially increase existing audience levels and be more profitable? Can we find programs which can be produced at budget

levels less than network but good enough to raise independent station audiences?"

Ogilvy said the major advantage of a "fourth network" would be "the brake on rising costs." The disadvantages: short-term, cost-per-thousand premium and further audience segmentation, which might make it harder to deliver broad reach. Ogilvy reports it will decide by next Feb. 1 if its proposal is feasible and has set a target airdate of next September—if the project does get off the ground.

## Real-dollar C-P-M's fell in decade, NBC-TV's chief says

### Agency workshop also hears call for more creativity

Television prices were defended staunchly last week by Robert T. Howard, president of NBC-TV, before an audience representing the nation's leading advertising agencies.

He told a closed workshop panel of Eastern region of the American Association of Advertising Agencies of New York last week that TV advertising had been "underpriced for a very long time." He claimed the recent increases in network TV rates "are far less than what they seem to be in current dollars." He added that "if we allow for inflation and express prices in constant dollars, cost-per-thousands are lower than a decade ago."

To a workshop observation that television is too expensive for the small and new advertiser, Mr. Howard responded: "At NBC we don't see this. We find that, by providing a broad schedule base, NBC has continued to accommodate the fringe advertiser." About 15 to 20 smaller advertisers make their initial network purchases on NBC-TV each year, he said, and they buy on such early-morning and late-night shows as *Today*, *Tonight*, *Tomorrow*, *The Midnight Special*, *NBC's Saturday Night* and *Weekend*.

In another session devoted to advertising in today's marketing environment, John F. Bergin, executive vice president and creative director of SC&B Inc., New York, deplored the absence of "personal feeling" in so much of today's TV and radio commercials and print advertisements. To sell on radio, television or print, he said, "the copywriter must include his personality, must provide a personal touch to create a personal transaction between the creative person (the seller) and the consumer (the buyer)."

In a similar vein, Nadeen Peterson, senior vice president and creative director of Norman, Craig & Kummel, New York, cast a jaundiced eye at much of today's broadcast and print copy, claiming it is shaped by directives from the agency's or client's legal and research and development departments. She blamed mass skepticism and stronger government regulations as factors contributing to what she called the "legal claim craze," and

asked, "Where's all the fire and the spirit?"

David B. McCall, chairman and president of McCaffrey & McCall Inc., New York, pointed to the growing professionalism of the advertiser as the most significant development in the recent marketing environment. He noted that clients have upgraded their own marketing departments and said they are demanding that agencies produce "brilliant commercials and advertisements that follow sound advertising strategies." As one who rose through the creative side of the agency, Mr. McCall said he was "prejudiced" but convinced that the "most brilliant advertising" comes from agencies headed by a creative person.

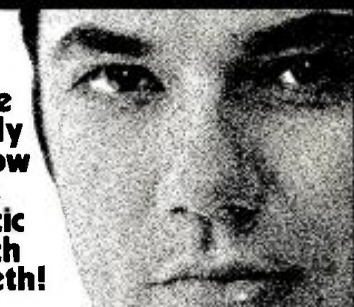
## Dingell wants GAO to take look into Ad Council campaigns for the government

### Expense claims for 'fuelish' promotion were 'outrageous,' possibly fraudulent, he says

Representative John Dingell (D-Mich.) last week asked the General Accounting Office to audit all government agency contracts with the Advertising Council.

The request, which would cover such Ad Council campaigns as the Agriculture

**Rex Reed Bites.**



**The only show biz critic with teeth!**

Your listeners have seen him on Johnny Carson, Merv Griffin & Mike Douglas. 50 million fans read his syndicated column. Now his biting comments on films and interviews of the famous are yours—exclusive in your market.

These comprise 10 original 2 minute segments per week—52 weeks a year—520 segments. UNLIMITED USAGE!

**FOR EXCLUSIVE IN YOUR MARKET—SEND COUPON—FOR RATES, DEMO, ETC. TO:**

**641 Productions, Inc.**  
**REX REED RADIO**  
**641 Lexington Ave.**  
**New York, N.Y. 10022—212-752-7150**

Name \_\_\_\_\_

Title \_\_\_\_\_

Station \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_



# Meet the TK-46 from RCA.

## Successor to the world's most successful TV studio cameras.

### Chronology of a winner.

The TK-46 is a new camera.

But far from unproved.

It is actually the distillation of years of brilliant camera performance. With features introduced to the industry on the TK-44 and its successors.

Features proved in more than 1,300 of these cameras. In the largest camera universe of any manufacturer.

Features improved, where possible, for the TK-46. To make it the worthy successor to the world's most successful TV cameras.

Feature	Year Introduced	69	70	71	72	73	74	75	76
High Efficiency Prism Optics		•	•	•	•	•	•	•	•
Wide Range Voltage Regulation		•	•	•	•	•	•	•	•
Comb Filter and Coring		•	•	•	•	•	•	•	•
Chromacomp		•	•	•	•	•	•	•	•
Electromechanical Lens Cap		•	•	•	•	•	•	•	•
Small Diameter Mini Cable			•	•	•	•	•	•	•
Joystick Remote Control Panel				•	•	•	•	•	•
Internal Bias Light	TK-44A			•	•	•	•	•	•
Extended Sensitivity				•	•	•	•	•	•
Scene Contrast Compression				•	•	•	•	•	•
Compact Camera Control Unit				TK-44B	•	•	•	•	•
Simplified Set-Up Controls					•	•	•	•	•
Automatic Color Balance					•	•	•	•	•
Automatic Iris Control					•	•	•	•	•
Automatic Centering Control					•	•	•	•	•
Indoor/Outdoor Switch					•	•	•	•	•
Super Quiet Switch					•	•	•	•	•
Out of Band Aperture Equalization						•	•	•	•
Shared CCU with Portable Camera Head							•	•	•
New State-of-the-Art Preamps						TK-45		•	•
Tilting Viewfinder								•	•
Simplified Control Panel Layout								•	•
Accident-Proof Set-Up Controls								•	•
Simultaneous In/Out of Band Aperture Equalization								•	•
Operations-Oriented Styling								•	•
									TK-46

Above are 25 good reasons why the new TK-46 produces such high quality pictures.

### Innovation and improvement.

The TK-46 includes the latest version of high efficiency prism optics for superior low-light pictures; the comb filter and coring that set a new standard for signal-to-noise ratio; and Chromacomp, RCA's colorimetry adjustment. All standard.

Chromacomp allows colorimetry adjustment without affecting picture luminance. Hue and saturation of primary colors may be changed without altering grey scale balance. Matching to other cameras is simple.



Such innovations made the TK-44 and 44A the best-selling TV cameras. And further developments made sales leaders of their successors.

#### **Age of the automatics.**

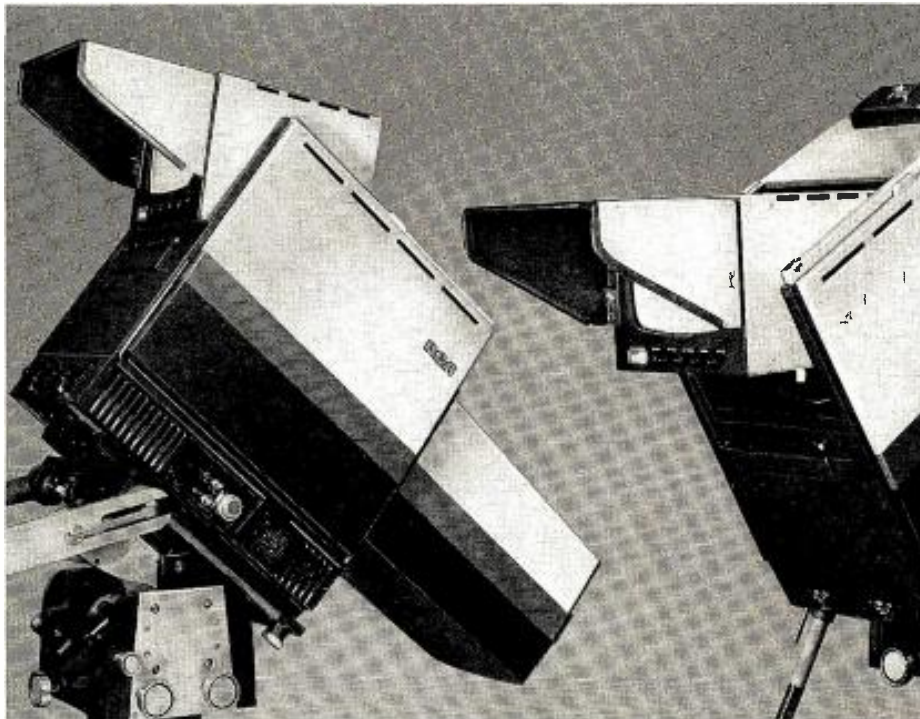
The TK-44B and TK-45 launched the automatic TV camera age. Automatics that simplify or eliminate subjective operator judgements were introduced on these cameras. They include automatic iris, operated by reflected light levels; automatic white balance and automatic black

#### **What's new on the TK-46?**

Better signal-to-noise ratio, for one thing. In low light, a new, advanced preamp design improved signal-to-noise ratio by 3 dB—especially useful in multiple-generation tape production.

Also new for the TK-46 is a tiltable viewfinder with an 8" diagonal screen. The cameraman can hold a horizontal view while tilting the camera through a 30° arc.

Simultaneous in- and out-of-band contours with combing and coring are standard on the TK-46. Our



# RCA

balance; automatic centering control.

Another notable development was internal bias light. It minimizes lag and permits camera operation with as few as five foot-candles of incident light.

Scene Contrast Compression gave users another important benefit. With this control, the cameraman can pull details out of shadow areas (in sports arenas, for instance) without a shift in color balance. He can pan into bright light without overexposure, too.

These proved performance advantages are also yours on the TK-46.

chart will show you all the advantages and how long they have been performance proved. A look at the TK-46 will show how well it performs today, and for many tomorrows.

#### **The one camera truly worth looking into.**

If you are planning to invest in a quality TV camera, look into the TK-46 soon. You'll find it's the one state-of-the-art camera with outstanding proof of performance behind its many features.

To see what all the TK-46 excitement is about, see your RCA Representative.

Department's Smokey the Bear program, the Commerce Department's free enterprise campaign and the White House's 1974 WIN promotion, was prompted by allegations of misdealings by the Ad Council in its handling of the "Don't Be Fuelish" campaign for the Federal Energy Administration. The campaign included television spots narrated by celebrities such as George C. Scott, promoting energy conservation.

Congressman Dingell, chairman of the House Energy and Power Subcommittee, said the subcommittee has uncovered evidence of possible fraudulent and exorbitant claims against the FEA in a \$602,000 contract with the Ad Council. A memorandum by Lee James, former FEA associate assistant administrator, estimated that between \$100,000 and \$200,000 had been wasted in the contract, which lapsed last year.

"Some of the claims submitted under this contract were outrageous," Representative Dingell said last week. "Subcontractors—and by that I mean big New York advertising agencies—billed the government for such expenses as tuxedo rentals, liquor, lunches and dinners for advertising executives, cleaning, drugs and unauthorized first-class air travel. There also is mention in an FEA memo of evidence of double billing.

A spokesman for the Ad Council said last week the charges by Mr. Dingell are "baloney." There might be some "technical discrepancies of a minor nature" in the billing, but nothing more, said Benjamin Greenburg, an information staffer of the Ad Council. He also objected to the subcommittee's report that the "Don't Be Fuelish" campaign contract was canceled after FEA officials accused the council of "noncooperation and gross mismanagement." The parting was friendly, Mr. Greenburg said.

Representative Dingell said the council has done "some good work over the years," but that "we aren't going to allow a few greedy ad executives carte blanche to bill the government for their liquor and cleaning bills."

The congressman asked GAO to obtain substantiation for major expenses by the council and subcontractors, and to investigate questionable expenses on the "Don't Be Fuelish" contract such as a drug bill, a \$203 dinner bill and liquor bills, and to "determine what steps can be taken in the future to ensure tighter government control over Advertising Council expenses. In this regard no out-of-town trip or other major expense should be undertaken without advance approval of the contracting agency."

## Don't be afraid—McCann

Spot TV's escalating rates have concerned advertisers this fall, but Frank McCann, president of Katz TV Continental, has urged broadcasters to be "rate leaders" in their markets. He told an audience at the Georgia Association of Broadcasters that TV stations had been "timid" in their

pricing policies in the past. Mr. McCann pointed out that TV's cost-per-thousand actually had declined during the inflationary period between 1970 and 1975. To achieve rate leadership, he said, TV stations must develop and support a sales policy based on a bullish rate structure, an aggressive sales policy and a planned control of inventory.

## Advertising Briefs

**Going national.** First national organization of television commercial producers has been formed with the consolidation of 27-member New York office of Association of Independent Commercial Producers with new 38-member Los Angeles office of AICP. Within 30 to 60 days, AICP said, Chicago office will be opened, followed by branches in San Francisco, Dallas, Miami and Atlanta.

**Hands off.** FCC has told AFL-CIO United Farm Workers of America that FCC could not block California radio and television ads against union labor initiative which would allow farm workers to decide by secret ballot which union, if any, they want, because FCC can't censure broadcast matter. FCC said it couldn't give impression it was attempting to judge truth or falsity of material being broadcast, but told UFW proper procedure on filing fairness complaint.

**Partners.** John L. Paige, who resigned last July as vice president, marketing, Bic Pen Corp., Milford, Conn., has teamed with Steve Rubelman to form marketing-communications firm, Rubelman & Paige, Milford. Mr. Paige will be president of company and Mr. Rubelman, who has headed his own advertising-promotion agency, will be executive vice president and creative head.

**Changing names.** Bo Bernstein & Co., advertising agency, is now LeBeau, Leicht & Santangini Inc. Joseph M. (Bo) Bernstein retired from agency, shortly followed by retirement of his brothers, Harry and Victor. Raymond J. Leicht was appointed executive vice president and creative director, and Raymond A. Santangini was named senior vice president and executive art director. G. Russell LeBeau is president of company. Messrs. LeBeau, Leicht and Santangini have assumed ownership of agency. New headquarters are at 1240 Pawtucket Avenue, Rumford, R.I. 02916.

**New in Dallas.** MMT Sales Inc., New York, has opened its new office in Dallas at 3141 Hood Street (75219). Telephone is (212) 526-4330. Jack Lyons, formerly account executive with MMT in Atlanta, heads new office.

**Reunited.** TV commercial producer Jim Zaccaro and director Tony Petrucelli, who were in business from 1962 through 1971, have joined forces again and have formed Petrucelli-Zaccaro Productions Inc., with offices at 18 East 41st Street, New York, telephone (212) 684-5271.

## Ready to roll: Court rules Nixon tapes should be made available to all

**Network officials are happy over decision but are withholding plans to broadcast recordings until they are listened to; Warner is ready to release two-record set of the tapes**

Major media groups are a step closer to prying loose for broadcast the White House tapes that played a crucial role in the Watergate coverup trial of top aides of the Nixon administration and in the destruction of the administration itself.

The U.S. Court of Appeals in Washington last week, in a 2-to-1 decision, overruled District Judge John Sirica's decision that the tapes are not to be made available to the public until after the appeals of former Attorney General John Mitchell and former White House aides H. R. Haldeman and John Ehrlichman from their convictions are decided.

But Judge David Bazelon, writing for the court majority, said there is little danger that release of the tapes—transcripts of which have already been made public—could prejudice the appeals rights of the defendants. He also said the public has a common-law right to inspect and copy the tapes.

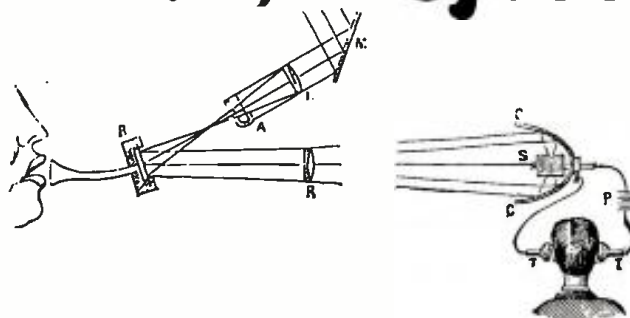
The decision was a victory for the three commercial network companies, the Public Broadcasting System, the Radio Television News Directors Association and Warner Communications Inc., which had sued for release of the material.

The tapes should prove popular, although their contents are well known. They include the so-called "smoking gun" tape of June 23, 1972, on which President Nixon is heard approving an effort to halt the FBI's investigation of the Watergate break-in, which had occurred six days earlier. Another involved is the one on which former White House Counsel John Dean, on March 21, 1973, is heard to speak of a cancer on the Presidency.

Judge Bazelon said there is a significant difference between reading a transcript and listening to the tapes: "It is conceded that one who listens to the tapes—the inflections, pauses, emphasis and the like—will be better able to understand the conversations than one who only reads the written transcripts that already have been published."

Release of the tapes has been opposed by Mr. Nixon's lawyers. One of them, Herbert Miller, said the ruling will be appealed. Effect of the decision, he said in a statement, "is to permit the commercial

# What's next, Professor Bell?



*The photophone transmitted voices on a beam of light in 1880.*



*Alexander Graham Bell*

“The greatest invention I have ever made; greater than the telephone.” That’s how Alexander Graham Bell rated his photophone, patented

four years after the telephone, to transmit conversations on a beam of light. (Photophone = light-sound.) He actually demonstrated lightwave transmission of voices, but it would be nearly a century before it would become a practical reality.

The photophone was one of many ideas Bell proposed to improve the usefulness of his basic invention. Working with him on improvements were his assistants Thomas A. Watson, who received the world’s first telephone call on March 10, 1876, and Charles S. Tainter. The sort of work they did would be called today “research and development”.

Bell envisaged a telephone network linking the cities of the nation and eventually the whole world. But a voice could travel only a limited distance over a wire before it

weakened and became inaudible. So the first phones depended heavily on lung power. It is no coincidence that we speak of telephone “calls”, or that the word “hello”, the standard greeting in phone conversations, is kin to “holler”.

For years many people looked for a way to make a voice reach from coast to coast, including engineers of the American Telephone and Telegraph Company (the parent company of the Bell System), and its manufacturing and supply arm, the Western Electric Company. Some telephone people were much interested by a paper read to the American Institute of Electrical Engineers on October 20, 1906, by Dr. Lee de Forest.



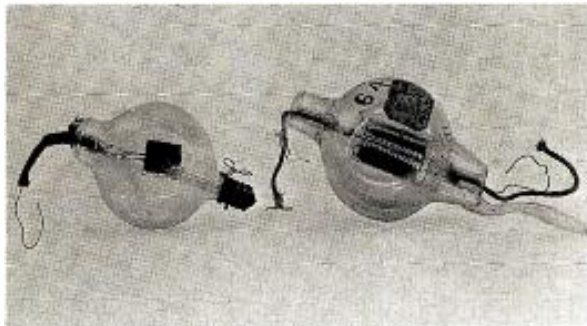
The paper described de Forest’s new “audion” tube, a version of the vacuum tube used at that time in radio receiving sets. Basic theory told de Forest that his invention should detect *and amplify* tiny electric currents, such as those coming over the telephone

*In 1886 this special telephone set was used for long distance calls.*



wire. But his early models failed at amplification. He continued working on his own. And telephone engineers pursued other solutions.

By 1912 de Forest was ready to demonstrate an improved audion that did operate as an amplifier, although imperfectly. In the group of telephone people assembled for one of de Forest's demonstra-



*Lee de Forest's audion and an improved version developed by H. D. Arnold for long distance telephony.*

tions was Harold D. Arnold, 29, a brilliant physicist hired the year before. Arnold identified at once the audion's major problem: the vacuum pump de Forest was using left too much air inside the tube, with the result that its performance was erratic and unpredictable. As a consequence of financial support by AT&T of the Bell System's research and development program, Arnold could obtain the newest pumping equipment and achieve a much higher vacuum, and within a year he had the amplifier needed. AT&T and Western Electric engineers made further circuit changes needed for telephony, AT&T management arranged for manufacture under de Forest's basic patent, and the amplifier went into production. On January 25, 1915, Bell in New York repeated to Watson in San Francisco his famous words, "Mr. Watson, come here. I want to see you."

As the telecommunications industry

grew, the vacuum tube was improved many times, but by the 1940s it was reaching its inherent limitations. Scientists at Bell Laboratories saw promise in a class of materials called semiconductors. From their carefully thought-out search came the discovery in 1947 of the transistor effect—the amplification and control of the flow of electrons in a solid material. Again the enormous problems of putting the discovery into practical form were far more quickly and expertly solved by collaboration between people at Bell Labs and Western Electric than could ever have been the case otherwise.

The story of the search for ways to strengthen telephone voices shows, in a rather simple way, many of the elements of the Bell System's research and development effort as it is carried on today: A perceived need in telephone operations. Corporate management that emphasizes service improvement. A commitment to exploration in relevant areas of basic science. A development effort, adequately funded, to move from discovery to practical use. Free exchange of information among people in



*H. D. Arnold*

research, development and manufacturing. And finally use of the discovery in equipment or a product to meet the need originally perceived. That final stage is what gives a laboratory discovery the right to be truly called an "innovation". And the expectation that applicable new knowledge will be used in the Bell System makes it possible to commit each year the millions of

dollars necessary to search for it.

The amplifier story has an extra dimension, the use of innovations in many fields outside telephony. That is true of much Bell System research and development. It is corporate policy to publish new findings, to make new technology available to other companies through licensing arrangements, and to exchange technology with others. Vacuum tubes made possible radio-telephones, television broadcasting, improved phonographs and sound motion pictures. Scientists and engineers working for the Bell System made many contributions to all these innovations and the new industries that sprang from them. But the main objective of their investigations has been the improvement of the nation's telecommunications network and the myriad of services it provides.

The transistor, in its turn, gave birth to the whole new industry of solid-state electronics. It made practical such developments as the large-capacity computer for data processing, high-speed transmission of data between computers, space travel and communications via space satellites. Most important for the ordinary telephone user, the transistor made possible a new generation of switching machines for routing calls to their destinations—machines controlled by instructions stored in changeable memories. These electronic switching systems, now being installed, are many times faster than the best electromechanical systems. They provide enormously increased capacity and flexibility to meet the growth needs of the 1980s.

It is characteristic of a technologically

oriented industry that technology must be prepared in anticipation of needs. The search requires a huge investment, both of time and money. And success depends on careful planning and close coordination of effort, in a process that runs from basic scientific exploration through fundamental development work, specific design, manufacturing capability, distribution and delivery to the ultimate consumer. For many industries, including telecommunications, the process also includes activities in maintenance, servicing and operation.

In the Bell System, that process involves twenty-three regional operating companies, plus Bell Labs, Western Electric



*The transistor was invented at Bell Labs in 1947. Today, thousands of transistors can be made on one tiny integrated circuit chip.*



*Electronic switching systems, now in wide use, provide high speed and flexibility for the nation's telecommunications needs.*

and the Long Lines Department. All these parts share one goal: to provide telecommunications services at the lowest possible cost to everyone.

Such cooperation produces results.

According to the June 28, 1976, issue of *Business Week*:

By almost any measure, Bell Labs has contributed more to the telecommunications industry and more to the U.S. economy than any other research establishment....A major part of Bell Labs' charter is to keep well ahead in technology so that no significant development applicable to telecommunications will be unavailable to the Bell System. The bargaining power made available through extensive patent holdings gives AT&T ready access to the inventions of others when the company needs them.

Since 1925, the people at Bell Labs and Western Electric have received more than 24,000 U.S. patents, which have been made widely available to all of U.S. industry and the world.

Bell System research and development work is well underway on new communications technologies to meet the needs of telephone service in the future. For example, Bell scientists and engineers are now working on a practical way to use lightwaves for communications. They have already developed pinpoint light sources—light-emitting diodes, and lasers no larger than a grain of sand. (Both projects benefited from earlier Bell research on semiconductors.) To carry



*Lightwave communications technology, now being tested, uses new solid-state light sources and glass fibers to transmit phone calls.*

light around corners, or under city streets, they are using tiny strands of ultra-transparent glass called "lightguides." Right now an experimental lightwave communications system is being tested by Bell Labs and Western Electric engineers in Atlanta. Light and glass may one day join electricity and copper wire in the nationwide telecommunications network, and we may in fact "talk by light". Those are Alexander Graham Bell's words, describing his photophone.

One Bell System. It works.



**Bell System**



exploitation of recordings of presidential conversations subpoenaed for use in a criminal trial.

The Nixon attorneys had argued that release of the tapes would constitute an invasion of the privacy of the former president and of those others whose voices are on the tapes. However, Judge Bazelon said the embarrassment Mr. Nixon feels "is not republication of highly personal matters. Rather, we deal with conversations between business associates admitted into evidence as proof of personal misconduct."

The appeal makes it unlikely that the tapes will be made available for public distribution in the near future. Even after the appeal is decided—assuming the decision is upheld by the Supreme Court—the procedures for making the tapes available would, under the appeals court's ruling, be determined by Judge Sirica in a hearing with the parties.

Judge Bazelon, in his opinion, said the distribution should be "prompt, and on an equal basis to all persons desiring copies." He also said that neither the court nor any agent it appoints "should profit from the public's exercise of its commonlaw right."

Joining Judge Bazelon in the opinion was District Court Judge Robert Mehrige of Virginia, who was sitting by designation. The dissent was by Judge George MacKinnon, who agreed with Judge Sirica that release of the tapes should await conclusion of the appeals taken by the co-defendants in the cover-up trial.

John Salisbury, president of RTNDA, said the association is "gratified" that the public "may at long last have the opportunity to hear the White House tapes . . . It has always seemed to us a severe limitation on free reporting to force broadcast newsmen to settle for indirect accounts of what those tapes contained when it was technically possible for the public to hear for itself the actual voices of Mr. Nixon and his associates with all the nuances."

A spokesman for PBS expressed "delight" at the court's decision, but none of the networks was in a position to discuss plans for using the tapes.

An NBC official said the network would not map out plans until after obtaining copies of the tapes. But he cited two problems already troubling NBC—the sound quality, which may be too indistinct for reproduction on radio, and the famous Nixon expletives (should they be edited out or would the FCC, in the interest of historical completeness, reject complaints about the four-letter words?).

Officials at ABC and CBS said they would withhold comment on their plans pending a study of the court's opinion by their lawyers.

Warner Communications, however, seemed ready to roll. It issued a statement announcing its plans to distribute two sets of recorded tape on Warner Bros. Records. One set, for the general public, would consist of two records "of the most important passages, with an accompanying narrative text." The complete 22 hours of recordings of the tapes played during the trial, the statement added, will be made avail-

able to schools, libraries and the general public at no profit.

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## Senate staff report argues for rights of journalists in covering trials

**Prior restraint, citations for contempt impinge on First Amendment, says Tunney unit**

The staff of Senator John Tunney's (D-Calif.) Judiciary Subcommittee on Constitutional Rights says that prior restraints on the press "are never justified in the fair-trial context" and that reporters should never be cited for contempt for refusing to disclose sources of information about a trial.

In a report released last week, the subcommittee staff said, "no member of the press should be held in contempt for refusing to disclose the identity of persons who have transmitted information prohibited under a restrictive order or for refusing to disclose the content of such information. To hold reporters responsible in such matters would be to undermine severely their right to gather and report the news."

The subcommittee staff is convinced that the advantages of unfettered trial coverage outweigh any disadvantages. Among the advantages it cited: The defendant in a trial is protected from intimidation by the prosecution; the public is exposed to the workings of the criminal justice system; those who would commit crimes might be deterred, and those who want to change the system can gather information by watching.

The disadvantage, mainly that the press's reporting might be excessive, inaccurate unfair or indiscreet, is a problem for the press to remedy in the staff's opinion, not for the courts. "Prior restraints are too harsh a remedy, their mark too indelible for them to be appropriate here," the report says. "In this regard, the subcommittee supports self-policing by the press itself rather than intervention by a trial judge."

All this is preface to a report recommending legislation restricting courts' authority to close judicial proceedings and to limit the conversation of trial participants.

Occasionally, the staff concedes, the need arises to restrict the speech of participants in a trial. This is to protect the fair-trial rights of the accused. But authority to invoke restrictive orders on participants should be severely limited; such orders pose problems to the participants' First Amendment liberties and also—because they have the tendency to cut the flow of information to the press—have the practical effect of prior restraint.

The standard proposed by the staff for judges to use before issuing restrictive orders is threefold and cumulative: before

restricting the speech of a trial participant, the judge must find that prejudicial publicity will reach the jury and will create an impermissible level of prejudice and that alternative judicial procedures will not suffice.

The proposal also sets a standard for closing judicial proceedings and keeping documents secret: The judge must find that failure to do so would injure the fair trial rights of the defendant and that alternatives would not suffice.

In both cases, notice must be given of a hearing on any motion to issue a restrictive order or close a proceeding; the judge must state on the record the reasons for imposing secrecy; procedures must be made available for appealing the order, and the press must be granted standing to challenge such an order.

Senator Tunney who is up for re-election, plans to introduce legislation to implement the staff report at the start of the next Congress, the 95th. He indicated also that his subcommittee will also take up newsman's privilege legislation next year.

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## CBS, NBC are uneasy over UNESCO proposal

**Salant says network is 'unalterably opposed' to declaration of 'use' of media; Mulholland goes to Africa to observe meeting**

CBS and NBC have begun involving themselves in efforts to modify if not oppose a draft "Declaration of Fundamental Principles Governing the Use of the Mass Media" now being debated at the General Conference of UNESCO in Nairobi, Kenya. The draft declaration, being pushed by Communist and third-world nations, says that "states are responsible for activities in the international sphere of all mass media under their control." And the U.S. and countries in Western Europe and Latin America see its adoption as giving the color of moral authority to government control of news (BROADCASTING, Oct. 25).

Richard S. Salant, president of CBS News, put the division on record as "unalterably opposed" to the draft resolution. In a letter to Sarah Goddard Power, chairman of the U.S. National Commission for UNESCO, he said that the proposal is "fundamentally so misconceived in its principles that it is incurable by alteration of language."

NBC will have an observer at the conference. Robert Mulholland, executive vice president of NBC News, will spend a week in Nairobi, beginning after the election, conferring with broadcast industry representatives who are in attendance as well as members of U.S. delegation, and then will report back to Richard Wald, NBC News president.

Mr. Wald, who is a vice chairman of the

American Committee of the International Press Institute, said he will relay Mr. Mulholland's observations to other members of that committee. "We will attempt to work out a plan of action that does not block us from coverage of the news throughout the world," Mr. Wald said last week.

Mr. Salant, in his letter, did not appear sanguine about any satisfactory resolution of the dispute. If there is to be an official U.N. provision for a free press throughout the world, "there can be no qualifications," he said. He added that nothing less than the First Amendment's absolute bar to abridgement of the freedom of the press provides the hope—if not the guarantee—of achieving such a press.

While it may not be realistic to expect the UNESCO conferees to adopt an equivalent of the First Amendment, he said, "we do not believe that the United States, or any U.S. news organization, can settle for less nor indicate in any way that it approves, or will be bound by, anything less."

CBS and NBC are the only major broadcast entities involving themselves in the UNESCO issue. ABC has indicated it believes that, as a practical matter, there is no point in attempting to defeat a resolution supported by a bloc of nations that constitutes a majority of UNESCO and that, in any case, there is at present a degree of censorship in many third-world and Communist countries. The National Association of Broadcasters has not indicated much interest in the matter.

Besides the official delegations of Western countries, spokesmen for a number of media groups in the U.S., Europe, and Latin America are in Nairobi to lobby against the draft resolution.

But in Nairobi, UNESCO's director general, Amdou Mahtar M'Bow, of Senegal, said the allegations that the organization has aided efforts to curb press freedom are absurd. "We do not propose nationalization of the mass media," he said in a marathon report to the conference.

## Newsman get their way in Pittsburgh debate

A debate between candidates for the Senate seat vacated by retiring Hugh Scott (R-Pa.) was held last week in Pittsburgh, but only after restrictions on questions a panel of local broadcast newsmen could ask Congressmen William Green (D) and John Hines (R) were lifted.

Ground rules originally supplied by the sponsor of the debate, the Pittsburgh Radio and TV Club, stated that the four questioner-panelists—Adam Lynch of WIIC-TV, Paul Long of WTAE-TV, Andy Gassmeyer of KDKA-TV and John Eld of WWSW(AM)—were requested to draw their questions from four subject areas: ethics in government, the economy, defense and foreign policy, and urban problems. The two candidates also insisted that they not be asked about Gulf Oil campaign contributions or machine politics of Philadelphia Mayor Frank Rizzo.

But Adam Lynch and his news department balked at the restrictions, and two days before the debate was held, the restrictions were removed.

The confrontation took place at the Pittsburgh Press Club. It was not televised, but highlights were carried by local stations on their news programs.

## Radio-TV gets share of NPC reporting honors

Eight broadcast winners were among the Fourth Estate Awards presented Oct. 21 by the National Press Club, Washington.

Byron Harris, reporter at WFAA-TV Dallas, won first place in the television station consumer reporting category for his reports on the condition of hamburger meat in the Dallas area. Donna Deaner, WTAE-TV Pittsburgh, won second place in that category and Patrick Collins, WTOP-TV Washington, received an honorable mention.

James L. Mitchell, KOVR(TV) Stockton

(Sacramento), Calif., won first place for continuing consumer news reporting at an individual television station. John Stossel, WCBS-TV New York, received an honorable mention in the category, and Lea Thompson, WRC-TV Washington, was given an honorable mention.

The winner for consumer reporting on radio was Linda Sutter, WINS(AM) New York.

First place among the television networks went to ABC.

## Agronsky stood up

Martin Agronsky's premiere program for Public Broadcasting System's *Agronsky at Large* suffered a fatal case of presidential no-show. President Ford had been committed for the program, which was to have been broadcast Friday. But presidential campaign plans intruded. The President left on Saturday, Oct. 23, a day before Mr. Agronsky was to tape an interview with him at the White House, and efforts by the producer, John Larkin, to arrange an interview anywhere on the campaign trail proved fruitless. Mr. Agronsky and Mr. Larkin reluctantly decided on Monday they had run out of time, as well as hope, and canceled the premiere.

For a time, Democratic candidate Jimmy Carter was a possibility for the first program. He as well as the President had been invited. The Carter campaign declined on Oct. 22, but at that point, the President was still regarded as a sure thing.

The new premiere date for the program is Nov. 5. And the guests—the present vice presidential candidates, Senator Walter Mondale (D-Minn.) and Senator Bob Dole (R-Kan.). Of course, by time the program is seen, one will be the Vice President-elect, while the other will be preparing to resume his career in the Senate.

## WMCA for Carter-Mondale; equal-time barrage started

WMCA(AM) New York became last week what its president, R. Peter Straus, said he believed was the first U.S. station to endorse a candidate in the current presidential campaign. It came out editorially for the Carter-Mondale ticket. That was last Monday, and by Wednesday the station had already scheduled and was running replies on behalf of the Ford-Dole ticket and 12 other presidential slates. The endorsement editorial was broadcast four times, so such reply was getting four runs. However, the endorsement's plays were split up: two were carried on the first day and the other two were saved for yesterday (Oct. 31).

Mr. Straus said that Carter campaign officials told him WMCA was the first station to endorse their candidate on the air, and that the White House reported it knew of no such endorsements of Mr. Ford. WMCA was widely credited as the first station to give an editorial endorsement to any presidential candidate when, in 1960,

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it endorsed John F. Kennedy. It has given endorsements in every presidential campaign except one since then (in all cases to Democratic nominees). The exception was in 1972 when Mr. Straus was serving as assistant secretary of state and accordingly, the station, abstained from political sides-taking.

## ANPA study finds no newspaper-TV credibility gap

A study by the American Newspaper Publishers Association concludes that the public thinks news on both television and newspapers is credible, but sometimes for different reasons.

The same general description of news fits both media, according to the findings of Eugene F. Shaw, associate professor of communications and journalism at the University of Tennessee at Knoxville. People see the news of both as "true, accurate and objective; complete, substantial and in adequate amounts; and, generally, informative and understandable, specific and first-hand."

Some traits, however, are not shared: Television is considered faster than newspapers; local newspapers are considered more public-spirited than local TV stations; newspaper content is judged fuller and more complete than TV's; broadcast-

ing's presentation is more interesting and dramatic, yet pessimistic; television's personnel are considered more expert, informed and energetic.

These differences, however, do not always indicate what makes for credibility. For example, the study says, "credibility is shown to be dependent in part, on how slow, not fast, the medium is regarded. And it is the dramatic news presentation of newspapers, but the undramatic television treatment, that enhances the credibility of print and broadcast media respectively."

Presumably, broadcast managers and newspaper publishers could use the study's findings to improve news credibility. But Mr. Shaw notes that despite differences between broadcast and print factors that make for credibility, broadcast stations in any event would probably have more difficulty improving their credibility ratings than newspapers. That is particularly true of the network affiliate which—"is closely associated in the public's mind with the network with which it is identified. . . . Network programing throughout the day seems to have an impact on how the local channel is perceived as a news disseminator. A newspaper neither enjoys nor suffers such constraints and its credibility is almost exclusively controlled locally."

The study was based on interviews with 278 nonstudent households in Chapel Hill, N.C. It was funded by ANPA's News Research Center.

## CBS-TV readies reinforcements for prime time

**Last spring, network began restaffing program development on the West Coast and new product is beginning to come off the line for '77 and beyond**

Eight months ago, the CBS Television Network's West Coast development operation rested primarily on the shoulders of one man—Franklin Barton, vice president for program development. He was directly involved in every Hollywood series project, from sitcoms and cop shows to variety hours and family dramas.

"We never worried about that much development in the past because we always needed fewer replacements" than ABC and NBC, says Steve Mills, CBS's new vice president for program production in Hollywood. CBS, of course, had basked in the glow of an almost unbroken string of first-place finishes in prime time throughout the fifties and the sixties and the first five years of the seventies.

But upstart ABC, under the guidance of CBS's former vice president for programs, Fred Silverman, turned things around and, beginning in January of this year, started to confront CBS with the toughest prime-time challenge in its history (ABC actually won the Nielsen race for the full prime-time year, September 1975 to September 1976, with a 17.8 rating to CBS's 17.3 rating and NBC's 16.2 rating.)

By last April, CBS's management knew that its whole West Coast development set-up would have to be changed (Frank Barton had resigned), so it hired William Self, a former head of production at 20th Century-Fox Television, as vice president, programs, to begin gearing up for second-season 1977 and beyond.

CBS's 1976-77 prime-time schedule has already begun springing more leaks than that of ABC or NBC, and CBS sources acknowledge that they were forced to schedule such marginal returning shows as *Doc*, *The Blue Knight*, *Tony Orlando and Dawn* and *Barnaby Jones* and such weak new shows as *Ball Four* and *Spencer's Pilots* because there was simply nothing better in the development hopper to replace them with.

*Doc*, *The Blue Knight* and *Ball Four* were canceled late last month, and these sources say it's just a matter of time before *Spencer's Pilots* and *Tony Orlando and Dawn* get their pink slips. But rather than rush the series now in development that are just beginning to jell onto the air quickly in November, CBS has decided to mark time with another two-hour movie night (Wednesday, 9-11 p.m., NYT, added to *The CBS Friday Movies*, also 9-11

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DANIEL D. VILLANUEVA, General Manager of KMEX, Channel 34, Los Angeles, will serve as moderator for a special feature of DESTINO 76: the presentation of opposing platform viewpoints between Democratic Mayor of Miami Maurice Ferre and Republican William Orozco of California.



JACOBO ZABLUDOVSKY, News Director of Televisa, the Mexican television network, is well known to U.S. Spanish-speaking audiences through his news show "24 HORAS", televised five nights a week via satellite on SIN television stations. Zabludovsky will offer commentary and analysis of the effect of the election results on Latin American relationships.

# DESTINO



GUILLERMO RESTREPO, with seven years experience as News Director of WXTV, Channel 41, New York, has won both the PEABODY and GOLDEN MIKE awards. Restrepo will be News Director and Anchorman of DESTINO 76. Restrepo covered both 1972 political conventions in Miami, the 1972 Partido de la Raza Unida Convention in El Paso, Texas, and the 1976 conventions in Kansas City and New York City.



TOMAS REGALADO, News Director of WLTV, Channel 23, Miami, will cover Congressional races in the U.S. House of Representatives, with special emphasis on Hispanic candidates of particular interest to Latin voters.



ENRIQUE GRATAS, News Director of KDTV, Channel 60, San Francisco, will cover the 33 Senate races, offering his expert commentary on those candidates who have special relevance to U.S. Hispanics.

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**Hopes are resting.** CBS-TV's Hollywood program-development team, which the network has charged with replenishing its depleted program stores includes (l-r): Paul Monash, vice president, programs, motion pictures for television and miniseries; Richard Berger, vice president, drama program development; Lea Stalmaster, vice president, talent and casting; Andrew Siefel, vice president, comedy program development; William Self, vice president, programs; Michael Gurse, vice president, variety programming, and Steve Mills, vice president, programs.

p.m.), according to Mr. Self.

But with the way development has grown under Mr. Self, CBS may be ready to mount a strong counter challenge to ABC in the second season.

Under the aegis of Robert Wussler, the president of CBS-TV, Mr. Self has put separate vice presidents in charge of drama

(Richard Berger, who joined CBS on May 21 from a top production job at 20th Century-Fox Television), of comedy (Andrew Siegel, who also joined on May 21 from a similar post at ABC-TV), of variety (Michael Gurse, who joined on Aug. 6 from a top management position at International Creative Management) and of

movies-for-television and miniseries (Paul Monash, who joined on Oct. 20 from a long career as a movie and TV producer/writer). In addition, Mr. Self hired Lea Stalmaster as vice president of talent and casting and promoted Steve Mills to the job of vice president, program production.

In terms of sheer numbers of executive personnel, Mr. Self says there are at least twice as many people working in development as there were under Franklin Barton.

And the properties are beginning to roll off the line. Mr. Berger, the vice president of drama-program development, says CBS is committed to two 60-minute series, Quinn Martin's *The Hunter* and Warner Bros.'s *Code R*. *The Hunter*, about a male-female espionage duo, is "glamorous and slick and good-looking, with two attractive leads," says Mr. Berger. "It will be pure escapism, set in and around country clubs rather than back alleys," adds Mr. Self. The show will be geared somewhat to the audience that has made ABC's *Charlie's Angels* the new-show hit of the season.

*Code R* is fashioned along the lines of NBC's Saturday-night *Emergency*, focusing, as Mr. Berger puts it, on "land, sea and air rescue units" that operate from an island vacation spot off the West Coast.

Two other 60-minute melodramas with second-season potential, Mr. Berger says, are Quinn Martin's *Winner Takes All*, a "stylish, cerebral" tongue-in-cheek mystery modelled on the movie "The Thomas Crown Affair" (a detective and a female insurance investigator vying with each other to solve the case), and 20th Century-Fox's *Nashville 99*, a hard-action cop show that Mr. Berger describes as "a *Starsky and Hutch* with rural appeal."

CBS has six sitcom projects on the docket. It is committed to one of them for second season and has made pilots of the other five, according to CBS's vice president for comedy-program development, Andrew Siegel.

The commitment is to a new Norman Lear offering called *A Year at the Top*, which Mr. Siegel describes as "a fantasy-type comedy loaded with flamboyant characters." The premise: three middle-aged show-business hangers-on sell their souls to Beelzebub for one year of gold-record celebrityhood.

The five pilots, according to Mr. Siegel: *Under One Roof*, a Paramount Television production, starring Maureen Stapleton as the owner of a huge house who rents out the rooms to a passel of crackbrained boarders;

*Bob Klein's Comedy Patrol*, another Paramount Television half-hour, with Bud Austin as executive producer, featuring hip, contemporary sketches, blackouts, satirical bits, etc.;

*The Last Markowitz*, a third Paramount comedy, about a somewhat awkward young man trying to find a job and a girl in New York City;

*Dick and Jane* (tentative title), an old-fashioned sort of romantic comedy, produced by Paul Junger Witt, Tony Thomas and Susan Harris in association with 20th Century-Fox Television; and

*Stop the Presses*, a gang comedy from

When advertising agencies and television stations use Week-By-Week Ratings, chances are they're using Arbitron.

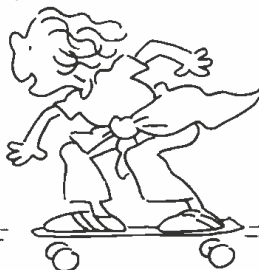
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**ABC Television Network** 

Sources: "Household"—NTI/SIA Reports, all commercially sponsored programs, average audience estimates, prime time, five weeks ending Oct. 24, 1976. Data subject to qualifications which are available on request.





**Beame-ing.** Storer Broadcasting gathered New York Mayor Abraham Beame and some 500 advertising officials and media personnel at Central Park's Tavern-On-The-Green for a party in honor of Storer's country-formatted WHN(AM) New York. Among those attending (l-r): Peter Storer, Storer Broadcasting president; Arno Mueller, Storer vice president for finance and treasurer; Mayor Beame; Terry H. Lee, Storer executive vice president, and Neil Rockoff, WHN general manager. Mayor Beame, who's known to be having cash-flow problems with his city, commented: "I understand that WHN is one of the top stations in New York and is making a lot of money. What I want to know is how you do it."

Viacom set in the newspaper city room of a medium-sized city, which Mr. Siegel describes as "like *Barney Miller*, only inside of a newspaper instead of a police station."

In the variety-show area, The Jackson

Five are committed to doing a musical-comedy half-hour slated for second-season family hour, according to Michael Gurse, CBS's vice president for variety programs. In addition, Mr. Gurse says, Marilyn McCoo and Billy Davis, who were

lead vocalists for the Fifth Dimension singing group, are set for a summer-replacement variety series that could lead to a regular berth in 1978.

With this range of product for CBS to choose from, Mr. Self says he's beginning to feel some confidence after six months on the job. He hesitates to talk about discernible trends in this mix of projects, but does say that "larger-than-life characters, escapism and pure entertainment" may be what the public will embrace in 1977, rather than street-smart cop shows like *Delvecchio* and *Serpico* (both of which were highly touted before the season began but are getting only marginal Nielsens). "These shows may be too sordid and too realistic," Mr. Self concludes.

## Week five: It's ABC, NBC, CBS

For the fifth week in a row, ABC-TV continued in its first-place Nielsen lead, despite the fact that NBC scored the expected huge numbers on the two nights it telecast World Series games.

ABC came out of the fifth week (Oct. 18-24) with a 20.9 rating, NBC, with the World Series lift, finished a strong second (20.3 rating) and CBS was bounced back to third place, with an 18.8 rating, after climbing into second (over NBC) the week before.

In the five-week season-to-date averages, ABC has a 21.2 rating, NBC a 19.6 rating and CBS an 18.3.

*Happy Days* (33.0 rating, 49 share), *Laverne and Shirley* (31.3 rating, 44 share) and *Charlie's Angels* (31.1 rating, 53 share)—all ABC series—were the three highest-rated shows of the week. In fourth place was NBC's telecast of Thursday's (Oct. 21) World Series game (30.5 rating, 48 share) and in fifth place was NBC's Tuesday World Series telecast (29.8 rating, 44 share).

As usual, CBS won the third Ford-Carter debate (Friday, Oct. 22, 9:30-11 p.m., NYT) Nielsens, harvesting an 18.4 rating and 31 share to NBC's 17.3 rating and 29 share and ABC's 13.4 rating and 22 share.

## Wasilewski: exclusivity should not be deleted

National Association of Broadcasters President Vincent Wasilewski has joined the Association of Maximum Service Telecasters in stating that syndicated exclusivity rules should not be deleted because of the new copyright law (BROADCASTING, Oct. 18). Responding to a presentation of Burt I. Harris, chairman of the National Cable Television Association, at the FCC's monthly en banc meeting, Mr. Wasilewski, in a letter to FCC Chairman Richard E. Wiley, said both Congress and the FCC intended exclusivity rules to work in conjunction with the new

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## The Coast Guard.

the copyright law and that copyright law "must not be viewed as a catalyst for significant changes in the delicate balance of regulation."

## Nonscientific study by 'Redbook' finds lowered TV viewing by children results in better behavior

**Fifteen families participate in experiment; NAB says project is unreliable**

Fifteen New Milford, Conn., mothers who put their children on a month-long TV "diet" say that their children's behavior changed, usually for the better.

The women were participating in an "experiment" sponsored by *Redbook* magazine, and the results are summarized in its November issue. The children's TV viewing time was cut to one hour a day, and at the end of four weeks, their mothers concluded that there is a relationship between the children's viewing habits and their behavior.

Most of the women said their children's behavior improved. At first, they noted, many of the children became agitated when deprived of their accustomed TV

privileges, but they quickly adjusted. After four weeks the children generally had become calmer and more outgoing, and performed better in school, the *Redbook* article said.

It cited several examples, the most dramatic of which was a 4-year-old girl who before the study was "a bit too quiet, very much a loner" and resisted becoming involved with other children in activities at nursery school. After four weeks of curtailed TV viewing, however, she "seemed a different girl," no longer an onlooker, but a willing participant in games and projects. At the end of the four weeks, the girl returned to her old TV viewing pattern, and in just a few weeks to her old behavior. "Now she's off by herself, alone again," her teacher said in the article.

One boy, who was "rough and mean" with pets before the experiment, became even more aggressive and keyed up when his TV viewing time was cut back. Apparently in his case TV was a sedative, helping him unwind after a day of excitement, *Redbook* concluded. It said he eventually found other ways to calm down, including listening to records and working puzzles.

Another conclusion was that communications among members of families improved. Without the TV set on, they tended to talk more to each other.

*Redbook* called its project an "experiment," but according to one broadcast industry researcher, it cannot be called scien-

tific. The National Association of Broadcasters research vice president, John Dimling, said the study lacks several criteria needed to qualify it as research: Its sample, 15 families, was too small to permit conclusions. The children's parents, rather than qualified scientific observers, monitored the children's reactions. There was no organized collection of data from which to make observations. "That is not to say the study was not worthwhile," Mr. Dimling said, but it is "obviously unreliable."

## AFTRA criticizes CPB for committing money to foreign production

**Wolff says decision to spend federal funds is an affront to artists in this country; CPB's Quayle says Americans will be hired for filming**

The American Federation of Television and Radio Artists blasted the Corporation for Public Broadcasting last week for using taxpayer's money to help finance production in Britain while many American performers go jobless.

Sanford I. Wolff, national executive secretary of AFTRA, criticized CPB's decision last month to commit \$1.2 million of federal money to help produce a series of 36 Shakespeare plays for showing on U.S. public TV stations. He said the plans called for the BBC and Time Inc. to produce the plays over a six-year period in England, with supplemental funding coming from the Exxon Corp. and the Morgan Guaranty Trust Co. CPB says the decision is tentative.

"This decision flies in the face of the terrible economic realities now confronting American artists and artisans, who cannot find work to match their talents," Mr. Wolff said. "It is an affront to their unions which, year after year, have appealed to Congress to be generous in appropriating American taxpayers' money to further the cause of public broadcasting."

When questioned on the subject, Donald Quayle, CPB senior vice president and director of broadcasting, said that CPB representatives met with the BBC last week in London in an attempt to have some of the shows produced in the U.S. That would allow the hiring of American production companies. The BBC earlier had said it would hire Americans to work there, but only top directors and actors.

He also said that \$200,000 a year for six years was actually a small price to pay. Ernie Lotito, CPB director of communications, said that the over-all cost is estimated at \$14 million. The full American share is about \$3.6 million.

Mr. Lotito said that CPB has committed \$8-9 million for domestic television this year, with about \$3 million for domestic drama. Next year he said both commitments will be higher. He also said that CPB will have 15% of the shows' rights.

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## Commercial TV gets going-over in PBS special

**Creative types complain of network editing, timidity**

A one-hour documentary about commercial television, *You Should See What You're Missing*, concludes that "the full creative potential of the medium" is unrealized. Produced for the Public Broadcasting Service by noncommercial WTTW(TV) Chicago, the program includes interviews with 10 writers, editors, producers and directors disenchanted with the commercial networks and offers footage from their shows (some of which was said to have been barred from network broadcast). The program will be fed on PBS Nov. 26, 9-10 p.m.

Among those interviewed are Larry Gelbart, co-producer/writer of CBS's *M\*A\*S\*H*; Susan Harris, creator/writer of *Fay* (canceled by NBC-TV after three weeks); Abby Mann, creator/writer of NBC's *Medical Story* (which, he says, "became the antithesis of the reasons I wrote it for"); David Rintels, president of the Writers Guild of America, West; Danny Arnold, executive producer of ABC's *Barney Miller* ("If you do something that everybody likes, of necessity you abdicate all points of view, you eliminate all controversy, and what you wind up with is a kind of innocuous pablum"), and Joseph Wambaugh, novelist and story consultant on NBC's *Police Story* (which he disavowed in its pilot stage for what he thought was excessive violence). Byron Paul, producer of *The Dick Van Dyke Show*, narrates one film clip from perhaps the best-known episode to be banned from network air, in which the young daughter walks in on the husband and wife making love.

A notice at the end of the documentary says program executives of the three networks declined to appear on the program.

Six months ago, the inner workings of public television were examined in a CBS News special, *CBS Reports: Inside Public Television*, (BROADCASTING, April 19), depicting PBS and the Corporation for Public Broadcasting as vulnerable to outside pressure and ridden by internal conflicts.

## Protests hit CBS-TV

**'Hawaii Five-O' episode killed by four affiliates after conflict-of-referendum issue is raided by nuclear group; Gays' protest against 'Kojak' fails**

Two CBS-TV shows ran into special-interest trouble late last month—*Hawaii Five-O* from pro-nuclear power groups and *Kojak* from a homosexual faction.

Four CBS affiliates refused to carry the Thursday, Oct. 21, episode of *Hawaii Five-O* (10 p.m., NYT) because it dealt

with the theft of plutonium by terrorists. Three of the four stations—KOIN-TV Portland, KOB(TV) Medford and KOTI(TV) Klamath Falls—are situated in Oregon and the fourth, KIRO-TV Seattle, is in Washington, two of the six states that are asking voters tomorrow (Nov. 2) whether nuclear-power plants should continue to be built in those states. Pro-nuclear-power groups in the four markets convinced the CBS affiliates that *Five-O's* episode could prejudice voters against their position because it perpetuates myths about radiation and plutonium.

The New York-based National Gay Task Force sent a formal letter to every one of CBS's affiliates requesting that they "refuse to run" the Sunday, Oct. 24, episode of *Kojak* (9-10 p.m. NYT) because its story line "will reinforce the stereotyped notions of homosexual men and persons who are molesters of children." The letter fell on deaf ears, though. According to CBS's affiliate-relations department, not one station bumped the *Kojak* episode.

## 100-plus TV outlets renege on 'Gospel'

**Oct. 24 segment of series bypassed after flap over Falwell criticism of Jimmy Carter and possible involvement in personal-attack case**

More than 100 television stations that normally carry *The Old Time Gospel Hour* apparently decided last week that discretion was the better part of valor, and preempted the Oct. 24 program. That was the program in which the Rev. Jerry Falwell, the program's host, criticized Democratic presidential candidate Jimmy Carter for giving an interview to *Playboy* magazine and for what he said in it (BROADCASTING, Oct. 18, et seq.)

Carter campaign aides in several states, with the advance approval of Carter headquarters in Atlanta, warned many of the 260 stations carrying the *Gospel Hour* that the discussion might constitute a personal attack under the FCC's fairness doctrine, one that would obligate them to provide Mr. Carter with a transcript of the program and an offer of time for reply.

Almost immediately, Mr. Falwell began hearing from stations that would not carry the program. He called a news conference at which he accused Mr. Carter of attempting to "muzzle" a preacher of the gospel, and called on him to notify the stations that he would not seek time for reply. The Carter campaign did not comply.

As of Wednesday, a spokesman for Mr. Falwell said that he had heard from 105 stations that had not aired the program and added that the total number would probably be greater after checking.

Carter headquarters in Atlanta on Wednesday said there was no definite word that any of the state coordinators had asked stations carrying the program to provide time for reply, although the matter was said to be under consideration in Virginia and Kansas.

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## President endorses captioning project

**Ford's blessing is signal  
for OTP director to start  
conferences toward that goal**

With President Ford signed on as a supporter of the proposed program, Thomas J. Houser, director of the Office of Telecommunications Policy, will begin conferring with persons in and out of government in an effort to encourage voluntary implementation of a program to caption television for the benefit of the deaf.

The President noted that the Public Broadcasting Service has pioneered the development of a closed-captioning system that permits those who cannot hear to read captions on their television screens, and expressed his support for such a system.

"With the cooperation of the nation's television broadcasters, the producers of entertainment programs, the advertising community, equipment manufacturers and others, I believe we can bring about the voluntary implementation of a closed-captioning system," the President said. "To that end, I have asked the director of the Office of Telecommunications Policy to meet at the earliest opportunity with appropriate persons in the public and private sector to encourage the voluntary implementation of a closed-captioning system."

OTP Director Houser has been actively supporting the PBS system, as have Senator Charles Percy (R-Ill.) and Representative Lou Frey (R-Fla.). Mr. Houser said he would work with those who have shown an interest in the problem in carrying out the President's request.

### Technical Briefs

**Carolina to Brazil.** RCA Broadcast Systems, Camden, N.J., reports sales of television transmitting systems and studio and remote production equipment to TV Studios Silvio Santos Ltda. in Brazil, and transmitting equipment to South Carolina Educational Commission. Brazilian order totals \$1.4 million and covers equipment to be used for new color TV station in Rio de Janeiro and for studio production center in Sao Paulo. South Carolina purchase amounts to about \$425,000 and is for equipment for new educational station in Rocky Hill.

**Honored.** Dr. Frederick E. Terman, vice president and provost emeritus at Stanford University, received one of 15 National Medals of Science awarded by President Ford on Oct. 18. Dr. Terman was cited for his contributions in modern electronics and for his work with students in training them as engineers for industry and government agencies. Dr. Terman is author of numerous engineering texts, including *Radio and Electronic Engineering*, which



is in its fourth edition, and *Radio Engineers Handbook*. One of Dr. Terman's achievements was his concept of testing oscillators, approach that was adopted by Hewlett-Packard Co.

**For video heads.** New company, Videomagnetics, promises savings of up to 25% in refurbishing of video recorder heads by dealing directly with owner. General offices and marketing operations are located in Sunnyvale, Calif.; manufacturing, quality control and engineering offices are in Sunbury, Pa. Heads refurbished include Ampex Mark III, Mark X and Mark XV as well as RCA high band and low band models.

**Editing unit.** Television Research International Inc., Palo Alto, Calif., has announced new control-track editing system for on-line, off-line and electronic journalism markets. New model EA-3 is said to feature ease of operation, accuracy and portability. It can be interfaced with various video-tape recorders including certain Sony, RCA and JVC models and does not require factory installation. Companion unit, EA-6 module, is to follow soon.

**To be introduced.** Jerrold Electronics Corp., Horsham, Pa., subsidiary of General Instrument Corp. will unveil new family of cable-powered line extenders for two-way CATV feeder systems at Western Cable Television Show Dec. 1-3 in Anaheim, Calif. Called JLE-series, extenders minimize distortion characteristics for highly efficient feeder gain applications. Noise figure at maximum gain and full slope is 7 db maximum at channels 2 through W.



**New availability.** Sony Broadcast, New York, will begin delivery in December of new BVT-1000 digital time-base corrector. Unit has newly developed analog/digital system and works with both high band and helical video-tape recorders. Sold in no-options configuration, BVT-1000 includes velocity and drop-out compensators, full processing and full advanced sync. It combines wide window of  $\pm 2H$  with moving window concept. Unit also handles direct and processed heterodyne modes and includes anti-gyro circuitry.

**By balloon.** American Electronics Laboratories, Lansdale, Pa., has been awarded subcontract for more than \$2.6 million by TCOM Corp., Columbia, Md., to provide UHF and VHF transmitters and associated equipment for use in Nigerian TV broadcast antennas supported by tethered balloons.

## Media

# FCC says public stations must give 'reasonable' amount of access to candidates

**Buckley wins contention that noncommercial outlets have same obligations as their commercial counterparts, but he loses when he says they have to give him five-minute blocks**

The FCC last week finally got its act together on Senator James Buckley's (R-C-N.Y.) complaint that five upstate New York public broadcasting television stations failed to comply with the reasonable access provision of the Communications Act in renegeing on commitments to carry a schedule of a five-minute program that he had provided and that they regarded as "commercial."

The commission, in a 6-9-to-0 decision said the stations had not afforded reasonable access to Senator Buckley, who is seeking re-election in a contest with Democrat Daniel Moynihan. It directed the stations to comply with the law before the Nov. 2 election.

But the commission also said the stations are not required to carry five-minute programs; as in all such cases, the amount of time to be made available, in terms of total time and segment duration, is for the licensee to decide, subject to FCC review as to reasonableness, the commission said.

Senator Buckley is believed to be the first candidate to apply the 1972 law to public broadcasting stations, and his action caused considerable consternation among public broadcasters generally. Henry Loomis, president of the Corporation for Public Broadcasting, called for a thorough review of public broadcasting's obligations under the law, and said the commission should avoid "definitive answers" to questions inherent in the complaint in the few days remaining before the election.

Most FCC commissioners were made uncomfortable by the complaint also. None wanted political advertising of the kind seen on commercial stations to show up on noncommercial outlets. But most felt that the law left them no choice but to treat all broadcasters alike.

It was easier for the commissioners generally to approve the final ruling, because of the statement in the decision that the stations involved would not be required to carry five-minute programs. It was inserted in part at least at the urging of Commissioner Joseph Fogarty, whose opposition to a staff-drafted letter on the problem blocked its transmission two weeks ago (BROADCASTING, Oct. 25).

He contended that Congress did not in-

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tend to apply the reasonable access law to noncommercial stations—a contention he based on his experience as a member of the staff of the Senate Commerce Committee and its Communications Subcommittee until joining the commission in September.

He could not persuade any of his colleagues, but he felt more comfortable with the ruling as a result both of the modified language and a joint statement he issued with Chairman Richard E. Wiley—with whom he had become embroiled in an acrimonious discussion when the staff's draft letter was under consideration.

The statement concedes that "the reasonable access provision clearly applies to both noncommercial and commercial broadcast licensees." But it adds, "the argument is persuasive that public broadcasting licensees are not required to meet this obligation in the same manner as their commercial counterparts. In this regard, the commission's ruling correctly notes that the public broadcast licensees in this case are not required to offer time to federal candidates for five-minute political programs, as Senator Buckley requested."

But the statement made clear the authors are not content to rest with their interpretation of the law. They said that since Congress apparently had not addressed the question of public broadcasting's responsibility under the reasonable access provision, they would "welcome further congressional review and guidance concerning this most critical aspect of broadcast regulation."

Although the language of the decision and the statement made the action easier for the commissioners to swallow, there is no guarantee one-minute or five-minute "commercials" will not appear on public broadcasting stations. For if the amount of time to be made available is a decision for a broadcaster, the format and content of the political program is in the hands of the candidate. Once time is made available, a broadcaster has no control over how it is used.

The stations involved in the complaint are WCNY-TV Syracuse, WNED-TV Buffalo, WXXI-TV Rochester, WMHT-TV Schenectady, and WSKG Endwell.

The stations had agreed to carry Senator Buckley's five-minute program between two and four times each. However, after carrying a one-hour debate between Senator Buckley and Mr. Moynihan, they said they had satisfied their reasonable access requirements and would not air the Buckley programs. Two of the stations—WNED-TV and WXXI-TV—had aired the program once, and the senator had appealed for six and a half minutes on WSKG during a public affairs program.

The commission said that the test of whether a licensee had met its obligations under the reasonable access provision was "one of reasonableness" that must be decided on a case-by-case basis. But it said none of the stations named in the Buckley complaint had been reasonable in the access provided the senator.

## Washburn wants network-affiliate relations examined

Need for balance is stressed by FCC commissioner in talk to Portland NAB conference

Commissioner Abbott Washburn made it clear last week that there is at least one member of the FCC who may be susceptible to Westinghouse Broadcasting Co.'s contention that the networks exercise too much power over their affiliates. In his speech to the National Association of Broadcasters regional meeting in Portland, Ore., last week, he said he is "frankly troubled by the steady encroachment by the networks into the proportionate share of air time and revenues of the local affiliates."

Accordingly, he said he would favor an inquiry into network-affiliate relationships, as urged by Group W, and he was not the only one last week to urge such an inquiry. Four citizen groups filed comments with the commission supporting Group W's proposal and suggesting that the proposed inquiry be broadened to include a study of two other issues—what barriers exist to the creation of a fourth commercial network and whether the networks should be required to dispose of their owned-and-operated television stations.

The commissioner issued some caveats in connection with his expressed concern: He has not read all of the comments filed in response to Group W's petition for an inquiry into the networks' alleged dominance, and he does not know how far the commission should go in meeting the problem of "continuous network creep" if it is found to be contrary to the public interest. He said he is philosophically "for the least amount of regulation necessary to fulfill" the commission's responsibilities.

But, he said, he is concerned about the "reductio ad absurdum" of the trend of network "creep"—virtually 100% of the broadcast day programmed out of New York. "It would be hard to imagine anything more unhealthy happening to American broadcasting," he said, "both for the affiliates and the networks (including the owned-and-operated stations)."

As a result, he said, he believes the commission should examine the network-affiliate relationship in the context of a notice of inquiry. He thinks the commission should consider issues raised in the petition as well as any related issues the commission's staff wants to raise.

Commissioner Washburn noted that two members of the House Commerce Committee—Representatives Timothy E. Wirth (D-Colo.) and John Murphy (R-N.Y.—have written to FCC Chairman Richard E. Wiley to express concern about what they see as a concentration of control in the hands of the networks and said there is "a similar feeling" within the Senate Commerce Committee. But he also said he starts "from a keen appreciation of

the importance of the networks. If they didn't exist, they would have to be invented."

"It is a question of balance," he added.

The four citizen groups that filed comments on the Group W proposal are the National Citizens Committee for Broadcasting, the National Black Media Coalition, the Committee for Open Media and the Committee for Community Access, of Boston.

They said the inquiry suggested by Group W is warranted in view of the facts and allegations supplied which indicate that the networks exert undue influence on the broadcasting industry.

And in urging the commission to go beyond the Group W proposal and examine impediments to the creation of a fourth network, the groups said that, "if direct governmental regulations are found not to be an appropriate way to curb the increased network dominance, additional network competition may be indicated." They said that recent developments, from the success of *Mary Hartman, Mary Hartman* despite network rejection of the program, to technological advances that might reduce start-up costs significantly indicate that a fourth network may indeed now be feasible.

As for the proposed inquiry into whether the networks should be required to dispose of their owned-and-operated stations, the groups said that network ownership of production, distribution and what amounts to "retailing outlets" may invest in networks an undue concentration of control.

Considering that the networks earned more than \$208 million in profits in 1975—an increase of almost 130% from 1969—the groups said they no longer need their stations to subsidize network operations. "Fairness, national antitrust policy and the First Amendment interests in maximum diversification of information resources," they add, "would indicate that the commission explore and ultimately require the networks' divestiture of their owned-and-operated stations."

## FCC gives green light to sale of NY stations

**Sonderling Broadcasting will buy WRVR for \$2.3 million and will retain jazz format; WLIX goes to Living Communications for \$550,000 after sale was delayed because of format-change issue**

The FCC granted the sale of two stations last week which had been delayed because of format issues.

The commission approved the sale of WRVR(FM) New York from the Riverside Church of New York to Sonderling Broadcasting Corp. for \$2.3 million, and also granted Living Communications Inc.'s purchase of WLIX(AM) Islip, N.Y., from Long Island Broadcasting Corp. for \$550,000.

The WRVR transfer had been protested

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by The Citizens Committee to Save Jazz Radio because, the group said, Sonderling intended to replace some of the station's jazz programming with rock music. Sonderling, which has been trying to consummate the purchase for over a year, revised its application last month, proposing to retain the all-jazz format (BROADCASTING, Oct. 11). The citizens committee withdrew its petition to deny the sale, receiving as an extra benefit, a commitment on the part of the Riverside church to pay up to \$10,000 in the committee's expenses and legal fees (BROADCASTING, Oct. 25).

The commission granted the sale of WLIX in spite of the charges of Babylon Bayshore Broadcasting Corp., licensee of WNYG(AM)-WBAB(FM) Babylon, N.Y., that the buying corporation had misrepresented its programming proposals. Babylon charged that Living Communications intended to change WLIX's present adult contemporary format to gospel music, bringing it into direct competition with Babylon's gospel format stations.

The commission said that Babylon did not establish that Living planned to change the over-all programming, and that the addition of one and one-half hours of religious music per day and three-and-one-half hours on Sunday does not represent a significant format change. The FCC also said Babylon didn't show that the public interest would be adversely affected even if WLIX did change to an all gospel music format.

## Changing Hands

### Announced

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

- WRYT(AM) Boston: Sold by ASI Communications to Carter Broadcasting Corp. for \$1.1 million. Seller, publicly owned, is licensee of KFAC-AM-FM Los Angeles, KJTV(TV) Bakersfield and KROY(AM) Sacramento, all California, and owns McGavren-Guild—PGW, New York, station representative. ASI said sale is part of over-all restructuring of long-term debt. Buyer is owned by Ken Carter (50%), Grant M. Wilson (45%) and Wilfred E. Gardner (5%). Mr. Carter is WRYT general manager. Mr. Wilson is Boston businessman, and Mr. Gardner is Boston attorney. WRYT is 5 kw daytimer on 950 khz.
- WGCD(AM) Chester, S.C.: Sold by Dispatch Broadcasting Co. to Radio Dixie Inc. for \$250,000. Seller principal is Joe Sink who also owns WPYB(AM) Benson, N.C. Buyer is owned by Ted J. Gray Jr. who also owns WKDE-AM-FM Altavista and WTTX-AM-FM Appomattox, both Virginia; WCRE(AM) Cheraw, S.C.; WRNB(AM) New Bern, N.C., and has bought, subject to FCC approval, construction permit for WOBU(FM) New Bern (BROADCASTING, Oct. 25, 1976). Mr. Gray also has applications pending for new FM's in Cheraw and

Surfside Beach, S.C. WGCD is on 1490 khz, with 1 kw day and 250 w night.

■ Other sales reported at the FCC last week include: KWNA(AM) Winnemucca, Nev.; WFLR-AM-FM Dundee, N.Y.; WENR(AM) Englewood, Tenn.; WHSM(AM) Hayward, Wis. (see page 67).

### Approved

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

- WAAM(AM) Ann Arbor, Mich.: Sold by WAAM Inc. to Lima Broadcasting Corp. for \$825,000. Principal in seller is John Sinclair Jr., owner of WCVL(AM)-WLFQ(FM) Crawfordsville, Ind., and WANT(AM) Richmond, Va. Buyer has 26 stockholders headed by Les C. Rau, executive vice president and chief operating officer. Buyer also owns WIMA-AM-FM Lima, Ohio. WAAM is on 1600 khz fulltime, with 5 kw.
- WBAC(AM) Cleveland, Tenn.: Sold by WBAC Inc. to Thomason Broadcasting Inc. for \$530,000. Seller is Citizens & Southern National Bank (Atlanta) as executor of estate of James W. Ayers. Estate includes sole ownership of WZAP(AM) Bristol, Va. Buyer is owned by Clyde W. Thomason, vice president of WBAC and applicant for new FM in Cleveland. WBAC is on 1340 khz with 1 kw day and 250 w night.
- Other sales approved by the FCC last week include: WAGF(AM) Dothan, Ala.; KAVA(AM) Burney, Calif.; KWG(AM) Stockton, Calif.; wvoc(AM) Battle Creek, Mich.; WWML(AM) Portage, Pa.; KLF(AM) Lubbock, Tex.; WLS(AM)-FM Big Stone Gap, Va. (see page 67).

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## Noncommercial world meets at NAEB Chicago

**Association's meeting is annual  
gathering for public broadcasting;  
Fellows talks money, Quello talks  
UHF, Carter talks partnership**

The National Association of Educational Broadcasters held its 52d annual convention in Chicago last week. For the 2,300 registrants and estimated 2,000 other participants, there were more than 160 professional sessions and more than 50 equipment and programming exhibits. It was a time to discuss professional involvement in public telecommunications and the role played by the NAEB.

In his address at the annual business meeting, NAEB President James Fellows presented the financial picture of the organization. Mr. Fellows said that for the years 1973-75, NAEB had operating deficits ranging from \$140,000 to \$200,000. However, he said, the deficit incurred for the 1976 fiscal year (ended in June) was only \$10,000.

"But even though the annual operating budget was close to being in balance, we were not retiring the accumulated deficit from previous years... That condition



must be brought to a halt. So the board of directors has authorized a fund-raising effort to pay off the accumulated deficit. This amounts to \$160,000." He said that members will be asked to contribute \$40,000 of that. Other sources, he said after the convention, will come in \$40,000 blocks from several private benefactors, the Ford Foundation and another institution which he chose not to name since negotiations are currently under way.

Mr. Fellows's remarks came in the form of answers to letters that have been received at the NAEB. In response to one asking public broadcasters' greatest concerns, he noted funding levels and bureaucratic controls.

"The amount of money that this society allocates to broadcasting for public purposes remains disgracefully small," he said. He said that "whether through CPB [Corporation for Public Broadcasting] or through government units," stations face funding problems because "budgets will not permit realistic contingency allocations" and "a growth factor in budgets."

"The solution lies in defining a range of acceptable financial practices and in specifying a harsh and definitive penalty for those who go beyond them," said Mr. Fellows. He also mentioned a concern "about how to deal with the growing bureaucracies in Washington. He said there is "anxiety about the appropriateness of qualifications and orientation of key personnel" there and fear of repercussions of raising criticism in certain areas.

"It is a very precarious and unhealthy situation. . . . Systematically, as if by design, the licensee base for public broadcasting is being intimidated and immobilized. Whether this is intentional is very hard to know, but that is a question people raise."

In response to another letter he said that "neither the PTR [Public Telecommunications Review] nor its publisher, the NAEB, is antagonistic to the other national organizations in public broadcasting. He added: "We have reason to think that there is at least a tolerance and perhaps a growing respect for criticism. . . ."

A particular concern of many managers was the direction of the Public Broadcasting Service. That subject was discussed in meetings of television managers who agreed to form a council within NAEB. "There may be a distance growing between PBS and the stations as the individual community instrumentalities," said Frederick Breitenfeld, executive director of the Maryland Center for Public Broadcasting. He said this is the "next battle in public television." Concerns were expressed over the role of the licensees in running the national system in such areas as programing and policy. About 25% of PTV's managers were said to have attended these meetings.

FCC Commissioner James Quello, in an opening address, however, only had words of praise for the public television industry and for "educational broadcasting." "It is educational broadcasting today that is the leading catalyst for improving UHF transmission reception—an improved ser-

vice vital to your future development and growth," said Mr. Quello. He also said that "it is significant and impressive that the very first application for a satellite distribution system for program came from CPB and the Public Broadcasting Service for both public TV and radio. You are asserting a position of pioneer leadership in satellite transmission." He also said it is "gratifying" that public television is the leader in providing captioned TV service for the hearing impaired.

A written message was sent by Governor Jimmy Carter who said: "If elected President, I will seek a new partnership between the federal government and the public broadcasting industry. One goal of that partnership will be increased public support at every level, with special attention paid to innovative programing."

Honored with the NAEB Distinguished Service award were Virginia Kassell, creator, producer and project director for the *Adams Chronicles*, and Senator John Pastore (D-R.I.), who is retiring from Congress and as chairman of the Senate Communications Subcommittee. Accepting the award for Mr. Pastore was former FCC Chairman Newton Minow, now a Chicago attorney, and Nicholas Zapple, former counsel to Mr. Pastore's Senate Communications Subcommittee.

In a speech before the convention, Ms. Kassell accepted the award in honor of the late Joan Mack, director of development ("our phrase for fundraising") at WNET(TV) New York which produced the

*Adams Chronicles*. She cited Ms. Mack's faith in "the worth of our medium, in the viability of difficult but important ideas, in tenacity, and ultimately in ourselves. She was what the National Association of Educational Broadcasters stands for."

Receiving the NAEB's first annual Harvey J. Aderhold Engineering award was Philip A. Rubin, director of engineering research at CPB.

Elected NAEB's female first chairperson was Florence Monroe, director of radio and general manager of WBHM(FM) Birmingham, Ala., scheduled to go on the air next month. She will continue her duties as vice chairperson until assuming her new office in January. Elected vice-chairperson was George Blair of the University of North Carolina's television system.

## Two for pay in Washington?

**Applicants for STV there think both can exist, as does FCC's Broadcast Bureau, but NAB and Metromedia have doubts**

Channel 20 Inc., licensee of WDCA-TV Washington, and the FCC's Broadcast Bureau have joined Channel 50 Inc. of Washington in asking the commission to waive its one-to-a-community rule for

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

Company	Period/Ended	Current and change				Per Share	Revenues	Year earlier	
		Revenues	Change	Net Income	Change			Net Income	Per Share
Acton Corp.	9 mo. 9/30	11,610,000	+85.7	1,093,000	+397.2	.41	6,249,000	73,000	.03
Chris-Croft	Year 8/31	68,614,000	+13.8	2,920,000	*	.43	61,150,000	(3,100,000)	(1.02)
Cohn	9 mo. 9/30	11,105,583	- 3.7	169,825	-44.2	.10	11,529,998	304,164	.19
Combined Communications	9 mo. 9/30	153,934,415	+53.4	9,862,091	+111.7	1.58	100,340,481	4,657,078	.99
Cox Broadcasting	9 mo. 9/30	95,023,000	+19.0	14,163,000	+42.9	2.41	79,787,000	9,909,000	1.70
Cox Cable	9 mo. 9/30	27,507,778	+30.2	2,659,491	+30.7	2.75	21,113,888	2,033,849	.57
Fuqua	9 mo. 9/30	384,765,000	+ 5.7	10,789,000	+105.5	1.18	363,722,000	525,000	.03
Harte-Hanks	9 mo. 9/30	83,585,000	+28.2	7,165,000	+33.9	1.63	65,196,000	5,349,000	1.22
Marvin Josephson	3 mo. 9/30	7,902,600	+11.1	1,296,500	+22.7	.70	7,112,000	1,055,800	.52
Kansas State Network	Year 8/31	13,659,000	+22.3	892,000	+ 1.3	.49	11,165,000	880,000	.48
Kingstip Communications	Year 9/30	2,240,224	+31.8	260,111	+17.9	.56	1,698,915	220,440	.48
LIN Broadcasting	9 mo. 9/30	26,712,000	+17.8	3,995,000	+53.5	1.44	22,663,000	2,603,000	1.00
Meredith Corp.	3 mo. 9/30	55,802,000	+37.9	3,591,000	-31.4	1.17	40,448,000	5,234,000	1.72
Metromedia	39 wk. 10/3	186,441,745	+26.6	19,533,884 <sup>1</sup>	+142.7	2.89	147,181,877	8,047,030	1.23
Needham, Harper & Steers	9 mo. 9/30	25,715,000	+17.9	1,134,000	+326.3	1.38	21,810,000	266,000	.35
Reeves Telecom	9 mo. 9/30	5,773,688	+ 4.6	644,085	+52.5	.27	5,515,512	429,503	.18
Scientific-Atlanta	3 mo. 9/30	11,140,000	+21.1	544,000	+54.1	.33	9,192,000	353,000	.23
Schering-Plough	9 mo. 9/30	658,594,000	+ 9.5	121,990,000	+12.0	2.25	600,996,000	108,835,000	2.02
J. Walter Thompson	9 mo. 9/30	104,919,000	+14.8	2,148,000	*	.78	91,356,000	(490,000)	.18
United Cable Television	3 mo. 8/31	3,914,000	+17.9	(125,000)	*	(.07)	3,317,000	(530,000)	(.28)
Viacom	9 mo. 10/2	34,084,000	+16.4	2,754,000	+23.0	.72	29,278,000	2,239,000	.61
Warner Communications	9 mo. 9/30	565,014,000	+14.9	47,159,000	+17.7	2.80	491,807,000	40,084,000	2.24
Washington Post	39 wk. 9/26	264,848,000	+18.6	15,052,000 <sup>2</sup>	+131.4	3.33	223,228,000	6,502,000	1.37
Zenith Radio	9 mo. 9/30	689,800,000	+ 6.5	24,800,000	+54.0	1.32	647,100,000	16,100,000	.86

\*Change too great to be meaningful.

<sup>1</sup>Includes gain on sale of Foster & Kleiser Northwest (outdoor advertising) amounting to \$1,121,000.

<sup>2</sup>Includes nonrecurring after tax gain of about \$1,800,000 from sale of WCKY(AM) Cincinnati in February.

the city, a rule which limits the number of authorized over-the-air STV operations.

The National Association of Broadcasters, Metromedia Inc. and American Subscription Television of the District of Columbia, however, have told the FCC that the issues are too substantial to be solved in a limited proceeding, and that the commission should institute a full rulemaking inviting comments from all parties of interest in STV proceedings before the Washington waiver is granted.

Channel 50, applicant for assignment of a construction permit and grant of STV authority for WGSP-TV Washington had asked the FCC to waive its one-to-a-community rule for Washington because, it said, Washington has enough broadcast stations already to provide sufficient free television programing (BROADCASTING,

Oct. 11).

WGSP-TV, confronted by a competing application for STV authority from WDCA-TV, said that two STV stations in the Washington market would enhance diversity and competition. WGSP-TV said the rule's applicability should be decided on a case-by-case basis, especially in the larger markets.

WDCA-TV agreed, telling the commission that its rule "serves no public need or interest in this case." The rule deprives the public of STV competition, WDCA-TV said, and requires the FCC to make a prediction as to which STV authorization would better serve the public—a decision best left to the public, WDCA-TV said.

The Broadcast Bureau supported WGSP-TV's request, saying that the one-to-a-community rule was originally issued to

protect the amount of free television available to the public, not primarily designed to limit the number of authorized STV stations. Washington gets Grade A contour service from six currently operating television stations, the Broadcast Bureau said, and Grade B service from seven other operating stations. The Broadcast Bureau recalled the commission's recent grant of STV authority for KBSC-TV Corona, Calif. (BROADCASTING, Sept. 20), even though the commission had previously granted STV authority for KWHY-TV Los Angeles. Even though Corona is a separate community, Corona is essentially a suburb of Los Angeles, and the STV signals will be reaching the same audience and market. The Broadcast Bureau said that if one of the Washington applicants were to change its community of license to a suburb of Washington, the situation would be identical to the Los Angeles-Corona case. The Washington applicants should not have to take such "evasive measures," the Broadcast Bureau said.

Metromedia, however, said that the waiver request "raises broad issues of telecommunications policy which may not properly be resolved" within the context of the limited Washington case. Metromedia, licensee of six television stations including WTTG(TV) Washington, said the commission should invite "full public participation" in any question of this scale. Metromedia, supported by the NAB, said waivers of the rule could have ramifications on the public, program producers and distributors, and existing and future TV licensees, STV franchisees, CATV operators and channel leasees. The

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**Fountainhead.** The affiliate advisory boards of the four ABC Radio networks went to New York last month for their annual meeting. Among those attending the opening reception for the three days of meetings Oct. 20-22 were (l-r): Elton Rule, president of ABC Inc.; John Hinkle Jr. of WISN(AM) Milwaukee, chairman of the network advisory board's executive committee; Edward F. McLaughlin, president of the ABC Radio Network, and Harold L. Neal Jr., president of ABC Radio.

NAB said the existing one-to-a-community rule was the product of "exhaustive rulemaking proceedings conducted over a period of some 13 years," and that any change in the laws "would be of interest to a large number of parties."

American Subscription Television, a sublicensee of Telease Inc., the group with rights to lease the Teleglobe encoding and decoding STV technical system, agreed that before the waiver is granted, the commission should initiate a rulemaking proceeding to decide what changes are needed in STV regulations. AST, under contract for lease of the Teleglobe system to WGSP-TV, added that if the commission "decides to entertain seriously" the requested waiver, it should establish that the two stations use "compatible" decoding systems. AST said that prior to the adoption of STV rules the commission decided it didn't need to require compatible decoding systems since only one STV station per community would be authorized. If more than one STV station is granted to a community, AST said, the stations should "provide clear assurance that the public [will] not have to experience the inconvenience and expense of having two decoders attached to their [receivers]."

### Newhouse to purchase major interest in Booth

Booth Newspapers Inc. has accepted an approximate \$260-million bid of Newhouse Newspapers to purchase controlling interest in Booth. The acquisition, thought to be the largest in newspaper history, was accepted by Booth at \$47 per share, despite approval by Booth's board of directors two weeks ago to sell the 34% interest of three Booth directors and several other stockholders to the Times Mirror Co. The Times had offered to purchase all of the outstanding 7,371,000 shares of Booth stock for \$40 per share. The sale to the Times (publisher of the *Los Angeles Times*, *Newsday*, the *Dallas Times Herald* and the *Orange Coast Daily Pilot* in Costa Mesa, Calif.) was seen by financial analysts as an attempt to block the

growing control of Samuel I. Newhouse. Mr. Newhouse had already purchased 25% of Booth earlier this year. Booth publishes eight newspapers in Michigan, and the 19-million circulation Sunday supplement, *Parade* magazine. Newhouse owns 22 daily newspapers, 20 cable television systems and WAPI-AM-FM-TV Birmingham, Ala.; KTVI(TV) St. Louis; WSYE-TV Elmira and WSYR-AM-FM-TV Syracuse, both New York; WTPA-FM-TV Harrisburg, Pa., and 50% of KOIN-AM-FM-TV Portland, Ore.

### Sullivan, former TVB VP, to offer new service

Joseph J. Sullivan Jr., former executive vice president in charge of sales for the Television Bureau of Advertising, is forming an executive and talent search firm to serve broadcasters, effective Jan. 1. The firm will be known as Sullivan & Associates and will be based in New York.

Mr. Sullivan said he was forming his own company on the strength of a survey of 500 owners and managers of TV and radio stations that produced "a very high 28% rate of return" and in which over half of the respondents said they had never used such a firm but showed an interest in doing so.

Mr. Sullivan, who resigned from TVB late last summer ("Closed Circuit," Sept. 20), had been director of sales for Corinthian Broadcasting, director of daytime sales for CBS-TV and general sales manager of WCBS-TV New York. Pending his opening of offices in January, his telephone is 212-371-6400.

**Corrections.** KHO-AM-FM-TV Spokane, Wash., were listed as being licensed to Newhouse Broadcasting Corp., in the story last week (page 26) on FCC's petition-to-deny day. The stations are owned by Spokane Chronicle Co.; licensee is KHO Inc. Also, the commission did not, as reported, renew the license of Newhouse's WSYR-TV Syracuse, N.Y. Consideration of the matter was postponed and placed on the agenda for this week.

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\*Audience estimates for KSPZ average ¼ hour adults 18-49 April/May 1976 Arbitron, Mon-Sun 6AM-Midnight, TSA; subject to qualifications issued by rating service.



# The Broadcasting Playlist™ Nov 1

## Contemporary

Over-all-rank	Last This week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
2	1		<b>If You Leave Me Now</b> (3:40) Chicago—Columbia	1	3	1	1
9	2	1	<b>Rock'n Me</b> (3:05) Steve Miller Band—Capitol	3	1	3	2
4	3		<b>I Only Want to Be with You</b> (3:20) Bay City Rollers—Arista	4	2	4	3
1	4		<b>Disco Duck (Part 1)</b> (3:15) Rick Dees & His Cast of Idiots—RSO/Polydor	2	4	2	4
6	5		<b>Play That Funky Music</b> (3:12) Wild Cherry—Epic	5	5	6	5
14	6	1	<b>Muskrat Love</b> (3:28) Captain & Tennille—A&M	7	6	5	7
3	7		<b>Still the One</b> (3:42) Orleans—Asylum	6	7	7	6
7	8		<b>A Fifth of Beethoven</b> (3:02) Walter Murphy—Private Stock	8	8	8	11
11	9		<b>Lowdown</b> (3:15) Boz Scaggs—Columbia	10	10	9	9
5	10		<b>Devil Woman</b> (3:21) Cliff Richard—Rocket	9	9	11	8
8	11		<b>The Wreck of the Edmund Fitzgerald</b> (5:57) Gordon Lightfoot—Reprise	11	11	10	10
12	12		<b>(Shake... ) Shake Your Booty</b> (3:06) K.C. & Sunshine Band—TK Records	12	12	14	12
15	13		<b>Magic Man</b> (2:45) Heart—Mushroom	13	15	13	15
18	14		<b>Rubberband Man</b> (3:30) Spinners—Atlantic	14	13	15	13
10	15		<b>She's Gone</b> (3:24) Hall & Oates—Atlantic	17	14	12	14
23	16		<b>Fernando</b> (4:11) Abba—Atlantic	15	16	17	19
30	17		<b>Just to Be Close to You</b> (3:28) Commodores—Motown	16	19	18	21
20	18		<b>The Best Disco in Town</b> (2:29) Ritchie Family—Marlin/TK	20	17	22	20
19	19		<b>That'll Be the Day</b> (2:32) Linda Ronstadt—Asylum	18	22	21	26
28	20		<b>Love So Right</b> (3:19) Bee Gees—RSO/Polydor	19	23	20	25
22	21		<b>Do You Feel Like We Do</b> (7:19) Peter Frampton—A&M	25	18	19	16
21	22		<b>(Don't Fear) The Reaper</b> (3:45) Blue Oyster Cult—Columbia	23	20	23	17
26	23		<b>More Than a Feeling</b> (3:25) Boston—Epic	21	25	16	18
32	24		<b>Tonight's the Night</b> (3:55) Rod Stewart—Warner Bros.	26	21	24	23
24	25		<b>Beth</b> (2:45) Kiss—Casablanca	22	26	25	22
25	26		<b>This One's for You</b> (3:25) Barry Manilow—Arista	27	24	26	24
27	27		<b>Nadia's Theme</b> (2:50) Barry De Vorzon & Perry Botkin Jr.—A&M	24	27	27	31
17	28		<b>A Little Bit More</b> (2:56) Dr. Hook—Capitol	28	28	31	29
36	29		<b>You Make Me Feel Like Dancing</b> (2:48) Leo Sayer—Warner Bros.	35	33	28	27
13	30		<b>Don't Go Breaking My Heart</b> (4:23) Elton John & Kiki Dee—Rocket/MCA	32	30	33	32
33	31		<b>I Never Cry</b> (3:43) Alice Cooper—Warner Bros.	29	31	34	33
29	32		<b>Wham Bam Shang-A-Lang</b> (3:32) Silver—Arista	38	29	32	30
38	33		<b>You Are the Woman</b> (2:42) Firefall—Atlantic	33	37	30	28
16	34		<b>I'd Really Love to See You ...</b> (2:36) England Dan & John Ford Coley—Big Tree	31	39	29	36
39	35		<b>Nights Are Forever Without You</b> (2:52) England Dan & John Ford Coley—Big Tree	30	34	35	37
—	36		<b>Stand Tall</b> (3:20) Burton Cummings—Portrait	34	32	36	34
31	37		<b>Getaway</b> (3:38) Earth, Wind & Fire—Columbia	37	36	38	35
—	38		<b>You Don't Have to Be a Star</b> (3:40) Marilyn McCoo & Billy Davis Jr.—ABC	36	35	39	39
34	39		<b>A Dose of Rock 'n' Roll</b> (3:16) Ringo Starr—Atlantic	40	40	37	38
—	40		<b>Sorry Seems to Be the Hardest Word</b> (3:28) Elton John—Rocket/MCA	39	*	40	*

## Playback

**Hobbled Hit.** *Tonight's the Night* (Warner Bros), Rod Stewart's latest single, looks hit-bound despite airplay abstinence of such formidable radio operations as RKO Radio's KHJ(AM) Los Angeles, KFRC(AM) San Francisco, WHBQ(AM) Memphis, WRKO(AM) Boston and wxLO(FM) New York. It rates its second bolt in a row. *Tonight's* lyrics are a little too explicit for some top 40 stations; Warner Brothers has just released edited version for stations offended by "spread your wings and let me come inside" phrase. Sam de Vincent of WOWO(AM) Fort Wayne, Ind., explains, "Those lyrics leave something to be desired. It's too bad because the music is really nice listening music." But other stations have no complaints. *Tonight's* No. 1 at WAYS(AM) Charlotte, N.C., where Beau Matthews reports it as best selling record in town: "We are a contemporary radio station and these are contemporary lyrics," he says. *Tonight's* also on top at KILT(AM) Houston, WKTO(AM) Pittsburgh and WLAC(AM) Nashville.



Stewart

## Country

Over-all-rank	Last This week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1		<b>You &amp; Me</b> (3:22) Tammy Wynette—Epic	1	1	1	1
2	2		<b>Somebody Somewhere</b> (3:00) Loretta Lynn—MCA	2	2	5	2
4	3		<b>Her Name Is</b> (2:17) George Jones—Epic	3	4	2	3
8	4		<b>A Whole Lotta Things to Sing About</b> (2:42) Charley Pride—RCA	6	3	4	4
3	5		<b>Cherokee Maiden</b> (2:56) Merle Haggard—Capitol	5	7	3	5
5	6		<b>Living It Down</b> (2:30) Freddy Fender—ABC/Dot	4	6	6	11
7	7		<b>Among My Souvenirs</b> (2:32) Marty Robbins—Columbia	8	5	7	6
11	8		<b>I'm Gonna Love You</b> (2:52) Dave & Sugar—RCA	7	8	8	7
10	9		<b>Here's Some Love</b> (2:59) Tanya Tucker—MCA	9	9	9	8
9	10		<b>I Don't Want to Have to Marry You</b> (3:03) Jim Ed Brown & Helen Cornelius—RCA	10	12	11	9
12	11		<b>All I Can Do</b> (2:23) Dolly Parton—RCA	11	10	12	10
6	12		<b>The Games Daddies Play</b> (3:00) Conway Twitty—MCA	12	11	10	13
14	13		<b>Peanuts and Diamonds</b> (3:10) Bill Anderson—MCA	14	13	13	14
15	14		<b>Show Me a Man</b> (2:53) T.G. Sheppard—Hitsville	13	14	15	17
19	15		<b>Thinking of a Rendezvous</b> (3:22) Johnny Duncan—Columbia	17	15	14	12
16	16		<b>Come On In</b> (2:40) Sonny James—Columbia	15	16	16	18
13	17		<b>I Don't Wanna Talk It Over ...</b> (2:50) Connie Smith—Columbia	16	17	17	19
20	18		<b>Let's Put It Back Together Again</b> (3:16) Jerry Lee Lewis—Mercury	18	18	18	25
17	19		<b>The End Is Not in Sight</b> (3:11) Amazing Rhythm Aces—ABC/Dot	19	22	20	20
21	20		<b>Don't Stop Believin'</b> (3:24) Olivia Newton-John—MCA	21	19	23	15
23	21		<b>That Look in Her Eyes</b> (3:03) Freddie Hart—Capitol	20	21	19	33
18	22		<b>I Wonder If I Ever Said Goodbye</b> (3:30) Johnny Rodriguez—Mercury	24	20	24	16
—	23		<b>9,999,999 Tears</b> (3:00) Dickey Lee—RCA	23	*	21	24
—	24		<b>Things</b> (2:46) Anne Murray—Capitol	22	23	25	21
—	25		<b>Good Woman Blues</b> (2:50) Mel Tillis—MCA	25	24	22	23

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 (M) indicates an upward movement of five or more chart positions.

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#3367

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## American Cable TV gets Phoenix franchise

Homes passed will be 259,000;  
franchise fee is 5% of gross

The Phoenix city council unanimously gave the nod last week to American Cable Television to construct a \$40-million cable system there involving about 2,700 miles of plant that will pass some 259,000 homes. ACT, a multiple system operator with headquarters in Phoenix, received a 15-year franchise for the city.

According to Jim Monroe, ACT director of governmental relations, the franchise requires system completion within five years of receipt of an FCC certificate of compliance. He anticipates that a compliance application will be filed before yearend and that construction will begin some 18 to 24 months later. ACT has agreed to pay the city a franchise fee of 5% of revenues. Pay programing will be offered on the system.

ACT already has about 150 subscribers in Phoenix. In 1959 it was awarded a franchise for surrounding Maricopa county. Two years later, part of its franchise area was annexed by the city, which allowed the service to continue. Competition for the larger franchise had come from two local groups: Valley Cable Co. and Phoenix Telecast Services.

Over-all, ATC has nearly 50,000 subscribers on its systems in Arizona, California, Indiana, Kentucky and Texas.

## Pittsburgh area gets a taste of pay today

TCI says it has 6,000 plus subscribers and expects 12,000 by mid-December

Tele-Communications Inc., Denver-based multiple-system operator, is scheduled to begin pay service today (Nov. 1) on its Centre Video systems in suburbs of Pittsburgh. The start-up follows a preview

period begun Oct. 22, when TCI's 97,000 subscribers there were offered the programing.

The programing package is being supplied by Hollywood Home Theater, a joint venture of Twentieth Century-Fox Corp. and United Artists Corp. Delivery to cable head-ends is via multipoint distribution service (BROADCASTING, Oct. 4). Cox Cable Communications, which holds the MDS license there, also plans to feed apartment buildings.

The programing will include two exhibitions of a double movie bill each night. There are to be six cable premieres each month, five encores as well as specials and children's programing.

According to Graham Moore, president of TCI's cable pay-TV division, advertising and printing to promote the new service cost close to \$75,000. Promotion has included spots on four local radio stations, inserts in suburban newspapers and advertising in *TV Guide*.

Mr. Moore said TCI is aiming for 12,000 pay subscribers by Dec. 15 and added that more than 6,000 orders had been placed by last Wednesday (Oct. 27). The pay service costs \$8 per month.

## Cable trafficking charged in California

\$2.3-million sale of system prompts Tulare TV's question

Pappas Television Inc., licensee of KMPH(TV) Tulare, Calif., is attempting to persuade the FCC to strip two cable systems in the area of their certificates of compliance as a result of the proposed acquisition of one by the other for a total of more than \$2.3 million. Since neither system has been built, the price, Pappas says, is "totally unjustifiable" and raises a question of trafficking in certificates of compliance.

San Joaquin Cable TV is the buyer and Fresno Cable TV is the seller.

Pappas contends that, apart from the trafficking issue, the proposed sale raises questions of whether the certificate holders misrepresented their intent to comply with the commission's requirement to

build a substantial portion of their systems within a year, whether they ever intended to build and operate systems, and whether the commission's policy prohibiting lump sum payments is being violated.

Further exacerbating the matter, Pappas says, is the report that another transfer of control, to T. M. Communications, is contemplated. Pappas says that T. M. Communications, through the device of a contract with S. J. Cable, is building and will operate the S. J. Cable system.

Complicating matters even more for Pappas was the action of the commission's Cable Television Bureau staff, at the request of S.J. Cable, in treating Pappas's petition to rescind as a petition for special relief. That permits the systems 30 days to respond. In that time, Pappas said in a letter to the Cable Television Bureau last week, S.J. Cable could obtain local governmental approval of the transfer.

## Wiley, Kelly address New York cable meeting

The New York State Cable Television Association heard from both national and state regulators last week at its annual meeting in Kiamesha Lake. Among them were FCC Chairman Richard E. Wiley, FCC Cable Television Bureau Chief James Hobson and New York State Cable Commission Chairman Robert F. Kelly.

The FCC chairman made his appearance via video tape. Before introducing Mr. Hobson he told the group that he is seeking less regulation for both cable and broadcasting. The FCC door is open to cable operators, he said.

Mr. Hobson told the group that passage of time will force changes in various FCC regulations: among them the pre-emption of state and local pay cable regulations, franchise fees and the issue of separation of content of programing and cable ownership. For example, he said, pay-cable pre-emption is based on the idea that the industry is in its infancy.

NYSCC's Mr. Kelly said that he has had a minimum amount of problems with the industry as a whole. He also noted that the commission is working on a "white paper" with recommendations to both cable operators and municipalities regarding rate increases. He also said that the FCC should revisit certain of its rules in light of the passage of the copyright rule.

### Cable Brief

**New fines for rule breakers.** FCC has changed rules to allow its Cable Television Bureau to impose fines of up to \$500 against cable television relay service (CARS) operators who break FCC regulations. CARS rule, affecting microwave service reserved for use by cable systems to bring in TV signals for redistribution over cable, goes into effect Thursday (Nov. 4).

## N.Y., N.J., CONN. RADIO

I am seeking an AM/FM radio station in the tri-state area. Any size station will be considered under \$650,000.

Please phone or write:

Peter W. Schweitzer  
3 Sherbrooke Road  
Scarsdale, N.Y. 10583



# Fates & Fortunes

## Media



Pope

**Leavitt J. Pope**, president of WPix Inc., New York, elected chairman of Association of Independent Television Stations Inc. (INTV), succeeding **James R. Terrell**, executive VP, Gaylord Broadcasting Co., Oklahoma City and general manager of its KTVT(TV) Fort Worth.

Other new officers of

INTV: **Robert J. Wormington**, president and general manager of KBMA-TV Kansas City, Mo., vice chairman, **Crawford Rice**, executive VP of Gaylord Broadcasting and general manager of its KSTW(TV) Tacoma-Seattle, secretary, and **Robert L. Glaser**, president of RKO General Television Inc., New York, treasurer.

**David Raven**, president, WSAU(AM) Wausau, Wis., assumes additional duties as president of co-owned WIFC(FM) there. **Roger Eisenman**, salesman, WSAU, and **Patrick Plant**, sales manager of WIFC named station managers of their respective stations.

**Joseph Buerry**, general manager, WBBH-TV Fort Myers, Fla., joins WEVU-TV Naples, Fla., in same post. **Gary Firestone**, production manager, WINK-TV Fort Myers, named WEVU-TV operations manager. **Dona Fussell**, WBBH-TV facilities manager, joins WEVU-TV as operations coordinator/public affairs director.

**Jack E. Douglas**, general manager, WSBT-AM-TV-WWJY(FM) South Bend, Ind., elected president-general manager.

**Gilbert R. Rozzo**, station manager, WDVE(FM) Pittsburgh, named general manager, WRCP-AM-FM Philadelphia.

**Jack Gregory**, VP/station manager, KOWL(AM) South Lake Tahoe, Calif., named president, succeeding founder and president, **Ken Hildebrandt**, who becomes board chairman.

**Laurie Ornelaz**, executive secretary to VP/general manager, KLOS(AM) Los Angeles, appointed administrative supervisor.

**Joseph Gunther**, sales manager, WOKO(AM) Albany, N.Y., appointed acting general manager.

**Jim Fitzgerald**, air personality, WWOK(AM)-WIGL(FM) Miami, joins WPIK(AM)-WXRA(FM) Alexandria, Va. (Washington) as director, promotion and publicity, and on-air host.

Newly elected officers, North Dakota Broadcasters Association: **Dave Beach**, noncommercial KFJM-AM-FM Grand Forks, president; **Bob McLeon**, KFJR-AM-FM-TV Bismarck, president-elect, and **C. H. Logan**, noncommercial KDSU(FM) Fargo, re-appointed secretary-treasurer.

## Broadcast Advertising



Means

**David H. Means**, senior VP, N.W. Ayer ABH International, New York, and **Jerry N. Jordan**, president of Thomas Cook Inc. travel organization and formerly with Ayer, elected executive VP's, Ayer.

**Lawrence Epting**, former president of Norton Simon Communications Inc., New York, named executive VP and member of board, SSC&B Inc., New York. **Carolyn Hirschklau**, VP and associate creative director, SSC&B, appointed senior VP and creative executive. **Robert W. Hinson**, associate media director of Foote, Cone & Belding, Los Angeles, named to new post of VP and director of media development, SSC&B.

**Maxine Daley**, creative director, Erwin Wasey, Inc., Los Angeles, named executive VP.



Daley



Donohue

**Robert P. Donohue**, national sales manager, WNEW-TV New York, named VP.

**William C. Wiehe**, account executive for Petry Television in Chicago and **John A. Gardner**, account executive in New York, named sales managers of Petry's Chicago office. **Patricia Kinsey**, account executive in Petry's Atlanta office, named sales manager in Philadelphia. **Edward C. List**, account executive in Chicago, appointed manager of new Petry TV office in Minneapolis, which opens on Nov. 1 in *Baker Building, 706 Second Avenue South, Minneapolis 55402. (612) 339-6606.*

**Les Cole**, from D'Arcy-MacManus & Masius, joins Foote, Cone & Belding/Honig, Los Angeles, to take over copy/contact responsibilities on Hughes Aircraft and Hughes Helicopter accounts. **William Irwin**, from New York office of Cunningham & Walsh, joins FCB/H Los Angeles, as media supervisor on Hughes accounts. **Flagg Taylor**, director of marketing services and VP/account supervisor, FCB/H's office in Phoenix (Jennings & Thompson), transferred to Los Angeles office as head of Sunkist and Albertson's accounts.

**Jeffrey Frey**, associate creative director, Needham, Harper & Steers/West, Los Angeles, named VP and copy supervisor at DKG Advertising Inc., New York. **Larry Dolin**, VP and account supervisor, Lois, Holland, Callaway, New York, named VP and account supervisor, DKG.

**Marilyn Musick**, copywriter, Stix, Baer & Fuller department stores, St. Louis, joins D'Arcy-MacManus & Masius there in same capacity.

**John H. Willie**, VP/account management supervisor, Tracy-Locke Advertising, Dallas, joins Glenn, Bozell & Jacobs there as VP/marketing services director. **Donald J. Fields**, guest lecturer at North Texas State University, Denton, on senior advertising campaigns, joins GB&J as creative group supervisor.

**Jonathan R. Betuel**, public relations account executive, Bozell & Jacobs, New York, joins Benton & Bowles there as public relations associate and editor.

## KTXS Goes Harris!

KTXS-TV, Sweetwater/Abilene, Texas goes Harris with two TC-50 live color cameras

For complete information, write Harris Corporation, Broadcast Products Division, 123 Hampshire Street, Quincy, Illinois 62301



**HARRIS**  
COMMUNICATIONS AND  
INFORMATION HANDLING

**Ronald Strauss**, account executive, Evans Broadcasting, New York, joins Metro TV Sales there in same post.

**R. Brooks Carroll**, salesman, Peters Griffin Woodward, Chicago, named sales manager, Chicago West, for PGW.

**Robert J. Peyton**, director of audience development, Katz Agency, New York, appointed VP.

**Bernadine Douglas**, retail sales manager, KPLR-TV St. Louis, promoted to sales manager.

**Michael J. Schweltzer**, account executive, Top Market Television, Atlanta, appointed national sales manager, WFAA-TV Dallas.

**Edie Brackeen**, national sales coordinator, WPTV(TV) West Palm Beach, Fla., promoted to national sales manager.

**Jim McCrae**, Naples/Collier County, Fla., account executive, WBBH-TV Fort Myers, Fla., joins WEVU-TV Naples as Collier county sales manager.

**Randy Miller**, national sales manager, WHDH(AM) Boston, joins WMEX(AM) there as sales manager.

**Pat Meier**, from KLOK(AM) San Jose, Calif., joins KSFX(FM) San Francisco as creative services director, responsible for supervision and management of promotions, advertising and marketing.

**Gary L. Whiting**, local account executive, KSL(AM) Salt Lake City, appointed national sales manager.

**Sandra M. Andersen**, promotion services

manager, WMAL(AM) Washington, named advertising/promotion manager, succeeding **Earl E. Murton**, who joins WERE(AM)-WGCL(FM) Cleveland in same post.

**John Wrath**, account executive, KPOI(AM)-KHSS(FM) Honolulu, promoted to sales manager.

**Tom Parkinson**, account executive, WWSH(FM) Philadelphia, joins WKBS-TV Burlington, N.J. (Philadelphia), as retail sales development coordinator.

**Phil Costin**, sales manager, WDAE(AM) Tampa, Fla., joins WAXY(FM) Fort Lauderdale, Fla., in same capacity.

**Tim Eatman**, account executive, KEEL(AM) Shreveport, La., appointed advertising sales manager, KKYK(FM) Little Rock, Ark.

**Shirley Ryan**, account executive, WKBK(AM) Keene, N.H., promoted to local sales manager.

## Programing

**Neville Thomson**, VP in charge of Australian, Far East and New Zealand operations, Columbia Pictures Television International, Sydney, Australia, appointed VP in charge of European operations, based in London. **Phil Cuppett**, director of business affairs, CPTI, Burbank, Calif., named director of business affairs for worldwide distribution division.

**Carl Kugel**, director of development, movies for television, Twentieth Century-Fox Television, Beverly Hills, Calif., named executive assistant to president. **George Sefotis**, con-

troller, named VP/controller. **Meyer M. Hutner**, Eastern coordinator of advertising and publicity, Columbia Pictures, Burbank, Calif., appointed national publicity director, Twentieth Century-Fox, New York.

**Ed Warren**, VP, Telemation Program Services, New York, appointed director for syndicated program development, Viacom Enterprises, New York.

**Gordon Wolf**, director of marketing activities, Cinemobile Systems, Inc., production services firm, named production executive, film production operations and administration, ABC-TV, Los Angeles.

**Stephen Gentry**, VP, prime-time dramatic programs, ABC Entertainment, Los Angeles, elected VP, programs, West Coast. **Brandon Stoddard**, VP, motion pictures for television and limited series, elected VP, dramatic programs and motion pictures for television. **Pam Dixon**, VP, talent, comedy and drama programs, elected VP, talent. **Bob Boyett**, assistant to senior VP, prime-time production and development and director of talent relations, elected VP and assistant to VP, programs, West Coast.

**Phillip Jones**, director of international sales, Trident International Television Enterprises, London, joins William Morris Agency, London office, as head of television department.

**Craig Foster**, staff attorney, business-affairs department, William Morris Agency, New York, appointed associate director, business affairs, sports, CBS-TV New York. **Glenda**

# If you'll send your listeners to Brazil for Christmas, we'll send them a present.

Every year, The Lutheran Hour brings you a Christmas Celebration from a different part of the world. This year, Dr. Oswald Hoffmann, The Lutheran Hour Speaker, has gone to Brazil.

And along with an examination of the ways Brazilians celebrate this universal day of joy, he's brought back a present for every one of your listeners. A beautiful bookmark with a picture on it of the magnificent statue of Christ atop Sugar Loaf Mountain overlooking Rio de Janeiro Bay. And, of course, there's another present: a beautiful program of Brazilian Christmas music and exciting, informative discussions with Brazilians about



themselves, their country and their warm and moving relationship with the Christ Child.

Christmas in Brazil is available to you at no charge. It's a disc that runs 29:30. In the past, our Christmas program has been heard on over 3000 stations. This year, we hope to be heard on even more.

Help your listeners get their presents: one for their books and one for their hearts. Send for your disc today.

## The Lutheran Hour

For your free disc, write to:  
Tommy Thompson  
International Lutheran Laymen's League  
2185 Hampton Avenue  
St. Louis, Mo. 63139



**Four in one.** Warner Communications Inc. created Office of the President last week, composed of four executive VP's and directors: **Jay Emmett**, whose major responsibilities will continue to be WCI's TV, motion picture and publishing divisions; **David H. Horowitz**, responsible for cable TV, recorded music and music publishing companies; **Emanuel Gerard**, acquisitions, electronic games and financial relations, and **Kenneth Rosen**, newly named executive VP and director, who moves to WCI from presidency of International Travis Corp. and partnership in Brisbane Partners, both merchant banking firms. **Steven J. Ross**, WCI chairman and chief executive, has also been president but has not used that title. Officials said except for addition of Mr. Rosen, new setup reflects no basic change from former system, in which Messrs. Emmett, Gerard and Horowitz served in effect as committee sharing senior decision-making and policy-making responsibilities with Mr. Ross.

**Gracia**, negotiator, business affairs, CBS-TV, appointed talent and program negotiator, business affairs. **Michael Olton**, theatrical agent, Bret Adams Ltd., Los Angeles, joins CBS-TV as manager of casting for Hollywood programming department.

**Michael Romy**, administrative assistant to president of LBJ Productions, Chattanooga, appointed VP and will continue to supervise staff producers and directors and serve as creative producer and director for special project productions.

**Jean Vagnini**, director of corporate communications, Hill Brothers Inc., Florida-based diversified company, joins Columbia Pictures Industries, New York, as corporate public relations director.

**Joe Condon**, air personality, WROW(AM) Albany, N.Y., joins WHRL(FM) there as program director/air personality.

**Chris McClure**, news/sports director, WVIC(AM) East Lansing, Mich., joins WCAR-AM-FM Detroit as sports director.

**Sidney H. Guber**, VP and director of marketing services, SESAC Inc., New York, elected VP and director of business affairs. **Nat Lieberman**, collection manager and director of computer operations, appointed director of broadcast services and general licensing.

**Lee Hamilton**, play-by-play announcer, Cleveland Crusaders hockey team for WWWE(AM) there, joins WTTV(TV) Indianapolis as Voice of Indianapolis Racers hockey team.

## Broadcast Journalism

**Mark Estren**, news/special reports producer, WCBS-TV New York, joins WCAU-TV Philadelphia as executive news producer. Both are CBS-owned stations.

**Sally Raphael**, host on two-way talk program on WMCA(AM) New York and formerly reporter for WPLG-TV Miami, named co-anchor and reporter on WPIX-TV New York's *Action News*.

**Lee Phillips**, news director, WINK-TV Fort Myers, Fla., joins WEVU-TV Naples, Fla., in same capacity. **Scott Douglas** co-anchor, WBBH-TV Fort Myers, joins WEVU-TV as weather anchor. **Diane Warner**, WBBH-TV reporter and **Joe Warner**, WBBH-TV special features reporter, join WEVU-TV as co-anchor and special feature reporter, respectively.

**Cheryl Ann Holt**, writer/reporter, WPVI-TV Philadelphia, named reporter, WWL-TV New Orleans.

**Tom Murphy**, reporter, WPTV(TV) West Palm Beach, Fla., named to same post at WBBH-TV Fort Myers, Fla. **Frank Migilore**, graduate, St.

John's University Law School, joins WBBH-TV as government news reporter.

**Charles Zewe**, reporter/anchor, WWL-TV New Orleans, joins WDSU-TV there as anchor. **Carmel Cafiero**, general assignment/investigative reporter, WCKT(TV) Miami, named reporter/co-anchor WDSU-TV. **Russ Minshew**, weather reporter, WKYC-TV Cleveland, joins WDSU-TV in same capacity.

**Jack Robertson**, reporter/anchor, WCOV-AM-TV Montgomery, Ala., joins WPEC(TV) West Palm Beach, Fla., as reporter.

**Liz Walker**, news reporter/anchor/producer, KATV(TV) Little Rock, Ark., appointed reporter, KMGH-TV Denver. **Marv Rockford**, news producer, KVOA-TV Tucson, Ariz., joins KMGH-TV in same capacity.

**Richard Woldow**, from Philadelphia law firm of Cohen, Shapiro, Polisher, Shiekman and Cohen, joins WBBM-TV Chicago as chief investigator for news unit. **Gladys Lindsay**, WBBM-TV chief film librarian, appointed news department's complaint investigator.

**Gregory Paul Tatum**, senior afternoon editor/anchor, WSAI(AM) Cincinnati, appointed news director, WIFE(AM) Indianapolis.

**Carole Nelson**, from news department, WDBO-TV Orlando, Fla., and **Tom Howard**, producer/anchor, WROC-TV Rochester, N.Y., join WFTV(TV) Orlando, Fla., as reporters/anchors.

**Don Shaffer**, investigator, Pueblo, Colo., district attorney's office, joins KOLO(AM) Reno as news director.

## Cable

**Paul M. Eisele**, VP, marketing, Home Box Office, New York, resigns. He has not yet announced his plans. **Peter W. Frame**, HBO director of national sales, named manager,

Eastern regional office. **William G. Hooks**, south central regional manager, appointed manager of newly defined central region. **James Ezzes**, director of HBO product acquisition, named special products director. **Gregory H. Cascante**, director of college bureau of parent, Time Inc., succeeds Mr. Ezzes with new title of director of motion picture acquisition. **Winston (Tony) Cox**, HBO director of budget and financial analysis, appointed director of affiliate services.

Newly elected officers, Minnesota Cable Communications Association: **Lloyd Wetenkamp**, Metro Cable, Apple Valley, president; **Ed Klernat**, Community Cable Co., Ortonville, VP; **Frank Valentine**, Selectvision, New York, secretary, and **George Meyer**, ATC, Mankato, treasurer. **Jeffrey A. Marcus**, Communications Equity Associates, Bloomington, appointed executive director.

## Equipment & Engineering

**Robert W. Kunz**, district manager, Kansas City sales district, west central region, RCA Distributor and Special Products Division, appointed regional manager of west central sales region. **Anthony R. Boyle**, manager, Eastern region, national and special accounts, succeeds Mr. Kunz. **Raymond J. Schmit**, manager, central region, national and special accounts, named district manager, northern Chicago sales district of central region.

**John Neshelm**, deputy treasurer, Martin Marietta Corp., Rockville, Md., joins National Semiconductor Corp., Santa Clara, Calif., as treasurer.

**Harry W. (Bud) Pearson**, supervisor of technical maintenance, Public Broadcasting Service, Washington, joins A. F. Associates, Westwood, N.J., as engineering manager. AFA specializes in customizing and rebuilding video tape recorders.

## Allied Fields

**Henry A. Kaplan**, senior VP, Yankelovich, Skelly and White, market research firm, New York, named VP, CBS/Columbia Group, New York, in marketing area for all of group's divisions: Columbia House, CBS Musical Instruments, CBS Retail Stores and Creative Playthings.

**Louis J. Kalb**, salesman, Cox Data Services, Atlanta, appointed sales manager, television services, responsible for national marketing of

# KWTV Goes Harris!

**KWTV-TV, Oklahoma City, Oklahoma goes Harris with their new BTD-50 H1 Transmitter**

For complete information, write Harris Corporation, Broadcast Products Division, 123 Hampshire Street, Quincy, Illinois 62301





television automation system.

**James Graff**, one-time member of FCC staff who has been on staff of Senate Communications Subcommittee for three years, named legal assistant to FCC Commissioner Joseph Fogarty.

**Anthony B. Cavender**, chief of special relief and microwave division of FCC's Cable Television Bureau, has been selected to participate in executive interchange program of President's Commission on Personnel Interchange. Mr. Cavender is taking year's leave of absence from FCC to join legal department of Pennzoil Corp., Houston. **Abraham Leib**, chief of certificates of compliance division of Cable Television Bureau, will replace Mr. Cavender. **Stephan Ross**, assistant chief of certificates of compliance division, will replace Mr. Leib.

**Bruce W. Cotter**, general sales manager, WDVR-FM Philadelphia, named Eastern sales manager, Compu/Net, computer traffic and accounting firm for TV and radio stations, New York.

**Jessee Maxenchs**, marketing manager, Belar Electronics Laboratory, Devon, Pa., joins Eric Small & Associates consulting firm, San Francisco, in same post.

**James Weitzman**, counsel to Heftel Broadcasting Co., Pittsburgh, and **Bruce Eisen**, trial attorney in FCC's Broadcast Bureau, have joined Washington law firm of Stambler & Shrinsky as associate attorneys.

**Anthony L. Conrad**, former chairman and chief executive officer, RCA Corp., who

resigned after disclosing he had failed to file personal income tax for five years, has also resigned as director of Black & Decker Manufacturing Co., Towson, Md.

**Lee Hague**, with investment banking department, Dean Witter & Co., Chicago, joins Ron Curtis & Co., executive search firm there, as head of its new broadcast investment banking division.

## Deaths



Woodruff in 1963

**Jim Woodruff Jr.**, 62, president and general manager, WRBL-AM-FM-TV Columbus, Ga., died Oct. 17 of injuries suffered in auto accident Oct. 2. His broadcasting career began in 1934 as manager of WRBL(AM), position previously held

**P.A. (Buddy) Sugg**, 68, long-time broadcast executive, died of cancer Oct. 25 at his home in Tampa, Fla. Mr. Sugg was executive VP in charge of NBC-owned TV and radio stations and of NBC Spot Sales from 1958 until he retired in 1962, and before that directed broadcast expansion program of Oklahoma

Publishing Co. and was in charge of its stations in Oklahoma City, Montgomery, Ala., and Tampa. He was also active in founding of Association of Maximum Service Telecasters. Survivors include his wife, Betty, and daughter, Nancy Latimer.

**Edward Meizels**, 47, account executive, CBS-TV Network Sales, New York, since 1969, died after heart attack Oct. 24 in his cottage in East Hampton, Long Island. He is survived by his wife, Carol, and two children, Peter and Julie.

by his father. In 1946 he added FM and in 1953, TV. Survivors include his wife, Peggy, four daughters and one son.



Hipp in 1969

**Boyd Calhoun Hipp**, 54, executive VP of Liberty Corp., Greenville, S.C., died of cancer there Oct. 16. He joined company in 1946 in Liberty Life Insurance branch. He subsequently became executive VP of both insurance firm and parent, and served as chairman of board of subsidiary, Cosmos Broadcasting Corp. He is survived by his son, Boyd, and daughter, Beth.

**A. Victor Sylvia**, 49, VP/general sales manager, WHIM-AM-FM Providence, R.I., died after heart attack Oct. 10 at his home in Westport, Mass. He had been with stations five years, joining from WPRI-TV there. Survivors include his wife, Hilda.

**Edward Meizels**, 47, account executive, CBS-TV Network Sales, New York, since 1969, died after heart attack Oct. 24 in his cottage in East Hampton, Long Island. He is survived by his wife, Carol, and two children, Peter and Julie.

# For the Record

As compiled by BROADCASTING for the period Oct. 19 through Oct. 22 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 applications

- Mt. Vernon, Ill.—Evans Broadcasting Corp. seeks ch. 13 (210-216 mhz); ERP 316 kw vis., 66.8 kw aur., HAAT 956 ft. P.O. address: c/o Jack Petrik, 1215 Cole St., St. Louis 63106. Estimated construction cost \$478,825; first-year operating cost \$60,200; revenue \$250,000. Legal counsel Arnold & Porter, Washington. Principals: Thomas M. Evans (30%), Edward P. Evans (30%), Mrs. B. Loomis (30%) and Jack Petrik (10%). The Evans' each own 30% of KDNL-TV St. Louis, Mr. Petrik owns 10%. Mrs. Loomis has no business interests. Ann. Oct. 19.
- Medford, Ore.—Radio Medford Inc. seeks ch. 21 (512-518 mhz); ERP 77.6 kw vis., 6.31 kw aur., HAAT 570 ft. P.O. address: c/o George R. Johnson, Box 10, Medford 97501. Estimated construction cost \$393,433;

first-year operating cost \$376,092; revenue \$421,260. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer Hammett & Edison. Principals: Applicant, equally owned by J. L. DeArmond, George R. Johnson and John R. Dellenback, also owns KMED-AM-TV and KTMT(FM) Medford, Ore., and KQMS(AM) Redding, Calif. Ann. Oct. 15.

### TV actions

- Broadcast Bureau granted following CP modifications to extend completion time to date shown: \*WPBT Miami, Fla., to Feb. 14, 1977 (BMPET-876); \*KTIN Fort Dodge, Iowa, to Feb. 14, 1977 (BMPET-874) \*WGBH-TV Boston, to Feb. 14, 1977 (BMPET-873).

### TV licenses

- Broadcast Bureau granted following licenses covering new stations: \*WCML-TV Alpena, Mich. (BLET-394); WBKB-TV Alpena, Mich. (BLCT-2450).

### AM licenses

- Broadcast Bureau granted following licenses covering new stations: KUGR Green River, Wyo. (BL-14, 176); WTNL Reidsville, Ga. (BL-14, 174).

### FM applications

- Edmond, Okla.—Oklahoma Foundation for Research and Development Utilization seeks 90.9 mhz, 10 w. P.O. address: Box 1328 Edmond, Okla 73034. Estimated construction cost \$5,400; first-year operating cost \$6,000. Format: Variety. Principals: Nonprofit, state-supported research organization. Ann. Oct. 18.
- \*Goodwell, Okla.—Panhandle State University seeks 91.7 mhz, 0.376 kw, HAAT 121 ft. P.O. address: Panhandle State University, Goodwell, Okla. 73939. Estimated construction cost \$1,175; first-year operating cost \$2,500. Format: Popular music, public affairs.

Principals: State supported educational institution. Ann. Oct. 18.

### FM actions

- \*Thousand Oaks, Calif.—California Lutheran College. Broadcast Bureau granted 90.3 mhz, 10 w. P.O. address: 60 W. Olson Rd., Thousand Oaks 91360. Estimated construction cost \$16,212; first-year operating cost: none given. Format: Variety. Principal: Applicant is institution of higher education. Action Oct. 8.
- \*Emmitsburg, Md.—Mount Saint Mary's College. Broadcast Bureau granted 89.9 mhz, 10 w. P.O. address: c/o Rev. James T. Delaney, Emmitsburg 21727. Estimated construction cost \$2,300; first-year operating cost \$3,714. Format: Variety. Principal: Roman Catholic, liberal arts institution is nonprofit (BPED-2242). Action Oct. 8.
- Sapulpa, Okla.—KXOJ Inc. Broadcast Bureau granted 100.9 mhz, 2 kw, HAAT 295 ft. P.O. address: Box 1250, Sapulpa, Okla. 74066. Estimated construction cost \$31,439; first-year operating cost \$12,000; revenue \$12,000. Format: MOR, C&W. Principal: Applicant is licensee of KXOJ(AM) Sapulpa, Okla., and has application pending for FM in Seminole, Okla. (BPH-9715). Action Oct. 8.
- Torrington, Wyo.—Kermit G. Kath. Broadcast Bureau granted 98.3 mhz, 3 kw, HAAT 300 ft. P.O. address: W. Valley Rd., Box 670, Torrington, Wyo. 82240. Estimated construction cost \$51,575; first-year operating cost \$24,000; revenue \$36,000. Format: C&W, soft music. Principal: Mr. Kath owns KGOS(AM) Torrington and minority interests in KWOR(AM) Worland, Wyo., KCSR(AM) Chadron, Neb., KVSH(AM) Valentine, Neb., and KBMN(AM) Bozeman, Mont. (BPH-9759). Action Oct. 8.

### FM starts

- \*WLRH Huntsville, Ala.—Authorized program operation on 89.3 mhz, ERP 100 kw, HAAT 810 ft. Ac-

tion Oct. 13.

■ **\*KGED** Batesville, Ark.—Authorized program operation on 88.1 mhz, TPO 10 w. Action Sept. 27.

■ **WVIM-FM** Coldwater, Miss.—Authorized program operation on 95.3 mhz, ERP 3 kw, HAAT 300 ft. Action Oct. 7.

#### FM licenses

■ Broadcast Bureau granted following licenses covering new stations: **\*WCVT** Towson, Md. (BLED-1549); **WMRQ** Brookhaven, Miss. (BLH-7134); **\*WMHK** Columbia, S.C. (BLED-1575); **KMXX** Austin, Tex. (BLH-7139); **KLUF-FM** Lufkin, Tex. (BLH-7138); **\*WITB-FM** Salem, W. Va. (BLED-1569); **KWRF-FM** Warren, Ark. (BLH-7115); **WPBC** Bangor, Me. (BLH-7101); **\*WVSP** Warrenton, N.C. (BLED-1577); **\*WCXL** Kettering, Ohio (BLED-1573); **\*WLTR** Columbia, S.C. (BLED-1557); **\*WAHS** Auburn Heights, Mich. (BLED-1453); **\*WBFH** Bloomfield Hills, Mich. (BLED-1508); **WIMI** Ironwood, Mich. (BLH-6863); **\*WOCR** Olivet, Mich. (BLED-1443); **\*WNWR** Canal Fulton, Ohio (BLED-1498); **\*WJVS** Cincinnati, Ohio (BLED-1525); **\*WAIF** Cincinnati, Ohio (BLED-1480); **\*WCSB** Cleveland (BLED-1537); **\*WFAC** Columbus, Ohio (BLED-1442); **\*WDPS** Dayton, Ohio (BLED-1491); **WURD** Georgetown, Ohio (BLH-7030); **\*WMRT** Marietta, Ohio (BLED-1479); **\*WGTE-FM** Toledo, Ohio (BLED-1529).

## Ownership changes

#### Applications

■ **WYAM(AM)** Bessemer, Ala. (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Brandon-Robison Broadcasting to Mel Allen Broadcasting for \$375,000. Seller is owned by Anthony S. Brandon, his wife, Carol D. Brandon, John H. Robison Jr. and two other stockholders. Mr. Brandon is son of Lawrence Brandon, who is president of WYAM and principal in group owner, Universal Broadcasting Stations. Carol Brandon is wife of Lawrence Brandon. Sellers also own **KERN(AM)** Bakersfield, Calif. Carol and Lawrence Brandon have minority interests in **KEST(AM)** San Francisco. Principals in buyer are Mel Allen, television and radio sports personality living in Stamford, Conn., and Harold Reiner. Mr. Reiner owns **WYPR(AM)** Danville, Va. and **WEXT(AM)** West Hartford, Conn. Ann. Oct. 15.

■ **WCIA(TV)** Champaign, Ill.; **KFMB-AM-FM-TV** San Diego; **WMBD-AM-FM-TV** Peoria, Ill.—Seeks transfer of control of Midwest TV Inc. from August C. Meyer, Clara R. Meyer and August C. Meyer Jr. (as family group) to August C. Meyer Jr. Consideration: none. Principals: Transfer represents gift of August and Clara Meyer's 51% of Midwest to son, August Jr., who already owns 49%. Ann. Oct. 8.

■ **KWNA(AM)** Winnemucca, Nev. (1440 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Northwest Radio and Television Corp. to D. Ray Gardner for \$29,000. Seller is owned Leon C. Boner (73.3%) and Jimmy C. Boner (24.4%) who have no other broadcast interests. Buyer also owns **KELK(AM)** Elko, Nev. Ann. Oct. 15.

■ **WFLR-AM-FM** Dundee, N.Y. (AM: 1570 khz, 1 kw-D; FM: 95.9 mhz, 930 w)—Seeks assignment of license from Finger Lakes Broadcasting to Finger Lakes Radio for \$136,000. Seller is owned by Henry Valent who has no other broadcast interests. Buyer is owned by Donald L. Stork (51%) and John C. Clancy (49%). Mr. Stork is president of Penn Yan, N.Y., insurance agency. Mr. Clancy is **WFLR-AM-FM** station manager. Ann. Oct. 15.

■ **WENR(AM)** Englewood, Tenn. (1090 khz, 1 kw-D)—Seeks assignment of license from Norman Thomas & Associates to Winner Broadcasting for \$150,000. Seller: Norman Thomas also owns **WDNT(AM)-WNFM(FM)** Dayton and **WJSO(AM)** Jonesboro, all Tennessee. Buyer is equally owned by Mary Sue Kean and husband, Signey. Mrs. Kean is general manager of WENR, her husband works for telephone company there. Ann. Oct. 15.

■ **KRIS-TV** Corpus Christi, Tex. (ch. 6, 100 kw vis., 10 kw aur.)—Seeks transfer of control of Gulf Coast Broadcasting from Helen Smith to T. Frank Smith Jr. Consideration: \$600,000. Principals: Helen Smith is T. Frank Smith Jr.'s mother and is selling him her 47.5% interest in KRIS-TV. Buyer will simultaneously inherit 47.5% from estate of father, T. Frank Smith Sr. Buyer already owns 5% of station. Smiths have no other broadcast interests. Ann. Oct. 18.

■ **WHSM(AM)** Hayward, Wis. (910 khz, 5 kw-D)—Seeks assignment of license from WHSM Inc. to Inland Communications Corp. for \$100,000 plus \$25,000 noncompetition covenant. Seller is equally owned by Henry L. Sampson, Bryce B. Smith and Eldon Lum who also have interests in **WAVN(AM)** Stillwater, Minn. Buyer is owned by William Landgraf Jr. (50.1%), his wife, Arbadella Landgraf (39.9%) and Indra S. Thawani (10%). Messrs. Landgraf and Thawani work at Los Angeles advertising agencies and have no other broadcast interests. Mrs. Landgraf is housewife. Ann. Oct. 15.

#### Actions

■ **WAGF(AM)** Dothan, Ala. (1320 khz, 1 kw)—Broadcast Bureau granted assignment of license from Dothan Broadcasting Co. to B. C. Eddins and Clark Jones for \$350,000. Principals in seller are Julian C. Smith and Fred C. Moseley (50% each), who have no other broadcast interests. Mr. Eddins owns **WFMH-AM-FM** Cullman, Ala., Cullman Cable TV system and 50% of **WMCP(AM)** Columbia, Tenn. Mr. Jones is Fort Lauderdale, Fla., businessman. Action Oct. 8.

■ **KAVA(AM)** Burney, Calif. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Hermiston Broadcasting Co. to Thomas C. and Essie L. Collins for \$67,000. Principals in seller are Robert Chopping (30%), his wife, Margaret Chopping (30%), Dudley Goff (30%) and Harmon Springer (10%). Seller also owns **KOHU(AM)** Hermiston, Ore., and is applicant for new FM there. Mr. Chopping is general and commercial manager of **KAST(AM)** Astoria, Ore. Buyers own marine radio business in San Francisco (BAL-8762). Action Oct. 5.

■ **KWGM(AM)** Stockton, Calif.—Broadcast Bureau granted transfer of control from Robert L. Eubank (45% before; none after) to John B. Jacobs (45% before; 90% after). Consideration: \$75,123.28. Principals: Mr. Eubank is retiring and selling interest to his partner. Neither has other broadcast interests (BTC-8144). Action Oct. 10.

■ **WRCC(FM)** Cape Coral, Fla.—Broadcast Bureau granted assignment of license from E. Paul Eder to Radio Cape Coral Inc. Consideration: none. Principals: Change results from Mr. Eder's desire to operate stations as corporation, rather than individual. He retains 100% ownership (BLH-2349, BAPRE-191). Action Sept. 27.

■ **WROD(AM)** Daytona Beach, Fla., **WMEL(AM)** Melbourne, Fla.; **WEOL(AM)-WBEA(FM)**, Elyria, Ohio—Broadcast Bureau granted transfer of control of Elyria-Lorain Broadcasting Co. from Otto B. Schoepfle, trustee (100% before; none after) to Authur D. Hudnutt and Molly H. Young (none before; 50% after). Consideration: none. Principals: In accordance with terms of wills of Arthur C. and Marian B. Hudnutt, Mr. Schoepfle wishes to distribute stock evenly between their son and daughter, Arthur D. Hudnutt and Molly H. Young (BTC-8101). Action Oct. 8.

■ **WCJB(TV)** Gainesville, Fla. (ch. 20)—Broadcast Bureau granted assignment of license from Minshall Broadcasting Co. to Community Broadcasting Service for \$1,870,000 plus \$500,000 covenant not to compete. Seller: Owned by William E. Minshall (74%) and six other minority interest stockholders. Mr. Minshall has no other broadcast interests, but will be available as part of noncompetition fee as consultant to buyer for ten years. Buyer: Owned by Diversified Communications of Camden, Me., which also owns **WABI-AM-**

**TV-WBGW(FM)** Bangor, Me.; **WAGM-AM-TV** Presque Isle, Me.; New England Cablevision Co., and various publishing and communications interests. Diversified is controlled by Horace A. Hildreth, former governor of Maine, and five members of Hildreth family (BTC-8088). Action Oct. 12.

■ **WVOC(AM)** Battle Creek, Mich. (1500 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from WVOC Inc. to Television Thirty-Six for \$144,000 and \$136,812 not to compete and \$16,000 for land. Sellers wish to devote more time to operation of **WDFP(FM)** Battle Creek. Buyers are Bob Sherman, Delton Winkel and E. Daniel Stomp (33-1/3% each). Mr. Sherman is broadcast consultant. Mr. Winkel is sales manager of **WJIM-AM-FM** Lansing, Mich. where Mr. Stomp is account executive (BAL-8735). Action Oct. 5.

■ **WCTI-TV** New Bern, N.C. (ch. 12)—Broadcast Bureau granted assignment of license from Continental Television to Malrite of North Carolina for \$2 million. Seller: Principally owned by Quanta Systems Corp., Rockville, Md., communication, electronic and mechanical engineering equipment production company. Quanta has been buying up stock in financially troubled seller to protect its original 20.76% investment. Buyer, group owner voted 100% by Milton Maltz, owns **WBAB-AM-FM** Mount Clemens, Mich., **KEEY-AM-FM** St. Paul, **WNYR(AM)-WEZO(FM)** Rochester, N.Y., **WHK(AM)-WMMS(FM)** Cleveland and **WZUU-AM-FM** Milwaukee (BALCT-599, BALTS-41). Action Oct. 14.

■ **WWML(AM)** Portage, Pa. (1470 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Mainline Broadcasting to Portage Broadcasting for \$85,000. Seller: George Wasko who has no other broadcast interests. Buyer, William E. Powley, is on sales staff of **WGVA(AM)** Geneva, N.Y. Action Oct. 8.

■ **KLFB(AM)** Lubbock, Tex. (1420 khz, 500 w-D)—Broadcast Bureau granted transfer of control of La Fiesta Broadcasting Co. from John A. Flache (100% before; none after) to Drew Ballard and Marcelo H. Tafoya (none before; 100% after). Consideration: \$185,000. Principals: Seller is John Flache. Buyers: Marcelo H. Tafoya (60%) is salesman-announcer at **KLFB**. Mr. Ballard (40%) owns **KVMC(AM)** Colorado City, Tex. (BTC-8099). Action Oct. 14.

■ **WLSD-AM-FM** Big Stone Gap, Va. (AM: 1220 khz, 1 kw-D; FM: 93.5 mhz, 120 w)—Broadcast Bureau granted assignment of license from Gap Broadcasting Co. to Big Stone Broadcasting Corp. for \$321,500. Principals: Seller is owned by William H. Wren Jr. who has no other broadcast interests. Buyer is owned by J. D. Nicewonder Jr. (75%) and Charles Gary Rakes (25%). Mr. Rakes is nephew of Mr. Nicewonder's wife and is present advertising manager of **WLSD-AM-FM**. Mr. Nicewonder has coal, engineering, real estate and other business interests in and around Clintwood, Va. Action Oct. 8.

## Facilities changes

#### AM actions

■ **WBRB** Mt. Clemens, Mich.—Broadcast Bureau granted CP to add nighttime operation with 500 w; change hours of operation to unlimited; install direction ant.; remote control permitted; conditions

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(BP-20,078). Action Oct. 1.

■ WAKI McMinnville, Tenn.—Broadcast Bureau granted CP to move ant. trans. location and studio location to Mullican St., McMinnville; conditions (BP-20,609). Action Oct. 6.

■ WPXE Liberty, Tex.—Broadcast Bureau returned as unacceptable for filing application for CP to increase power and change frequency. Action Oct. 5.

#### AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KOZY Grand Rapids, Minn. (BP-19,864), Oct. 13; WENE Endicott, N.Y. (BP-19,858), Sept. 30; WINK Fort Myers, Fla. (BP-20,312), Oct. 1; WWIT Conton, N.C. (BP-20,028), Oct. 13.

#### FM applications

■ WAUS Berrien Spring, Mich.—Seeks CP to change frequency to 90.7 mhz; install new trans., new ant., make changes in ant. system; change TPO; ERP 47.6 kw; HAAT 318 feet. Ann. Oct. 18.

■ WERG Erie, Pa.—Seeks CP to change frequency to 89.9 mhz; change trans. location to Learning Resources Center, 619 Sassafras St., Erie; install new trans., new ant.; make changes in ant. system; change TPO; ERP 5 kw (H&V); HAAT minus 310 feet (H&V); remote control permitted. Ann. Oct. 18.

#### FM actions

■ \*KCJH Stockton, Calif.—Broadcast Bureau granted CP to change frequency to 90.1 mhz; install new trans.; remote control permitted (BPED-2189). Action Oct. 8.

■ \*WPKN Bridgeport, Conn.—Broadcast Bureau granted CP to install new trans.; new ant.; change TPO; ERP 10 kw (H&V); remote control permitted (BPED-2232). Action Oct. 8.

■ WFML Washington, Ind.—Broadcast Bureau granted CP to install new trans.; new ant.; change TPO; ERP 50 kw (H&V); ant. hght. 340 ft. (H&V); remote control permitted (BPH-9707). Action Oct. 8.

■ KRMD Shreveport, La.—Broadcast Bureau granted CP to change trans. location to 1.5 miles S.E. of Morningsport, near Morningsport, La.; install new trans., new ant.; make change in ant. system (increase height); change TPO; ERP 100 kw (H&V); ant. height 970 ft. (H&V); remote control permitted (BPH-9754). Action Oct. 8.

■ \*WSAE Spring Arbor, Mich.—Broadcast Bureau granted CP to install new ant.; change ERP 3.1 kw (H&V); ant. height 240 ft. (H&V); remote control permitted; condition (BPED-2216). Action Oct. 8.

■ KCRC-FM Enid, Okla.—Broadcast Bureau granted CP to install new trans.; new ant.; change TPO; ERP 76 kw (H&V); ant. height 185 ft. (H&V); conditions (BPH-10216). Action Oct. 8.

■ KAFG Oklahoma City—Broadcast Bureau granted CP to change trans. location to 74.6 N. Kelley Ave., Oklahoma City; install new ant.; make change in ant. system (increase height); change ERP 98 kw (H&V); ant. height 900 ft. (H&V); remote control permitted (BPH-9868). Action Oct. 8.

■ WACM Freeland, Pa.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location to be operated on 103.1 mhz; ERP 410 w (H&V); ant. height 680 ft. (H&V) (BPH 10217). Action Oct. 7.

■ \*WUTS Sewanee, Tenn.—Broadcast Bureau granted CP to change frequency to 91.5 mhz; change trans. ant. and studio location to Bishop's Common Georgia Ave., Sewanee; make change in ant. system (decrease height) BPED-2243). Action Oct. 8.

#### FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: WBZA-FM Glen Falls, N.Y. (BPH-9579), Oct. 8; WCKS Cocoa Beach, Fla. (BPH-9819), Oct. 13; WDUZ-FM Green Bay, Wis. (Dkt. 20467), Oct. 8; WTTT-FM Towanda, Pa. (BPH-9079), Oct. 7; WXRA Woodbridge, Va. (BPH-9000), Oct. 12; \*KCWC Riverton, Wyo. (BPED-2092), Oct. 13.

### In contest

#### Designated for hearing

■ Stockton, Calif., **FM proceeding:** Barnes Enterprises, Carson Communications and McLean Communications Corp. competing for 100.1 mhz (Docs.

## Call letters

### Applications

Call	Sought by
<b>New FM's</b>	
*WPXE-FM	Sanders Enterprises, Starke, Fla.
*KHHS	United School District No. 410, Hillsboro, Kan.
WJSN-FM	Intermountain Broadcasting, Jackson, Ky.
*WSOF-FM	Madisonville, Christian School, Madisonville, Ky.
WMDM-FM	Key Broadcasting, Lexington Park, Md.
WQON	Graying Broadcasting, Grayling, Mich.
KMMX	River Valley Broadcasting Poplar Bluff, Mo.
KMAV-FM	KMAV Radio, Mayville, N.D.
KGGG-FM	Gene Taylor Broadcasting, Rapid City, S.D.
<b>Existing AM's</b>	
KACH	KPST Preston, Idaho
WJDO	WDAL Meridian, Miss.
KYXX	KBZB Odessa, Tex.
<b>Existing FM's</b>	
KGBS	KGBS-FM Los Angeles
WDAL	WDAL-FM Meridian, Miss.

### Grants

Call	Assigned to
<b>New FM's</b>	
*WACC	Anne Arundel Community College, Arnold, Md.
*WGFR	Board of Trustees of Adirondack Community College, Glens Falls, N.Y.
WZDC	Community North Broadcasters, Soddy-Daisy, Tenn.
<b>Existing FM's</b>	
WOKF	WTAN-FM Clearwater, Fla.
WWWL	WBUS Miami Beach, Fla.
*WOUI	WIIU Chicago
WDEK	WLBK—FM DeKalb, Ill.
KVI-FM	KETO-FM Seattle
WHAJ	WHIS-FM Bluefield, W. Va.

20925-7)—Commission designated for hearing. Issues include efforts made by Barnes to ascertain public's needs and interests and which proposals, on comparative basis, would best serve public interest. Action Oct. 1.

### Procedural rulings

■ Orlando, Fla., **TV proceeding:** Mid-Florida Television Corp., Central Nine Corp., Florida Heartland Television, Comint Corp. and TV 9 Inc. (Docs. 11803, 17339, 17341-2, 17344)—ALJ David I. Kraushaar scheduled further prehearing conference for Oct. 26. Action Oct. 18.

■ Red Lion, Pa. **TV proceeding:** Red Lion Broadcasting Co. (Doc. 18136)—ALJ Chester F. Naumowicz Jr. set aside all procedural dates previously established and ordered that procedural schedule set at Oct. 18 conference shall govern; scheduled further conference for January 28, 1977. Action Oct. 18.

### FCC decisions

■ Monticello, N.Y., **FM proceeding:** Robert M. and Hillary E. Zitter and Dan Communications, competing for 98.3 mhz (Docs. 20243-4)—Commission approved agreement between Robert M. Zitter and Hillary E. Zitter and Dan Communications Inc. seeking dismissal of Zitter application for new FM station on 98.3 mhz at Monticello, N.Y., and grant of Dan's competing application. Action Oct. 5.

## Fines

■ KFMM(FM) Tucson, Ariz.—Broadcast Bureau notified licensee it had incurred apparent liability for forfeiture of \$1,500 for failing to maintain operating power at level not greater than 105% of authorized power. Action Oct. 14.

■ WTCW(AM) Whitesburg, Ky.—Broadcast Bureau ordered licensee to forfeit \$1,000 for operating with power in excess of 500 w authorized by Presunrise Service Authority. Action Oct. 13.

## Other actions

■ KTXL(TV) Sacramento, Calif.—In initial decision ALJ Reuben Lozner denied renewal of license. He ordered Camellia City Telecasters to cease its operation of KTXL 30 days after initial decision becomes final, or as otherwise ordered by commission. Judge found that Camellia had made misrepresentations to and deceived commission; demonstrated lack of candor, and that Camellia did not possess requisite character qualifications to be licensee (Docs. 20125, 20429). Action Oct. 15.

■ WSGW(AM) Saginaw, Mich.—Broadcast Bureau granted waiver of rules to identify as Saginaw-Bay City, Mich. Action Oct. 5.

■ KGHL(AM) Billings, Mont.—Commission denied petition for reconsideration of its May 21 action which denied application for review of Broadcast Bureau's rejection of fairness complaint filed by William Zosel and Northern Plains Resource Council (NPRC) against KGHL. Initial complaint said that KGHL had broadcast series of editorial advertisements for Montana Power Company that presented company's viewpoint on proposed construction of power generating facilities at Colstrip, Mont., and failed to afford reasonable opportunity for presentation of contrasting viewpoints. Commission said there was not submitted any information to show that programing presented by KGHL was inadequate to satisfy fairness doctrine. Action Oct. 13.

## Allocations

### Petitions

■ Jim Southard, Cecil Poff and Solan Lott, Blytheville, Ark.—Seeks changes in FM table of assignments to assign ch. 293 to Blytheville, substitute

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## Summary of broadcasting

### FCC tabulations as of Sept. 30, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,460	5	20	4,485	42	4,527
Commercial FM	2,790	0	52	2,842	140	2,982
Educational FM	827	0	30	857	68	925
Total Radio	8,077	5	102	8,184	250	8,434
Commercial TV	699	1	8	708	38	763
VHF	509	.1	3	513	7	523
UHF	190	0	5	195	31	240
Educational TV	233	3	17	253	8	262
VHF	91	1	7	99	3	102
UHF	142	2	10	154	5	160
Total TV	932	4	25	961	46	1,025

\*Special temporary authorization

\*\*Includes off-air licenses

261A for 292A at Walnut Ridge, Ark., substitute 288A for 292A at Portageville, Mo. (RM-2762). Ann. Oct. 18.

■ Imokalee Communications, Imokalee, Fla.—Seeks assignment of FM ch. 288A to Immokalee (RM-2763). Ann. Oct. 18.

#### Actions

■ Clay Center, Kan., Gladwin, Mich. and Canton, Pa.—Broadcast Bureau assigned FM chs. 265A (100.9 mhz), 276A (103.1 mhz) and 261A (100.1 mhz) respectively and denied requests by Joy Broadcasters to assign ch. 249A (97.7 mhz) to Lancaster-Fennimore, Wis., and Eugene K. Seivel for assignment of ch. 285A (104.9 mhz) to Clay Center (Doc. 20874). Action Oct. 8.

■ Greenfield, Mass.—Broadcast Bureau assigned ch. 237A (95.5 mhz) as second FM assignment. Action was in response to petition by Scott J. Bacherman (Doc. 20875). Action Oct. 8.

■ Richland, Wash.—Broadcast Bureau assigned ch. 235 (94.9 mhz) as a third FM assignment. Action was in response to petition by Sterling Recreation Organization. (Doc. 20873). Action Oct. 8.

banks, Anchorage, all Alaska; conditions (BPT-TV-5615, BPTTV-5613, BPTTV-5611, BPTTV-5612). Action Sept. 27.

■ K07OG, Cotopaxi and Texas Creek, Colo.—Broadcast Bureau granted CP for new VHF TV translator station on ch. 7 rebroadcasting KRDO-TV Colorado Springs; conditions (BPTTV-5576). Action Sept. 27.

■ K03EP Cotopaxi and Texas Creek, Colo.—Broadcast Bureau granted CP for new VHF TV translator station on ch. 3 rebroadcasting KKTV Colorado Springs (BPTTV-5575). Action Sept. 27.

■ N03EO Northern Pinewood Springs, Colo.—Broadcast Bureau granted CP for new VHF TV translator station on ch. 3 rebroadcasting KMGH-TV Denver, Colo. (BPTTV-5545). Action Sept. 27.

■ K08IV North Pinewood Springs, Colo.—Broadcast Bureau granted CP for new VHF TV translator station on ch. 8 rebroadcasting KOA-TV Denver (BPT-TV-5546). Action Sept. 27.

■ K11NO Northern Pinewood Springs, Colo.—Broadcast Bureau granted CP for new VHF TV translator station on ch. 11 rebroadcasting KMGH-TV Denver (BPTTV-5547). Action Sept. 27.

■ K1301 Northern Pinewood Springs, Colo.—Broadcast Bureau granted CP for new VHF TV translator station on ch. 13 rebroadcasting KBTV Denver (BPT-TV-5548). Action Sept. 27.

■ K66AV Sunetha and Nutria, Colo.—Broadcast Bureau granted CP for new UHF TV translator station on ch. 66 rebroadcasting KREZ-TV Durango, Colo. (BPTTV-3015). Action Sept. 27.

■ K021G Rodeo, N.M.—Broadcast Bureau granted CP for new VHF TV translator station on ch. 2 rebroadcasting KOLD-TV Tucson, Ariz. (BPT-TV-5434). Action Sept. 21.

■ K69B1 Madras and Culver, Ore.—Broadcast Bureau granted CP for new VHF TV translator station on ch. 69 rebroadcasting KPTV Portland, Ore. (BPT-TV-3033). Action Sept. 27.

■ K04IV Paulina and vicinity, Ore.—Broadcast Bureau granted CP for new VHF TV translator station on ch. 4 rebroadcasting KVAL-TV Eugene, Ore. (BPT-TV-5579). Action Sept. 27.

■ K10KE Plain and Lake Wenatchee area, Wash.—Broadcast Bureau granted CP for new VHF TV transla-

tor station on ch. 10 rebroadcasting KXLY-TV Spokane, Wash. (BPTTV-5567). Action Sept. 27.

## Cable

### Applications

■ Following operators of cable TV systems requested certificates of compliance, FCC announced Oct. 15 (stations listed are TV signals proposed for carriage):

■ Carbondale Cable Television Co., Box H, Carbondale 91623, for (town of) Carbondale, Colo. (CAC-07312): KWGN-TV, KOA-TV, KRMA-TV, KMGH-TV, KBTB, all Denver; KREX-TV Grand Junction, Colo.

■ Warner Cable Corp., 75 Rockefeller Plaza, New York 10019, for Worthington, Ohio (CAC-07313): WCMH-TV, WTVN-TV, WBNS-TV, WOSU-TV, all Columbus, Ohio; WXIX-TV Newport, Ky.; WUAB Lorain, Ohio; WTTV Bloomington, Ind.; WOUB-TV Athens, Ohio.

■ Teleprompter Corp., for (town of) Danbury, (town of) Bethel, Conn. (CAC-07314-5): WTCG Atlanta.

■ Teleprompter of Portsmouth, for Portsmouth, (unincorporated areas of) Scioto county, Ohio (CAC-07316-7): WTCG Atlanta.

■ Teleprompter of Portsmouth, for New Boston, (unincorporated areas of) Scioto county, both Ohio, (incorporated areas of) Greenup County, South Shore, both Ky. (CAC-07318-21); WTCG Atlanta.

■ Cable TV Systems, for (town of) Sullivan, (village of) Chittenango, both N.Y. (CAC-07322-23): WUTV Buffalo, N.Y., and delete: WONH Syracuse, N.Y.

■ Newchannels Corp., 3 Northern Concourse, North Syracuse, N.Y. 13212, for Mechanicville, N.Y. (CAC-07324): WTEN, WAST, Albany, N.Y.; WRGB, WMHT, Schenectady, N.Y.; WOR-TV, WPIX, New York; WSBK-TV Boston, Mass.

■ Centre Video Corp., for (borough of) Milesburg, Pa. (CAC-07325): Requests certification of existing operations.

■ Community Tele-Communications, for Powell, Wyo. (CAC-07326): Requests certification of existing operations.

■ Pueblo TV Power, for Pueblo, Colo. (CAC-07327): Requests certification of existing operations.

■ American Video of Lauderhill, for Lauderhill, Fla. (CAC-07328): WKID Ft. Lauderdale, Fla.; WTCG Atlanta; WHFT Miami.

■ American Video of Sunrise, for Sunrise, Fla. (CAC-07329): WKID Ft. Lauderdale, Fla.; WTCG Atlanta.

■ American Video of Tamarac, for Tamarac, Fla. (CAC-07330): WKID Ft. Lauderdale, Fla.; WTCG Atlanta; WHFT Miami.

■ American Video of Deerfield Beach, for Deerfield Beach, Fla. (CAC-07331): WHFT-TV Miami; WTCG Atlanta.

■ Arizona Cable TV, for (unincorporated areas of) East Maricopa county, Ariz. (CAC-07332): KVOA-TV, KGUN-TV, KOLD-TV, Tucson, Ariz.

■ Pampa Cable TV, for McLean, Tex. (CAC-07333): Requests certification of existing operations and add: KTVT Ft. Worth.

■ Artesian Cable T.V., for Meade, Mineola, Kan. (CAC-07334-5): KBMA-TV Kansas City, Mo.

■ Cable Brazil, for Brazil, (town of) Staunton, Knightsville, North Central Clay County, all Ind. (CAC-07336-9): WHMB-TV Indianapolis.

■ Clinton Cablevision System, for Clinton Mo. (CAC-07340): Requests certification of existing operations.

### Other actions

■ American Television & Communications Corp.—Requests special temporary authority to carry WTVT Tampa, Fla., on interim basis pending authorization of full-time independent for systems in Orlando, Winter Park, Apopka, Windermere, Maitland, Belle Isle, Kissimmee, Orange county, Sanford, Casselberry, Longwood, Winter Springs, Seminole, all Fla. (CSR-1061T). Ann. Oct. 15.

■ Chamberlain, S.D.—Commission denied Missouri Valley TV Co. certificate of compliance to add distant signal of KBTB(TV) Denver and delete local signal of KXON-TV Mitchell, S.C. Action Oct. 13.

## Translators

### Application

■ County of San Bernardino, Lucerne Valley, Calif.—Seeks CP to change frequency from ch. 57 to ch. 48. (BPTT-3124). Ann. Oct. 19.

### Actions

■ K11NN Barrow, Alaska—Broadcast Bureau granted CP for new VHF TV translator station on ch. 11 rebroadcasting KYUK-TV, KUAC-TV, KAKM, Bethel, Fairbanks and Achorage, all Alaska; conditions (BPTTV-5616). Action Sept. 27.

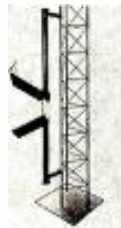
■ K04IU Kaktovok (Barter Island), K04IS Nuiqsut, K04IT, Point Lay, K04IQ Point Hope, K04IR Wainwright, all Alaska—Broadcast Bureau granted CPs for new VHF TV translator stations on ch. 4 rebroadcasting KYUK-TV, KUAC-TV, KAKM, Bethel, Fair-



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# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Station Manager position** available. Located in Mid-Western State. Single station market. Class IV AM-Class C FM. Send complete resume, starting wage to Box X-175, BROADCASTING.

**Sales Manager position** open for West Texas Station. Must be able to lead, motivate and train salesmen. Salary commensurate with ability. Send resume to Box X-177, BROADCASTING.

**General Sales Manager**, major Ohio market Top 40 AM-Schulke FM. Outstanding income plus incentives. Experience preferred but will consider top salesperson if ready for management. Call 419-255-1470. David La France.

**General Manager**, 100,000 watt, 24 hour classical music, fine arts, public radio station at the University of Missouri-St. Louis. Station has outstanding reputation and loyal supporters in this 2 million plus market. Manager supervises staff of ten (10) professionals. Candidate must have degree or equivalent, minimum four years broadcasting/management experience, third class FCC license. Salary \$16,000-\$20,000. Send resume, reference letters and salary requirements to: Personnel, University of Missouri-St. Louis, 8001 Natural Bridge Road, St. Louis, MO 63121.

### HELP WANTED SALES

**Wanted: Sales person** for midwest AM-FM. Box W-187, BROADCASTING.

**Major Iowa station** has immediate opening for a salesperson with proven track record. EOE. Established account list. All inquiries answered in confidence. Send resume, references and salary requirements to Box X-172, BROADCASTING.

**Major market daily newspaper.** Expanding. Successful candidates will be gutsy, creative, sales experienced. Inquires from minorities are welcome. Equal Opportunity Employer. We are looking for professionals, so we pay high professional wages. If you know you are very very good, respond immediately, in confidence. Box Y-28, BROADCASTING.

**Aggressive salesperson needed** for growing Arizona fulltime AM station. Need someone who is not afraid to work, knows radio, can do some board work, and likes challenges. Spanish speaking preferred. Contact Bob Boysen, Station Manager, KAWT Radio, Douglas, AZ, 602-364-3484.

**First opening** in our sales department in six years. Looking for a good small market salesperson by November first. Contact manager, KLVT, Levelland, TX.

**Experienced salesperson.** 2 years minimum with proven record to sell contemporary adult FM. Send resume with tape to KQIX, Radio, Box 340, Grand Junction, CO 81501. EOE.

**KVMN/FM Pueblo Colorado** has an opening for an experienced radio salesperson in a very stable broadcast operation. Position available immediately. Call Bill Winchell, GM 303-564-5450. Equal Opportunity Employer M/F.

## HELP WANTED SALES CONTINUED

**Want to make it big** in a small town? Expanding group, WHRT, Hartselle, Alabama; KPXE, Liberty, Texas; and adding a new property next year. We want a working pro! One who loves to sell quality radio; a real go-getter who is determined to make more money; and one who will go into management and ownership. If you are good, willing to work at sales, and learn our ways, then we have a sensational executive opportunity. But only if you've done it before and want to do it bigger and better. References will be checked. Send resume to The President, Grass Roots American Radio, Inc., c/o Broadcast House, 701 Longhorn Pass, Hartselle, AL 35640.

**Madison, WI.** A career in the making for problem-solving sales person on the way up. Must be strong on creativity with ability to write and sell campaigns. City offers superior living. Our people earn far more. Grow with thirteen station Midwest Family radio group into working ownership and management. WISM, Box 2058, Madison, WI 53701.

**Central Virginia's newest AM facility** is expanding. If you think virtually all commercial outlets are managed like used car lots and the employees treated like migrant labor, we might have something in common. If you are an aggressive self-starting salesperson with a background in programming and who keeps accounts through genuine service, we offer exceptional vertical mobility, possibly to G.M. of group station. For someone whose actions take precedence over talk, contact Mike Starling, GM WKYY, 804-946-5454, Box 522, Amherst, VA 24521.

**Major midwestern station** needs proven street fighter. Established list. Both agencies and retail accounts. Must be able to sell and have credentials to prove it! Draw against liberal commission. Resume to R. Kight, WRTH, 135 N. Meramec, St. Louis, MO 63105. Equal Opportunity Employer.

**Radio-announcer salesperson** experienced only, with 3rd endorsed; WWTR-FM, P.O. Box 366, Bethany Beach, DE 19930. 302-539-4046. EOE.

**Radio arts** is adding another professional salesperson to its Burbank staff (see our display ad center-fold this issue). Good telephone and closing ability. Some travel required. Phone 213-841-0225 or write, 210 N. Pass Avenue, Suite 104, Burbank, CA 91505.

## HELP WANTED ANNOUNCERS

**Morning drive, pleasing air sound,** contemporary. Ideal Virginia location. Could lead to P.D. or sales. EOE. Full information to Box Y-6, BROADCASTING.

**Looking for sign-on** personality who is top communicator. Good pay, benefits, contemporary format, medium market-workers only rush: Box Y-15, BROADCASTING.

**Third endorsed? like,** and have some knowledge of country music? Good on production and can read the news well? This eastern market is interested. Resume to Box Y-21, BROADCASTING.

**Coastal Florida MOR station** seeks morning personality who is humorous, witty, conversational, creative in production and able to communicate with over 30 audience. Minimum 5 years full time experience. Must have good working knowledge of standard popular music. Salary \$13,000. Equal Opportunity Employer. Send resume Box Y-25, BROADCASTING.

## HELP WANTED ANNOUNCERS CONTINUED

**South Florida traditional MOR** has opening for experienced personality to work mornings. Must be informative, glib and relate on one to one basis with adults 25 plus. \$215-225 per week. Equal Opportunity Employers. Send resume Box Y-26, BROADCASTING.

**Experienced morning personality** for east coast Florida standard pop station. \$10,000 to \$11,000 per year. Must be witty, mature and able to talk with audience. Strong production and delivery. No floaters. Equal Opportunity Employer. Send resume Box Y-27, BROADCASTING.

**Immediate opening** for bright, intelligent, up to date announcer for easy listening station in beautiful S.W. Arizona. Three to four years experience required. Must have third endorsed. Salary negotiable. Send tape and resume to KALJ, P.O. Box 4457, Yuma, AZ 85364.

**Experienced announcer** with 1st who follows strict disco format. Airmail tape to KDKO, Box 418, Littleton, CO 80160.

**MOR personality** who is also a two-way radio communicator needed in N.E. Penna. Medium market. Better than average salary based on better than average ability. Send tape and resume to Ron Gillenardo, WAZL, Hazleton, PA 18201. An EOE.

**Looking for a humorous morning personality.** Good move for someone in a small market on their way up and looking for direction plus a chance to work with excellent facilities. Send tape and resume to Pat Leahy, WAZY, Box 1410 Lafayette, IN 47902.

**WFNC, 50,000 watt** modern country seeks an adult personality with strong production ability. Minorities and females strongly encouraged. Tape and resume to: Paul Gold, WFNC, Box 35297, Fayetteville, NC 28303.

**Morning personality,** one-to-one communicator with lively, warm approach for successful MOR format. We demand excellence and provide stability and chance for growth. Beautiful area on Lake Michigan. Tape, resume to Kent Slocum, WHFB, Box 608, Benton Harbor, MI 49022. Equal Opportunity Employer.

**Seeking announcer** for board/news/production quality M/MOR. Prefer 1st, 3rd OK, Equal Opportunity Employer. Send tape/resume to WHRZ, Providence, KY 42450.

**Voice and personality** sought for leading MOR oldie format. Must know oldies, have good voice, stable work record. Send tape, resume and salary requirement: Randolph Millar, WIRA, Fort Pierce, FL 33450. Equal Opportunity Employer.

**Wanted person** for afternoon shift, strong on production. Call 703-483-9955 days or 703-483-2264 nights or send resume to WYTI, P.O. Box 430, Rocky Mount, VA 24151.

**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 AM drive** adult personality needed for suburban NYC station. Rush tape and resume to Box 456, West Hempstead, 11552. An Equal Opportunity Employer.



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**HELP WANTED TECHNICAL**

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**Chief engineer** for AM/FM, automation, Indiana. Box W-150, BROADCASTING.

**Ohio major market** needs a qualified first ticket engineer for AM-FM stereo operation. Excellent working conditions with the most modern equipment plus use of company vehicle. Salary open. Send complete resume in confidence. Fine opportunity. Box X-153, BROADCASTING.

**Chief engineer** for upper Midwest directional daytimer. Complete responsibility for engineering; great opportunity in beautiful area. EOE. Box X-185, BROADCASTING.

**Chief engineer** for 5 KWAM/Class B FM in NYC area. Strong experience desirable in DAs, automation, studio audio, RCA-Collins-Gates transmitters. Salary open with excellent benefits. Call Roy Schwartz 201-994-9191.

**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.

**Need chief engineer** immediately for AM directional, and automated FM. Only experienced trouble shooter and person dedicated to good maintenance need apply. Station needs individual who wants a career, not a job. Excellent fringe benefit package, great area for person interested in outdoor sports, good family community. Call Jack Gennaro, General Manager, WFHR/WWRW, 715-424-1300, Wisconsin Rapids, WI.

**Super chief wanted** for WOHO, Toledo. Directional experience a must. Mail resume, references and salary requirement immediately to Graham Richards, Broadcast House, Toledo, 43416. EOE.

**WSTU, Stuart, Florida**, looking for chief engineer. Work with professionals on Florida's gold coast. Between Fort Pierce & West Palm Beach. Five figure salary with extra benefits. Minor amount of air work. Send resume to Ron Beckey, General Manager, WSTU, Stuart, FL 33494. EOE.

**Engineer for AM-FM** proofs, etc. Good opportunity. Equal Opportunity Employer. Contact Don Curtis, 919-276-2911.

**Structural engineer**. Nation's leading tower co. is looking for a structural eng'r with some experience in design of guyed and self-supporting comm. twrs. and foundations. Professional registration desired. Forward resume to: P.O. Box 46, North Wales, PA 19454.

**Chief engineer** for fulltime AM, automated FM, Steubenville, OH 43952. Minimum two years experience or equivalent. Resumes to General Manager. EOE.

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**HELP WANTED NEWS**

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**News director**, major west coast radio station. Strong background in format news, management experience and creative news philosophy essential. Resume, and references confidential. Box X-93, BROADCASTING.

**Reporter/anchorman**, major west coast radio station. Only those experienced in field reporting, studio air work, creative writing need apply. Resume, confidential. Box X-97, BROADCASTING.

**National minority news** media service serving areas of the country including Atlanta is expanding its operation. Seeks male and female applicants. Send resume to Box X-203, BROADCASTING.

**Wanted:** experienced, professional morning news anchor person with the ability to write creatively and deliver conversationally. Good salary, major company benefits. Our station has a professional news attitude which earned us dozens of national news awards in the last several years. This position will allow you to grow creatively, professionally, and monetarily. An Equal Opportunity Employer. Box Y-7, BROADCASTING.

**A-live newperson** for a lively news operation. Experience nice but we want talent, on the air and on the beat. Send air check, resume and writing samples to: Rick Sampson, N.D., KLWW Radio, P.O. Box 876, Cedar Rapids, IA 52406.

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**HELP WANTED NEWS  
CONTINUED**

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**Only Black programmed** radio station in Connecticut seeking experienced news person for growing operation. Ability to relate to local community a necessity. Salary negotiable. Liberal benefits. Send tape and resume to Lou Brown, P.O. Box 1480, Windsor, CT 06095.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Creative? Cont. director/production** manager needed for Midwest major market FM. Format: Adult contemporary. Must be able to write, produce and voice local production. 3rd required. Box X-158, BROADCASTING.

**Contemporary program director**. Must be highly professional. Air show required. Prefer P.D. who excels during AM drive. Salary open. From \$13,000 depending on ability. Numerous fringe benefits. 10 station chain. Opportunity to advance. EOE. Write Box Y-4, BROADCASTING.

**Immediate opening** for talented pro at prestige 5 kw. CBS MOR. We want a thoroughly experienced personality with a good voice who knows how to communicate with 25-49 adults, likes production, and is team-oriented. Top ratings, beautiful facilities, dynamic group ownership. Send tape, resume to: WSGW, Box 1945, Saginaw, MI. 48605 or call Rick Belcher at 517-752-3456.

**Operations Director** for new automated super power FM in Beaumont Texas. (93rd metro). Must be skilled audio technician, great at production, ARB hip, and management bound. Bread, future and no hassle. Ken Stephens 713-755-6155.

**PD-PBP optional**, MOR with outstanding news and sports profile. Extra sharp on production and detail. Beautiful central California coastal college community. Dan Clarkson, 805-543-8830. Box 787, SLO, 93401. EOE/MF.

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**SITUATIONS WANTED MANAGEMENT**

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**Major market radio** general manager with outstanding record and reputation seeks management position in a top 25 market. Family man. Early fifties. Box X-169, BROADCASTING.

**Your station deserves** the best management. Experienced broadcaster; a take-charge, tight-ship, bottom-line, totally-involved professional considering relocating outside New York State. Call 518-439-5642 or 518-439-7638. Your station should have the best manager. Your opportunity to discuss it is as close as your phone, or Box X-204, BROADCASTING.

**Station manager** in medium size market seeks management opportunity in large market or group. Proven track record in all areas, with emphasis on sales; references; available to travel for interviews. Reply Box Y-1, BROADCASTING.

**I'm as good** as those turkeys called sales managers and I want to manage. Four years experience top 20-40 and small market. Want top 60 market, 3rd to 6th ranked station. Let's gobble! 205-586-4151.

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**SITUATIONS WANTED SALES**

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**Having put 3** dozen new accounts on the air in my first 3 months at this day timer, I feel ready for bigger challenges, preferably management. Boston and vicinity. Box X-196, BROADCASTING.

**Experienced broadcaster!** 5 years in sales, 3 in programming, plus news, production and copy! Desire sales or sales/announcing combo! Dick Hoff, 442 Melanie Lane, Ripon, WI 54971. Call 1-414-748-7261.

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**SITUATIONS WANTED ANNOUNCERS**

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**DJ, 3rd phone**, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

**Personality nite-man**, up tempo, experienced and dependable. Good medium or major only. Box X-162, BROADCASTING.

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**SITUATIONS WANTED ANNOUNCERS  
CONTINUED**

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**22 years experience** radio & TV, seek return to broadcasting. Prefer N.E. Wisconsin, but will consider all. 1-414-779-6656 or Box Y-10, BROADCASTING.

**Formattable friendly creative** pro with strong production and first. Any format. Box Y-13, BROADCASTING.

**Young Black, third end**, good tape. Seeking first on air job. Hard worker. Will relocate. Box Y-34, BROADCASTING.

**Midwestern adult** contemporary announcer. Limited experience, but unlimited enthusiasm. Four years non-commercial. Will relocate. Box Y-35, BROADCASTING.

**Seek FM annrcs** gig. News oriented exp. 1st. 2 yrs. Ready now! No AM Drive. 1-5 pm, 301-863-7865, Box Y-36, BROADCASTING.

**Articulate, knowledgeable, responsible**, well read, bright, well traveled. Seeks position radio talk show host. Spent 20 years in show business. AFTRA member. Know radio well. Was born for this new career. Bob Sydney, 212-854-8191 or Box Y-40, BROADCASTING.

**Exp. DJ, news** director, production mgr, top 40/R&B, 1st phone, anywhere/shift. 502-937-8039. J. Diamond.

**Sports PBP-Basketball** is specialty, experienced interviewer, production & board experience, 3rd ticket, college grad, looking for small or medium market, willing to relocate. Write 2515 Vista Laguna Ter., Pasadena, CA or call Steve Jackson at 213-681-4165.

**Smooth friendly airwork!** Excellent pronunciation, authoritative news delivery. Broadcast background includes 5 years sales, 3 in programming. Dick Hoff, 442 Melanie Lane, Ripon, WI 54971. Call 1-414-748-7261.

**Young, energetic, enthusiastic**, adaptable to any-one system, music or sportscasting. I'll do my best in what I enjoy doing. Box 444, Greenville, RI 02828.

**DJ, tight board**, good news, commercials, looking for break, willing to go anywhere, ready now! Please reply: Richard Lopez, 232 East 80th Street, New York, NY 10021, Apt. 10-G.

**Help a buffalo** boy make good! Hard-working, experienced announcer with talent, intelligence, and dependability. Will consider dynamic organization with growth potential. Mike Ward, 716-833-1806.

**DJ, 25, 3rd endorsed**, 6 months pro, news production, copy, BSEE, college radio, seeks small MOR, Top 40 or adult contemporary anywhere. Resume, tape, Frank Cavaliere, 31-38 74 St. Jackson Heights, NY 11370. 212-446-8649.

**Four years MOR** announcing, PD, MD, ND, PBP, production. Degree. Dick Stout 1-404-536-1668.

**Man-woman team** seek contemporary format drive slot. Dick and Ellen Stout. 1-404-536-1668.

**6 year pro**, all formats, 1st phone family man will relocate for better support I know I'm worth. 904-761-6920.

**Female broadcaster** has versatility, style, and desire. Prefers talk/news, east of the Mississippi. Ready to work for you now. J.B., 12631 B Mateus, St. Louis, MO 63141.

**Male DJ; light** experience, but creative, enthusiastic, hard-working, tight boards. Prefer FM/ prog. rock, West Coast, but all considered. 212-SL6-8312.

**I know** a very funny radio personality with a great reputation. He has 20 years' experience and a bunch of swell references. He has spent 12 years on his most recent show and is looking for an MOR morning slot at a station with some nice people like he is. I'm writing this for him because he's too humble. For more information, contact Adam Jones, 309-797-4752. No collect calls, please. He's nice, but not that nice!

## SITUATIONS WANTED NEWS

**Eleven years in sports**, seven at present job. Want that till-retirement position, security. No hoopla, just solid professional work and sound including PBP. Box X-160, BROADCASTING.

**Capable, creative medium market sports director** seeks move upward. PBP all sports; B.A. Box X-166, BROADCASTING.

**Sports and newscasting** 1 1/2 yr. experience both TV and radio. PBP-interviewing, 24, B.A. Communications, also DJ experience. Employed. 615-374-3582 or Box-178, BROADCASTING.

**Gutsy, hard-working**, experienced news-sports-caster with voice, intelligence, and dependability. Will consider dynamic organization with growth potential. Michael Ward, 716-833-1806.

**Aggressive-newsmen-reporter**. Experienced also in copywriting & talk shows. Available immediately. Bruce Arthur, 312-246-1121 evenings.

**First-amendment reporter**, journalism B.A., news-director experience, requires responsible management, no consultant. 216-454-4150.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Station manager/program director** for contemporary station in midwest or rockies with strong community commitments. First phone. BS Broadcasting, solid professional background. Let's communicate at Box X-164, BROADCASTING.

**On-air PD** with solid background, college degree, creative ideas and no. 1 ratings. Heavy on organization and available for contemporary medium market stations. Box X-184, BROADCASTING.

**Track record Maj/med market programming**, 5 years experience, currently top 30 market. You'll be number one with my game plan. Demographics, psychographics, music research, and ingenious promotions are my specialty. Looking for top 40/mass appeal loser in maj/medium market that wants to become the dominant force. Box Y-23, BROADCASTING.

**Broadcast copywriter**, strong media/pr background seeks position Philadelphia market. Marge Kirk, 15 Beatrice Drive, Bryn Mawr, PA 19010, 215-525-6299.

## TELEVISION

### HELP WANTED MANAGEMENT

**Station manager/operations manager** for medium market station. Highly competitive, top rated, news oriented format. Station seeking replacement for present manager who is leaving. Will work directly under general manager and be and must be capable of assuming this position in the future. Looking for an aggressive and experienced leader, good in personnel motivation and familiar with all aspects of station operation. Salary and benefits negotiable. Send resume and photo to Box X-122, BROADCASTING.

**Management-TV**. We've got a good sales team, and need a strong general manager to provide overall leadership for a well established network affiliated UHF. Looking for experience and strength in planning, production, expense control and building the bottom line. Resume and qualifications to Box X-208, BROADCASTING.

**Director of contract administration**, BA or BS in broadcasting or related field. Minimum five (5) years experience in network broadcasting business management with specific expertise in television and film production, budget control and contract administration. Send resumes to Mrs. Lily A. Okura, Director of Personnel, Corporation for Public Broadcasting, 1111 16th Street, N.W., Washington, D.C. 20036. EOE-M/F.

### HELP WANTED SALES

**Salesperson experienced self starter** must have car, drivers license, accident insurance and able to furnish Bond. Salary or commission basis. Box Y-19, BROADCASTING.

## HELP WANTED TECHNICAL

**Maintenance engineer** for West Coast remote operation. Requirements: 5 years experience. 1st phone, quad and camera experience. Send complete details to Box X-201, BROADCASTING.

**Immediate opening** for experienced TV transmitter engineer, first phone required quarters furnished at transmitter. 307-864-3655 evenings or week ends or Box Y-20, BROADCASTING.

**Chief engineer** with current hands-on experience, administrative skills, and ability to plan and achieve growth in facilities and staff. Southeast public UHF; open January. Send resume and salary requirements. Box Y-31, BROADCASTING.

**Studio engineering supervisor** for PBS television station. Five years minimum VTR, camera experience. FCC first required. Deadline for applications Dec. 15, 1976. Send resume to J.A. Doiron, D.E., KRWG-TV Box 3 J, New Mexico State University, Las Cruces, NM 88003. An Equal Opportunity/Affirmative Action Employer.

**Studio maintenance engineer** with background in RCA TR-70 tape machines. Contact Chief Engineer, Scott Tipton, KYCU-TV, Cheyenne, WY. Call collect 307-634-7755.

**Video tape operator** with FCC First, at group owned ABC affiliate in Sunny Florida. 1-2 years experience preferred. Salary commensurate with experience. Send resume to Ron Fries, C/o WJKS TV, Box 17000, Jacksonville, FL 32216. WJKS is an affirmative action, Equal Opportunity Employer.

**FCC First Class license**, strong on electronics theory including logic. Send resume to Chief Engineer, Westinghouse Broadcasting, Station WJZ-TV, 3725 Malden Ave., Baltimore, MD 21211. Equal Opportunity Employer.

**Immediate opening** for entry level Staff Engineer for public TV station WNMU, Marquette, Michigan. Maintenance experience on VTR, studio cameras and film chains. Prefer AAS degree in electronics. Refer applications to Employment Supervisor, Personnel and Staff Benefits Office, Northern Michigan University, Marquette, MI 49855. Telephone: 906-227-2330. Excellent fringe benefits. An Equal Opportunity Employer.

**Video and video tape engineers** with three years experience, PC70, TK45, VR1200, VR2000 and CMX. Maintenance experience helpful. Send resumes and references to Chief Engineer, WPHL-TV, 5001 Wynfield Ave., Philadelphia, PA 19131.

**Remote engineering supervisor** wanted to supervise activities of engineering staff for all remote productions. New full color remote facilities. Position requires FCC 1st and experience. EOE. \$12,180 starting salary. Send resume to: Leon Drye, C.E., WSWP-TV, Box AH, Beckley, WV 25801.

**Chief engineer**. Remote control UHF transmitter, translators, satellite receptions, Two-Way, microwave, color studio, remote unit and mini-cam. Responsible for all FCC compliance, departmental budget planning and supervision, maintenance, air operation, supervision of engineering staff (8). Contact: WVPT, 703-434-5391, Attn: Richard L. Parker, General Manager, Port Republic Road, Harrisonburg, VA 22801. An Equal Opportunity Employer.

**Broadcast engineer**, 5 years or more experience. 1st class radiotelephone license required. Heavy emphasis on maintenance. Equal Opportunity. All applications confidential. Good benefits. Start immediately. Call WXEX-TV, Petersburg, VA, 804-733-7876 between 9-5.

**Studio maintenance engineer** first class license required. Strong background in solid state and digital electronic. Some transmitter maintenance involved. Contact Chief Engineer, WVIR-TV, P.O. Box 751, Charlottesville, VA 22901.

**Television technical engineer**: First class FCC license, minimum 2 year technical experience in TV including TCR 100 & TR 70B. Salary negotiable. Contact: Personnel Dept. Capitol Broadcasting Co., Box 12000, Raleigh, NC 27605. An Equal Opportunity Employer.

## HELP WANTED TECHNICAL CONTINUED

**Vital Industries Inc.** has opening for experienced video systems and maintenance engineers and one technical writer. Write: Personnel Dept., Vital Industries, Inc., 3700 N.E. 53rd Ave., Gainesville, FL 32601.

## HELP WANTED NEWS

**Reporter wanted** for radio/television news department in medium market in Southeast. Applicants should have experience as TV reporters, thorough knowledge of film techniques, good on-air delivery for both radio and television. Equal opportunity employer. Reply to Box X-211, BROADCASTING.

**Weathercaster needed ASAP** for top 20 market station. Equal Opportunity Employer. Send resume to Box Y-14, BROADCASTING.

**Entertainment critic needed ASAP** for top 20 market station. Equal Opportunity Employer. Send resume to Box Y-16, BROADCASTING.

**Experienced news producer**. Need successful, aggressive producer for highly competitive mid-west market. Excellent benefits. EOE. Send resume to: Box Y-17, BROADCASTING.

**Reporter needed ASAP** for top 20 market station. Equal Opportunity Employer. Send resume to Box Y-18, BROADCASTING.

**News producer. Minimum** three years experience all phases of news. Weekend assignment editor. Send resume to News Director, WSM-TV, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

**News Photographer. Minimum** three years experience all phases of TV News photography, editing. Send resume to News Director, WSM-TV, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

**Producer/Director of news. Minimum** three years experience. Graphics, management, news and technical experience essential. Send resume to News Director, WSM-TV, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Program/production director**, for small midwest group operation. VHF/network affiliate. In depth knowledge of FCC rules, ascertainment, purchasing etc. a must. Minority and female applicants invited. All replies strictly confidential. Equal Opportunity Employer. Box X-183, BROADCASTING.

**Assistant promotion director**. Position available in top 50 market for creative individual with broadcast or advertising promotion experience. Working knowledge of television, radio, newspaper production helpful in obtaining this highly desirable position. An Equal Opportunity Employer. Send resume and salary requirements to Box Y-3, BROADCASTING.

**Public affairs/Personnel Manager** needed. Major market group owned independent. Responsibilities include producing and on-air talent for PA programs and special public affairs campaigns, record-keeping for public affairs and personnel, representing station at community functions, pre-screening applicants for employment, etc. Compensation commensurate with ability and experience, plus excellent fringe benefits. An Equal Opportunity Employer. Reply in confidence to Box Y-11, BROADCASTING.

**Staff announcer: excellent** voice and pleasing appearance for commercial audio production and on-air sports and weather announcing. Send photo, resume and salary requirements to M.D. Smith, General Manager, WAAY-TV, 1000 Monte Sano Blvd, Huntsville, AL 35801.

**Producer writer: weekly** prime time public affairs doc unit in top 15 market needs a hard working, energetic producer with extensive film production skills. Complete creative freedom. Extensive doc experience necessary. Send tape and resume to Public Affairs, WCCO TV, 50 S. 9th Street, Minneapolis, MN 55402.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS CONTINUED**

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**Experienced television graphics** artist for Corporate Audio/Visual Department, full color TV facility. Other slide/print experience desirable, supervisory experience essential. Send resume and salary requirements to Gene Hawkins, Employment Representative, State Farm Insurance Companies, One State Farm Plaza, Bloomington, IL 61701. An Equal Opportunity Employer.

**Faculty position available** at Florida Technological University in Radio/Television; Masters Degree required, Ph.D. preferred; Media experience required; Must be able to teach basic courses in R-TV production. Rank and salary depends on degree and experience. F.T.U. is an Equal Opportunity Employer. Contact: Raymond W. Buchanan, Ph.D., Chairman, Department of Communications, Box 25000, Orlando, FL 32816. Tel. 305-275-2681.

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**SITUATIONS WANTED MANAGEMENT**

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**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 X-14, BROADCASTING.

**General manager.** Thoroughly experienced all phases: ownership, management, sales, programming, film-buying, production, news, promotion, community involvement, etc. Outstanding credentials! Television-21 years. Radio-8. 45. Degreed. Aggressive, innovative, quality competitor. Accustomed to formidable challenges, much responsibility; phenomenal achievements. Specialist in programming and sales! Can increase, substantially, station's sales, profits and prestige. Box Y-22, BROADCASTING.

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**SITUATIONS WANTED NEWS**

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**Experienced reporter/anchor.** Progressive woman seeks new challenge in a top 10 market. Now working in 13th. Four years experience, street and investigative reporting, production skills. Box X-127, BROADCASTING.

**TV reporter, 3 years experience,** anchor, documentaries plus public affairs talk show, ready to move up! Box X-135, BROADCASTING.

**Handsome, talented Black** Spanish surnamed reporter seeking opportunity. Radio/TV anchor/reporting experience. Tapes available. Box X-202, BROADCASTING.

**Looking for a seasoned reporter** who digs? Willing to pay a professional wage for a professional product? Let's talk, Box Y-9, BROADCASTING.

**News administrator/producer/assignment editor,** female, six years in top ten, looking to move up to assistant news director. Top 40 markets only, please. Box Y-12, BROADCASTING.

**No. 1 weekend anchor** in one of the top 10 markets wishes to relocate. Box Y-32, BROADCASTING.

**Female anchor with five years news experience.** Co-anchoring two major evening newscasts. Tape available upon request. Box Y-33, BROADCASTING.

**Independent broadcaster seeks** anchor-reporter small or medium market. Experienced, film ENG BA UTR. Box Y-37, BROADCASTING.

**Field reporter, have** anchor, public affairs, political, feature, investigative reporting experience. Mike 201-356-5492.

**Woman desires newswriter/reporter job.** College graduate. Experience PR, TV, college newspaper & radio. Pamela Dedrick, 12713 Parkwood Dr., Burnsville, MN 55337, 612-890-3134.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Director with BA** in communications, 4 years experience at network affiliate, seeks challenging position. Background includes daily newscasts, commercials, live broadcasts, portable videocamera. Box X-144, BROADCASTING.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS CONTINUED**

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**Cinematographer/Director** for commercials, public affairs looking for creative challenge. Degree, experienced and proven record. Send for tape and resume. Box Y-8, BROADCASTING.

**Creative young professional,** with 2 yrs. experience. B.A. degree in TV/film production-direction. Looking for job as assistant director or assistant producer. Will relocate. Robert Hickey, 9702 Hillridge Dr., Kensington, MD 20795. 301-949-0808.

**BSC Telecommunications,** 3 years experience broadcast ops/prod. Looking for same. Call or write for resume and other goodies. Bill Frankel, 24049 Lyman Blvd. Cleveland 44122. 216-932-1270.

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**WANTED TO BUY EQUIPMENT**

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**Will pay top dollar** for RCA BTA 5H or G Transmitter, Collins 21E, Gates BC 5P or equivalent. 305-776-4762.

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**FOR SALE EQUIPMENT**

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**RCA DAP-5000** automation system, digital clock, 3 carousels, 3 racks, 3 Revoxes (A-77), logger, excellent condition, light use, best offer. Call WASA, 301-939-0800.

**For sale: 1-BTA5F** RCA Transmitter in good condition; presently in operation on 910 KC WJCW Radio, P.O. Box W, Johnson City, TN 37601.

**For sale: 3-Winchanger** towers. 250' WJCW Radio, Johnson City, TN 37601.

**Autogram Automation System,** 3 decks, 2 carousels, 2 cartridge players, all stereo, Metrotech logger, plus SMC Cartridge Record Center. System three years old, excellent condition with all tech manuals. Call or write WLIN, 286 Highland Village, Jackson, MS 39211, 601-982-7336.

**Field Intensity Meter,** Potomac Instruments, FIM-21, 1 yr old, used 1 month, \$950.000. WMVA, Box 3831, Martinsville, VA 24112.

**Color Film Processor,** Jamieson "Compact", immaculate, 2 years old. Flanders, WRTV, 1330 Meridian, Indianapolis 46206, 317-635-9788.

**Jameson Compac 16/8** Processor, MacBeth TD-504 Densitometer, Oscar Fisher 30 gallon Jet mixer, other equipment. Production Supervisor. WXXI-TV, Box 21, Rochester, NY 14601, 716-325-7500.

**Norelco PC70S** Color Camera chain, Complete, Excellent condition, \$30,000.00, MATEC, Inc. 205-956-3034.

**Two automation systems** complete: One-Schafer. One-Autogram. Best offer over \$10,000.00. McClarin Broadcasting, P.O. Box 758, Gatesville, TX 76528.

**Remote Truck GMC 21'** Custom air conditioned van. 4 Norelco PC70's with 3 Angenieux 10x1 lenses, and 1 Angenieux 18x1 lens. 1000 feet cable on reels. 16 input 3 bus switcher with effects and chroma key, CBS image enhancer, G.V. Proc Amp, 5 Tek 529's, 1 Tek 526, 3 Conrac RHB Color Monitors, 10 Conrac B&W Monitors, 1 Conrac off-air receiver, 12 input audio console. Much more. Jack Taylor, Box 117, Boyertown, PA 19512. 215-367-6057.

**1 kw AM Transmitters:** Collins 20V-2, Sparta/Bauer 707, ITA AM-1000-B, Raytheon RA-1000-C, CCA AM-1000-D, Gates BC-1G, Gates BC-1T, RCA BTA-1-M. Communications Systems, Inc. Drawer C, Cape Girardeau, MO. 314-334-6097.

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**Deejays:** New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

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**COMEDY CONTINUED**

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**Prizes Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

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**Easy holiday timesales** with original Christmas Shows, 1943-1950. Write INFOMAX, Box 3022B, San Raphael, CA 94902.

**30 syntheizer music** tracks, each :30 and 25 Moog Bullets that can be used for contests, promos, weather, news intros and more. 55 cuts for \$75.00. Order now. Studio 4 Productions, P.O. Box 68, Grand Blanc, MI 48439.

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**INSTRUCTION**

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**No: tuition, rent!** Memorize, study—Commands "Test-Answers" for FCC first class license—plus "Self Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

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## Instruction Continued

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## RADIO

### Help Wanted Management

#### GENERAL SALES MANAGER MAJOR MID-WEST MARKET Top 40 AM Schulke FM

We're looking for an aggressive, hard-hitting sales manager, would like experienced manager, but if you feel you're ready for your first management job, show us why and we'll consider you. Outstanding income plus incentives. Reply to Box X-180, BROADCASTING.

#### MANAGEMENT REPRESENTATIVE

Major market ethnic radio station wants Eastern management representative: will call on upper level client executives in major corporations, service existing clients who co-sponsor community oriented promotional activities, and seek new clients to participate in similar future activities. Should have station or group management experience, but will consider National Representative or similar experience. Person selected must reside in New York City or surrounding area. Selected respondents will be interviewed in New York late November or early December. Send qualifications and base salary requirements to: Box X-198, BROADCASTING.

### Help Wanted Sales

#### SALES REPRESENTATIVE

Rapidly expanding West Coast Broadcast creative services company needs top sales people for syndicated radio formats and station image packages. Must have proven, successful, broadcast management and sales experience. This is an unusual opportunity with tremendous growth potential. Excellent compensation and benefits. Send resume to Box X-209, BROADCASTING.

### Help Wanted Announcers

#### CAN YOU THINK & TALK?

Talk show host wanted. Knowledgeable, well read, glib, opinionated. Third class ticket a must; news background helpful. Resume and salary to Box X-154, BROADCASTING. An Equal Opportunity Employer.

## Help Wanted Announcers Continued

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WCOD-FM, CAPE COD, SEEKS TWO JOCKS WHO CAN COMMUNICATE EFFECTIVELY WITHIN A STRUCTURED TOP-40 FORMAT. BEAUTIFUL, MODERN STUDIOS, EXCELLENT WORKING CONDITIONS: A GREAT PLACE TO LIVE. RUSH TAPE, RESUME, AND SALARY REQUIREMENTS TO RAY BROWN, OPERATIONS MGR. WCOD, HYANNIS MASS. 02601. NO BEGINNERS, PLEASE.

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Broadcast group seeking exciting MOR personality for PM Drive slot. Unique opportunity for a seasoned professional to join an outstanding air team with this top rated station. You will be expected to build and hold an audience in a very important daypart. Pleasant living and working conditions, excellent compensation. Send resume, including present salary to: Program Manager, P.O. Box 21567, Columbia, SC 29221. Equal Opportunity Employer, Male/Female.

### Help Wanted Programing, Production, Others

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General-Sales-Program Manager. Extensive background with vast experience in small market operation, personnel development, FCC and administration. P&L oriented. 35, family, currently G.M. A dedicated pro with outstanding reputation & Credentials. Seeking challenging & rewarding, permanent medium market position. For 13 cents get an impressive resume. Answer in confidence. Box Y-30, Broadcasting.

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**Situations Wanted News**

**MAJOR MARKET SPORTS DIRECTOR**

Two-time award winner seeking good opportunity with sports-minded station. I am an aggressive, reliable performer, with play-by-play experience in football, basketball, and baseball. I ran the sports department of WISN, Milwaukee, until it was recently phased out in a format change. Excellent references. Bill Hazen, 6260 S. Lake Dr. No. 809, Cudahy, Wisconsin (53110) 414-764-1318.

**TELEVISION**

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**NEWS DIRECTOR**

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**Help Wanted Technical**

Medium market VHF net work affiliate, group owned, requires a TV control room supervisor experienced in all phases of engineering, maintenance, remotes and personnel management. Previous management experience preferred. Salary negotiable. An equal opportunity employer. Send resume to Box Y-39, Broadcasting.

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This is a substantial opportunity with a group-owned network affiliate.

The successful candidate for this respected station will have proven creative and conceptual abilities. A thorough knowledge of graphics. A firm grasp of production procedures in all areas of on-air and print. And strong administrative skills.

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Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. **FREE BOOKLET AVAILABLE • CALL TOLL FREE 800-327-6565 (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.

**Broadcasting**  
The newsworthy of broadcasting and allied arts

### Radio Drama



**LUM and ABNER**  
5 - 15 MINUTE  
PROGRAMS WEEKLY  
**Lum & Abner Distributors**  
1001 SPRING  
LITTLE ROCK, ARK. 72202  
Phone (501) 376-9292

### Radio Programing

#### REMEMBER ELVIS

One hour musical documentary. Includes exclusive 20 year old interview with Elvis Presley, never before released. Narrated by noted Florida air personality, Ed Ripley. The right length ... the right price. Perfect for rock, MOR and country formats. For demo and particulars write: Ripley Productions, Box 82367 Tampa, Florida 33612. (813) 949-3767



Now available for local purchase:

**CHARLES MICHELSON, Inc.**  
9350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546

### THE BIG BANDS ARE BACK!

★ GOODMAN ★ DORSEY  
★ HERMAN ★ MILLER  
★ and many others  
One 55 minute program weekly.

**PROGRAM DISTRIBUTORS**  
1001 SPRING STREET • LITTLE ROCK, ARKANSAS 72202  
(501) 376-9292

### Programing Consultants

**ATTENTION RADIO OWNERS AND MANAGERS:**  
If we don't get ratings—you don't pay! At last a programing consultant service that guarantees results. Two of the sharpest programing minds in radio today are in Chicago and are now offering guaranteed results. What do you have to lose? If you are tired of being ripped-off by consultants that talk big and don't deliver, call now—The Chicago Consultants (312) 869-8089.

### Business Opportunity

#### INVESTOR WANTED

Midwest VHF-TV application being sought by successful local radio station owner. Major market experience in both radio and TV. Will sell interest in going radio station or consider straight financial investment in TV venture. Need \$200,000 cash and \$300,000 credit line. All terms negotiable. Box X-157, BROADCASTING.

### Wanted To Buy Stations

**CALIF., NEV., ARIZ., N. MEX.  
UNDER \$100,000 TOTAL, AM  
OR FM, IN 1 or 2 STATION MARKET PREFERRED. CONTACT  
DIRECT OR THROUGH  
BROKER.  
BOX Y-2, BROADCASTING.**

### For Sale Stations

#### ROCKY MOUNTAIN AREA

AM, Daytime, P.S.A., 1976 Billings over \$200,000. Priced to sell at \$350,000. Terms negotiable. Will amortize easily after normal down. Box X-167, BROADCASTING.

### FOR SALE

Fulltime Florida Regional Radio Station in attractive metro area. Growth potential enormous. Currently profitable. Valuable real estate included. Principals only write:

Box X-182, BROADCASTING

### ANNOUNCING

The opening of the Firm  
**THE TED HEPBURN COMPANY**  
Business Brokers specializing in negotiations, sales and appraisals of radio and television properties.

Phone: 513/791-8730  
Address: PO Box 42401  
Cincinnati, Ohio 45242

"An ad we placed in BROADCASTING really paid off. We were swamped with applicants and...chose a BROADCASTING applicant."



**Smith Cooper Associates**  
**CABLE TELEVISION - PAY TV**  
 Management • Marketing • Engineering  
 Financial Studies • System Analysis  
 Division of Associated Utility Services, Inc.  
 510 Kings Highway North, P.O. Box 3220  
 Cherry Hill, NJ 08034 • (609) 482-0067

**FLORIDA AM-FM**  
 \*Full time, Class A with real estate. Good growth market. \$450,000. 20% down. Liberal terms.  
 \*3 other AM-FMs. Small-medium  
 \*Others—full and day  
**BECKERMAN ASSOCIATES**  
 14001 Miramar Ave., Madeira Beach, Fl. 33708  
 (813) 391-2824

**LARSON/WALKER & COMPANY**  
 Brokers, Consultants & Appraisers  
 Los Angeles Washington  
 Contact:  
 William L. Walker  
 Suite 508, 1725 DeSales St., N.W.  
 Washington, D.C. 20036  
 202-223-1553

SE	Metro	Daytime	\$385K	\$112K
NE	Small	Fulltime	\$130K	28%
W	Metro	Daytime	Best offer	
MW	Small	Daytime	\$180K	\$80K
S	Metro	Daytime	\$700K	Cash

Atlanta — Boston — Chicago — Dallas  
 New York — San Francisco

**CHAPMAN ASSOCIATES\***  
 nationwide service

1835 Sevoy Drive, Atlanta, Georgia 30341

**appraisals**  
 PAUL KAGAN  
 ASSOCIATES, INC.  
 100 MERRICK ROAD ROCKVILLE CENTRE N.Y. 11570 (516) 764-5516

If you need help, the right job . . . or for any needs related to Broadcasting:  
**YOU BELONG IN BROADCASTING!**

**BROADCASTING'S CLASSIFIED**  
 offers an extensive variety of opportunities and services.  
*"I've found your classified ads section quite effective in rounding up new announcer possibilities. As program consultant for a group operation, I've decided to use advertising in BROADCASTING fairly regularly to keep our active files current. Keep up the good work."*

**For Sale Stations Continued**

**No. 1 in New England**  
 We serve more New England sellers and buyers than any other media brokerage firm. One big reason is Bob Kimel, our New England specialist, an important man for you to know. Knowing Bob is easy. Just give him a call at our New England office (802) 524-5963 and discuss your buying or selling plans. Or you can drop Bob a line at Box 270, St. Albans, VT 05478. Bob *knows* New England broadcasting, and he'll serve you well.

 **Brokers & Consultants to the Communications Industry**  
**THE KEITH W. HORTON COMPANY, INC.**  
 1705 Lake Street • Elmira, New York 14902  
 P.O. Box 945 • (607) 733-7138

- 1000 watt daytimer covering 200,000 population in S.E. Tennessee. NO DOWN PAYMENT. \$3,275 per month. Prepayment privileges.
- 5000 watt day, 1000 watt night AM plus Class A FM in large central Florida City. New Low Price. Make an offer.
- AM/FM in Southern Indiana. Small Town. Well established station with good real estate \$225,000. Terms.
- 1000 watt day, 250 night in Western Montana, Modern City. Sales about \$200,000.
- AM/FM in Mississippi. Within 50 miles of Meridian. \$25,000 down.
- Class "C" stereo station in Mississippi. \$435,000. Terms.
- 1000 watt daytimer in South Central Florida. Small town. Selling area population about 45,000. \$150,000. Terms.
- Good buy on Cable TV operation in Southern Indiana.

**BUSINESS BROKER ASSOCIATES**  
 615-894-7511

**MEDIA BROKERS APPRAISERS**  
 RICHARD A. **SHAHEN** INC.  
 435 NORTH MICHIGAN • CHICAGO 60611  
**312-467-0040**



**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, COD, 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. Oct. 27	Closing Wed. Oct. 20	Net change in week	% change in week	High	1976 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
<b>Broadcasting</b>										
ABC	N	37 3/8	35 1/2	+ 1 7/8	+ 5.28	38 1/2	19 7/8	24	17,519	654,772
CAPITAL CITIES	CCB	N 51 1/4	50 3/4	+ 1/2	+ .98	55 3/4	42 1/4	13	7,764	397,905
CBS	N	54 1/2	53 1/2	+ 1	+ 1.86	60 1/2	46 3/4	11	28,313	1,543,058
COX	N	32 7/8	34 1/4	- 1 3/8	- 4.01	37 3/4	28 3/4	11	5,863	192,746
GROSS TELECASTING	GGG	A 12	12 1/8	- 1/8	- 1.03	12 1/2	10	7	800	9,600
KINGSTIP COMMUN.	KTVV	O 4 3/4	4 7/8	- 1/8	- 2.56	4 7/8	2 1/4	17	461	2,189
LIN	O	15	14 1/2	+ 1/2	+ 3.44	17 3/4	9 5/8	7	2,382	35,730
MOONEY	O	1 7/8	2	- 1/8	- 6.25	3 7/8	1 7/8	3	425	796
RAHALL	O	7 1/8	7 1/4	- 1/8	- 1.72	7 1/4	4 1/2	14	1,297	9,241
SCRIPPS-HOWARD	SCRP	O 28	28		.00	28 1/2	20 1/2	7	2,589	72,492
STARR**	M	2 5/8	2 5/8		.00	5	2 1/4		1,202	3,155
STORER	N	27	27 1/8	- 1/8	- .46	31	15 7/8	9	3,902	105,354
TAFT	N	28 1/8	27	+ 1 1/8	+ 4.16	31 1/2	23 1/4	9	4,070	114,468
TOTAL									76,587	3,141,506

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A 3 1/4	3 3/8	- 1/8	- 3.70	4 3/4	2	6	1,258	4,088
AVCO	N	13 7/8	13 3/4	+ 1/8	+ .90	14 3/4	4 1/2	2	11,541	160,131
JOHN BLAIR	BJ	N 8 7/8	8 3/4	+ 1/8	+ 1.42	11 1/4	5	5	2,403	21,326
CHRIS-CRAFT**	CCN	N 5	4 1/2	+ 1/2	+ 11.11	6 3/8	4 1/2		4,162	20,810
COMBINED COMM.	CCA	N 15 1/4	16	- 3/4	- 4.68	20	12 5/8	8	6,363	97,035
COWLES	CWL	N 11 1/4	10 3/8	+ 7/8	+ 8.43	11 3/8	6 1/8	15	3,969	44,651
DUN & BRADSTREET	DNB	N 27	27 1/4	- 1/4	- .91	33 3/4	24 5/8	16	26,581	717,687
FAIRCHILD IND.	FEN	N 8	8 1/8	- 1/8	- 1.53	11 1/2	6 1/8	10	5,708	45,664
FUQUA**	FOA	N 10 3/8	9 1/8	+ 1 1/4	+ 13.69	10 3/8	4 1/2		8,844	91,756
GANNETT CO.	GCI	N 37 7/8	37 1/4	+ 5/8	+ 1.67	40	32 7/8	19	21,108	799,465
GENERAL TIRE	GY	N 23 1/4	24	- 3/4	- 3.12	25 5/8	17 5/8	6	21,954	510,430
GLOBE BROADCASTING**	GLBTA	O 2 3/8	2 3/8		.00	2 7/8	1 1/2		2,783	6,609
GRAY COMMUN.	O	6 3/4	6 3/4		.00	7 1/4	6	4	475	3,206
HARTE-HANKS	HHN	N 22 5/8	22 1/4	+ 3/8	+ 1.68	25 3/4	17 1/8	11	4,383	99,165
JEFFERSON-PILOT	JP	N 28 3/4	29	- 1/4	- .86	31 7/8	25 5/8	11	24,078	692,242
KAISER INDUSTRIES	KI	A 13 1/8	13 1/8		.00	16	8	7	27,598	362,223
KANSAS STATE NET.	KSN	O 3 5/8	3 5/8		.00	4 7/8	3	5	1,826	6,619
KNIGHT-RIDDER	KRN	N 33	32 3/8	+ 5/8	+ 1.93	37 1/8	28 7/8	13	8,305	274,065
LEE ENTERPRISES	LNT	A 16 7/8	16 3/4	+ 1/8	+ .74	25 1/2	15 3/8	10	3,352	56,565
LIBERTY	LC	N 16 1/2	17 5/8	- 1 1/8	- 6.38	18 5/8	9 1/2	6	6,762	111,573
MCGRAW-HILL	MHP	N 14 1/8	13 3/4	+ 3/8	+ 2.72	17	12 3/4	9	24,700	348,887
MEDIA GENERAL	MEG	A 16 3/4	17	- 1/4	- 1.47	19 1/2	14 1/4	8	7,276	121,873
MEREDITH	MOP	N 16	15 3/8	+ 5/8	+ 4.06	17 5/8	10 1/4	4	3,064	49,024
METROMEDIA	MET	N 25 1/8	25	+ 1/8	+ .50	29 3/4	15	7	6,730	169,091
MULTIMEDIA	MMED	O 18 1/2	18 3/4	- 1/4	- 1.33	20	14 1/4	10	4,390	81,215
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 16 3/8	16	+ 3/8	+ 2.34	19	12 7/8	5	1,438	23,547
POST CORP.	POST	O 12 1/2	12 1/4	+ 1/4	+ 2.04	13 1/4	8	250	873	10,912
REEVES TELECOM**	RBT	A 2	2 3/8	- 3/8	- 15.78	2 1/2	1 1/8		2,376	4,752
ROLLINS	ROL	N 21 7/8	22 3/4	- 7/8	- 3.84	27 3/8	20 3/4	13	13,404	293,212
RUST CRAFT	RUS	A 7 3/4	8 3/8	- 5/8	- 7.46	9 7/8	5 5/8	6	2,291	17,755
SAN JUAN RACING	SJR	N 10	9 5/8	+ 3/8	+ 3.89	10 1/4	7 1/4	7	2,509	25,090
SCHERING-PLOUGH	SGP	N 51 5/8	52 1/4	- 5/8	- 1.19	59 3/4	47 1/2	19	54,037	2,789,660
SONDERLING	SDB	A 11 3/4	10 1/2	+ 1 1/4	+ 11.90	13	6 3/4	4	729	8,565
TECH OPERATIONS**	TO	A 2 1/2	2 1/2		.00	4 3/4	2 1/2		1,344	3,360
TIMES MIRROR CO.	TMC	N 20 7/8	20 5/8	+ 1/4	+ 1.21	23 3/4	18 1/4	12	33,895	707,558
WASHINGTON POST CO.	WPO	A 39 1/2	39	+ 1/2	+ 1.28	40 1/2	21 3/4	11	4,546	179,567
WOMETCO	WOM	N 11 1/2	11 1/2		.00	13 1/4	8 7/8	7	9,470	108,905
TOTAL									377,728	9,219,523

## Cablecasting

ACTON CORP.	ATN	A 3 1/8	3 3/4	- 5/8	- 16.66	3 3/4	1 1/8	15	2,640	8,250
AEL INDUSTRIES**	AEL8A	O 2 3/8	2 3/8		.00	2 3/8	3/4		1,672	3,971
AMECO**	ACO	O 1	1 1/2	+ 1/2	+ 100.00	1	3/8		1,200	1,200
AMERICAN TV & COMM.	AMTV	O 18 1/4	18	+ 1/4	+ 1.38	21 3/4	13 1/2	17	3,359	61,301
ATHENA COMM.**	O	1/8	1/8		.00	1/2	1/8		2,125	265
BURNUP & SIMS	BSIM	O 3 1/2	3 5/8	- 1/8	- 3.44	6 1/2	3 1/4	44	8,349	29,221
CABLECOM-GENERAL	CCG	A 4 7/8	4 7/8		.00	8 1/8	4 1/8	4	2,560	12,480
CABLE INFO.	O	1 1/4	7/8	+ 3/8	+ 42.85	1 1/4	1/4	6	663	828
COMCAST	O	3 1/8	3 1/8		.00	3 1/4	1 7/8	39	1,708	5,337
COMMUN. PROPERTIES**	COMU	O 3 3/4	3 1/2	+ 1/4	+ 7.14	4	1 7/8	14	4,761	17,853
COX CABLE	CXC	A 16	16		.00	17 3/4	13	17	3,560	56,960
ENTRON	ENT	O 1 3/4	1 5/8	+ 1/8	+ 7.69	1 3/4	1 1/2	2	979	1,713
GENERAL INSTRUMENT	GRI	N 16 1/8	16 1/4	- 1/8	- .76	17 5/8	8 1/4	67	7,178	115,745
GENEVE CORP.	GENV	O 8 3/4	8 1/2	+ 1/4	+ 2.94	10	6 1/2	58	1,121	9,808
TELE-COMMUNICATION	TCOM	O 3 1/8	3	+ 1/8	+ 4.16	5 1/4	2 7/8	45	5,181	16,190
TELEPROMPTER**	TP	N 6 5/8	6 1/4	+ 3/8	+ 6.00	9 3/8	5 3/4		16,634	110,200
TIME INC.	TL	N 34 1/4	33 5/8	+ 5/8	+ 1.85	34 3/4	32 1/2	6	25,000	856,250
TOCOM	TOCM	O 2 7/8	2 7/8		.00	3 1/4	1 5/8	10	617	1,773
UA-COLUMBIA CABLE	UACC	O 14 1/2	14 1/2		.00	15	9	13	1,700	24,650
UNITED CABLE TV**	UCTV	O 2 5/8	2 5/8		.00	3	1 5/8		1,879	4,932
VIACOM	VIA	N 9	8 7/8	+ 1/8	+ 1.40	11 3/4	7 7/8	9	3,705	33,345
TOTAL									96,591	1,372,272

Stock symbol	Exch.	Closing Wed. Oct. 27	Closing Wed. Oct. 20	Net change in week	% change in week	High	1976 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Programing</b>											
COLUMBIA PICTURES	CPS	N	5 1/2	5 1/8	+ 3/8	+ 7.31	7 7/8	4 1/2	6	6,748	37,114
DISNEY	DIS	N	44	43 5/8	+ 3/8	+ .85	63	43 5/8	19	31,010	1,364,440
FILMWAYS	FWY	A	6 1/4	6 1/8	+ 1/8	+ 2.04	10 1/4	5 1/4	6	2,404	15,025
FOUR STAR			1/2	1/2		.00	5/8	1/4	5	667	333
GULF + WESTERN	GW	N	15 1/2	15 3/4	- 1/4	- 1.58	26 7/8	15 1/2	4	30,058	465,899
MCA	MCA	N	33 3/4	32 3/8	+ 1 3/8	+ 4.24	36 1/4	25	6	17,344	585,360
MGM	MGM	N	14	14 3/8	- 3/8	- 2.60	15 3/4	12 7/8	7	13,102	183,428
TELETRONICS INTL.	O		7	7 1/2	- 1/2	- 6.66	9 5/8	3 3/4	12	837	5,859
TRANSAMERICA	TA	N	12 3/4	12 5/8	+ 1/8	+ .99	13 1/4	8 1/4	9	64,947	828,074
20TH CENTURY-FOX	TF	N	9	9 5/8	- 5/8	- 6.49	15	8 3/4	10	7,558	68,022
WALTER READE	WALT	O	1/8	1/8		.00	3/8	1/8	6	4,296	537
WARNER	WCI	N	23 1/2	23 7/8	- 3/8	- 1.57	24	17 1/2	28	17,001	399,523
WRATHER	WCO	A	4 3/8	4 1/4	+ 1/8	+ 2.94	5 1/8	3 1/8	8	2,244	9,817
<b>TOTAL</b>									<b>198,216</b>	<b>3,963,431</b>	
<b>Service</b>											
BBDO INC.	8BDO	O	21	21 1/4	- 1/4	- 1.17	22	16 3/4	7	2,513	52,773
COMSAT	CO	N	28 5/8	27 7/8	+ 3/4	+ 2.69	31 3/4	23 7/8	7	10,000	286,250
DOYLE DANE BERNBACH	DOYL	O	13 7/8	14	- 1/8	- .89	15 3/8	8 7/8	7	1,816	25,197
FOOTE CONE & BELDING	FCB	N	13 5/8	13 5/8		.00	14 1/4	10 1/4	7	2,332	31,773
GREY ADVERTISING	GREY	O	12 1/4	12 1/4		.00	13 1/4	6 7/8	5	1,104	13,524
INTERPUBLIC GROUP	IPG	N	26 1/2	27	- 1/2	- 1.85	27	16 3/8	7	2,290	60,685
MARVIN JOSEPHSON	MRVN	O	8 1/4	6 7/8	+ 1 3/8	+ 20.00	10 3/8	6 3/4	4	1,945	16,046
MCI COMMUNICATIONS**	MCIC	O	1 3/4	1 1/2	+ 1/4	+ 16.66	3 3/8	1 3/8	4	16,795	29,391
MOVIELAB	MOV	A	1 1/8	1 1/8		.00	2 5/8	1	5	1,409	1,585
MPO VIDEOELECTRONICS**	MPO	A	3 3/8	3 3/8		.00	4 1/4	2 3/8		537	1,812
NEEDHAM, HARPER	NDHMA	O	7 3/4	7 7/8	- 1/8	- 1.58	7 7/8	5 5/8	4	823	6,378
A. C. NIELSEN	NIELS	O	19 7/8	21	- 1 1/8	- 5.35	24 5/8	16 3/4	13	10,598	210,635
OGILVY & MATHER	OGIL	O	24 3/4	25 1/2	- 3/4	- 2.94	27 1/2	17	8	1,805	44,673
J. WALTER THOMPSON	JWT	N	13	13 1/4	- 1/4	- 1.88	14 1/4	7 7/8	9	2,649	34,437
<b>TOTAL</b>									<b>56,616</b>	<b>815,159</b>	
<b>Electronics/Manufacturing</b>											
AMPEX	APX	N	6 3/4	6 1/4	+ 1/2	+ 8.00	9 1/4	4 3/4	11	10,885	73,473
ARVIN INDUSTRIES	ARV	N	14 1/2	13 1/2	+ 1	+ 7.40	16	9 5/8	5	5,959	86,405
CETEC	CEC	A	1 3/4	1 7/8	- 1/8	- 6.66	2 3/4	1 1/4	10	2,244	3,927
COHU, INC.	COHU	A	2 1/4	2 1/2	- 1/4	- 10.00	3 5/8	2	13	1,617	3,638
CONRAC	CAX	N	21 7/8	21	+ 7/8	+ 4.16	29 1/8	20	7	1,427	31,215
EASTMAN KODAK	EASKD	N	85 3/8	87 1/4	- 1 7/8	- 2.14	116 3/4	85 3/8	21	161,347	13,775,000
FARINON ELECTRIC	FARN	O	9	8	+ 1	+ 12.50	11 1/2	7	15	4,291	38,619
GENERAL ELECTRIC	GE	N	52 3/4	52	+ 3/4	+ 1.44	58 3/4	46	14	184,581	9,736,647
HARRIS CORP.	HRS	N	50 3/8	50 1/2	- 1/8	- .24	54 3/8	33 3/4	11	6,071	305,826
HARVEL INDUSTRIES	HARV	O	5 1/2	5 1/2		.00	6 1/2	2 7/8	14	480	2,640
INTL. VIDEO CORP.**	IVCP	O	1 3/8	1 1/2	- 1/8	- 8.33	3 1/8	1 1/8		2,701	3,713
MICROWAVE ASSOC. INC	MAI	N	17	17 3/8	- 3/8	- 2.15	21 7/8	13 3/4	10	1,320	22,440
3M	MMM	N	60 1/4	61 1/4	- 1	- 1.63	66 1/2	52 1/2	23	114,240	6,882,960
MOTOROLA	MOT	N	50 1/8	50 7/8	- 3/4	- 1.47	57 3/4	41 1/4	23	28,323	1,419,690
N. AMERICAN PHILIPS	NPH	N	29 1/8	29 1/2	- 3/8	- 1.27	33	19 7/8	8	12,033	350,461
OAK INDUSTRIES	OEN	N	9	9		.00	12 1/4	7 1/4	8	1,639	14,751
RCA	RCA	N	25 1/8	25	+ 1/8	+ .50	30	18 7/8	13	74,728	1,877,541
ROCKWELL INTL.	ROK	N	29	29 1/4	- 1/4	- .85	32 1/2	23 3/8	8	31,200	904,800
RSC INDUSTRIES	RSC	A	1 1/2	1 1/2		.00	2 1/2	1 3/8	8	2,690	4,035
SCIENTIFIC-ATLANTA	SFA	A	18 7/8	18 3/4	+ 1/8	+ .66	18 7/8	10 1/4	13	1,657	31,275
SONY CORP.	SNE	N	8 1/2	8 1/2		.00	9 7/8	7 1/4	26	172,500	1,466,250
TEKTRONIX	TEK	N	60 3/4	62 3/8	- 1 5/8	- 2.60	67	44 1/4	18	8,671	526,763
TELEMATION	TIMT	O	1/4	1/4		.00	1	1/4		1,050	262
VARIAN ASSOCIATES	VAR	N	12 1/4	12 1/2	- 1/4	- 2.00	17 1/4	12	10	6,838	83,765
WESTINGHOUSE	WX	N	16 1/4	17 1/8	- 7/8	- 5.10	19 1/8	13	7	87,503	1,421,923
ZENITH	ZE	N	27	27 1/2	- 1/2	- 1.81	38 1/4	23 5/8	13	18,818	508,086
<b>TOTAL</b>									<b>944,813</b>	<b>39,576,105</b>	
<b>GRAND TOTAL</b>									<b>1,750,551</b>	<b>58,087,996</b>	

Standard & Poor's Industrial Average 113.9 113.7 +.2

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-over the counter (bid price shown)  
P-Pacific Stock Exchange

\*Stock did not trade on Wednesday, closing price shown is last traded price.  
\*\*No P/E ratio is computed, company registered net loss.  
\*\*\*Stock split.

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.  
Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gains or losses.

**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	3/8	9/13/76
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
Woods Communications	1/2	1/29/75



## From the career word go, a broadcasting man: James Sefert of PGW

From the time he majored in broadcast management at Ohio State University, James R. Sefert, the recently elected president of Peters Griffin Woodward Inc., New York, seems to have prepared carefully and precisely for his future career.

But he scoffs at any suggestion of prescience; he first thought of studying architecture, then advertising and later marketing before he settled on broadcasting.

On a part-time and full-time basis, Mr. Sefert—a tall, huskily built man who has retained his high school weight—has been associated with radio and television since 1954. And if his experience at running a radio station near Morocco for the U.S. Air Force is counted, his alliance with broadcasting stretches back to 1951. In fact, James Robert Sefert attributes his first serious interest in broadcasting to his service with the Air Force station.

He was born 47 years ago on a farm near Paris, Ohio, and was reared in Louisville, Ohio (population about 5,000). After high school, he enrolled at Bowling Green State University. ("I guess, I went there mainly to play football but I was injured in my freshman year," he says.)

He remained at Bowling Green for two years, worked briefly at odd jobs and at the outbreak of the Korean conflict enlisted in the Air Force for four years.

"The Air Force tested me and I decided I had an aptitude for electronics," he says. "I was sent to an 11-month course at Biloxi, Miss., that was given under the auspices of the Massachusetts Institute of Technology—a crash course in electronics. I was then shipped to North Africa and helped build and operate a radio station."

Fresh out of the Air Force in 1954, he returned to college at Ohio State because of the reputation of its broadcast curriculum. If he had been, in fact, only "a jock" at Bowling Green, he reversed his field at Ohio State. He carried a full load of studies; held part-time jobs at WLWC(TV) Columbus (in the public service sector) and at WTVN(AM) Columbus (as a disk jockey), and helped run the campus station, WOIO(FM).

Upon receiving his degree in 1956, he worked full time at WLWC, serving briefly in the program and traffic departments before shifting later that year to local sales.

At 27, Mr. Sefert was a comparative late-bloomer. But he made up for lost time during a career that moved steadily upward over the years, though the early period was no bonanza. "As a local salesman my categories were utilities, banks and department stores," he says. "These are not hot



James Robert Sefert—president and chief operating officer, Peters Griffin Woodward Inc., New York; b. Oct. 9, 1929, Paris, Ohio; attended Bowling Green State University, Bowling Green, Ohio, 1947-49; staff sergeant, U.S. Air Force, 1950-54; BA in broadcast management, Ohio State University, 1956; local salesman, WLWC(TV) Columbus, Ohio, 1956-57; sales manager, Crosley Broadcasting, Cincinnati, 1957-58, and Cleveland, 1958-61; with PGW since 1961, as salesman, Detroit, 1961-64; salesman, New York, 1964-68, named VP in 1967; VP and Midwest manager, Chicago, 1968-71; named to board of directors, 1969; senior VP, Chicago, 1971-76; president and chief operating officer of PGW since Oct. 1, 1976; m. Gayle Stuit, 1974; children (by previous marriage): Jamie, 20, Joan, 17.

classifications—in fact, the only advertisers on TV at the time were the savings and loan associations. But I remember my first sale; it was to Jack Lee, the ad manager for J. C. Penney, and it was an ID tag for the local cut-in of the *Today* show and brought in \$7.50."

In 1957 Mr. Sefert was transferred to Cincinnati to the national sales office of Crosley (later Avco) Broadcasting (licensee of WLWC) and represented the company's TV and radio stations. Crosley opened a sales office in Cleveland in 1958 and he ran the operation there until 1961, when he resigned to join Peters Griffin Woodward.

His initial assignment at PGW was as sales manager in Detroit and he remained there until 1964 when he was moved to the New York sales staff. He was named a vice president in 1967 and in 1968 was shifted to Chicago as vice president and Midwest manager. He was named senior vice president in 1971 and on Oct. 1 he was elevated to president and chief operating officer, with headquarters in New York.

Mr. Sefert said he was "not surprised" by his promotion as he knew he was being considered for the post, but added he was "very much excited by the challenge this

new job poses." He reported to Lloyd Griffin, chairman of the executive committee and chief executive officer of PGW, who marks his 31st anniversary with the TV representative firm this month.

Business associates consider Mr. Sefert "a positive, straightforward type," as one describes him—demanding of his co-workers but not unreasonable. He is said to have a highly developed flair for managing people, enabling them to grow and advance within the organization. Mr. Griffin, incidentally, referred to Mr. Sefert as "my right arm" in citing the new president's previous tenure in New York.

As president and chief operating officer of PGW, Mr. Sefert oversees an enterprise that employs more than 200 persons in 12 offices. The firm represents 50 TV stations.

Mr. Sefert doesn't make calls on advertisers these days ("I used to enjoy making calls") and sees one of his key roles as being "an energizer" of his sales staff: "The message to our sales people is that every availability is an opportunity for him to make money and for the station to make money."

Like other spot-TV entrepreneurs, PGW has had "an excellent year" in 1976, according to Mr. Sefert. Based on sales placements for 1977, he says, the year ahead will be "a strong one too."

To Mr. Sefert, the most dramatic development in spot TV in 1976 was not so much the accelerated tempo of business as the increase in the unit price. "Now the truth of the matter is," he says, "a good, selective time buyer can still find good time available at reasonable cost. It may not be the very best time but it's very satisfactory."

"I think there is going to be an attempt to erode the unit price in 1977. But I believe that TV station managements have reached levels of sophistication today and know what their worth is. And I'm sure they will hold firm to prices."

Understandably enough, Mr. Sefert is opposed to network encroachment into station time, whether for extended time, extended news or any other type of programming.

"The networks are pretty well sold out in most time periods and they can't keep on raising prices," he says. "The only way they can make more money is to have more time to sell."

Mr. Sefert is living temporarily in the fashionable Olympic Towers office building-apartment complex in mid-Manhattan, where PGW's offices also are located. For relaxation, he likes to golf, hunt, paint in water colors and read. He enjoys all types of fiction and books centering on economics, particularly those dealing with theories of business management.

## Debates in 1980?

The presidential debates of 1976 have ended on a note of blandness, with the candidates exercising caution at the expense of enlightenment. The question now is whether there will be debates again.

President Ford is on record as favoring debates as "an institution" of presidential campaigns (BROADCASTING, Oct. 18). He can make that endorsement without personal involvement. If he wins tomorrow, he will be ineligible for re-election in 1980, having served more than half of the unexpired Nixon term.

Jimmy Carter's attitude toward a repetition of debates is unknown. After the last debate he brushed aside a reporter's question as to whether, if elected, he would be willing to debate four years from now. The guess here is that Mr. Carter may have decided that whatever happens at the polls tomorrow he has faced his last opponent in a presidential debate.

The circumstances that created the debates of 1976 were unusual. An incumbent President, running far behind his adversary in public-opinion polls, gambled that debates would show him to advantage. It was a challenge that the adversary could not refuse. Another guess here is that incumbents up for re-election in the future will be as reluctant to debate as all incumbents preceding Mr. Ford have been.

Implicit in all this is a danger that Congress will begin tampering with Section 315, the political broadcasting law, in a way to restore its serviceability as an excuse for candidates to avoid debates. Until the FCC, reversing an earlier interpretation, decided that debates staged by organizations unallied with broadcasting were news events entitled to exemption from the equal-time law, there was an automatic bar to debates between principal candidates. The latest interpretation of the news exemptions inserted in Section 315 by the 1959 amendment enabled the broadcasters to cover the Ford-Carter appearances arranged by the League of Women Voters without having to give all other presidential candidates equal time. The interpretation also has been criticized by senators and congressmen who think the FCC was wrong.

It can be counted a political certainty that bills will be introduced in Congress to narrow the exemptions from equal-time requirements. Broadcasters must prepare to support another legislative course: repeal of Section 315.

## Stations win one

NBC's decision to abandon the idea of lengthening its evening newscasts (BROADCASTING, Oct. 25) is welcome news to virtually all affiliates, whatever their network, for they have resisted any such expansion with unusual vigor and solidarity. By giving affiliates of the other networks this precedent to use in their own defense, it just may be that NBC has decided the issue not only for itself but for ABC and CBS as well.

Whether that will prove to be the case remains to be seen, of course. But by its own deference to the "almost universal opposition of the stations we serve," NBC has obviously made it harder for the other networks to show indifference to their own. More than that, NBC officials say their decision is less equivocal than it first appeared, because they intend to stand by it even if one or both of the other networks go to a longer form. The prospect of a united front among the networks is thus ruled out, adding counterprogramming to the equation if any network succeeds in expanding its news.

But that is only part of it. While NBC was announcing its withdrawal from the expanded-newscast sweepstakes, CBS was an-

nouncing plans—apart from the issue of longer news—for a new one-hour weekly news magazine to be carried in network prime time on some weeknight, beginning early next year. Given the prime-time success of *60 Minutes* on Sunday, its obvious inspiration, the new series must be said to have promise. But it also raises a question that is particularly pertinent in terms of the debate over expanded newscasts: How extensively will affiliates clear for it, especially if its ratings are not up to those of its entertainment opposition?

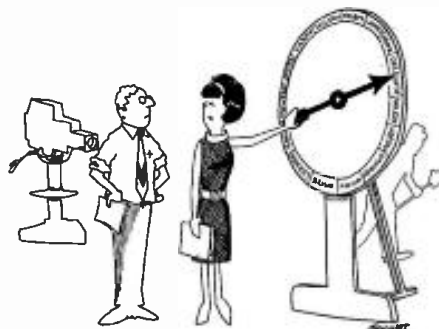
## False pretenses

A number of employes and admirers of public broadcasting have written to protest comments appearing on this page two weeks ago about promotional excesses and commercialism in what was founded as a noncommercial, educational broadcasting system. Samples of the correspondence appear in this week's "Open Mike." Plainly the commercialization of the noncommercial system strikes nerves.

But the process goes on unabated. Last week readers of such major newspapers as the *New York Times* and *Washington Post* were exposed to double trucks bought by Exxon to promote this season's Wednesday-night *Great Performances* on the Public Broadcasting System. "See How Great TV Can Be," cried the Exxon headline.

Sometimes the commercial opportunities offered by the noncommercial system are unabashedly described, as in the copy of an advertisement placed in the *Atlanta Journal and Constitution* by noncommercial WETV(TV) there Oct. 18-19. The headline: "Channel 30 Broadcasts *Wall Street Week* and Your Company Gets the Credit!" The body copy read: "Channel 30 seeks corporate underwriting for our programming. We believe a company is known by the company it keeps. One of television's most highly acclaimed programs needs your support. Let us say: '*Wall Street Week* is brought to you by a special grant from (your company).' Call the development office at Channel 30—404/873-4471 for details. It costs less than you think."

"Corporate underwriting" and "development office" are euphemisms for corporate advertising and television sales. Exxon's newspaper promotion and PBS program sponsorship are parts of an image-building campaign, just as WETV's newspaper advertisement is part of a selling effort. No matter what linguistic evasions are invoked, public broadcasting is now competing with commercial broadcasting for both audience and advertising—while using frequency assignments that were explicitly reserved for noncommercial use.



Drawn for BROADCASTING by Jack Schmidt

"This is our local election-forecast computer."



# WIIC-TV STARS

When you think stars, you think Hollywood or New York. Today, there is a new city of stars... Pittsburgh, and it's served by WIIC-TV, Channel 11.

Terry Bradshaw of the Super Bowl Champion Pittsburgh Steelers... Evonne Goolagong of the Pittsburgh Triangles Tennis Team... Pierre LaRouche of the Pittsburgh Penguins are among the national heroes Pittsburgh boosters cheer because of the exclusive coverage provided by WIIC-TV.

The Channel 11 star list is continually growing, with program appearances by Willie Stargell of the Pittsburgh Pirates; Bill Hill, president of the Fraternal Association of Steel Haulers; JoAnne Gardner, former president of the National Organization of Women; Richard Thornburg, assistant U.S. attorney general; Cardinal John Wright, former Bishop of Pittsburgh; I.W. Abel, president of United Steelworkers of

America, and André Previn, new conductor of the Pittsburgh Symphony. And, as you see, all the star excitement is not in sports.

On Channel 11, Pittsburgh viewers are at home with the stars of many fields. And that's another reason why they see WIIC-TV as a star in a center of celebrities.

WIIC-TV  
**e11even**  
 Pittsburgh

WSB TV-AM-FM  
Atlanta

WHIO TV-AM-FM  
Dayton

WSOC TV-AM-FM  
Charlotte

WIIC-TV  
Pittsburgh

**COX**  
Broadcasting

KTVU-TV  
San Francisco-Oakland

WIOD, WAIA-FM  
Miami

KFI, KDST-FM  
Los Angeles





## Lost...and found

Recent KOLN-TV newscasts helped two lost people return to their homes. The first was a 3½-year-old boy found in downtown Lincoln, who couldn't give the police his name or address. The 10 p.m. news ran a Polaroid picture of the lost boy and his mother promptly came to pick him up at Police Headquarters.

About a week later, the second incident involved an 86-year-old lady who walked away from the Tabitha Home for the elderly. Upon hearing her name and description on the news, the people who had taken her into their home called the police. The next day the police called KOLN-TV to say, "You did it again." Helping the lost get home is all part of the Feltzer tradition of total community involvement.



## The Feltzer Stations

	<b>WKZO</b> Kalamazoo	<b>WKZO-TV</b> Kalamazoo	<b>KOLN-TV</b> Lincoln	<b>KGIN-TV</b> Grand Island	
<b>WWTV</b> Cadillac	<b>WWUP-TV</b> Sault Ste. Marie	<b>WJFM</b> Grand Rapids	<b>WKJF(FM)</b> Cadillac	<b>WWAM</b> Cadillac	<b>KMEG-TV</b> Sioux City