The debate over the Ford-Carter debate
PBS: Going head to head against the networks
WE'VE BUILT A NEW NAME FOR OURSELVES.

A Meredith Station/CBS Affiliate in Central New York
Nationally represented by MMT, Inc.
A whole new Not For Women Only:

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

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

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

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

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

A new station line-up including major markets across the country.
WNBC New York; KNBC Los Angeles; WSNS Chicago; WTA F Philadelphia; WLVI Boston; KBHK San Francisco; WBBD Detroit; WRC Washington; WKY C Cleveland; WPGH Pittsburgh; KXAS Dallas; KPLR St. Louis; KPAC Houston; WXIA Atlanta; WCIX Miami; KOMO Seattle; WHNB Indianapolis; WJZ Baltimore; WHNB Hartford-New Haven; WTMJ Milwaukee; WKRC Cincinnati; WGR Buffalo; KTXL Sacramento; KWGN Denver; WZTV Nashville; WMC Memphis; XETV San Diego; WCCB Charlotte; WDRB Louisville; WOTV Grand Rapids; WSBW Orlando; WOWK Charlotte-Huntington; WHP Harrisburg-Lanc-Leb-York; WTAR Norfolk-Portsmouth; KMTV Omaha; WROC Rochester; WJNL Johnstown-Alb-Atto; KHGI Lincoln & Hastings; WPBN Traverse City; WOAY Beckley-Bluefield-Oak Hill; WABI Bangor; WKTU Utica; KCOY Santa Barbara; KCRQ Reno; KIEM Eureka.

Not For Women Only

We put the show on.

WNBC-TV

We put the show on the road. Grey Productions, a division of Grey Advertising Inc.

For information contact Henry Siegel
(212) 751-3500
777 Third Ave. New York, N.Y. 10017
Model 1600-7K is a 24-input, 8-output, production switcher with 3 mix/effects systems, plus program and preset buses with flip-flop mixing. Each mix/effects system provides both rotary and conventional wipe effects.

Several types of rotational transitions are possible, for example wipes which pivot about a fixed point to produce a clock, windshield wiper, or fan effect. The rotational feature can also be applied to many conventional patterns to produce either a rotational effect or a splitting effect. A square or a group of 4 squares can be made to rotate as they expand in size. Separation of the transition control levers allows independent control of size and rotation. Soft wipe and bordered wipe operation is available with most rotary patterns.

Selection of a pivotal wipe is obtained by depressing a unique pattern button. Selection of the rotational mode or splitting mode for conventional patterns is achieved by first selecting the conventional pattern (e.g., a square), followed by operation of a "shift" key. A total of 54 patterns is available.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Surprise guests that only Don Kirshner can deliver.

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

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

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

For further information:
SYNDICAST SERVICES, INC., 919 Third Ave., NY, NY 10022 (212) 751-3394
White hope

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

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

Defections

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

Talk hurts

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

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

Legal brief

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

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

Season for speculation

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

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

Partisan movement

Donald Jones of KFZ(AM) Fond du Lac, Wis., is putting together coalition of broadcasters to support Gerald Ford in campaign for election to Presidency. Mr. Jones, vice chairman of National Association of Broadcasters radio board and one of kingpins in current reform activity inside NAB, is long-time Ford activist, having served as Republican chairman in his county and Ford delegate at Republican convention this year.

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

Dislocations

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

Honor for Bryan

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

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

Broadcasting Aug 30 1976

7
Chrysler Corp. □ New Plymouth and Chrysler car lines for 1977 will have network TV introduction Sept. 22, spotlighting Plymouth Fury, Volare, Cordoba and luxury model Chrysler New Yorker. Spokesmen for each model, respectively, are James Darren, Sergio Franchi, Ricardo Montalban and Jack Jones. Network time has been purchased in CBS Friday night movies, NBC Sunday night movies, football and World Series telecasts, and other regular shows on various networks. Young & Rubicam, Detroit, is agency. Introduction of Dodge cars and trucks for '77 will make heavy use of TV late September into November. World Series and NFL telecasts will be supplemented by evening network participation on ABC and NBC (heavier around Oct. 1 announcement time); and spot TV in top 31 markets later in schedule, prime-time and daytime mix. Target audience is men, 18-49. Spokesmen are Louis Jourdan for Monaco, Rex Harrison and Chuck Connors return for Aspen and truck, respectively. BBDO, Detroit, is agency.

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

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

Beechnut □ Company's latest radio spots for Lifesavers will benefit from campaign in Northeastern radio markets beginning Oct. 18 for five weeks. Agency, Dancer-Fitzgerald-Sample, has already placed spots in Boston, Syracuse, Rochester and Albany-Schenectady-Troy, all New York, and Hartford, Conn. Teen-agers are intended audience for these spots.

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

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

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

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

Bristol-Myers □ Company has just signed for half-sponsorship of refurbished syndicated barber minutes, Not for Women Only. Series is 30-minutes-per-day, five-days-a-week; Bristol-Myers takes one minute in each half hour. Other national minute is still up for grabs but will probably be divided among clients of Grey Advertising, Bristol-Myers' agency, which is bartering series. Stations are accorded four minutes to sell to local advertisers. More than 50 stations have already accepted series (for 60% US coverage), among them w4bc-TV New York, knbc Los Angeles, wsws Chicago, wtvu-TV Boston, kprc-TV Houston and wkbv-TV Detroit. Most of these stations will strip series mornings. New co-hosts are Polly Bergen and Frank Field. Target kickoff date is Monday, Sept. 20. Early topics for week-long discussion include "The Care of Your Heart" (with heart surgeon Michael DeBakey), "His and Her Hair Care" and "Cooking for Your Health." Series will be produced by w NBC-TV New York.

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

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

### BAR reports television-network sales as of Aug. 15

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended Aug. 15</th>
<th>Total dollars week ended Aug. 15</th>
<th>1976 total minutes</th>
<th>1976 total dollars year to date</th>
<th>1975 total dollars year to date</th>
<th>% change from 1975</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>149 $ 636,400</td>
<td>4,449 $ 22,532,000</td>
<td>20,703,100</td>
<td></td>
<td></td>
<td>+8.8</td>
</tr>
<tr>
<td>Sign-off 10 a.m.</td>
<td>10 a.m.</td>
<td>10,484,800 32,645</td>
<td>378,711,400</td>
<td>317,812,900</td>
<td>+19.2</td>
<td></td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>265 $ 3,633,000</td>
<td>8,832 $ 184,816,000</td>
<td>136,668,900</td>
<td></td>
<td></td>
<td>+35.2</td>
</tr>
<tr>
<td>Sign-on 6 p.m.</td>
<td>99 $ 2,350,800</td>
<td>3,318 75,369,300</td>
<td>22.5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>23 $ 714,700 693</td>
<td>27,766,200</td>
<td>11,537,500</td>
<td>+140.7</td>
<td></td>
</tr>
<tr>
<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>425 $ 22,566,900 13,615</td>
<td>744,864,300</td>
<td></td>
<td></td>
<td>+17.0</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>213 $ 3,867,300 6,536</td>
<td>122,332,600</td>
<td>101,100,700</td>
<td>+21.0</td>
<td></td>
</tr>
</tbody>
</table>

Total 2,185 $44,253,900 71,088 $1,700,206,000 $1,408,056,700 +20.7

Source: Broadcast Advertisers Reports

Broadcasting Aug 30 1976
network is handled by Conahay & Lyon, New York.

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

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

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

Rep appointments


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

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

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

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

American Home Products  Company's American Home foods division will spotlight G. Washington’s Seasoning & Broth in campaign to start Oct. 11 for eight weeks. Daytime and fringe TV 30's are aiming for women, 18-49. Cunningham & Walsh, New York, is agency.

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

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

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

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

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

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

A funny thing happened on the way to the ratings…

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

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

Call or write for demo tape...

Syndication Corporation 1635 Division Ave., South Grand Rapids, MI 49507 (616) 243-6837

Broadcasting Aug 30 1976
A British advertiser finds an American home

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

For the small British advertiser, U.S. television presents a tantalizing but frustrating possibility. While the largest U.S. markets (for, indeed, any foreign interests) the only feasibilities are the largest U.S. markets or the networks, both of which are generally impracticable for us.

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

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

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

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

It is perhaps unfortunate that this week will represent my first use of television as an advertising medium for BritRail. Nevertheless, for a company with a 1975 gross turnover slightly exceeding $7 million, television advertising in normal circumstances was just out of the question.

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

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

This special event affords us an opportunity to promote the comprehensive railway network that exists in Britain to the television viewers who are most likely to have occasion to use it. Whether as tourists or on business, the majority of Americans visiting Britain commence their stay in London. Should they wish to move elsewhere, we want them to know that with our international service they can reach every major city in Britain.

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

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

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

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

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

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

Perhaps "Thames on 9" may even stimulate other kinds of broadcast experiments in terms both of programming and of marketing.
The reality of 5 footcandles.

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

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

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

Eastman Ektachrome Video News Film 7240 (tungsten), 7239 (daylight).

Film is good news.
Hartford-New Haven-Springfield is indivisible. Kellogg, Allstate, Nestle and Union Carbide buy it that way.

They program their computers to link Hartford, New Haven and Springfield together. They know this market is:
- 14th in Spendable Consumer Income.
- 16th in Total Retail Sales.
- 12th in Food Store Sales.
- 14th in TV Households. 860,340 to be exact.
- 11th in Drug Store Sales.
- 13th in Passenger Car Sales.

2 - 4: SRDS 1/1/75
6 - 7: SRDS 1/1/75)

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

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

THE SURE WAY TO REACH THIS MARKET

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

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

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

THE OLD BLIND SPOT.
NOW YOU SEE IT.

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

There’s a lot more going on...

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

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

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

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

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

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

Also in September

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

Sept. 9 - International Radio and Television Society’s annual newsmaker luncheon, FCC Chairman Richard E. Wiley will speak on “The Year Ahead at the FCC” Americana hotel, New York.

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

Sept. 9 - One day seminar on “Politics and Television 1976: A Mid-Term Assessment,” sponsored by The Aspen Institute, League of Women Voters of the U.S., and Post-Newsweek Stations. Conference is to provide an opportunity for journalists, advertisers and members of other interested publics to assess the implications of TV effects for their work. Waldorf-Astoria hotel, New York.


Sept. 12-14 - Southern Cable Television Association convention. Fairmont Colony Square hotel, Atlanta. Contact: Otto Miller, executive secretary, PO. Box 485, Tuscaloosa, Ala. 35401; (205) 758-2157.


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

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


Sept. 15 - Deadline for entries for Ohio State Awards competition that annually recognizes meritorious achievement in educational, informational and public affairs broadcasting between Sept. 1, 1975 and Aug. 31, 1976. Competition is sponsored by the Institute for Education by Radio-Television and is held under auspices of Ohio State University Telecommunications Center, Columbus. Winners will be announced in March 1977. Contact: Richard L. Evans, 2000 Olentangy River Road, Columbus, Ohio 43210.

Sept. 15-17 - Tennessee Association of Broadcasters annual convention. Speakers include Tennessee Governor Ray Blanton; Dr. Paul Stevens, president, Radio and Television Commission of the Southern Baptist Convention; NAB President Vincent Wakilewich; FCC Commissioner Be Hoocks and Herminio Traviss, NBC vice president, broadcast standards, Glenstone Lodge, Gatlinburg.


Sept. 18 - Radio Television News Directors Association board meeting, Benison hotel, Portland, Ore.


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

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

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

Sept. 22-24 - 1976 Biennial International Broadcasting Convention, sponsored by the Electronic Engineering Association, Institution for Electrical Engineering, Institute of Electrical and Electronics Engineers, Institution of Electronic and Radio Engineers, Royal Television Society and Society of Motion Picture and Television Engineers. New techniques and equipment for the whole spectrum of the industry will be exhibited. More than 50 technical papers will be presented in 14 sessions, Grosvenor House, London. Information: The secretariat, international Broadcasting Convention, ISS, Savoy Place, London WC2R OBL.


Sept. 23-28 - Videum. International Market of
Rod Laver is one of the best at what he does.

So is Katz.

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

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

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

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

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

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

Katz. The best.
the first reel to reel with the rugged reliability of


Sept. 24-26—Annual meeting of Public Radio in Mid-America. Speakers will include Lee Frischkneck, president of National Public Radio; Tom Warnock, director of radio activities at Cooperation for Public Broadcasting, and Dan Tocher, Washington communications attorney Forum 30 hotel, Springfield, Mo. Contact: Dale K. Oust, PRIMA president, Sangamon State University, Springfield.

Sept. 24-26—Radio Television News Directors Association regional workshop in conjunction with the fourth annual broadcast journalism seminar of the William Allen White School of Journalism, University of Kansas, Lawrence. Held in cooperation with the Kansas AP Broadcasters Association and the Association of News Broadcasters Lawrence.

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


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

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


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


Major meetings

Sept. 12-16—Institute of Broadcasting Fi-


Oct. 24-27—National Association of Edu-
cational Broadcasters 52nd annual convention. Conrad Hilton hotel, Chicago.

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

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


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


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


October 1—Deadline for entries, U.S. Television Commercials Association annual convention. Location: to be announced. Entries are due by Nov. 6. Contact: USTCA, 4625 Michigan Ave., Chicago 60615.


Oct. 1—FCC’s deadline for comments on amendment of noncommercial FM broadcast rules. Reply comments due Nov. 6, FCC, Washington.

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


Oct. 2—Illinois News Broadcasters Association fall meeting with sessions on future of broadcast news, federal election laws, legal/ethical concerns. ETIA. Guests include Lloyd Bobyns, NBC-TV “Weekend anchor” Northern Illinois University Student Center, Dekalb. Contact: Bob Wroggon (815) 753-1688.


Oct. 6-8—Indiana Broadcasters Association annual membership meeting. Executive Inn, Vincennes.
Love's labors won

EDITOR: Your Aug. 2 “Closed Circuit” headlined “No Love Lost” was based on the assumption that my letter to radio broadcasters asking them to contact the House Judiciary Committee was critical of the National Association of Broadcasters because I said, “Don't depend on the so-called Washington lobby to do it for you.” I was not being critical of NAB's Washington lobbying efforts any more than I was of our own or that of any other organization. I was simply trying to tell radio broadcasters that they must personally and individually act to protect their interests and not rely on any Washington lobby to do it for them.

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

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

What Sauter said

EDITOR: In the Aug. 16 issue in an article concerning a fairness doctrine dispute relating to Texaco's latest piece of propaganda, Van Gordon Sauter, CBS vice president for program practices, said, “We have a policy of not carrying commercials or PSA's that relate to controversial issues of public importance.” That seems to imply that the only ones he will allow are those that have no public importance. Such cop-outs, if Mr. Sauter is representative of this nation's programming chiefs, are responsible for the indoctrination of America with a policy or propaganda if you will, in direct violation of the media's duty to the public interest—Barry Vaughn, South Royalton, Vt.

The Carter-Nader axis

EDITOR: Jimmy Carter's alignment with Ralph Nader (Broadcasting, Aug. 16) is an interesting opening to what appears to be Mr. Carter's switch from his promise to return our government to the people. He now wants to pull the regulatory agencies up from "...the low estate to which they have fallen."

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

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

Side effects?

EDITOR: The Aug. 16 “Open Mike” from Patti Johnson referring to sex discrimination in broadcasting is a trend that is meeting increasingly more disturbing in our business—reverse discrimination.

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

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

It used to be

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

ENTERTAINMENT 

AN COMPANY 

The Total Entertainment Company
Still on: Ford-Carter TV debates

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

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

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

Still, the major hurdles are behind. First, the mechanism for TV coverage of the debates was provided when the FCC ruled that candidate debates, when sponsored by someone other than broadcast stations and broadcast live and uncut, are exempt from the equal time requirement of Section 315 of the Communications Act. The League of Women Voters has offered itself as the nonbroadcast sponsor. Second, the candidates, President Ford and Jimmy Carter, and vice presidential nominees Robert Dole and Walter Mondale, have agreed to debate, and have not backed out yet. And now—and third—if the league-sponsored arrangement falls apart, it appears that Congress will step in with the remedy; a temporary suspension of 315 to make possible all manner of broadcast coverage—of debates and otherwise—except not only from equal time but from mandated fairness obligations as well. Both Senator John Pastore (D-R.I.) and Representative Lionel Van Deerlin (D-Calif.), chairmen of their respective CommunicationsSubcommittees, say they will start that ball rolling if they have to.

“Should the thing fall apart,” Senator Pastore said Friday, “I’d be the first one…to introduce a resolution.” Said Representative Van Deerlin: “We’ll be ready to move” if the league arrangement is challenged or runs afoul of the campaign law. Both men said they thought such legislation could be cleared in committee for quick action by both houses. All three networks are willing to cover the debates under league sponsorship. The plan the league offered calls for four debates in various cities, beginning in St. Louis Sept. 28, in auditoriums with live audiences. If the networks had their way, however, they would carry the debates as they did in 1960—in their own studios, where the best production values would be available.

The networks are not yet together on their approach to the debates controversy. To date, CBS and NBC have wired Senator Pastore and Representative Van Deerlin seeking suspension of the equal time provision of the Communications Act, Section 315, permitting them to carry the debates without having to include third party candidates and without having to rely on nonbroadcasters such as the League of Women Voters to sponsor them. NBC argued additionally for a permanent repeal of Section 315 for presidential and vice presidential candidates.

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

ABC supports suspension of 315 but isn’t counting on that happening. Both Senator Pastore and Representative Van Deerlin requested additional information and argument from the networks about suspending Section 315. Absent an independent disruption of the League of Women Voters approach, however, neither chairman is likely to initiate legislation to do that. “I don’t think it’s proper, I don’t think it’s decent and I don’t think it’s dignified,” to undercut the league’s work, Senator Pastore told Broadcasting.

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

LET’S TALK. Democratic presidential nominee Jimmy Carter stuck some nerves in the broadcasting industry with his remarks at a Ralph Nader Public Citizen Forum in Washington three weeks ago, and prompted National Association of Broadcasters President Vincent Wasilewski and Chairman Wilson Wearn to request a meeting with him “in the near future.” In a joint letter to the candidate last week, Mr. Wearn and Mr. Wasilewski announced their wish to discuss major issues in radio and TV “and to dispel some of the unease within the industry resulting from your recent remarks.” At the Nader Forum, Mr. Carter said that if elected he would appoint to the FCC and other regulatory commissions consumer advocates that would appeal to Mr. Nader. He also said the FCC should have a direct role in cutting down the amount of violence on TV (Broadcasting, Aug. 16). Mr. Wearn and Mr. Wasilewski requested that Mr. Carter meet with “a small group” from the NAB board, meaning probably, the executive committee.
Paul Niven, CBS; Alvin Spivak, UPI, and Harold Levy, Newsday. The third originated at 7:30-8:30 p.m. Oct. 13 in ABC-TV studios in New York where Senator Kennedy appeared and in Los Angeles where Mr. Nixon was campaigning. The moderator, Bill Shadel, ABC, and the panelists, the late Charles Von Fremd, CBS; Mr. McGee of NBC; Roscoe Drummond, Los Angeles Times and Doug McCallum, were in Los Angeles. The fourth put both candidates in ABC-TV's New York studios for broadcast at 10-11 p.m. Oct. 21. The late Quincy Howe, ABC, moderated, and panelists were John Edwards, ABC; Walter Cronkite, CBS; Frank Singiser, Mutual, and John Chancellor, NBC. The principal television advisers to the candidates for the joint appearances were: The late Howard K. Smith, Smith and associates, ABC; Stuart Novihs, ABC, and Howard K. Smith, Smith and associates, ABC.

There was a radio twist to the increasingly involved pretzel of political debates last week. The Radio Television News Directors Association asked the FCC to review an order broadcast by the NBC TV Network forbidding WNLH(AM) Wilmington, Del., to broadcast a taped political debate without providing equal time to other candidates. The RTNDA said the Broadcast Bureau's ruling is "arbitrary and violative of the First Amendment" and that the decision to broadcast a debate when the public would most benefit from it should be left to journalistic discretion.

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

The RTNDA said the Broadcast Bureau erred in its interpretation of commission rules allowing unrestricted, on-the-spot coverage of appearances by candidates "live" and "in their entirety." The Commission "cannot reasonably say that these events cease to be newsworthy if their 15 minutes from tape recordings is delayed for a few minutes or hours or even days," the RTNDA said. The RTNDA noted that during the recent Democratic and Republican convention...
Canadian matters will be pursued, Kissinger reassures Magnuson

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

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

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

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

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

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

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

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

Senator Magnuson found the State Department’s letter “reassuring,” according to an aide to the senator.

In Brief

- **Big shakeup in market rankings** is in store in revision of ADI (area of dominant influence) market lists currently in preparation by Arbitron Television, expected to be released in early to mid-September. New top 25 said to be ranked in descending order as follows, with changes as indicated: 1 New York, 2 Los Angeles, 3 Chicago, 4 Philadelphia, 5 San Francisco (up from 6), 6 Boston (down from 5), 7 Detroit, 8 Washington, 9 Cleveland, 10 Dallas-Fort Worth (up from 11), 11 Pittsburgh (down from 10), 12 Houston (up from 14), 13 Minneapolis-St. Paul, 14 Miami (up from 15), 15 St. Louis (down from 12), 16 Atlanta, 17 Tampa-St. Petersburg, Fla., 18 Seattle-Tacoma, Wash., 19 Indianapolis (up from 20), 20 Baltimore (down from 19), 21 Milwaukee (up from 22), 22 Hartford-New Haven, Conn. (down from 21), 23 Denver (up from 28), 24 Sacramento-Stockton, Calif. (up from 25), 25 Portland, Ore. (down from 24). Kansas City, Mo., formerly 23, drops to 26.

- **Omnibus copyright revision** cleared full House Judiciary Committee last Friday by vote of 27 to 1. There were no amendments. National Association of Broadcasters, displeased with cable section of bill, is trying to get language inserted in committee’s report to prevent bill from opening door to spread of pay cable and increased number of distant signals (BROADCASTING, Aug. 2). Bill has one month to clear full House, be resolved with Senate version in House-Senate conference committee and sent back to both Houses for passage.

- **United States Court of Appeals for District of Columbia remanded FCC’s 1975 denial of Teleprompter Corp.’s certificate of compliance for Johnstown, Pa., cable franchise.** FCC had denied Teleprompter request because of conviction of company and its then president, Irving Kahn, for bribery of local officials in obtaining cable franchise in 1966 (BROADCASTING, May 12, 1975). FCC said it wanted to protect its certification process and not allow Teleprompter to profit from illegal deal, but court said commission is trying to vindicate regulatory scheme that did not exist in 1966. Court said FCC’s 1972 cable rules may set precedent for FCC to deny franchise granted by local authorities when corruption affects agreement, but that in Johnstown case president of Teleprompter had been sentenced to jail, company had paid fine and new management had taken over before FCC’s 1972 institution of rules and 1975 denial of certificate. Teleprompter President Russell Karp called decision “victory [that] does justice in a real as well as a strictly legal sense...”

- **WNDB(AM)-WDNJ(FM)** Daytona Beach, Fla., sold by Quality Broadcasting Corp. (trust of Fred M. Ayres, widow Janice N. Ayres, Victor Knight and five others) to Broadcast Management of Florida (Joel M. Thrope and Thomas H. Green) for $700,000.

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

- **Lawrence Carino**, VP-government affairs, Storer Broadcasting, Washington, is slated to join WBAL-TV Baltimore (Hearst Corp.) as VP-general manager, succeeding **Jack Beauchamp**, who will move to Phoenix where his wife has acquired interest in KMEQ-AM-FM.
Clear sailing for Fogarty; troubled water for White

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

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

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

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

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

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

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

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

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

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

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

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

But Mr. Pastore was not moved. "I haven't made up my mind," he said. Calling Mr. White to the witness table, Mr. Pastore asked what Congress's remedy would be if Mr. White went back on his word not to share in any communications income. Mr. White said the Congress has his word of honor. But with Mrs. White at the FCC, "don't you think there will be a gravitation of both to your firm?" Senator Pastore asked. "I really don't know," Mr. White said.

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

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

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

Several citizen group witnesses argued that the conflict they alleged in Mrs. White's appointment would hurt the commission. In effect, she would be a "part-time commissioner," said Charles Fries of the Council on Public Broadcasting.

Mr. Johnson wondered how the public could be assured the Whites would not receive remuneration from Hamel, Park's communications practice from the period of Mrs. White's tenure either during those seven years or in delayed payment afterward. "Will Hamel, Park open their books to public inspection for such a purpose?" he asked.

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

Mr. Shulman argued that there would be an additional conflict between a seat for Mrs. White at the FCC and her current job under the President, particularly during...
this year's presidential election campaigns. The specter of having the previous director of the Office of Communications rule on Section 315 or Section 312 complaints only three months after leaving office in an election year is not acceptable," he said. Mrs. White replied from the audience that it would take her a month or two to orient herself to the new job, and so probably she would not vote on anything before the end of the election campaign.

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

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

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

Opposition to both the White and Fogarty nominations came from a fifth citizen group witness, Grace Castro Nagata, representing the National Latino Media Coalition, among other groups. She argued that one of the two nominations should have gone to a Hispanic American.

Senator Pastore said he would ask both Mr. Fogarty and Mrs. White to say in writing what they would do to hire more latinos. He also said the President should be urged, next time there is an opening at the FCC, to appoint a Hispanic American.

Both Mr. Fogarty and Mrs. White answered written questions from the committee about their stands on issues. In her responses, Mrs. White said: Congress should decide questions of open meetings at agencies and of reimbursement of citizen participants in FCC proceedings; the FCC's current approach toward regulating cable television is the wisest; "I am troubled" that the FCC's decision to exempt small stations from filing affirmative action employment programs exempts more than half of all stations; access for citizens should be encouraged on local stations but not regulated by the FCC; the fairness doctrine has encouraged discussion of local issues, but the equal-time provision, Section 315, has had "some inhibiting effect upon broadcast coverage, especially at the national level;" all choices in the law should come from Congress; extending the broadcast license period beyond three years may help expedite the removal process.

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

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

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

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

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

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

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

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

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

Despite the fact that prices are higher than ever—30-second spots range from a low of $28,000 to a high of $62,000, the report says, with the average prime-time fourth-quarter minute selling at $90,000—"all three networks have already posted record sales levels" for the first three quarters of 1976 and "for the time being the networks are resisting putting additional commercials into programs."

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

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

**NBC jockeys for fall starting position**

Following ABC lead, it shifts time periods for six shows

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

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

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

By slotting the new Wednesday movie, NBC is forced to push back its 60-minute Western series Quest, from Wednesday at 9 to Wednesday at 10. The Gemini Man, displaced by Little House, shifts to Thursday (8-9 p.m.), the 60-minute Best Sellers moves up an hour, from Thursday at 10 to Thursday at 9, and the 60-minute Van Dyke and Company bops back two hours, from Thursday at 8 to Thursday at 10.
The difference 20 years has made in spot TV

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

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

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

In addition to a 32% increase in annual spot spending, TVB President Roger D. Rice noted, the years since 1956 have produced "a shift to new commercial lengths, new classifications of day-parts, new spot-using categories of advertisers, new budgets from long-term users—a 20-year record of explosive growth with even bigger gains projected for the future."

Among the changes singled out:

- **Investments by day-parts**—In 1956 there were three day-parts; daytime, nighttime and late night, and over half (56%) of all spot investments went into nighttime, with daytime getting 34% and late night 10%. By 1965, early evening had been created out of pieces of daytime and nighttime, and was getting 23.1% while nighttime's share had dropped to 32.5%. Daytime's was down to 25.1% and late night's had increased to 19.3%. By 1975, early evening was spot TV's second most popular day-part, accounting for 25.8% of spot billings as compared with 33.6% for nighttime, 21.1% for daytime and 19.5% for late night.

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

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

- **"Entrance fees"—**In 1956, a spot-TV investment of $800,000 could get an advertiser onto the list of the top-100 spot spenders. By 1965 it took $2 million to make the list. In 1975 it took $3.4 million. And paid and food products were spot television's biggest category in 1956, 1965 and 1975—but its spot-TV billings totals rose from $107.6 million to $264.1 million. $388.3 million in the 20 years. Automotive spending, among other major categories, went from $12.9 million in 1956 to $38.9 million in 1965 and $135.9 million last year. And some small categories in 1956 have become substantial: Records and tapes, for instance, went from $100,000 in 1955 to $60.2 million last year.

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

<table>
<thead>
<tr>
<th>1956 Rank</th>
<th>Spot Billings</th>
<th>1965 Rank</th>
<th>Spot Billings</th>
<th>1975 Rank</th>
<th>Spot Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Procter &amp; Gamble</td>
<td>1</td>
<td>$17,522,450</td>
<td>1</td>
<td>$99,869,100</td>
</tr>
<tr>
<td>2</td>
<td>General Foods</td>
<td>2</td>
<td>9,415,940</td>
<td>2</td>
<td>48,753,300</td>
</tr>
<tr>
<td>3</td>
<td>American Home</td>
<td></td>
<td></td>
<td>10</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Products</td>
<td>32</td>
<td>1,965,900</td>
<td>15</td>
<td>33,565,000</td>
</tr>
<tr>
<td></td>
<td>Lever Brothers</td>
<td>13</td>
<td>4,535,050</td>
<td>5</td>
<td>32,791,400</td>
</tr>
<tr>
<td></td>
<td>Coca-Cola</td>
<td>18</td>
<td>3,697,460</td>
<td>4</td>
<td>24,817,400</td>
</tr>
<tr>
<td></td>
<td>General Mills</td>
<td>11</td>
<td>669,040</td>
<td>8</td>
<td>23,631,900</td>
</tr>
<tr>
<td></td>
<td>William Wrigley Jr.</td>
<td>62</td>
<td>999,070</td>
<td>7</td>
<td>23,340,000</td>
</tr>
<tr>
<td></td>
<td>Colgate Palmolive</td>
<td>6</td>
<td>7,314,700</td>
<td>3</td>
<td>21,574,300</td>
</tr>
<tr>
<td></td>
<td>PepsiCo</td>
<td>30</td>
<td>1,993,000</td>
<td>10</td>
<td>21,485,800</td>
</tr>
<tr>
<td>AT&amp;T</td>
<td>17</td>
<td>3,800,990</td>
<td></td>
<td>10</td>
<td>21,313,700</td>
</tr>
</tbody>
</table>


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

Samsonite steers away from violent programs

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

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

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

Samsonite followed an estimated $1.8 million in advertising last year, mostly in TV.

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

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

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

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

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

NAD's July record

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

Two of the claims were against Allen Products Co. for TV commercials involv-
Harris' new TF-100 for highest quality color film reproduction.

You won't find another top-of-the-line automatic color film camera that equals the TF-100 for quality, adaptability or overall performance. But you will find that a basic TF-100 camera system is priced considerably below the major competition. Like all Harris products, the TF-100 is built in accordance with strict standards of quality, and offers such unique features as:

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

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

...the most successful series in weekend network history.
"The Archies"

104 episodes for afternoon stripping.

©1976 The Archie Company

Eight Years on CBS
Longest & Most Successful Run in Weekend Network History.

- Consistently beat the strongest shows NBC and ABC could throw against it, including such hopefuls as The Flintstones, Spiderman, Jackson 5, The Jetsons, and H.R. PufnStuf.

- Outperformed the average weekend network show by 69% from 1968-1973.

- Millions of records sold on RCA...Archie comics sell 36,000,000 copies a year!

- Destined to dominate your local ratings, just as it did for CBS.


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

*NTI Annual Average Kids 2-11

†Package includes 16 EDUCATIONAL 74-75 season U.S. of Archie
ing Alpo Beef Chunks Dinner (a dog food). In both instances the advertiser advised NAD the commercials have been discontinued.

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

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

Broadcasters vote against monopoly in radio measurements

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

The survey was conducted for the task force by the Radio Advertising Bureau, which canvassed more than 3,000 stations. On the basis of 1,000 returns, 73.2% said they did not support the concept of a single radio measurement service; 16.8% were agreeable and 8.0% replied “don’t know.”

The task force now intends to solicit proposals from a number of research firms on costs for a package of basic information, and for additional data applicable to local and retail advertising. Arbitron Radio is the acknowledged leader in radio research, and station operators have proposed concern at the decline of advertising agency acceptance of other services.

Advertising briefs

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

Here’s the plan. Blair Television and Blair Radio, station rep divisions of John Blair & Co., have published their 1976-77 media planning calendars, which conform to uniform billing week system endorsed by agency, station-rep and TV and radio station trade associations and were designed specifically for use by buyers and sellers of broadcasting time. They come in two sizes: a 24-by-36-inch four-color poster edition that covers 18 months, and an 8-by-10-inch desk-top version covering 24 months. Copies of both are available from any Blair office or by writing: Blair Media Planning Calendar, John Blair & Co., 717 Fifth Avenue, New York 10022.

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

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

Toyota refuses offer

NBC hasn’t made

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

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

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


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

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

Strengthening its sales hand. Blair Television, TV station rep division of John Blair & Co., began phasing into its New York sales operations last week its new in-house Hewlett-Packard minicomputer, with which all of its 12 sales offices across the U.S. are to be linked by Oct. 30. In-house unit replaces a shared-time system that Blair had been using, for its New York office alone, since 1974. It provides instantaneous access to constantly updated sales inventory data, including availability proposals and sales-support rationale, packages, rankings, competitive availabilities in Blair markets and wide variety of management aids. One of its printouts is examined by (l-r) Jack W. Fritz, president of John Blair & Co.; James R. Kelly, vice president and general sales manager, Blair Television; Walter A. Schwartz, president, Blair Television, Station Division; Marjorie A. Bittel, director of data systems, and William A. Morris, director of Blair Television’s sales strategy division. Other Blair offices will be tied into the minicomputer by Telene, computer data transmission network.
Pulitzer Publishing Company's KETV 7 the ABC station consistently number one among Omaha's young adult viewers is now represented by the sales organization consistently number one in the nation.
OTP seeks less friction in its dealings with other agencies and broadcasters

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

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

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

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

During his "Opening Remarks," Mr. Houser also said that OTP plans its first "national telecommunications policy document." The paper, to be available by mid-November, is to include a statement of OTP principles, a "look into the future" and a statement of principles from the industry on such subjects as broadcasting, cable and satellite.

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

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

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

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

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

He said that OTP has established a new Office of Planning and Policy which supervises a common carrier office, a new information policy office, a new office of outreach and a research office. Closer cooperation with the FCC, State Department and the Commerce Department's Office of Telecommunications is also being sought, he said.

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

Whole new law is job faced by House unit

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

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

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

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

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

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

Still another document will be in the works at the House subcommittee, a report and recommendations for revision of the FCC's license renewal procedures. There are 70 license renewal bills now pending in the House, including versions by Commerce Committee Chairman Harley Staggers (D-W.Va.), Communications Subcommittee ranking Republican Louis Frey (R-Fla.) and Commerce Committee member Richard Ottinger (D-N.Y.).

Despite Mr. Van Deerlin's admonishment that no new renewal legislation will leave
the subcommittee this year, the subcommittee will hold three days of hearings on the pending measures, Sept. 14-16.

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

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

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

**Kissinger tops list of speakers for CBS Radio affiliates**

Network executives and newsmen also sprinkled throughout agenda

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

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

Mr. Digges will also be one of the principal speakers.

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

Thad M. Sandstrom of WIBW(AM) Topeka, Kan., chairman of the affiliates group, and Al Sanders of WMAZ(AM) Macon, Ga., chairman of the convention, will be among the speakers at the opening business session Sept. 15. Among network executives who will be heard are George Ar- kedis, vice president of the radio division and general manager of the radio network; Sherrill W. Taylor, affiliate relations vice president; Tom Dawson, division services vice president; Bernard Krause,
Twice the jackpot. Twice the thrills.
The greatest prize in television history.
This September, we're rolling into production with the hottest, most exciting game show ever on television.

When you've got a cliffhanger, you don't need gimmicks. We've gotten rid of all the flashing lights and clanging bells: "The $128,000 Question" has got tension a-plenty. And audiences will love it. Which is why they'll tune in week after week to watch people like their next-door neighbors turn special areas of knowledge into a small fortune. (Small?)

What would you say to a 40% share?

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

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

"The $128,000 Question" from Viacom.
director of broadcast operations; Frank Miller, director of network programming; Harper Carrine, director of radio research, and Scott Schanzenbach, director of marketing services.

FCC would get power over poles in Wirth bill

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

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

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

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

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

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

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

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

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

United Broadcasting rebuffed by FCC

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

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

The commission granted Washington Community Broadcasters the 1340 kHz frequency where United operated WOOK(AM) until its license was lifted a year ago. At the same time, the commission denied a United petition for reconsideration of the case because the FCC had not taken further action in Community’s financial qualifications. The FCC also turned down petitions by United Television Co. and United Television Co. of Eastern Maryland for rehearing of its 1974 decisions taking away their licenses for WFAN-TV Washington and WMET-TV Baltimore, respectively.

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

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

Changing Hands

Announced

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

- WBAC(AM) Cleveland, Tenn.: Sold by WBAC Inc. to Thomason Broadcasting Inc. for $330,000. 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.

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

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


Ammunition offered license challengers in Ohio and Michigan

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

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

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

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

In an over-all ranking, WHIO-TV Dayton, Ohio, and WGTU-TV Traverse City, Mich., were rated number one in employment with WBSN(TV) Columbus, Ohio, and WWJ-TV Detroit first in programing. Coming in last in those categories were WLOI(TV) Lima, Ohio, and WPRN-TV (and its satellite WATM(TV)) for employment and WABV(TV) Lorain, Ohio, and WUNQ-TV Battle Creek, Mich., for programing.

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

Media Briefs

In the meantime. FCC has granted interim authority to operate facilities of former WYON(AM) Cicero, Ill., to WYMT Inc., licensee of WYMT(AM) Chicago until permanent license is chosen. Frequency of 1450 kHz went silent last year (BROADCASTING, March 3, 1975) after former licensee, McLendon Corp., bought another station there and FCC turned down its request for 90 days to find buyer for WYON. FCC granted interim authority to WYMT since station was not competing applicant for regular authority.

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

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

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

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

Western NORTH CAROLINA Exclusive

Profitable daytimer in single station market where retail sales are over fifty-two million dollars. Approximate population 26,000 in county. 58% between 18-64 years of age.

Priced at less than three-times gross.

$250,000

Please call Ray V. Hamilton, Washington Office.
Drake-Chenault's

XT-40

Using our automated Top 40 music program service, WZEE (FM) ranked Number One in total persons 12-34 in Madison, according to the April/May 1976 Arbitron. Our XT-40 format was tops in terms of teens and the important 18-34 young adult market! We'd welcome an opportunity to help you dominate your market, too.

We have six exciting automated formats now, and we're developing two more. We can put one of them to work for you in your market. To find out how, please call us toll free at (800) 423-5084, or mail us the coupon below.

TO: DRAKE-CHENAULT ENTERPRISES, INC.
8399 Topanga Canyon Blvd., Canoga Park, Ca. 91304

I'd like to hear a sample of your program formats. Please send me your free demonstration album.

I'm particularly interested in your ___________________ format.

NAME ____________________________ PHONE ____________________________

TITLE ____________________________ STATION ____________________________

ADDRESS ____________________________

CITY ____________________________ STATE ____________________________ ZIP ____________________________

*Audience estimates for WZEE (FM) average quarter hour total persons 12-34 April/May 1976 Arbitron, Mon.-Sun., 6 a.m.-Mid., metro survey area and TSA, and subject to qualifications issued by rating service.

Broadcasting Aug 30 1976
ELECTION SPECIAL!

Everything you need to telescast network quality election results without having to buy equipment or hire special technical staff.

Use your own character generator to put data on air seconds after receipt. Update local and national results while you're displaying on air. Choose your own display format or match network programming. Use percentage reporting or actual numbers. And much more.

Telesource makes it happen!


Telesource, through its Election Reporting Service division, is a proven service with outstandingly successful experience in the 1972 and 1974 elections.

There is no need to purchase equipment or technical expertise. Telesource provides you everything you need to offer your viewers top quality, complete and professional reporting of 1976 election results including a completely backed-up system, a written election guide, and training seminars for your key election personnel.

Ask about the Telesource Optional Election Services—low cost ways to further expand and enhance your station's election coverage or display flexibility.

**IMPORTANT**

Telesource must limit the number of participating stations. Pricing must increase as election time draws nearer because planning, training, and installation of Telesource equipment must be compressed into a shorter time. It's to your advantage to act now.

Call today for a demo. 702-786-2302.
Public TV goes pro

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

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

Last week the Public Broadcasting Service Mr. Grossman heads put more muscle where his mouth is. It released PBS's first-ever competitive network schedule—that is, a seven-nights-a-week, coordinated, promoted, counterprogrammed, head-to-head-with-the-commercial-networks program schedule that he's counting on to carry public broadcasting into an even higher—and wider—orbit. The master plan centers on "theme" nights. "For the first time in public television," he explains, "we took the program schedule... into consideration." Left behind was the "hodgepodge" scheduling of the past.

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

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

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

While he claims "there's no rational basis" for setting goals, Mr. Grossman would like to see public television eventually capture 10% of the total viewing audience. "I don't mean we should get 10% all the time," he explains, "but certainly on the average." He says WNET(7) New York, one of the system's VHF stations, is reaching that goal now.

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

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

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

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

Yet The Adams Chronicles also demonstrates a classic problem that PTV faces: "The great tragedy of this is that once we have an Adams Chronicles, and these people get good at it... they've all been disbanded. They have nothing to keep going." As a successor to that series, Mr. Grossman is looking toward The Best of Public Television, a $4.5 million effort by Children's Television Workshop. "It's taken them three or maybe four years to get the money" for that series, Mr. Grossman notes.

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

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

Larry Grossman has no hesitancy about talking about a fourth network, although the word has admittedly been "an anathema" to many in public television. "The fact is we are a network. In broadcasting terms, a network is a national distribution system." But, he continues, "we're very different from the [commercial networks]... because we have no hold over our stations... There's no way of requiring them to run things at a particular time or to run it altogether. We've got to earn our way.

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

And being in that business, he ex-
What's in store. With a program schedule dominated with the works of more than 12 U.S. public television production centers, PBS has introduced a new concept in scheduling—"theme nights." Sunday, for example concentrates on "The Performing Arts" while Friday is devoted to "Public Affairs." The evening feed consists of 65% new shows, with certain programs repeated on different days of the week as indicated by an (R) in the chart below. The following also includes a glimpse at the new season.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>World News</td>
<td>Villa Allegro</td>
<td>Once Upon a Classic (R)</td>
<td>Villa Allegro</td>
<td>Once Upon a Classic (R)</td>
<td>Carrascalendas</td>
<td>Zoom</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>7:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evening at the Symphony</td>
<td>The Adams Chronicles</td>
<td>PBS Specials</td>
<td>Nova</td>
<td>Masterpiece Theatre (R)</td>
<td>Wall Street Week</td>
<td>PBS Specials (R)</td>
<td></td>
</tr>
<tr>
<td>Evening at the Symphony</td>
<td>The Adams Chronicles</td>
<td>PBS Specials</td>
<td>Nova</td>
<td>Masterpiece Theatre (R)</td>
<td>Wall Street Week</td>
<td>PBS Specials (R)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>8:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>9:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Masterpiece Theatre</td>
<td>In Performance at Wolf Trap</td>
<td>Great Performances</td>
<td>Visions</td>
<td>USA: People and Politics (until Nov. 5)</td>
<td>Documetaries (after Nov. 5)</td>
<td>Visions (R3)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>10:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>11:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>12:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Broadcasting Aug 30 1976

39
Wealth 12th development.

...the one thing that the commercial...[networks] are terrific about is hard news." Take Walter Cronkite.

"There's no point in hiring somebody away from commercial television to do the same thing he's doing there. That's not our role." However, if Mr. Cronkite had a different vehicle to explore, he says, that would be a different matter.

No matter what the programming goals may be, the bottom line is funding. Without the ability to accrue advertising revenue, public television must depend on the support of government, underwriters and the viewing public. And while "putting together pots of money from all different kinds of sources" has its drawbacks, Mr. Grossman believes that "in a funny way we have a very healthy situation." (On that score, he says he's "probably alone in the whole public television area" and "maybe it's because I come out of [a] commercial background.")

At present, public television receives 26.4% of public television's revenues came from federal sources and 34.2% from state governments and state educational organizations.

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

On the subject of corporate underwriting, Mr. Grossman doesn't believe that it is commercializing the medium. He also isn't concerned that it might be channelling money from the commercial networks. "First of all," he explains, "PBS has very severe guidelines so that the credits are restricted enormously. When you tune in our air, all you see is a credit..." He emphasizes that the credits do not appear on the screen.

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

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

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

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

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

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

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

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

After six months on the job, Larry Grossman claims that the most dramatic thing he has encountered is "the incredible affection that people hold for public television...The only thing people know are programs. We have the greatest children's programming in the history of television—Sesame Street, Electric Company, Zoom, Mister Rogers. For the first time children treated with respect by television. Apart from Captain Kangaroo. Thank God for Captain Kangaroo. Programs that go beyond the daily grind of action, situation comedy, which people watch like crazy but nobody's terribly enamoured of in terms of the kind of..."
affection I’m talking about. What are they? *Masterpiece Theatre*, *Ascent of Man*, *Evening at Symphony*, *Adams Chronicles*, the Watergate trials in prime time.

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

**Wometco blueprint for N.J. success**

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

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

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

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

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

*The Skipper Chuck Show*, designed for children between pre-school age and 12, Wometco said, has been successful for over 15 years on its WTVJ-TV Miami, and is being proposed for inclusion on WBTB-TV. The show relates and describes occupations in the community and discusses youth problems, crime, race relations, education and other “events or objects interesting to children,” Wometco said.

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

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

**Too much to ask?**

Viacom doubles the amount in its $84,000 Question’

On the premise that $64,000 is small potatoes in these inflationary times, Viacom Enterprises has changed the title
CBS and NBC split TV audience for conventions

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

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

Each of the two scored a 9.4 rating and 24 share for the total hours. ABC’s 16 hours of competitive coverage managed only a 7.4 rating and 18 share, but Fred Silverman, the president of ABC Entertainment, was crowing about the 26.1 rating and 51 share harvested by a special preview of ‘Captain and Tennille’ (Aug. 17, 8:30-9:30 p.m., NYT), a variety series that begins its regular fall run on Monday, Sept. 20 (8-9 p.m.).

These numbers made ‘Captain and Tennille’ the highest-rated show for the week ended Aug. 22. In addition, ABC’s ‘What’s Happening’ (Thursday, 8:30-9 p.m.), which was taped in black high-school settings, got a 17.5 rating and 34 share against convention coverage on CBS and NBC, its third week in a row of solid Nielsens. As the only summer-replacement show on all three networks so far to get above-average ratings, ‘What’s Happening’ is at the top of the list of shows being reeled off for second-season duty, according to sources at ABC.

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

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

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

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

Schorr showdown is set in House

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

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

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

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

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

The committee has spent four months...
Local Bicentennial efforts recognized by NBC-TV

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

Group One—first place, WJBN-TV Hartford-New Britain, Conn., Howard Wry, promotion director; second, KXAS-TV Dallas, Texas, Richard Herring, promotion director; third, WOITV Chicago, Ill., Phyllis Bandy, audience development director; fourth, WJETV Quincy, Ill., Leo Henning, promotion manager; fifth, KCMT(TV) St. Louis, Mo., Clarence Martin, promotion manager; sixth, KSPR-TV Springfield, Mo., Bob Lorentzen, promotion manager.

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

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

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

Some misgivings on new pattern for TV signals

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

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

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

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

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

ABC said tests it conducted at WLS-TV in Chicago in 1974 revealed that circular polarization can improve picture reception and minimize ghosting effects while lessening the likelihood of co-channel interference.

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

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

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

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

CBS has asked the FCC to adopt uniform standards for quadraphonic broadcasting. Existing practices allowing quadraphonic broadcasting encoded in a 4-2-4 matrix have created a "proliferation" of 4-2-4 encoding techniques, CBS said, resulting in varying degrees of broadcast compatibility, confusion and unnecessary equipment costs to the consumer. CBS urged the commission to adopt standards that would maximize the compatibility of quadraphonic broadcasts with monophonic and stereophonic receivers and provide for an identification signal that would distinguish quadraphonic transmissions from other types of broadcasting. CBS said its own SQ system exemplified a modern, technically viable approach to quadraphonic broadcasting.

Most in agreement with petition on UHF antennas

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

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

The CUB proposal, joined by such competitors as the Corporation for Public Broadcasting, the National Association of Broadcasters and the Association of Maximum Service Telecasters Inc., seeks an FCC ruling that all television sets equipped with an attached VHF antenna come equipped with an affixed UHF antenna. In its comments, CUB said television sets now come to the purchaser with either no UHF antenna or an unattached antenna that is frequently discarded or overlooked by the consumer. This puts UHF stations at a significant disadvantage, CUB said.

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

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

One joint comment urged that the commission require mechanical and technical comparability in VHF and UHF antennas. The comment representing several television stations in California, Alabama, Connecticut, Wisconsin and Illinois said the commission's rule "may be inadequate" if in its attempt to promote "comparability" as it did in its ruling on the comparability of UHF and VHF tuners it does not insure comparability in antenna requirements as well.

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

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

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

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

Technical briefs

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

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

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last this week</th>
<th>Title (length)</th>
<th>Artist—label</th>
<th>Rank by day parts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3</td>
<td>&quot;I'm a&quot; Stand By My Woman Man (2:57)</td>
<td>Ronnie Milsap—RCA</td>
<td>1 1 1 1</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>Say It Again (2:56)</td>
<td>Don Williams—ABC/Dot</td>
<td>7 2 3 4</td>
</tr>
<tr>
<td>3</td>
<td>5</td>
<td>&quot;I Wonder If I Ever Said Goodbye&quot; (3:30)</td>
<td>Johnny Cash—ABC/Dot</td>
<td>6 4 11 9 7</td>
</tr>
<tr>
<td>4</td>
<td>1</td>
<td>I've Been A Bad, Bad Boy (3:26)</td>
<td>Johnny Cash—ABC/Dot</td>
<td>3 2 2 2</td>
</tr>
<tr>
<td>5</td>
<td>9</td>
<td>&quot;Don't You Ever Get Tired Of Loving Me&quot; (2:54)</td>
<td>Eddie Rabbitt—ABC/Dot</td>
<td>17 7 6 8 9</td>
</tr>
<tr>
<td>6</td>
<td>15</td>
<td>&quot;I Hate Every Bone in My Body&quot; (2:56)</td>
<td>Dr. Hook &amp; The Medicine Show</td>
<td>5 3 4 5 8</td>
</tr>
<tr>
<td>7</td>
<td>13</td>
<td>&quot;I Don't Want to Be a Fool Anymore&quot; (2:26)</td>
<td>Joe Stampley—ABC/Dot</td>
<td>3 8 4 12 10</td>
</tr>
<tr>
<td>8</td>
<td>8</td>
<td>&quot;I Can't Help Myself (I'm a Woman)&quot; (2:56)</td>
<td>Tammy Wynette—RCA</td>
<td>1 9 11 11 11</td>
</tr>
<tr>
<td>9</td>
<td>4</td>
<td>&quot;If You Meet a Sad Fellow&quot; (2:26)</td>
<td>Johnny Cash—ABC/Dot</td>
<td>12 8 9 6 8</td>
</tr>
<tr>
<td>10</td>
<td>12</td>
<td>&quot;I've Met a Friend of Yours Today&quot; (3:09)</td>
<td>Mel Street—GRT</td>
<td>13 14 15 16 17</td>
</tr>
</tbody>
</table>

### Playback

**Giant step.** Earth, Wind and Fire provides the major mover on the "Playlist" with "Let's Groove" (Columbia) which takes a 20-position leap. "It's a new rhythm change that makes it more rock and uptempo. It's well produced and all-around very good," says Diane Cartwright of [KNODE](Sacramento, Calif. Quack). "Dick Duck by Rick Dee's (Warner Brothers, Memphis disk jockey) and His Cast of Idiots enters "Playlist" as the fastest debut. Most mentioned in a random survey by [BROADCAST](this novelty record combines duck talk with synthesizers. Among those adding the tune are WABC-Nashville, WGIAM Columbus, Ohio, KOMA Tulsa, Okla. and KCPIX Salt Lake City. Why the excitement? "You just don't find many records that sound like Donald Duck," says Gary Waldron of KCPR. Olympic record. Still familiar sound to viewers of the 1976 summer Olympics is [Medora](A&M) by Peter Botkin. It's beginning to show up on station playlists, and Jay Clark of WPROAM Providence, R.I., and Craig Lutz of KREMA Anaheim, Wash., both call it "a beautiful record." It's actually the theme from the CBS soap opera, [The Young and the Restless](https://www.cbs.com/shows/the_young_and_the_restless/about/).
Media

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


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

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

John M. Haberlan, president, WESH-TV

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

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

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

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

Tom Moran, WKAP(AM) Allenstown, Pa., program manager, named operations manager, WESL(AM) Memphis.

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

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


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

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

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

Tom Abernathy, program director, WSTV(AM)

Steubenville, Ohio, appointed operations director.

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

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

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

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

Broadcast Advertising


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

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

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

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

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


William A. Morris, director, sales strategy divi-
Programing

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


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

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

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

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

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

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

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

Lee Arthur, sports anchor, KDKA-TV Pittsburgh, named sportscaster, WTIV-TV Miami.

Bill Struck, assistant program director/air personality, KZIAM Denver, named program director.

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

Joe Feurey, news editor, WNEW-TV New York, appointed director of editorials, WCBSAM there.

Helen Howe, sales representative, American Cyanamid Co., Lubbock, Texas, joins KDAM there as assistant farm/ranch director.

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


Re-elected officers, Concert Music Broadcasters Association; Ray Nordstrand, WMFT-AM Chicago, chairman; VlAine Webb, WCHH-FM Newport News, Va., president; Myron Bennett, noncommercial WGUCM Cincinnati, VP, and C.K. Patrick, WCFL-FM Cleveland, secretary-treasurer.

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

Broadcasting Journaliism


Art J. Peterson, news director, WBLSAM Syracuse, N.Y., named assistant news director, WNYT-TV there.

David E. Henderson, news director, WOTVTV Grand Rapids, Mich., joins KTVTAM Omaha in same capacity. Linda Weaver, KETV news assistant, named assignment editor.

Dave Preston, reporter, KTVTAM Stockton, Calif., named news director, WTTVAM Evansville, Ind.

Dave Rye, KFBTV Great Falls, Mont., co-anor, appointed news director.

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


Terrence Bynum, reporter/editor, WWMAMM-

The most up-to-date, complete and accurate single volume on the development of radio and television now available.


Articles by such notables as: Edwin H. Armstrong, William L. Shier, Edward R. Murrow, Samuel Goldwyn, Frank Stanton—to name but a few.

A must for every broadcaster's library. 723 pages, notes, bibliography, index, chronological table of contents. $26.50.

Broadcasting Book Division 1735 DeSales St., NW Washington, DC 20036

Send me a copy of American Broadcasting. My payment of $26.50 is enclosed.

Name ____________________________
Address ____________________________
City ______ State ______ ZIP ______
Cable

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

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

Equipment & Engineering

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

Bert Wolf, VP/general manager, distributor sales division, Jerrold Electronics, Horsham, Pa., named VP, sales, responsible for CATV, MATV and consumer electronics sales forces.

Raymond G. Pastic, general sales manager, CATV systems division, appointed general sales manager, headquarters sales group, responsible for coordinating sales activities for broadcast customers with cable installations.

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

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

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

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

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

Allied Fields

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

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


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

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


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

Gary S. Fisher, WABC(AM) New York account executive, appointed instructor of broadcast—
ing, New York University, division of business management.

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

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


Deaths

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

William D. Geer Sr., 70, one of originators of March of Time radio programs, died after stroke Aug. 20 at his home in Gilsun, N.H. Former publisher of Fortune magazine and associate publisher of Life magazine in 1950, he was producer of television series, Crusade in Europe. Survivors include three daughters and two sons.

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

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

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


New stations

AM license

Broadcast Bureau granted following license covering new station:


FM applications

* Redding, Calif.—Colgan Communications Corp. seeks 104.3 mhz, 2 kw, HAAT 3582 ft. P.O. address: Box 2378, Redding 96001. Estimated construction cost $47,839; first-year operating cost $21,000; revenue none none given. Format: Modern country. Principal: John A. Colgan is president of corporation formed to own and operate KCOL(FM) Redding, and has done sales work at U.S. News and World Report. Ann. Aug. 5.

* Galesburg, Ill.—Coleman Broadcasting Co. seeks 97.2 mhz, 3 kw, HAAT 300 ft. P.O. address: 233 W. Main St., Galesburg 61401. Estimated construction cost $101,256; first-year operating cost $162,006; revenue $75,000. Format: MOR. Principals: Roger H. (70%) and wife Marilyn J. (30%) Coleman. Mr. Coleman has realty interests, and until recently was president of Galesburg Broadcasting Co., licensee of WGLI(AM)-WAAG(FM) Galesburg. Ann. Aug. 9.

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

You know it takes a very special kind of experience to finance broadcasting activities.

We have it. Our experienced staff can provide Aetna Money—custom-tailored for your acquisition, facility improvement or refinancing needs.

See us at the NRBA Convention in San Francisco on September 19-22 in suite 440. Or phone Barry J. Dickstein at (203) 528-4831.


Woodstock, N.Y.—Woodstock Radio seeks (100.1 mhz, 1.3 kw, HAAT 160 ft. P.O. address: Box 54, Woodstock 12498. Estimated construction cost $771,934; first-year operating cost $98,000; revenue $70,000. Format: Classical music, folk, oldies. Principals: Kristin Booth Glenn, Michael D. Rainer, Bruce C. Ratner, and Ellen F. Ratner (23.4% each). Kristin Glenn is general counsel and board member of WNEDCh. Co., and is a City's commissioner to Save Jazz Radio, New York citizen group. Bruce Rainer it director of Consumer Help, of New York Ann. Aug. 9.

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


FM actions

Davis, Calif.—Dorr and Horrigan Broadcast Bureau granted 103.5 mhz, 3 kw, HAAT 300 ft. P.O. address: c/o Richard L. Massey, Bucknell Dr., Davis 95616. Estimated construction cost $54,276; first-year operating cost $33,800; revenue $50,000. Format: Variety. Principals: Richard C. and Joy M. Dor, and Bruce and Doris M. Horrigan (25% each). Mr. Dorf is dead at U.C. Davis. Mr. Horrigan is president of a noncommercial corporation for practice of orthodoxies. Mr. Horrigan is housewife (BPH-9730). Action Aug. 16.


Medford, Ore.—Rogue Valley Broadcasting Corp. Broadcast Bureau granted 1300 kHz, 5 kw. P.O. address: (No1) Station Dr., Medford 97501. Estimated construction cost $42,252; first-year operating cost $68,760; revenue $87,360. Format: music, instru- mental. Principals: Marion F. Ravan, Richard K. Martin, J. P. Jones. Jeffie is the widow and Robertson, L. Vickers (each 20%). Mr. Ravan is pastor. Mr. Mead owns electrical contractor, real estate firm, and build- ing. Mr. Jones owns his own real estate construction firm (BPW-1820). Action Aug. 6.


FM start

WMRFQ-FM Brookhaven, Miss.—Authorized pro- gram in 92.1 mhz. ERP 3 kw. BHAFT 285 ft. Action July 29.
Summary of Broadcasting

### FCC tabulations as of July 31, 1976

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air</th>
<th>CPMs</th>
<th>Total</th>
<th>CPMs not</th>
<th>Total (auth.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4.454</td>
<td>4</td>
<td>4,481</td>
<td>45</td>
<td>4,526</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>2.732</td>
<td>0</td>
<td>2,826</td>
<td>137</td>
<td>2,963</td>
</tr>
<tr>
<td>Educational FM</td>
<td>8.152</td>
<td>4</td>
<td>8,153</td>
<td>252</td>
<td>8,405</td>
</tr>
<tr>
<td>Total Radio</td>
<td>8.042</td>
<td>4</td>
<td>8,153</td>
<td>252</td>
<td>8,405</td>
</tr>
<tr>
<td>Commercial TV</td>
<td>699</td>
<td>7</td>
<td>7,076</td>
<td>663</td>
<td>7,739</td>
</tr>
<tr>
<td>VHF</td>
<td>569</td>
<td>13</td>
<td>5,132</td>
<td>503</td>
<td>5,635</td>
</tr>
<tr>
<td>Educational TV</td>
<td>233</td>
<td>9</td>
<td>2,533</td>
<td>16</td>
<td>2,550</td>
</tr>
<tr>
<td>UHF</td>
<td>90</td>
<td>15</td>
<td>1,350</td>
<td>130</td>
<td>1,480</td>
</tr>
</tbody>
</table>

**Special temporary authorization**

**Includes off-air licenses**

### Actions

- **KWO(V)AM** Pomona, Calif. — Broadcast Bureau granted of control of Wickstrom Inc. from Dean H. and Florence E. Wickstrom (50% each) to Dean H. and Florence E. Wickstrom (100% jointly).
- **KWC** — Broadcast Bureau, in accordance with L. Studebaker (100%), transfer of control of Sangre de Cristo Broadcasting to Sangre de Cristo Communications for $4,000,000. Sellers: Mahlon T. and Helen White and William Grant. Evening News Publishing Co., which owns Charlotte E. (C) News & Courier and Post, KDCB-TV El Paso, Tex., and papers in Maryland, Virginia and Buenos Aires (BTC-8059).
- **KWSR** (FM) Athens, Ga. (1104.7 mhz, 50 kw) — Broadcast Bureau granted assignment of license from University City to Broadcast Properties for $310,000, including 10-year consulting agreement and 10-year covenant not to compete. Seller: Herschel M. Rivers (100%) is selling for health reasons. Mr. Rivers also owns WOJAM (FM) East Point for 7/333.00. Mr. McClure has interests in WHYD-AM (WQQCM) Columbus and WCH-FM-Canton, all Georgia (BAL-2301). Action Aug. 13.
- **KWM(F)M** Arlington Heights, Ill. (92.7 mhz, 3 kw) — Broadcast Bureau granted assignment of license from Community Broadcasters to Northwest Community Broadcasters for $500,000. Seller: wishes to devote time to other business interests. Buyers are Bennett P. Trupani and Jack P. Whisler (50% each). Both have varied business interests, none of which are broadcast (BAPLH-193, BASCA-749, BALRE-3041). Action Aug. 13.
- **WVPC** (FM) Monmouth, Ill. — Broadcast Bureau granted assignment of license from Richard Lamoureux to Bennett P. Trupani (51%) and John Smith (49%).Principals: Seller is Mr. Lamoureux, Buyer is owned by Kendall M. Light (60%) and four other stockholders. Mr. Lamoureux has interests in KCHI/ASH (Wichita, Kansas; and in SW low Stereo in Clarinda, Iowa (BALH-2301, BALRE-3038). Action Aug. 9.
- **KJLS** (FM) Huus, Kan. — Broadcast Bureau granted assignment of license from Anne J. and Mack Sanders to Lesso Inc. Principals: Mr. Steeke (60%) and Mr. Sanders (40%) have formed corporation to be licensee of KJLS (BALH-2314, BASCA-756). Action July 29.
- **WMIB** (AM) Middlebury, Ky. (AM: 560 kw, 500 w-d; FM: 92.7 mhz, 3 kw) — Broadcast Bureau granted transfer of control of Cumberland Gap Broadcasting from Maurice and Helen Henry (96% before; none after) to James and Mary Bollard (4% before; 100% after). Consideration: $240,000. Principals: Sellers have no other broadcast interests. Buyers are son-in-law and daughter of seller and are general manager and program director respectively (BTC-8013). Action Aug. 9.

- **KASA** (AM) Minden, La. (1420 kw, 1 kw-d) — Broadcast Bureau granted transfer of control of Coolidge Gap Broadcasting from Harold Ray Cook (51% before; 50% after) to Mr. Cook and M. O’Dell Jr. (50% each). Consideration: $200,000. Principals: Mr. Cook wishes to retire and Mr. O’Dell for many years has served the community in a service to station by making him equal partner (BTC-8061). Action Aug. 6.
- **WRSI** (FM) Barnstable—WOB(FM) Ann Arbor, Mich. (1290 kw, 300 kw-d; FM: 103.9 mhz, 10 kw) — Broadcast Bureau granted license of assignment from Community Music Service to Ann Arbor Radio for $215,000. Principals: Seller, also licensee of WCMF (FM) Rochester, N.Y., is principally owned by James Trayhern and Richard Wissell. Mr. Trayhern also has interest in KLIV (AM) San Jose-KARA (FM) Santa Clara, Calif. Buyer is owned by John Casciani, former general manager of WBFN (FM) Buffalo, N.Y. Action July 20.
- **KWAD** (AM)-KWKS (FM) Wadena, Minn. (AM: 920 mhz, 1 kw-d; FM: 105.9 mhz, 50 kw) and KBM(W)AM-KWB(FM) Breckenridge, Minn. (AM: 1070 kw, 1 kw-d; 250 kw-d; FM: 104.9 mhz, 3 kw) and KOAV(AM) Valley City, N.D. (1490 kw, 1 kw-d, 250 w-n) — Broadcast Bureau granted assignment of license from KWA Broadcasting to Interstate Broadcasting Corp. and WQOJ Broadcasting Corp. for $2,000,000. Sale represents reorganization of family interests after death of Robert Ingstad, husband and/or father to various stockholders. Buyers: BALH-2291, BALRE-3016; BAL-8684, BAL-8688, BALRE-3017; BAL-8683, BALRE-3015. Action Aug. 2.
- **WGUD** (FM) Pascoagula, Miss. — Broadcast Bureau granted license of assignment from Broadcasters and Publishers Inc. to WGUD/Stereo Inc. Principals: Broadcasters and Publishers, owned by Houston L. Pearlce and Don Partridge (50% each), is licensee of WDA-L-AM FM Meridian, Miss. WGUD/Stereo, now owner of broadcasting rights of WGUD, is also owned equally by Messrs. Pearlce and Partridge (BALH-2326). Action Aug. 13.
- **KIASK** (AM) Jackson, Miss. (1170 kw, 250 w-d) — Broadcast Bureau granted transfer of control of Jackson Broadcasting Co. from Robert Neathery Jr. and Ann Rebecca Raymond (100% before; none after) to Rainbow Broadcasting Co. (none before; 100% after). Consideration: $181,000. Principals: Mr. Neath- ery also owns 33% of KTGR-AM FM Columbia, Mo., and has interests (with his father) in KUK(A) Williams Springs, KALM(A) Thayer, and KALM(A) Marshfield, KAMS(FM) Mammoth Springs, Ark., and is principal in five Missouri CATV systems. Buyer is owned by James and Ann Neathery and Jack Sanders; and have Jackson businessperson—Vernon Werner, owner of plumbing and heating firm; Bruce Dokins, undertaker, and John Ellis, owner of wholesale hardware company (BTC-8050, BAL-8744). Action Aug. 5.
- **KCAP-FM-Helen. Mont. — Broadcast Bureau granted transfer of control of KCAP Broadcasters from...
80. The best news in 50 kW AM is Continental.

**Facilities Changes**

**TV Actions**
- **WEZF-TV** Burlington, Vt. - Broadcast Bureau granted CP to change ERP to 309 kw vis., 46.8 kw aud.; make changes in ant.; ant. height 2740 ft. (BPCT-4927). Action Aug. 12.
- **WEEO, White City, Ky.** - Broadcast Bureau granted CP to increase power to 1 kw; channel type trans. (BP-20,068). Action Aug. 11.
- **KHTR Minot, N.D.** - Broadcast Bureau granted CP to increase daytime power to 2.5 kw, channel type trans.; redescibe trans. and studio location to 6.4 km S.E. of Minot, S.D., Highway 52, Minot (BP-20,064). Action Aug. 11.
- **KRGO Salt Lake City** - Broadcast Bureau granted CP to add nighttime operation with 500 w power; time of hours of operation to unlimited; change station location to Granger, Utah; remote control permitted; conditions (BP-20095). Action Aug. 17.

**FM Actions**
- **KB1FM Denver, Colo.** - Broadcast Bureau granted CP to increase ERP to 50 kw (H & V); remote control permitted (BP-9781). Action Aug. 17.
- **KGBQ FM** Tukwila, Wash. - Broadcast Bureau granted modifications of CP to change trans. location to South 29th & Alder Streets. Tacoma; change trans. and ant.; make changes in ant. system; ERP 100 kw (H); 36 kw (V); ant. height 370 ft.; (N & V); remote control permitted; condition (BP-14772). Action Aug. 11.

**FM Plants**
- **BOY TV** Sacramento, Calif. - Broadcast Bureau granted CP to change ERP to 309 kw vis., 46.8 kw aud.; make changes in ant.; ant. height 2740 ft. (BPCT-4927). Action Aug. 12.

**AM Applications**
- **KUKA San Antonio, Tex.** - Seeks CP to change frequency to 1420 kHz; increase nighttime power to 500 w and daytime power to 1 kw. Ann. Aug. 19.

**AM Actions**
- **WEOO, White City, Ky.** - Broadcast Bureau granted CP to increase power to 1 kw; channel type trans. (BP-20,068). Action Aug. 11.
- **KHTR Minot, N.D.** - Broadcast Bureau granted CP to increase daytime power to 2.5 kw, channel type trans.; redescibe trans. and studio location to 6.4 km S.E. of Minot, S.D., Highway 52, Minot (BP-20,064). Action Aug. 11.
- **KRGO Salt Lake City** - Broadcast Bureau granted CP to add nighttime operation with 500 w power; time of hours of operation to unlimited; change station location to Granger, Utah; remote control permitted; conditions (BP-20095). Action Aug. 17.

**AM Starts**
- Following stations were authorized program operating authority for changed facilities on date shown:

**FM Actions**
- **KB1FM Denver, Colo.** - Broadcast Bureau granted CP to increase ERP to 50 kw (H & V); remote control permitted (BP-9781). Action Aug. 17.
- **KGBQ FM** Tukwila, Wash. - Broadcast Bureau granted modifications of CP to change trans. location to South 29th & Alder Streets. Tacoma; change trans. and ant.; make changes in ant. system; ERP 100 kw (H); 36 kw (V); ant. height 370 ft.; (N & V); remote control permitted; condition (BP-14772). Action Aug. 11.

**FM Plants**
- **BOY TV** Sacramento, Calif. - Broadcast Bureau granted CP to change ERP to 309 kw vis., 46.8 kw aud.; make changes in ant.; ant. height 2740 ft. (BPCT-4927). Action Aug. 12.

**Case Assignments**
- **Homewood, Birmingham, Ala., TV proceedings:** Chapman Radio and Television Co. and Birmingham Broadcasting Co. (Docs. 15461, 16761) - Commission designated ALJ James R. Cullen Jr. to preside over proceedings since previously assigned judge found it necessary to excuse himself from proceeding. Action Aug. 11.
- **WMXJ (FM)** Miami, renewal proceeding: Bar- tell Broadcasting of Florida (Doc. 2028) - Commission designated ALJ Thomas B. Fitzpatrick to serve as presiding judge; scheduled prehearing conference for Sept. 28 and hearing for Nov. 16 in Miami. Action Aug. 11.
- **Detroit, renewal proceeding and competing applications:** WCAR-AM-FM (WCAR Inc.) and Hall Broadcasting Co., respectively, competing for 1130 kw 92.1 mhz (Docs. 20949-52) - Commission designated ALJ Chester F. Neumowicz Jr. to serve as presiding judge; scheduled prehearing conference for Sept. 21 and hearing for Nov. 3 in Detroit. Action Aug. 9.
- **Lubbock, Tex., FM proceedings:** William Henry Britts (Doc. 20824) - Commission designated ALJ Reuben Loezner to serve as presiding judge; scheduled prehearing conference for Sept. 29 and hearing for Nov. 10. Action Aug. 11.

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

In contest
Professional Cards

ATLANTIC RESEARCH CORP., Jansky & Bailey Telecommunications Consulting Member APCCE 5350 Cherokee Avenue Alexandria, Virginia 22314 (703) 354-3400

EDWARD F. LORENZT & ASSOCIATES Consulting Engineers (formerly Commercial Radio) 1304 S St. N.W., Suite 200 847-1319 Washington, D. C. 20005 Member APCCE

A. D. Ring & Associates CONSULTING RADIO ENGINEERS 1771 N St., N.W. 295-2315 WASHINGTON, D. C. 20036 Member APOOE

COHEN and DIPPELL, P.C. CONSULTING ENGINEERS 327 Masonry Bldg. (202) 782-0111 Washington, D.C. 20004 Member APCCE

GAUTNEY & JONES CONSULTING RADIO ENGINEERS 2922 Teledar Ct. (301) 506-6800 Falls Church, Va. 22042 Member APOOE

LOHNESS & CULVER Consulting Engineers 1156 15th St., N.W., Suite 606 Washington, D. C. 20005 (202) 296-2723 Member APCCE

A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 691-8865 Member APCCE

SILLIMAN, MOFFET & KOWALSKI 711 14th St., N.W. Republic 7-6666 Washington, D.C. 20005 Member APOOE

STEEL, ANDRUS & ADAIR 2029 K Street, N.W. Washington, D.C. 20006 (301) 827-8725 (301) 384-2374 (202) 223-4864 Member APCCE

MAMMETT & EDISON, INC. CONSULTING ENGINEERS Radio & Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member APOOE

JOHN B. HEFFELFINGER 9208 Wyoming Pl. Hillsand 4-7010 KANSAS CITY, MISSOURI 64114

JULES COHEN & ASSOCIATES Suite 400 1720 M St., N.W., 205-3707 Washington, D.C. 20006 Member APCCE

CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-536-4366 Member APOOE

VIR JAMES CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd., 80206 (303) 332-3503 DENVER, COLORADO Member APCCE


ROSNER TELEVISION SYSTEMS CONSULTING & ENGINEERING 230 West 57th Street New York, New York 10019 (212) 266-3967

JOHN H. MULLANEY CONSULTING RADIO ENGINEERS 9616 Pinkney Court Potomac, Maryland 20854 301-299-3900 Member APCCE

TERRELL W. KIRKSEY Consulting Engineer 5210 Avenue F. Austin, Texas 78751 (512) 454-7014

MIDWEST ENGINEERING ASSOCIATES Consulting Engineers 804 E. UNIVERSITY Peoria, Illinois 61604 (309) 682-6723

DAWKSINS ESPY Consulting Radio Engineers Applications/Field Engineering P.O. Box 3177—Olympic Station 90212 BEVERLY HILLS, CALIF. (213) 272-3344

MATTHEW J. VLISSIDES, P.E. STRUCTURAL CONSULTANT TOWERS, ANTENNAS, STRUCTURES Studies, Analysis Design Modifications, Inspections, Supervision of Erection 7601 BURFORD DRIVE McLEAN, VA 22101 Tel (703) 305-5004 Member APCCE

CATHERINE CROSSNO & ASSOCIATES CONSULTING ENGINEERS F. O. BOX 19132 DALLAS, TEXAS 75218 (214) 384-0440

SPOT YOUR FIRM'S NAME HERE to be seen by 120,000* readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for AM-FM TV and facsimile facilities. *1970 Readership survey showing 3.2 readers per copy.

Service Directory

COMMERICAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV, TV, Satellite Monitoring & Certified 102 S. Market St. Lee’s Summit, Mo. 64063 Phone (816) 324-2777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810

SWAGER TOWER CORPORATION TALL TOWER SPECIALISTS Box 556, Fremont, Indiana 46737 219-495-5165

BROADCAST TECHNICAL SERVICE, INC. • AM-FM Station Construction • Audio/Video • Partial Proofs • Signal Strength Improvement • Simulated FCC Station Inspections Phone (617) 775-9371 Box 7343 • Waco, Texas 76710

* 120,000* readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for AM-FM TV and facsimile facilities. *1970 Readership survey showing 3.2 readers per copy.
**Initial decision**

- Sauli Ste. Marie, Mich. FM proceeding: Radio S so seeking 101.3 mhz (Docs. 20627-8) - ALJ John H. Cotin ruled that Radio S was denied an FM license, as was shown by its own actions in connection with its first application for a FM license in 1967. It was not used to its best advantage and its continuance at a loss was shown. Ternine also made it clear that the FCC determined that the Radio S was not used to its best advantage.

**FCC decision**

- WKYZ(FM) Madisonville, Tenn., renewal proceeding: Monroe Broadcasters (Doc. 18922) - FCC denied application of Monroe Broadcasters, because of false billing practices which occurred at station between 1967 and 1973. Unless appeal is taken, WKYZ must cease operating on Nov. 1. In April, 1973, commission conducted field investigation of WKYZ, and uncovered fraudulent billing practices. Hearing was ordered Sept. 19, 1973. ALJ Reuben Lasser released initial decision Aug. 29, 1975. He denied WKYZ's renewal application for violations of Rule 72.1205, which prohibits broadcast licenses from issuing false documents which can be used to defraud national advertisers. Action July 27.

**Fines**

- KTTT(FM) Trenton, Miss. - Broadcast Bureau notified licensee of apparent liability of $500 for violation of rule which provides that logs be kept by employees competent to do so having actual knowledge of facts required. Action Aug. 13.

- KRKL(FM) Kirksville, Mo. - Broadcast Bureau notified licensee of apparent liability of $300 for failing to maintain station maintenance log. Action Aug. 11.

**Other actions**


**Rulemaking**


- National Translator Association - Seeks amendment to allow VHF television translator stations to undertake origination limited to solicitation of contributions toward defrayal of costs of installation, operation and maintenance of translator stations or acknowledgements of financial support for those purposes (RM-2739). Ann. Aug. 17.


**Transmitters**

- Board of Cooperative Educational Services of Allegheny County, New York - Seeks CP for following transmitters: 1) ch. 56 rebroadcasting WNED Buffalo, N.Y. via BPTT-3056 Centerville (Belfast), N.Y.; 2) above for Rushford; 3) as above for Allentown; 4) ch. 52 rebroadcasting as above via BPTT-2934 (for Andover, N.Y.); 5) as above for Allen; 6) ch. 64 rebroadcasting WNET Buffalo, N.Y. via BPTT-3047 Whitesville, N.Y. (for Whitesville, N.Y.); 7) ch. 65 rebroadcasting WNED Buffalo, N.Y. via BPTT-3056 Centerville, Belfast, N.Y. (for Angelica, N.Y.); 8) as above BPTT-3049 Allegheny, N.Y. (for Bolivar, N.Y.); 9) ch. 67 rebroadcasting WNED Buffalo, N.Y. (directly for Centerville, Belfast, N.Y.) Ann. Aug. 16.

- Educational Television Association of Metropolitan Cleveland, Ohio - Seeks CP for following transmitters: 1) ch. 59 rebroadcasting WVIZ-TV Cleveland (for Kirkinland, Ohio); 2) ch. 53, as above for Willoughby Hills; 3) ch. 65, as above for Chagrin Falls; 4) ch. 67, as above for Gates Mills. Action Aug. 13.


**Applications**

- Taos, N.M. - Broadcast Bureau proposed substituting either FM ch. 288A (105.5 mhz) or 296A (107.1 mhz) for ch. 257A (99.3 mhz) at Taos. Action was in response to petition by Fontana Media Corp., licensee of KMYR(FM), ch. 258 (99.5 mhz), Albuquerque, N.M. KMYR(FM) said it planned to relocate to site which it would share with KHFM(FM) and KRRE(FM), also Albuquerque. It pointed out that engineering studies showed that substitution of either ch. 288A or 296A would eliminate nine mile short-spacing between its proposed site and reference point of ch. 257A assigned to Taos (Doc. 20893). Action Aug. 13.

- Green Bay and Sturgeon Bay, Wis., Broadcast Bureau proposed assigning ch. FM 240A (95.9 mhz) to Green Bay, and substituting ch. 261A (100.1 mhz) for unoccupied ch. 240A at Sturgeon Bay. Action was in response to petition by Century Broadcasting, licensee of WNFL(FM) Green Bay. Green Bay is served locally by three standard broadcast stations, two commercial FM stations, and two educational FM stations (Doc. 20892). Action Aug. 13.
Cable

Applications

Following operators of cable TV systems requested certifi-
cates of compliance. FCC announced Aug. 17 (sta-
tions listed are TV signals proposed for carriage):

- Tioga TV Cable Company, for (village of) Owe-go, N.Y.
  (CAC-07042): To operate on ch. 51 (192-198 mhz) re-
  broadcasting WITF-TV (ch. 3) Harrisburg, Pa.
- Missouri Valley Communications, for Sweet-
  Springs, Mo. (CAC-06110): To delete KDNL-TV,
  KPLR-TV, St. Louis, Mo.
- Valley Cable Television, for Browns Valley,
  Minn. (CAC-06773): To operate on ch. 29, to add
  translator station to operate on ch. 11 (192-198 mhz)
  re-broadcasting KTSB-TV (ch. 2) Royalston, Minn.
- Multiple Channels of Alabama, for Wetumpka,
  Calhoun (town of) and (town of) Coosada, all Ala.
  (CAC-07026-29): To operate on ch. 12.
- Multiple Channels of Alabama, for Tallahassee
  and (specified unincorporated areas of) Elmore
  county, both Ala. (CAC-07030-31): To operate on
  ch. 34.
- WSCA-TV, Warsaw, Ind. (CAC-06663): To opera-
  te on ch. 12.
- H.C. Osierag Cable Television Co., for Hellam
  township, York Co., Pa. (CAC-07032): To operate on
  ch. 51.
- WSQL-WJZ-TV, Philipsburg, Pa. (CAC-07034): To
  operate on ch. 12.
- Communicable of Texas, for Monahans, Tex.
  (CAC-07035): Requests certification of existing op-
  erations and to add ch. 12.
- Republic Cable, Inc., for Republic, Okla.
  (CAC-07036): To operate on ch. 51.
- Cabelvision of Hendersonville, for Hendersonvil-
  le, Tenn., and (town of) Laurel Park, all N.C.

Certification actions

- Jenkins County CATV, Millen, Ga. (CAC-06499): To
  operate on ch. 51.
- Hemptd, Me. Maine Cable Television—CATV,
  Brunswick, Me. (CAC-06499): To operate on ch. 51.
- KUWTV-KP4-TV, Berkeley, Mo. (CAC-06499): To
  operate on ch. 51.
- KUWTV-KP4-TV, Berkeley, Mo. (CAC-06499): To
  operate on ch. 51.
- Communicable of Texas, for Monahans, Tex.
  (CAC-07035): Requests certification of existing op-
  erations and to add ch. 12.
- Republic Cable, Inc., for Republic, Okla.
  (CAC-07036): To operate on ch. 51.
- Cabelvision of Hendersonville, for Hendersonvil-
  le, Tenn., and (town of) Laurel Park, all N.C.
HELP WANTED SALES

Salesperson 1-1/2 yrs. experience only. Small market, Pa., N.J., copy, service, ideas, 9-6 day a week. Will give 3 weeks’ notice to present employer. Box V-209, BROADCASTING.

HELP WANTED SALES

Major Washington station looking for professional sales person. Outstanding opportunity. EOE. Send resume in strict confidence to Box V-250, BROADCASTING.

HELP WANTED SALES

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

HELP WANTED SALES

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

HELP WANTED SALES

This is an opportunity. Single station market AM-FM stereo. Salary and incentive room to grow. Extras. Wonderful community and a winning station. Applications from New Mexico and near by states preferred. Radio station KRSN AM-FM, Los Alamos, N.M. 87544.

HELP WANTED SALES

Large market income with the benefit of small market living gives the best of two worlds for salesmen at KWXI in Medicine Hat, Alberta, Canada. Great opportunity. What sales people earn anywhere up to and in excess of $18,000 a year. Excellent daily training programs can help you become a better salesman. Contact J.A. Shepherd, KWXI, Medicine Hat, Box 1230, Medicine Hat, Alberta, Canada.

HELP WANTED SALES

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

HELP WANTED MANAGEMENT

General and sales manager. Principal station of long established communications organization. Unusual permanent opportunity now because of recognized lack of experienced people on their way up. Should be a final move to a stable, respected organization. You will be rewarded fairly for your contribution to continued growth through improvement and expansion. Successful experience in personal sales, sales training, management and business development is absolutely essential. Must be single or have a base in the area but not a resort. We are serious. Please don’t contact us unless you are. Send complete resume, requirements and brief summary of your operating policies. A personal visit will then be arranged. All letters will be acknowledged. Box V-234, BROADCASTING.

HELP WANTED SALES

Sales Manager, KEXO, Grand Junction, Colorado. Beautiful city with outstanding climate. Successful contemporary in excellent growth market. Strong street sales background. EOE/EMF. Resume to Dick Elliott, Box 1448, Grand Junction, Co. 81501.

HELP WANTED SALES


HELP WANTED MANAGER

Excelltent opportunity for experienced account executive in Tampa-St. Petersburg market with major group broadcaster. No snowflakes please. Only individuals capable of handling major list to talk MOR. Starting salary negotiable, major benefits, etc. Send resume to Phil Costin, sales manager, WDAE Radio, 101 North Tampa Street, Tampa, FL 33602. An Equal Opportunity Employer.

HELP WANTED ACCOUNT EXECUTIVE

1975 Non-metrop AWP award winning news department needs a p.m. news person. We’re no. 1 and we plan to stay there. Send resume and tape to Bob Benden, WDFD Radio, Box 524, Marion, OH 43302.

HELP WANTED SALES

Small market Colorado station with a big voice needs a versatile radio salesperson on his or her way to management. You’ll be able to give all your capacities a workout—sales, production, select air time. The pay isn’t bad either. Equal Opportunity Employer. Please send resume and tape to: Box 890, Lamar, CO 81052.

HELP WANTED SALES

Aggressive AM/FM taking sales applications. Top opportunity in ideal family community. Base, commision, travel, insurance, stock plan and advancement opportunities. All inquiries answered. Send resume to R. Swanson, Apache Broadcasting Corporation, P.O. Box 1005, Hastings, NE 68901. E.O.E./M.F.

HELP WANTED SALES

Creative sales manager who knows how to set up the packages for major midwest market daytimer. No salary, no draws, buy all own commission on all your sales plus override. Great chance for big money for the right person. Write Bill Graves, 4370 Lindell, St. Louis, Mo. 63105 or call 314-652-7800 (no collect calls).

HELP WANTED ANNUCER

Program director for Midwest Stereo FM. Should know automation, promotions, and be able to produce top production. Opportunity for advancement with chain. Box V-245, BROADCASTING.

HELP WANTED ANNUCER

Opportunity: experienced announcer, 3rd, with news ability. Texas station growing DIFW area, small market, EOE. Box V-263, BROADCASTING.

HELP WANTED ANNUCER

Announcer-production person wanted for east coast major market station. Are you small or medium market looking to move up? Send cover letter, resume, and salary requirements to: Box V-271, BROADCASTING.

HELP WANTED ANNUCER

Southern top 75 marketowellhouse station, changing ownership and format. Experienced contemporary jock/promotion and music director/jock. Box V-279, BROADCASTING.

HELP WANTED ANNUCER

Professional no. 1 morning person with proven track record for country AM. Resume, and salary requirements to Box V-287, BROADCASTING.

HELP WANTED ANNUCER

Immediate opening for 6-Midnight jock on top rated country music leader: KRZY, Albuquerque. Rush tape and resume to Alan Boyd, Box 3260, Albuquerque, NM 87110.

HELP WANTED ANNUCER

Smooth personality DJ needed for growing operation. Call or write KWOK/KSPZ, 303-352-3536, Box 966, Colo. Springs 80901.

HELP WANTED ANNUCER

Announcers who have had at least a year in part-time sales and really like sales work have a great opportunity at our Radio Station to receive daily sales training and earn a lot more income. If you fill the above and live in midwest, call me collect and let’s discuss your future. J.A. Shepherd, KWXI, Medicine Hat, Box 1230, Medicine Hat, Alberta, Canada.

HELP WANTED ANNUCER


HELP WANTED ANNOUNCER

Experienced announcer. Great voice and personality. Send tape and resume to WBYL 1711 W. Main St. Springfield, OH 45501.

HELP WANTED ANNOUNCER

Excellent professional with good production. Adult contemporary disciplined 18+ format. Tape and resume: WBVM, Box 1550, Utica, NY 13502.

HELP WANTED ANNOUNCER

Adult contemporary morning personality needed now. Must have strong 25-49 appeal. Heavy production driven morning show. Send tape and resume to Bob Sherman, WCLG, Box 885, Morgan- town, WV. 26505.

HELP WANTED ANNOUNCER


HELP WANTED ANNOUNCER

One announcer combo: one salesperson. Contemporary; serving rural area near metro. WEOO Box 339,Smithfield, VA 23430, E.O.E.

HELP WANTED ANNOUNCER

WEZI, beautiful music in Memphis is currently auditioning for a warm, personable, one on one announcer. Rush tape and resume to Tom Moran, Operations Manager, WEZI, 5900 Poplar Avenue, Memphis, TN 38138. (Calls accepted between 10:00 a.m. and 12 noon, 901-767-6520.) E.O.E.

HELP WANTED ANNOUNCER

Strong news organization needs versatile news, talk, how, PA person. Regional market demands good on-air presentation. Send tape, resume to WILM AM/FM, P.O. Box 255, Frankfort, IN 46041.

HELP WANTED ANNOUNCER


HELP WANTED ANNOUNCER

Announcer-PD/copywriter. Station sounds good and you must also. Tape and resume: WKJU, Box 1087, Holly Hill, SC 29059. An EOE.

HELP WANTED ANNOUNCER

50kw FM-stereo beautiful music station has immediate opening for experienced mellow voiced announcer with production and news abilities. Automation background preferred. Contact: Gene Almeida or Paul Levesque, WMYS, New Bedford, MA, 617-996-9666.

HELP WANTED ANNOUNCER

Experienced morning jock, WSUS Sussex County, NJ, 24 hour FM. Jay Edwards or Pete Bardenhagen 201-827-2525. Personal interview required.

HELP WANTED ANNOUNCER

We are seeking a specialist 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 the business of radio, call or write Broadcast Enterprizes, Box 988, Powell, WY 82435.

HELP WANTED ANNOUNCER

Dynamic southern New England station seeking experienced news personalities and announcers. Many fringe benefits. Excellent future in chain of stations. Send tape and resume to Ken Dawson, P.O. Box 1480, Windsor, CT 06095.

HELP WANTED ANNOUNCER

Announcer-engineer/Excellent opportunity at C&W daytimer in beautiful central Virginia. Tape, resume, requirements to P.O. Box 5085, Charlottesville, VA 22903.

HELP WANTED ANNOUNCER

Immediate opening at top station in area for sports announcer plus board shift. Skw operation in southwestern Wyoming. Tapes and resumes to Al Loehr, general manager, P.O. Box 432, Kemmerer, WY 83101.

HELP WANTED ANNOUNCER


HELP WANTED ANNOUNCER

Personality-oriented radio station needs DJ for request time evening shift starting at 6 PM. Secretary takes request calls for you. Located in growing Washington DC suburban market, AM & FM, playing modern oldies, good rock & roll, Good ARB ratings. Call or write negotiable. EOE. Send tape & resume to Frank Manhosts, Box 19, La Plata, MD 20646.
HELP WANTED TECHNICAL

Chief Engineer. Upper Midwest, directional AM, 5 kW days, 1 kW nights. Separate patterns, FM Stereo. Automated remote control. Experienced professional required. Ability to do occasional air work helpful, but not required. Excellent situation. Limited small city for "the good life." Box T-131, BROADCASTING.

Chief Engineer wanted for AM/FM combination in one of Midwest's finest medium sized cities. Needed knowledge and experience on non-directional AM, Stereo, automation. Equal Opportunity Employer. Send resume to Box V-143, BROADCASTING.

Chief Engineer, northeast. Must have good knowledge and experience to run one-man engineering department. Equal Opportunity Employer, group ownership, all benefits. Send resume to Box V-1143, BROADCASTING.

Chief Engineer, eastern Pennsylvania. 1,000 watt, 3-station group owner, all the benefits. Box V-210, BROADCASTING.

Chief Engineer, experience in high power FM. Credentials should include experience in high quality audio, RF, STL, digital. FCC First Class required. Send resume and references to: Thomas L. Mann, Tech. Dir., WEZS, 5900 Midlothian Pike, Richmond, VA 23225.

Need chief engineer immediately for AM directional. Limited station budget. Only engineer capable of running remote television and help at home. Must be able to work in a fast paced, dynamic environment. Salary negotiable. Send resume to: 10017. Tapes to John David, KMPL, 5706 E. 53rd St., Kansas City, MO 64116.

Immediate opening for assistant chief engineer from remote operated AM and FM. 5 kW, two tower directional, 20 kW RCA transmitter, five studios, 24 hour operation. Maintenance experience required. Contact Robert Gask. WKTO, Broadcast Plaza, Pittsburgh, PA 15220.

Experienced chief engineer, kilowatt directional with automated FM. 607-733-5626.

Engineer/announcer, excellent opportunity at C&W daytimer in beautiful central Virginia. Tape, resume, requirements to PO. Box 5089, Charlottesville, VA 22903.

HELP WANTED NEWS

Full time news station in major market needs news person/sales manager. Excellent benefits, minimum one-two years experience. Midwest. Send resume and salary requirements to Box V-139, BROADCASTING.

News director. Some PBP. Emphasis news. Salary, talent, fringe benefits. Medium market, Central Plains. EO. Box V-244, BROADCASTING.

Major market Florida station with strong news image looking for two experienced street reporters. Some anchor work possible. Applications from women and minorities encouraged. Box V-274, BROADCASTING.

Southern top 75 market powerhouse station, changing ownership, seeks experienced news people. Box V-280, BROADCASTING.

KMLK, Siloam, Mo. 5,000 watt CBS affiliate. Looking for a fulltime news director. Salary open. Send tape and resume to John David, P.O. Box 907, Siloam Springs, MO 63801.

KSO, Des Moines wants a news person who is a digger, is in tune with community news, who knows local news and is willing to work. Send tape, resume, and salary requirements to Ed Anderson, Storer Broadcasting, 3900 N.E. Broadway 50317.

Announcer/Engineers for 10,000 watt 24 hour facility. Experienced in production. First Class license. Also interested in experienced news editors and newsmen. Salary negotiable. Send resume and tape or call to Operations Manager, KTRB, P.O. Box 3839, Modesto, CA 95352; 209-523-0737.

HELP WANTED NEWS CONTINUED

Manager of news/informational programming for WHA-AM. Responsible for planning, supervision, coordination and evaluation of WHA and the University of Wisconsin-Extension, Telecommunications Center radio news, public affairs, and informational programs and staff. Major duties include: personnel management of three executive producers, one producer, the associate producer and part time personnel; news editing; ascertaining coordination; program evaluation and responsibilities. Bachelor's degree in broadcast journalism or related field; four year full time work experience as a radio news and public affairs editor, writer producer and presenter; including one year's experience in news staff supervision required. One year experience at a CPB Qualified Public radio station preferred. Salary: $57,000. Application deadline: September 17. Write for application details to: Ronald Bonstein, General Manager, WHA Radio, 821 University Avenue, Madison WI 53706. An Equal Opportunity Employer.

News director needed immediately. Experience necessary. Send resume to: Ed Owens, WHC, Box 5387, Charlotteville, VA 22903, 804-977-5566.

Opening for an experienced news person. Must gather, write and deliver with authority. Excellent salary and benefits. Send tape, resume to news director, WSOT, P.O. Box 2250, Decatur, IL 62526.

Only Black Programmed radio station in Connecticut seeking experienced, aggressive self-starter. Must be able to work in small community. Salary negotiable. Liberal benefits. Send tape and resume to Lou Brown, P.O. Box 1480, Windsor, CT 06095.


News person to head up news operation. 607-733-5626.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

KSO/KGGO, Des Moines wants a production/con- tinuity person. Send tapes, resume, and salary requirements to Perry SL John, Storer Broadcasting, 3900 N.E. Broadway 50317.


National Public Radio is seeking an on-air promo- tion coordinator. Produce and direct radio and TV on- air promotion for member stations for NPR programs or series; video promo will be distributed to proper agencies or stations: work with engineering/production personnel in preparation of promotional material. Prepare NPR submissions for award competitions, work with appropriate personnel to select entries, assemble tapes, transcripts and support data for entries, assist in scheduling with special productions, presentations, editing and writing experience a must. Four years college, 2 years experience including experience in on-air promotion; minimum salary $13,500, excellent company benefits. AA/EEO. Send resume and audio tape to Kate Roe, Personnel, Promotion Coordinator, National Public Radio, 2025 M Street, NW, Washington, DC 20036.

P.D. announcer for allstations at a coastal Maine AM/FM rock station that's no. 1 in the market. Must be strong in production TV or radio, flexible. Call Tune Porter, G.M., 207-443-5542.

Metropolitan New York radio station seeking part- time help for weekend work and afternoons. Send tape to P.O. Box 2727, Grand Central Post Office, New York, NY 10017. Tapes will not be returned. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Southeast, vast experience in management, per- sonnel, public relations. Box V-162, BROADCASTING.

GM-midwest FM seeking new challenge with mov- ing operation. Let me make 5 for the both of us. Presently employed. Box V-260, BROADCASTING.

If you are looking for a manager with ability, determina- tion and a man willing to set a goal and then reach it call me. Radio is my life, not a job! Will manage your station as I would my own. 14 years experience, sales oriented, 35, married. Excellent references including present employer. Northern part of country preferred. Bob Clark, 703-371-3840.

Dynamic husband/wife team (general manage- r and sales). Looking to relocate along east coast. Owner/operator of five successful stations. Might be interested in FM or AM/FM combination. Phone 203-628-4157.

Young aggressive take charge manager strong on sales, programming and promotion. Any size market PA, NY, NJ, Del. MD. Available immediately. Call 717-696-3559.

SITUATIONS WANTED SALES

Creative professional street fighter wants Texas or southeast major market. Box V-205, BROADCAST- ING.

Young Pennsylvania announcer wants training in radio sales with future. Management training. Write to Rob at Box V-215, BROADCASTING.

SITUATIONS WANTED ANNONCERS

Dj, 3rd phone, light board, good news and commer- cials, ready now! Anywhere. Box H-5, BROADCAST- ING.

Classical announcer. Ten years in the business. Worked as commentator for major symphony orchestra series. Good production. Seeking full time position. Live music station that can make classical music pay. Top references. Reply Box V-100, BROADCASTING.

Experienced jock. Any market, any format. Stable, dependable, workhorse. Box V-133, BROADCASTING.

Capable PBP, announcer seeks employment for hockey, basketball, baseball. 3 years experience, tapes, resume, Box V-173, BROADCASTING.

Experienced, dependable announcer wants to relocate, settle in southeast. Sales. Box V-202, BROADCASTING.


Good board, good production, good taste in AOR and progressive; experienced go-getter jock wants larger market, midwest. Box V-232, BROADCASTING.


Announcer/program director/sports director/ sales with a good track record, a not a clock watcher, married. 3rd phone, willing to relocate preferably northeast to a country, MOR, or rock station with im- mediate opening. Box V-262, BROADCASTING.
Thank you for responding to "heavy thinker, light touch" at August 9th! Still looking for right situation...I love music and talk show with honesty, good taste and wit. Extraordinary knowledge of music. Talent for creating exciting listening through explorations of lifestyles, higher consciousness, sexuality and human potential. 716-244-3426 evenings, or Box V-283, BROADCASTING.

23 year old DJ, good communicator, light board, production, BA; broadcast school grad, one year experience. A great recent situation available now. Box V-290, BROADCASTING.

From KIMM, Denver, WLS, Chicago, and KFRC, San Francisco, I'd like to talk with you about joining your rock or pop adult station. Chuck Beuell 415-820-3333.


Top 40 or AOR, AC jock w/brains, good pipes, prod, act, plus potential to get numbers. Med. up. 617-675-1232.


Experienced 3rd phone seeking MOR, top 40, or contemporary station. Sales or production, also. Frank Rybicki, 412-224-4052.

DJ, 25, 3rd endorsed, college radio, BSEE, 6 mos. pro. news, copy, production, seeks small market top 40 or contemporary. Resume, tape, Frank Cavallite, 31-38 74 St., Jackson Heights, N.Y. 11370 212-446-8649.

Versatile: MD/afternoon morning drive programmer available. Lines are open at 501-534-1578. I'll take the 6th caller! Ask for Jim. P.S. I do not wash windows.


Enthusiastic young DJ seeks advancement, 2 years experience, 1st phone, relocate anywhere. 612-339-2897.

Classical personality announcer, interviewer. Current morning drive losing to automation. Also extensive jazz, MOR experience. Obe Yaday, 414-964-8641.


Experienced broadcaster, 31, currently programing country station in top 100 market, seeking stable position with Florida Country or MOR station. Call after 6 p.m. (C.D.T.) 801-373-8139.

6 year pro. All formats. Will relocate for better family support. I know I'm worth. Air, sales, programming, news, engineering, 1st. 904-761-0920. Leave message.

HELP WANTED SALES

Local sales manager. Strong local sales background for a group-owned, VHF, net affiliate. Prestige operation in a growing, 3-station, southeastern market. Unusual opportunity for an aggressive professional with minimum experience. An Equal Opportunity Employer. Send resume, references and salary requirements to WTV, Box V-195, BROADCASTING.

Advertising salesperson for VHF network television station. Advertising or intangible sales experience required. Equal Opportunity Employer. Send resume to Box V-289, BROADCASTING.

HELP WANTED TECHNICAL

TV studio maintenance engineer. First class license required. Job offers opportunity and challenge to aggressive engineer. Good company benefits and working conditions. Sun Coast. Complete details to Box V-265, BROADCASTING.

Chiel engineer for modern full color VHF located in the sunny south. Experience with late model RCA equipment required. Good experience with excellent fringe benefits including profit sharing. Salary open. Please send resume with references and salary history. Equal Opportunity Employer. Box V-265, BROADCASTING.

Maintenance Chief with superior technical qualifications wanted immediately by New York City facility house. Operational maintenance experience on RCA/NBC recording units and PC 70 cameras essential. Pay is excellent and an opportunity for advancement to management level with stock participation. Contact Director Engineering, Box V-278, BROADCASTING.

Transmitter engineer. First class license required. Good working conditions in an air conditioned, modern facility on the warm Gulf coast. Advancement opportunity. Experienced Radio Engineers considered. WREX, KTJ/TX 14, Box 488, Lake Charles, LA 70601 or phone 318-439-9701.


Video tape editor/master control technician needed at well established major market CBS affiliated VHF station in new facility. Both first class license and minimum four years experience in commercial TV technical operation required. Excellent benefits, profit sharing, health/insurance, etc. An Equal Opportunity Employer. Write or call: T. Arthur Bone, WPTV-TV, 25 Calamore Blvd., East Providence, R.I. 02914, 401-438-7200.

Transmitter and Maintenance engineer needed. 1st class license required. Transmitter eng. to maintain remote control UHF transmitter. Maintenance eng. for control room equipment. Write or call WBT-T, Baton Rouge, La. 504-766-3233.

Transmitter supervisor to maintain remote control UHF transmitters. Minimum 5 years maintenance experience in UHF. Must be technically competent and able to work with faculty and production personnel. Minimum qualifications: completion of two-year technical school in electronics and three years experience in a television station or video production facility. Send resume to Personnel Office, Room 16 Beardshear Hall, Iowa State University, Ames, Ia 50011. An Equal Opportunity Affirmative Action Employer.

Closed circuit TV technician. Operate and maintain closed circuit TV facility in College of Veterinary Medicine. Must be technically competent and able to work with faculty and production personnel. Minimum qualifications: completion of two-year technical school in electronics and three years experience in a television station or video production facility. Send resume to Personnel Office, Room 16 Beardshear Hall, Iowa State University, Ames, Ia 50011. An Equal Opportunity Affirmative Action Employer.

TV maintenance engineer, must have heavy Ampex VTR background and knowledge of logic. Also need good general tech. Resume ASAP or call Chief Engineer, 1534 Kapiolani, Honolulu, Hi. 96814 808-941-3011.

Assistant chief capable of planning, developing, and maintaining transmitting facilities for UHF California station. Call Loren Foster, 209-527-3080. An Equal Opportunity Employer.

Help wanted engineer in Florida to work late shift only. 11:00 p.m.-7:00 a.m. First class license and two years experience required. Write Chief Engineer, P.O. Box 999, Orlando.
Two reporters needed. Lots of all time and occasional anchor work involved. Experience preferred but not mandatory. Send resume, VTR to Jim Holland, Newt Dix, KAAL-TV, Austin, MN 55912.

**Daytime anchor. Network VHF beats competition 5 to 1. Seeks anchor that can improve on that. Top operation. Good opportunity. Tape photo with contact. KFMS, Box 369, Fort Smith, AR 72901. E.O.E.**

**Report/photographer for news department. Journalism and/or English background helpful but not necessary. Contact Chris Clackum, News Director, WRDW-TV, Augusta, GA 30903 with resume and tape.**

**Meteorologist or perhaps even a weatherman. Must be a solid pro who knows what he’s talking about. Contact: News Director, WTVY 380 Shady Run Rd., Youngstown, OH 44502. Equal Opportunity Employer.**

**South Florida growth station seeks an experienced co-anchor/producer. Send resume and 3/4 inch video cassette to 240 Seabreeze Avenue, Palm Beach, FL 33480. Equal Opportunity Employer.**

**Immediate opening for experienced weatherperson with 2/3 experience. If you are a weather pro and can help improve an established 33% share, contact News Director, 219-483-0584. Or send resume, photograph and to 3401 Butler Road, Fort Wayne, IN 46808. Equal Opportunity Employer.**

**HELP WANTED PROGRMING, PRODUCTION, OTHERS**

**Wanted graphic artist. Experienced in all phases of photography, i.e., 35mm slide production and graphic art design and layout techniques. Equal Opportunity Employer. Send resume to Box V-269, BROADCASTING.**

**Filmmaker—editor for lab. Editorial Dept., Steenbeck experience and ability to select music preferred. We are a Equal Opportunity Employer. Send resume to Box V-270, BROADCASTING.**

**Promotion manager for major market group owned independent. An important and challenging position for creative person experienced in both print and TV operations. Equal Opportunity Employer. Send complete resume and salary requirements in confidence to Box V-272, BROADCASTING.**

**Studio manager to handle all commercial and program scheduling for one studio and one remote vehicle. Must have strong management experience, administrative background. Box V-273, BROADCASTING.**

**Top rated mid-south station with strong local commitment wants experienced producer/writer to set up and run documentary unit. Air work not required. Want someone with award winning track record. Box V-281, BROADCASTING.**

**Strong independent needs Executive Producer. Must have recent directing-producing experience, be a self starter, be familiar with all phases of film and video tape production, and be able to work without supervision. Preferred background in large assignment. Send application and resume to Edward G. Aiken, John Smith, KPHO-TV, 4016 North Black Canyon, Phoenix, AZ 85017. No phone calls please.**

**Promotion manager. Experienced in all areas of station advertising, audience and sales promotion, rating analysis, including establishing department operating budget. Mail resume to KTVV, Tom Par- rington, 504 E. Britt Road, Okla., City, OK 73114. Equal Opportunity Employer.**

**Production manager for Radio-TV Film operation, with faculty status requires teaching undergraduate class in department. Minimum BA degree or equivalent, and professional experience. Contact Wes Marshall, School of Journalism, University of Arizona, Tucson 85721. An Equal Opportunity/Affirmative Action Employer under state and federal laws and regulations including Title IX, 1972 education amendments.**

**Creative commercial producer-director with strong experience in production techniques. Ability to work with top national agencies. Base pay plus talent fees. Send resume and tape to Senior Producer, WXXI TV, New Orleans 70125. Equal Opportunity Employer.**

**Director, PTV station. Handle nightly alternative news, public affairs, house programs. Should have experience directing studio and remote. Knowledge of video production. Send resume and references to: M.R. Halsey, Head, Electrical and Electronics Department, Ferris State College, Big Rapids, MI 49307, 616-796-9971, ext. 208. An Equal Opportunity /Affirmative Action Employer.**

**Broadcast services writer/producer. Bachelor's degree in related field or equivalent professional experience with at least two years experience in production management, television media. Skill in aural writing, 16mm film editing, and film production techniques required. University of Oklahoma College of Liberal Sciences, 405-271-2323.**

**Wanted: Good radio TV program market CBS V. Advance opportunity for experienced Producers, or small market production manager. Strong management and proven creative commercial ability necessary. Background must include video, tape and film. Studio location work from conception to final product. Equal Opportunity Employer. 614 282-0911 Ext. 240 2-5 weekdays.**

**Coordinator, electronic media services. Directs educational Radio-TV programming. Provides lab experience for Mass Communication students, may teach occasional applied courses, liaison with community colleges and cablevision. Minnesota Public Radio, local stations. Faculty status, PhD in Radio/TV or Masters plus signficant commercial and/or educational production experience. Submit resume by Oct 15 to John Robson, Southwest State University, Marshall, MN 56258. An Equal Opportunity Employer.**

**SITUATIONS WANTED MANAGEMENT**

**Former network executive with extensive key market general management sales success seeks opportunity to handle unique and creative background story; will relocate; for immediate interview, reply Box V-137, BROADCASTING.**

**SITUATIONS WANTED SALES**

**Specialist in retail accounts and direct sales! Account executive from top fifty market; utilizing TV, print, advertising techniques. Seeking major account list as stepping stone into management. Box V-252, BROADCASTING.**

**SITUATIONS WANTED ANNOUNCERS**

**3 yrs radio/3 TV weather/booth announcer. Station PR. Young personality, looks sharp; miles of achievements in community involvement. OTHER newscast idea shot as talk show host. Box V-218, BROADCASTING.**

**Professional, 20 years, sports, weather, news directing. Excellent voice and appearance. 602-883-8990.**

**SITUATIONS WANTED TECHNICAL**

**Available immediately. Completed training program and worked as summer replacement in technical operations. Other experience includes shot as talk show host. Box V-219, BROADCASTING.**

**Experienced chief Engineer, BSEE, good at manpower and money management as well as equipment. Don’t smoke or drink. Present salary is mid 20’s in a top market. Box V-229, BROADCASTING.**

**Engineer with 25 years experience in planning installation and operation of television and radio interested in chief or assistant position. Box V-233, BROADCASTING.**

**SITUATIONS WANTED TECHNICAL CONTINUED**

**First phone, college and broadcast school graduate. 25, seeks production operations opportunity to learn my first concern. Matter, dependable, will travel. Box V-236, BROADCASTING.**

**Operations engineer, Radio/Television network experience. 1st phone. Specialized video tape editing and electronic journalism. Box V-264, BROADCASTING.**

**SITUATIONS WANTED NEWS**

**Best play-by-play man around. 3 sports. News Director and anchorman of all-news format. Box V-99, BROADCASTING.**

**Cameraman with film and ENG experience. Presently employed in major market. Seeks new challenge. Box V-150, BROADCASTING.**

**25 year old, attractive, experienced female television anchor-reporter-producer in Pro’s market with background in state government and congressional campaigns seeks a reporter or anchor position with a smaller market. Box V-146, BROADCASTING.**

**News Director/Anchorman: Ratings success. Creative, Competitive. Now in major market. Box V-243, BROADCASTING.**

**Experienced producer currently in top 10. Seeks position with strong news operation at major market affiliate. Prefer stations with ENG emphasis. Master’s degree. Box V-261, BROADCASTING.**

**Management shuffle is displacing this small market news director. Long and good rating record in anchor slot. Very security conscious, I can do practically any job in the station. Feature-oriented. Box V-286, BROADCASTING.**

**Former NBC newswoman seeks NS/anchor slot. Opportunity is more important than money. Have been involved in "talk" last few years so it will take me two days to break in rather than one. Anchoring approach is “personalized.” Am available now. Box V-278, BROADCASTING.**

**News photographer with 5 yrs newspaper, 3 yrs TV experience as general assignment photographer. Vehicle is 2 way radio equipped VHF-high band. Film and VTRs are available. Any area OK, prefer SW or Texas area. J.L. Keener 4337 Clyde Park SW 49509.**

**Investigative reporter with considerable anchor experience. 8 years in broadcast news in writing and photography. References. Don Smith 813 977-1119 evenings.**

**SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS**

**Creative producer-director. Experienced in commercials, local programs, promos, announcing, composing. Lots of good ideas. Interesting background, degree. Box V-284, BROADCASTING.**

**Production work, news or sports, live, tape, or film, sought by 1976 Temple University graduate with experience. B.A. in RTVF production and management. Available now. Bob Seelersson, 1725 Kenyon Avenue, South Plainfield, NJ 70802 201 753-5305.**

**Puppeteer, four years TV experience. Larry Frost, 2682 So. Marion, Denver, CO 80210, Call 303 733-7110.**

**Young talented puppeteer, actor, writer. Seeks position as talent, childrens programing or related. Top credits. Network experience Inge. Steven Hansen, 1420 45th St. Studio 46, Emeryville, CA 94608.**

**Aggressive, young, ambitious television graduate seeks employment in production operations or in management. Baggage Photography low-tech. And film experience. Dependable Man Friday. Michael Silge, 604 Hillsborough, Edwardsville, IL 62025 618-656-7264.**

**WANTED TO BUY EQUIPMENT**

Translators wanted, 100 watt UHF and 1-10 watt VHF also 4" or 6" 6975 MHz Microwave dish, Jack Smith, KVTV TV-1800 Boulder Hilway, Hudson, NY 90015. 706-595-7755.**
Help Wanted Technical

WE HAVE AN IMMEDIATE OPENING FOR AN EXPERIENCED TELEVISION ENGINEER TO WORK IN VTR, MIC SWITCHING AND MAINTENANCE. REQUIREMENTS: A MINIMUM OF TWO YEARS EXPERIENCE IN THESE AREAS IN A LARGE-MARKET TELEVISION OPERATION. MODERN PLANT; GOOD PAY AND BENEFITS. APPLY ONLY IN WRITING TO: LARRY MESSINGER, DIRECTOR OF ENGINEERING, PENNSYLVANIA PUBLIC TELEVISION NETWORK, PO BOX 387, HERSEY, PENNSYLVANIA 17333. PPTI IS AN EQUAL OPPORTUNITY EMPLOYER M/F.

Help Wanted Programming, Production, Others

TELEVISION MANAGEMENT - Dynamic, creative person with solid TV news experience who wants to move to top management. Broad knowledge of TV news operations, ability to work with people, make decisions, think and work hard a must. Management-oriented reporters, producers and executives are preferred. Resume and photo to Box V-158, BROADCASTING.

GENERAL MANAGER
For Established Mid-Atlantic Cable Television System. Send resume to Box V-200, BROADCASTING.

Help Wanted Sales


TELEVISION ACCOUNT EXECUTIVE
We are a top-rated network affiliate in a medium-size Central California area, and would like to hear from experienced retail television salespersons interested in making a new association. An additional prime requirement is that the person have a very aggressive "sales attitude", a definite hard-worker. Also, the ability to bring in the small orders as well as the large contracts. A solid account list is available, and its actual size will depend upon the experience of the successful applicant, and can grow based upon the "on street" performance after 90 days. Guarantee is in $10,000 to $15,000 range to start -- depending on experienc. Fine fringe benefit plan. If qualified and interested, send complete resume (in confidence) to: Lloyd Chappell, Director of Personnel, KSBW-TV, 238 John Street, Salinas, CA 93901.

HELP WANTED

BROADCASTING: Tenured, successful, aggressive News Director. Preference given for creative, innovative Director. Salary: $14,000 to $16,000. Available immediately. Details: Job Referrals, PO Box 1330, Anchorage, AK 99501.

HELP WANTED

SITUATIONS WANTED ANNOUNCERS

Help Wanted Programming, Production, Others

REMOTE SPORTS BROADCAST GROUP
Will produce complete schedules in any sport. Group works as a unit to give cohesive, top quality product. Prefer Top 50 market. For tapes and details, write: Box V-254, BROADCASTING.

TELEVISION
HELP WANTED

NEWS MANAGEMENT - Dynamic, creative person with solid TV news experience who wants to move to top management. Broad knowledge of TV news operations, ability to work with people, make decisions, think and work hard a must. Management-oriented reporters, producers and executives are preferred. Resume and photo to Box V-158, BROADCASTING.

GENERAL MANAGER
For Established Mid-Atlantic Cable Television System. Send resume to Box V-200, BROADCASTING.

Help Wanted Sales


TELEVISION ACCOUNT EXECUTIVE
We are a top-rated network affiliate in a medium-size Central California area, and would like to hear from experienced retail television salespersons interested in making a new association. An additional prime requirement is that the person have a very aggressive "sales attitude", a definite hard-worker. Also, the ability to bring in the small orders as well as the large contracts. A solid account list is available, and its actual size will depend upon the experience of the successful applicant, and can grow based upon the "on street" performance after 90 days. Guarantee is in $10,000 to $15,000 range to start -- depending on experience. Fine fringe benefit plan. If qualified and interested, send complete resume (in confidence) to: Lloyd Chappell, Director of Personnel, KSBW-TV, 238 John Street, Salinas, CA 93901.

HELP WANTED

BROADCASTING: Tenured, successful, aggressive News Director. Preference given for creative, innovative Director. Salary: $14,000 to $16,000. Available immediately. Details: Job Referrals, PO Box 1330, Anchorage, AK 99501.

HELP WANTED

SITUATIONS WANTED ANNOUNCERS

Help Wanted Programming, Production, Others

REMOTE SPORTS BROADCAST GROUP
Will produce complete schedules in any sport. Group works as a unit to give cohesive, top quality product. Prefer Top 50 market. For tapes and details, write: Box V-254, BROADCASTING.

TELEVISION
HELP WANTED

NEWS MANAGEMENT - Dynamic, creative person with solid TV news experience who wants to move to top management. Broad knowledge of TV news operations, ability to work with people, make decisions, think and work hard a must. Management-oriented reporters, producers and executives are preferred. Resume and photo to Box V-158, BROADCASTING.

GENERAL MANAGER
For Established Mid-Atlantic Cable Television System. Send resume to Box V-200, BROADCASTING.

Help Wanted Sales


TELEVISION ACCOUNT EXECUTIVE
We are a top-rated network affiliate in a medium-size Central California area, and would like to hear from experienced retail television salespersons interested in making a new association. An additional prime requirement is that the person have a very aggressive "sales attitude", a definite hard-worker. Also, the ability to bring in the small orders as well as the large contracts. A solid account list is available, and its actual size will depend upon the experience of the successful applicant, and can grow based upon the "on street" performance after 90 days. Guarantee is in $10,000 to $15,000 range to start -- depending on experience. Fine fringe benefit plan. If qualified and interested, send complete resume (in confidence) to: Lloyd Chappell, Director of Personnel, KSBW-TV, 238 John Street, Salinas, CA 93901.

HELP WANTED

BROADCASTING: Tenured, successful, aggressive News Director. Preference given for creative, innovative Director. Salary: $14,000 to $16,000. Available immediately. Details: Job Referrals, PO Box 1330, Anchorage, AK 99501.

HELP WANTED

SITUATIONS WANTED ANNOUNCERS
FOR SALES OR MERGER
3 FULL TIME AM FACILITIES
Top 50 Markets
Principals only
Reply to Box V-75
BROADCASTING

"Medium size southeastern fulltime
Class II AM priced at under twice gross
at $575,000. Real estate owned and in-
cluded. Terms preferred are cash. Indi-
cate financial qualifications first letter.
Box V-237, BROADCASTING.

"Major 5 kw fulltime facility in southwest
growth market available for $2,300,000. Price
is 2x revenues plus excess value of two real
estate parcels. Present operations are profit-
able. Trend is up substantially. Qualified prin-
cipals only need apply. For complete details write:
Box V-238, BROADCASTING.

ROCKY MOUNTAIN
Exclusive, AM-FM. Ideal for owner-
operator. $150,000.00. 29% down.
Good terms to qualified buyer.
Box V-285, BROADCASTING.

PROFITABLE NEW ENGLAND
daytimer, in single station market of
60,000. Excellent terms including
7-1/4 percent interest, covenant not
to compete, and large amount of
cash in bank. $100,000.00 down.
Box V-293, BROADCASTING.

"WIOQ(FM) Philadelphia, Pa. will be
sold in a sealed bid auction on Septem-
ber 27, 1976. Pertinent data, including
financial statements, equipment lists, in-
formation pertaining to leases and per-
nel, as well as details of the terms
required of prospective bidders or
purchasers, are available to qualified
prospects through R.C. Crisler and
Company at the address listed below.
All assets shall be sold free and clear
of encumbrances and liens and the terms
of all offers considered shall be cash at
the closing. The sale is subject to final
approval of the Federal Communications
Commission's transfer of a valid
and current license to the successful
bidder.
For full information about the station
and details of the terms of Public Sale,
please contact:
R.C. Crisler & Co.
580 Walnut Street
Cincinnati, Ohio 45202
513-981-7775

MOBILE SUBURBAN DAYTIME
$168,000
Coastal town with beaches & gracious
living.
Includess real estate. Cash preferred.
J. Russell Kilgore, Box AS, Fairhope, Al.
36532
205-928-2384

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 deter-
mine, according to the copy enclosed, where the ad should be
placed. No make goods will be run if all information is not in-
cuded.
The Publisher is not responsible for errors in printing due to il-
legible 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 for-
wards audio tapes, transcriptions, films or VTR'S. BROAD-
CASTING cannot accept copy requesting audio tapes,
transcriptions, films or tapes to be sent to a box number.
Name ________________________________
City __________________________ State Zip __________________________
Insert _______ time(s). Starting date ________ Box No. ________
Display _________ inches (number of inches).
Indicate desired category: __________________________

For Sales Stations
continued...

GET AWAY FROM THE RAT RACE
FOR SALE
5,000 WATT FULL TIME
HAWAIIAN STATION
Excellent facility - 3/4 acres of land.
Ideal for owner-operator. Only qualified buyers reply.
P.O. BOX 5066
SAN BERNARDINO, CALIFORNIA
92408

Buyer wanted for $1,100,000
AM & FM properties in Midwest.
Terms available. Call
606-864-7438, Thursdays and
Fridays only.

California garden spot.
Full time AM
$265,000 Terms
John Grandy
Western Business Brokers
773 Foothill Boulevard
San Luis Obispo, California 93401
805-541-1900

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles
Washington
Contact: William L. Walker
Suite 506, 1735 DeSales St., N.W.
Washington, D.C. 20036
202-223-1843

For Sales Stations
continued...

Brokers & Consultants
to the Communications Industry
THE KEITH W. HORTON COMPANY, INC.
1705 Lake Street • Elmhurst, New York 14902
P.O. Box 414 * (607) 723-7138

MEDIA BROKERS
APPRAISERS
RICHARD A.
SHAHEEN
35 NORTH MICHIGAN • CHICAGO 60611
312-467-0040

• 1000 Watt daytimer, Greater Chattanooga
area. 100% automated. Real estate. Positive
cash flow with $3,000 per month billing.
$29,000 down. Total $200,000.
• AM/FM in Mississippi. These are the only
two stations in a two county area. About $115,-
000 annual sales. Terms.
• 1000 Watt day, 250 night in Western Mon-
tana. Nice size modern city. Sales about
$200,000 per year. Good opportunity.

BUSINESS BROKER ASSOCIATES
615-894-7511

EastMetro FulltimeS$50K Cash
MW Small AM $145K $25K
Mid At Metro Fulltime $425K 25%
NE Metro Single $340K $25K
MW Small Daytime $150K $50K
Atlanta-Boston-Chicago-Dallas
New York-San Francisco

CHAPMAN ASSOCIATES
nationwide service
1835 Savoy Drive, Atlanta, Georgia 30341

BROADCASTING'S CLASSIFIED
RATES
Rates, classified listings ads:
Help Wanted, $10 per word - $10.00 weekly minimum.
(Billing charge to stations and firms: $1.00)
Situations Wanted, $40 per word - $50.00 weekly minimum.
All other classifications, 50c per word - $1.00 weekly
minimum.
Minimum: $2.00 for Box Number per issue.
Rates, classified display ads:
-Situations Wanted (Personal ads) $25 per inch.
-All other classifications, 50c per word - $1.00 weekly
minimum.
-All other ads $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 dis-
plays space.
Publisher reserves the right to reject Classified copy to
comply with the provisions of Title VII of the Civil Rights
Act of 1964, as amended.
Agency Commission only on display space.

Word Count: __________________________
Phone: __________________________

Broadcasting Aug 30 1976
**Programming**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing Wed. Aug. 25</th>
<th>Closing Wed. Aug. 18</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>P/E ratio</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COLUMBIA PICTURES</strong> CPS</td>
<td>N</td>
<td>5 1/8</td>
<td>5 1/2</td>
<td>- 3/8</td>
<td>-</td>
<td>6.81</td>
<td>7 7/8</td>
<td>4 1/2</td>
<td>5</td>
</tr>
<tr>
<td><strong>DISNEY</strong> DIS</td>
<td>S</td>
<td>48 3/8</td>
<td>48 7/8</td>
<td>- 1/2</td>
<td>-</td>
<td>1.02</td>
<td>63</td>
<td>48 3/8</td>
<td>22</td>
</tr>
<tr>
<td><strong>FILMWAYS</strong> FWY</td>
<td>A</td>
<td>6 1/2</td>
<td>6 3/4</td>
<td>- 1/4</td>
<td>-</td>
<td>3.73</td>
<td>10 1/4</td>
<td>5 1/4</td>
<td>6</td>
</tr>
<tr>
<td><strong>FOUR STAR</strong> FT</td>
<td>1/2</td>
<td>1/2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>GULF &amp; WESTERN</strong> GW</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td><strong>MCA</strong> MCA</td>
<td>28 3/4</td>
<td>29 3/4</td>
<td>- 1</td>
<td>-</td>
<td>3.36</td>
<td>79 1/8</td>
<td>28 3/4</td>
<td>5</td>
<td>17,346</td>
</tr>
<tr>
<td><strong>MGM</strong> MGM</td>
<td>13 1/8</td>
<td>13 1/4</td>
<td>- 1/8</td>
<td>-</td>
<td>9.45</td>
<td>15 3/4</td>
<td>12 7/8</td>
<td>7</td>
<td>13,102</td>
</tr>
<tr>
<td><strong>TELELECTRONICS INTL.</strong> TLTR</td>
<td>0</td>
<td>8 1/4</td>
<td>7 3/4</td>
<td>+ 3</td>
<td>+</td>
<td>10.00</td>
<td>9 5/8</td>
<td>3 3/4</td>
<td>4</td>
</tr>
<tr>
<td><strong>TRANSMERICA</strong> TA</td>
<td>12 5/8</td>
<td>13</td>
<td>- 1/8</td>
<td>-</td>
<td>2.88</td>
<td>13</td>
<td>18</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td><strong>20TH CENTURY-FOX</strong> TF</td>
<td>9 5/8</td>
<td>10</td>
<td>- 3/8</td>
<td>-</td>
<td>3.75</td>
<td>15</td>
<td>8 7/8</td>
<td>7</td>
<td>7,558</td>
</tr>
<tr>
<td><strong>WALTER READE</strong> WALT</td>
<td>1/8</td>
<td>1/8</td>
<td>1/8</td>
<td>1/8</td>
<td>1/8</td>
<td>1/8</td>
<td>1/8</td>
<td>1/8</td>
<td>1/8</td>
</tr>
<tr>
<td><strong>WARNER</strong> WC</td>
<td>18 7/8</td>
<td>19 7/8</td>
<td>- 1</td>
<td>-</td>
<td>5.03</td>
<td>24</td>
<td>17 1/2</td>
<td>9</td>
<td>17,011</td>
</tr>
<tr>
<td><strong>WATTER</strong> WCD</td>
<td>4 7/8</td>
<td>5 1/8</td>
<td>- 1/4</td>
<td>-</td>
<td>4.87</td>
<td>5 1/8</td>
<td>3 1/8</td>
<td>10</td>
<td>2,244</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>197,932</td>
<td>3,992,431</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Service**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing Wed. Aug. 25</th>
<th>Closing Wed. Aug. 18</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>P/E ratio</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**Electronics/Manufacturing**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing Wed. Aug. 25</th>
<th>Closing Wed. Aug. 18</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>P/E ratio</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**Standard & Poor's Industrial Average**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing Wed. Aug. 25</th>
<th>Closing Wed. Aug. 18</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>P/E ratio</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

[Trademarks and symbols used: A-American Stock Exchange, M-MidWest Stock Exchange, N-New York Stock Exchange, O-over the counter bid price shown, P-Pacific Stock Exchange, NYSE Symbol, NASDAQ Symbol, NASDAQ Composite Index, S-S&P 500 Index, X-Xinhua Index, **F**-Foreign Securities, and **M**-Major European Stock Exchanges.]

Over-the-counter bid prices supplied by Horblower & Weeks, Hemphill-NoYES Inc., Washington. Yearly high-lows are drawn from trading days reported by Broadcasting. Actual figures may vary slightly.

*Stock did not trade on Wednesday, closing price shown is last traded price.  
**No P/E ratio is computed, company reported net loss.  
***Stock split.

**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 trade:**

<table>
<thead>
<tr>
<th>Company</th>
<th>Date</th>
<th>Amount</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCA Electrons</td>
<td>11/07/74</td>
<td>110,997</td>
<td>11/07/74</td>
</tr>
<tr>
<td>Concert Network</td>
<td>11/07/74</td>
<td>64,975</td>
<td>11/07/74</td>
</tr>
<tr>
<td>Eiked institue</td>
<td>11/07/74</td>
<td>33,333</td>
<td>11/07/74</td>
</tr>
<tr>
<td>Heritage Communications</td>
<td>11/07/74</td>
<td>33,333</td>
<td>11/07/74</td>
</tr>
<tr>
<td>Lambda Communications</td>
<td>3/07/74</td>
<td>30,000</td>
<td>3/07/74</td>
</tr>
<tr>
<td>Real-time</td>
<td>10/07/74</td>
<td>25,000</td>
<td>10/07/74</td>
</tr>
<tr>
<td>Universal Communications</td>
<td>5/07/74</td>
<td>15,000</td>
<td>5/07/74</td>
</tr>
</tbody>
</table>

Broadcasting Aug 30 1976
The difference between day and night for CBS's Grant

When Bud Grant, the head of programing at CBS-TV since April, is asked whether the corporation has given him a mandate to finish first in prime time for CBS's 50th anniversary in 1977, he answers, "I've got my own internal mandate. The pressure I feel is mainly the pressure I'm putting on myself to succeed in this job."

CBS is facing its severest challenge in prime time since the 1970-71 season, when NBC ended up with a 19.5 rating to CBS's 19.4. The new-season network to beat, however, is expected to be ABC, which has finished a consistent first since last January, when the winter Olympics, a 12-hour Rich Man, Poor Man and a trio of hit second-season shows (Laverne and Shirley, The Bionic Woman and Donny and Marie) generated an internal momentum that could well keep it on top right through the fourth quarter of 1976.

Mr. Grant is quite cognizant of the competitive challenge, and for the last couple of months has been hard at work doctoring series on the schedule he inherited from Lee Gartman and Spencer's Pilots, for instance, a series that's running into clearance problems from disenfranchised affiliates, "is being given a new tone," according to Mr. Grant. "We'll focus more on the relationship between the two male leads. The background of stuff flying, with its strong adventure possibilities, will give the show a lot of appeal to kids, a natural for the 8 o'clock time period."

Another series whose pilot didn't go over well with affiliates, the Ball Four sitcom, "still has the elements of a good gang comedy," Mr. Grant says. "We're putting a lot of work into it, sharpening the material and writing it stronger character delineations."

And among returning programs that showed dangerous signs of softness last year, Good Times will undergo a shift of emphasis toward the Evans children (the character of the father, played by John Amos, has been dumped) to try to rope in more young viewers, according to Mr. Grant.

"We need more youth appeal for Tony Orlando and Dawn," he continues, "so we've added a company of comic regulars, headed by George Carlin, who will contribute five-minute satirical bits each week."

"Bud is so concerned about his network's product that he won't hesitate to get deeply involved in the creative aspects of a show," says Mark Goodson, the game-show entrepreneur, who worked closely with Mr. Grant as a supplier of product to CBS's daytime schedules. "Bud has a real gut instinct for what will or will not play to mass audiences, and he's such a stickler for detail he will stay with a project from its initial outline on paper to the final run-through of the opening episode. If Bud has any problems as head of nighttime programs, it'll be that he just won't have time to get that wrapped up in every single program on the prime-time schedule."

Mr. Grant first got hooked on media at Baltimore's Johns Hopkins University. He majored in business engineering but says his real love was announcing for the college radio station (WHU-FM) and working summers and after school "shucking and painting scenery" and doing other odd jobs at WIBM-TV in Baltimore (which subsequently became WJZ-TV).

After graduation and two years in the Coast Guard, Mr. Grant joined the 2,000 or so other young men applying to NBC for one of the eight spots that year (1958) in its executive-training program. "Bud went through a battery of some of the most grueling tests ever devised," says Arthur Sarnoff, the president of Bruno New York Inc. and a friend of Mr. Grant's since their fraternity days at Hopkins.

Mr. Grant survived the winnowing process, though, and spent the next 18 months going through the entire corpora-


tion from top to bottom. "Bud spent time in accounting, advertising and various business departments of NBC," Mr. Sarnoff says, "but I know his goal was programing."

Throughout the sixties, Mr. Grant was working his way up NBC's executive ladder. In 1967, he was named national director of daytime programs, and by the time he left that post for the same slot at CBS in 1972, he'd turned NBC from daytime also-ran to spirited challenger of CBS. It was as head of daytime at NBC, he says, that "I developed a profound respect for the serial as one of the most powerful forms of drama ever."

He started Days of Our Lives, which subsequently became the linchpin of NBC's daytime serial schedule, and worked hard (and eventually successfully) at stimulating mass-audience interest in the characters on The Doctors and All My Children.

After five years as head of daytime at NBC, "I felt that a lateral move would be the right way to go, and CBS seemed to offer greater career potential," Mr. Grant says. CBS had actually sounded out Mr. Grant for the job, and, in best cloak-and-dagger fashion, he inherited the programing executive of CBS, Oscar Katz, at a Central Park restaurant called Tavern-on-the-Green, "where, because it was the dead of winter, nobody would spot us," according to Mr. Grant. Although he says that both of them almost froze to death, they had a good session ("I spent a couple of hours telling him about CBS's daytime schedule," Mr. Grant remembers, "and he spent a half hour telling me why I'd be better off working for CBS") and on Jan. 10, 1972, he became vice president, daytime programs, CBS-TV.

Though it took a few years, and there were many detours in the process, Mr. Grant did shoulder CBS's daytime schedule back into a strong number-one position by, among other moves: creating a hit contemporary serial called The Young and the Restless, pulling out of mothballs the old Price is Right game show, expanding CBS's most popular soap opera, As the World Turns, to a full hour, and scheduling All in the Family reruns in the heart of the afternoon.

With that kind of a track record, Mr. Grant was tapped by the new president of CBS-TV, Robert Wussler, to head CBS's programing department on April 19, 1976. Both Lawrence White, the head of production at Columbia Pictures Television, and Mark Goodson say they think Mr. Grant will succeed in his new post because, as Mr. White puts it, "daytime is the perfect grounding" for coping with the challenges of a network prime-time schedule.
It's a flop

A fortnight ago the Republicans adopted a platform containing a call for “citizen action” against violence on television. A week before that Jimmy Carter vowed to subdue the programing on TV if he became President. Two months ago the American Medical Association declared television violence to be a menace to health and outlined a campaign to keep children away from it.

How can this issue be so lively now when it was supposed to have been stilled in April 1975 with the adoption by the National Association of Broadcasters of family viewing time in the television code?

There is no intention here to recall the circumstances leading to the code amendment. They have been recalled, in somewhat varying details, in the testimony taken during trial of the family-viewing suit brought against the FCC, NAB and television networks by the Hollywood creative community and will presumably be sorted out in the court’s decision. The results of the code amendment, however, are beyond dispute. Violence is a more troublesome subject now than it was before and sex were banished from 7 to 9 p.m.

What is to be the broadcasters’ next action? Banning violence from 7 to 10 p.m.? To 10:30 p.m.? Putting a quantitative limit on blows exchanged or shots fired or pints of blood spilled?

It is difficult, isn’t it, to codify taste or its application to television programing.

Long shot

For the first time since 1960, the major-party candidates for President and Vice President have declared a willingness to participate in televised debates. For purposes of the following comments, a natural disbelief in politicians’ utterances will be momentarily suspended.

It was a simpler world back in 1960 when Richard Nixon and John Kennedy captured the national broadcasting system for four prime-time joint appearances. Mr. Nixon was the incumbent Republican Vice President with a national reputation cultivated over many years. Mr. Kennedy was a relatively unknown senator. A Congress controlled by Democrats had no trouble at all in suspending the equal-time law to give the party’s candidate the exposure he was lacking. Mr. Kennedy at once accepted the invitation to debate, leaving Mr. Nixon the choice of accepting also or risking national opprobrium for cowardice.

Times are different now. Through television coverage of the long primary campaigns, Jimmy Carter has acquired visibility denied Mr. Kennedy at this stage of the latter’s campaign. There are Democrats with long experience in politics and broadcasting who wonder whether Mr. Carter would be wise to match himself against an incumbent President in the full view of the whole country. The same Senator John O. Pastore (D-R.I.) who was instrumental in the suspension of Section 315 in 1960 was raising doubts last week about a suspension now. The assumption may be made that Mr. Pastore was hearing no clamor for suspension from Plains, Ga.

Without suspension of the law, broadcasters will expose themselves to all of the hazards of Section 315 if they have anything to do with arranging Ford-Carter debates and to at least some if they merely accord live coverage to debates arranged by others, the League of Women Voters, for example. The latter prospect was largely ignored in early reactions to the league’s offer to provide a Ford-Carter forum.

In the FCC’s latest interpretation, political debates over which broadcasters have no control are bona fide news events and thus exempt from the equal-time requirements of Section 315. They are not, however, exempt from the fairness doctrine that is also in the law. Broadcasters who air a Ford-Carter appearance are destined to be the objects of fairness complaints filed by, say, Eugene McCarthy and Lester Maddox, not to mention other candidates too obscure to come to mind. It will be interesting to see how an FCC that has increasingly leaned toward compliants in fairness cases will define the “reasonable opportunity” that the law requires for the presentation of views that conflict with those of the principal candidates.

There is, of course, a possibility that the Federal Election Commission will rule that the presentation of a forum by the League of Women Voters is in itself a violation of the new election law, a forbidden contribution to the candidates. That would as effectively end the prospect of debates this year as would a decision from still another authority, and a higher one, the U.S. Supreme Court. As Mr. Carter and his advisers are presumably aware, the Democratic National Committee has appealed the FCC ruling that freed League-of-Women-Voters-type debates from the equal-time requirement. That is hardly the action of a party chafing to send its candidate into the pit.

Whatever comes of it all, the politicians have once again demonstrated their determination to manipulate broadcasting to their own ends, in outright contempt of its journalistic rights. At some point the courts will surely recognize the continuing offense to the First Amendment.

Best feet forward

The Department of Defense has taken the first step toward realistic selection of media for recruitment advertising by authorizing the services to include radio and television. The allocation of money suggests, however, that the department is counting on broadcasters to continue the generous carriage of unpaid “public service” messages. Of a total budget for Army, Navy, Air Force and Marines of $91 million, $8.5 million is to be spent on the air.

There is some doubt that broadcast advertising would even now be authorized by the Department of Defense if Representative Edward Hebert (D-La.) had not been deposed as chairman of the House Armed Services Committee early last year. Mr. Hebert, a one-time newspaperman, was adamantly opposed to paid broadcast advertising and personally thwarted it while he had the power. Credit must also be given to the National Association of Broadcasters which has tirelessly courted the recruiting officials and their agencies. For broadcasters it is both a break and a breakthrough.