NAB out to draw hard line on sex and violence
FCC brings earth stations 4.5 meters closer to home

Broadcasting Dec 20
The newsweekly of broadcasting and allied arts
Our 46th Year 1976

WAKR Akron
WAKR-TV Akron
WAEZ Stereo Akron
WTUE Stereo Dayton
KAZY-107 Stereo Denver
KLZ Denver
KBOX Dallas
KMEZ Stereo Dallas
WONE Dayton

May your holidays be merry and bright
GROUP ONE stations
Television's new
Viacom

major source for movies.
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.
HINTS FROM HARPER  □ The chairman of Needham, Harper & Steers, writing in "Monday Memo," tells how advertisers sometimes stumble because of fundamental oversights. He spells out seven steps that can insure success for sponsors. PAGE 12.

MONEY-BACK GUARANTEE  □ Appeals Court overturns the FCC decision not to refund broadcasters fees that they thought they should get back under a previous court ruling involving cable TV. Not only that, the court says the FCC's latest fee schedule is defective. PAGE 21.

SEX AND VIOLENCE  □ The NAB code board names a delegation to spread the word on TV stations' concern over programming. At the same time, the networks intensify their program monitoring. PAGE 22. It comes in a week when the NCCB releases a new violence study that does the most finger-shaking at Chevrolet and NBC. PAGE 23.

LOOK AT IT THIS WAY  □ CBS-TV says that despite running in third place in prime time, it's still the network that people watch most, because of its daytime children's, news and sports programming. PAGE 23.

SMALL DISHES  □ The FCC clears the way for earth-station antennas under nine meters in diameter and plans to accept applications for parabolic antennas as small as 4.5 meters for receive-only CATV operations. PAGE 24.

NATIONAL LOCAL  □ WTIC Atlanta goes via satellite to cable systems far away as Nebraska, and it can go farther. PAGE 24.

AFTER THE REWRITE  □ Hill Counsel Chip Shooshan gives some thoughts on what's in the offing with the revamping of the Communications Act. He charges a lack of communications policy and blames Congress. PAGE 25.

CUTBACK  □ The FCC's review board, once regarded as a solution to the commission's workload, is reduced 50% in the agency's slimming-down efforts. PAGE 28.

SOUNING OFF  □ CBS's Walter Cronkite, in his keynote to the RTNDA convention, persists that longer news periods are a necessity and an obligation of broadcasting. PAGE 32. NBC's David Brinkley urges new standards for reporting, contending broadcasters should not traditionally follow newspaper style. PAGE 38. A panel at the Florida convention tells how broadcast coverage of the courts has profitied the judicial process. PAGE 37. Two news consultants come to verbal blows over the validity of galvanic skin-response testing in news research. PAGE 37. RTNDA panelists discuss the merits of all-news. PAGE 37. A workshop points up the many advantages of ENG. PAGE 37.

CAPITOL PICK-UPS  □ Support grows on both sides of Congress for daily live broadcasts of its sessions. In addition, an American University poll of House members offers further proof of members' sentiment for opening the doors. PAGE 38.

FACING THE FACTS  □ Cable industry leaders, gathered in Washington for their annual meeting, are briefed on current issues and exhorted to increase their participation in congressional and regulatory proceedings. PAGE 40.

LOCAL TV BOOM  □ TVB reports that in the first nine months of 1976 buying in the top-20 categories increased 21% on the local front. PAGE 41.

CALCULATED MOVES  □ CBS-TV revamps its prime-time schedule, adding five new shows, and NBC-TV is still making up its mind. PAGE 43.

OUT ON TOP  □ A Nielsen report concludes that The Lawrence Welk Show and Hee Haw are the two biggest hits in prime-access time periods. PAGE 43.

FEUDING  □ The court suit between BMI and CBS seems destined to New York Supreme Court after a federal judge refuses to dismiss BMI's claim that CBS owes $4.9 million. PAGE 45.

THE BEST OF '76  □ Elton John and Kiki Dee score with the number-one song in this year's top-100 list that is sprinkled throughout with disco songs. PAGE 46.

A MAN FOR ALL REASONS  □ BBDO's Bob Levinson is not only an advertiser but also thinks like a programer. Tony Converse of CBS says, he "has a grasp of how a picture gets made, from the writing through the finished product." PAGE 85.
You have to understand a problem before you can solve it.

Each community is beset with its own unique set of problems. In order to solve these problems, the people in the community must be aware of them and understand them.

We at Harte-Hanks feel it is the responsibility of the media to help create that awareness and understanding. We call it opening new channels of understanding.

Recently, KENS-TV, Harte-Hank's station in San Antonio, won two prestigious awards, the Texas Associated Press first place award and the Distinguished Programming in the Public Interest Award by the Texas Association of Broadcasters. The program, entitled "Downtown San Antonio: Can it Survive," dealt with the paradox of a deteriorating inner city within a growing community. It explained what is being done about the problem through the banking community, development agencies and private enterprise.

The documentary didn't give any easy solutions to the downtown problem. There are none. Hopefully, we've helped San Antonians understand the problem and its implications. And that's part of the solution.

Opening new channels of understanding

Harte-Hanks Television Group
KENS-TV, SAN ANTONIO, TEXAS.
WTLV-TV, JACKSONVILLE, FLORIDA.
Go signals
Westinghouse Broadcasting's petition for FCC inquiry into relationship between networks and affiliates is virtually certain to be granted, though in form far from final. At moment, there are no sure votes against it, and four or five likely for it. Indeed, there may even be competition among commissioners for leadership role in pushing inquiry.

Commissioner Abbott Washburn is saying that Group W petition involves question basic to broadcasting—system of localism decreed by Congress in Communications Act. And Commissioner Joseph Pogo is bailing out with supportive of petition. Commissioners Benjamin L. Hooks, Robert E. Lee and James H. Quello are also seen as likely voters for inquiry, depending on form it takes. An inquiry could probably be shaped to attract Chairman Richard E. Wiley and Commissioner Margita White as well.

Job standards
Guidelines to bar conflicts of interest among government employees appointed by or working for government are expected to be issued this week—in form of contract that appointees will be asked to sign. There'll be standards on disclosures of individual's assets and outside income earned while on government payroll. And "revolving door" leading to private representation before government agency after employee leaves will be closed. One Carter aide said last week that term as long as four years between departure from government and practice before it was under consideration. Another, however, said "lots of ideas" were being discussed.

Once Carter guidelines from new appointees are settled, transition team will turn to guidelines for employees already in government. Robert Lipshutz, Atlanta lawyer who is mentioned for post as White House counsel under President Carter, said last week Carter administration "would not cancel" any agreement between incumbent government employee and administration that had hired him. But he did not rule out imposition of stricter standards than have applied in past.

Reserves
NBC-TV's announcement of its second-season schedule last week (see page 43) was surprising to some industry insiders for two series it left out: Sunn Classic's The Life & Times of Grizzly Adams and Universal's Kingston, starring Raymond Burr as newspaper columnist. But it's explained they were held back as result of disastrous Nielsens for NBC's two-hour Wednesday-night comedy block (8-10 p.m., NYT). All four Wednesday sitcoms could be canceled before month is out, with Grizzly going in 8 to 9 and Kingston 9 to 10. That would save Paramount's Serpico (Friday, 10-11 p.m.), which Kingston was expected to replace but which got solid 31 share on Dec. 10.

Lesson number one
Members attending National Association of Broadcasters 1977 convention are going to get First Amendment education. "The First Amendment: The Public's Right, the Broadcaster's Responsibility" is message that will appear on center stage backdrop, on scattered posters and on lapel buttons. It will be fleshed out in joint radio-TV session now scheduled for Tuesday afternoon (March 29) with speech by network anchorman and "instant analysis" from nationally known figures in courts and citizen movement. Project is brainchild of David Scribner of Doubleday Broadcasting, Dallas, who is chairman of new NAB First Amendment committee.

Tuesday session will be one of few times entire membership will congregate at convention in Washington. Most of time, groups will be segregated in three hotels: radio broadcasters in Sheraton Park, TV in Washington Hilton and engineers in Shoreham Americana.

Small comfort
Broadcasters reportedly have succeeded in persuading Representative Richard Ottinger (D-N.Y.) to tone down harsh license-renewal bill he introduced last year and intends to submit in next Congress. But, in words of one who was at meeting last week at William O'Shaughnessy's WWOX-AM-FM New Rochelle, N.Y., in Mr. Ottinger's district, bill will still be "collection of horribles." Bill, backed by citizen groups including United Church of Christ, will be diluted in sections requiring FCC to set quantitative "and other" standards for information and access programming and to revoke radio licenses for midterm format changes. But other provisions, including those giving more encouragement and freedom to license challengers and petitioners to deny, will not be defanged.

Yawning vacancies
National Association of Broadcasters is back to square one in search for vice president in charge of public relations. George Hoover, now director, information services, CBS News, has been NAB's all-but-final choice ("Closed Circuit," Dec. 6) but withdrew last week. Also no progress reported in selection of new vice president for television, job that Bill Carlisle, now VP in government relations, declined ("Closed Circuit," Nov. 29).

There's still talk that Tom Swafford, former VP, program practices, CBS-TV, will join NAB in high-level assignment connected with administration of NAB code and code image-building. In earlier stages of negotiation he had been considered for PR vice presidency.

Top of the line
Latest breakthrough in price advance syndication of Happy Days by Paramount Pictures Television: Wnbc-TV Pittsburgh, Cox-owned NBC affiliate, has paid $12,000 per episode for six runs of series, which is now on ABC-TV and highest rated show in prime time. Station gets delivery of 135 Happy Days episodes for September 1979, and these off-network reruns will go under different title if originals are still running on ABC. Previous high price reported in Pittsburgh for comparable series was approximately $4,750 paid to Viacom for each episode of The Mary Tyler Moore Show.

The company he'll keep
First publicly identifiable stamp of John D. Bace's CBS presidency may emerge this week. He's said to be planning some corporate changes to fit his own management style. This is said to rely (like that of Chairman William S. Paley) on organizational teamwork as distinguished from what some sources there call "star system." Thus reorganization is expected to be structural, primarily involving grouping of some functions, integration of others, rather than major changes in individual responsibilities. Broadcasting division is said not to be directly involved. Changes will be first since Mr. Bace was promoted to presidency when Arthur R. Taylor was ousted two months ago (Broadcasting, Oct. 18).

Back to TV
After long-time absence from TV production, TV division of King Features Syndicate, New York, has made development deals to co-produce two of its newspaper comic strips for network showing. First is with Filmation Productions, Los Angeles, for Flash Gordon and other with Hanna-Barbera, Los Angeles, for Hagar the Horrible.
ALCOHOLISM.
IT'S WHY
HALF A MILLION
TEENAGERS END UP
ON THE ROCKS.

Storer Stations are concerned
and are doing something
about it.

Today 10 million Americans are
hooked on alcohol.
A devastating breeding ground
for misery, alcoholism breaks up
homes and bankrupts families. It
also causes 80,000 deaths a year,
including half the nation's traffic
fatalities and homicides. A fourth
of its suicides.

Cost to society is estimated to
be around $15 billion a year.

Worst of all is the rapid rise
in drinking among our youth.
Arrests of girls 18 and younger on
charges of intoxication, for example,
have tripled in the past decade.

Today for every teenager on
the needle, there are 40 on the
bottle.

And while there's a hard core
of some half-million teenage
alcoholics, it's figured that 1.3 mil-
lion Americans between the ages
of 10 and 17 have a serious drink-
ing problem.

Something must be done and
done now. Which is why Storer
Stations are alerting their com-
munities to the problem with an
ever-growing number of programs
and editorials.

WHN-Radio in New York, for
instance, recently devoted two
important programs to teenage
alcoholism. One which included top
people from area agencies that
aid alcoholics, also included 17
year old "Judy," an admitted
alcoholic. Judy's personal and
intimate account of why she be-
came an alcoholic, her feelings of
inadequacy, peer pressure, and the
social pressures of dating and
drinking were revealing and moving.

WHN also aired "Alcoholism
in the Public Schools," which
pointed out that chronic alcoholism
among New York City students
is estimated to be a shocking 5%.
Solutions were suggested.

Miami's WGBS-Radio recently
re-ran a documentary on alcoholism
after the program received the
"Excellence Award" from Ohio
State University's School of
Journalism. Featured were seven
authorities, including a State
Senator. Focus of the documentary
was the alarming rise in alcoholism
and alcohol abuse, particularly
among the area's teenagers.

And this is typical of all
Storer radio and television stations.
As we see it, the more effective we
are in our communities, the more
effective we are for our advertisers,
and the more effective we are for
ourselves.

Broadcasting that serves.

Storer Stations

Storer Broadcasting Company

WAGA-TV Atlanta/WSBK-TV Boston/WJW-TV Cleveland/WJZK-TV Detroit/WITI-TV Milwaukee/KCST-TV San Diego/WSPD-TV Toledo

WJW Cleveland/KGBS Los Angeles/WGBS Miami/WHN New York/WSPD Toledo
Gulf  □  Oil company is readying concentrated spot-radio campaign that will run on Jan. 18. Markets include New York, Chicago, Atlanta, Boston and Cincinnati. Ketchum, MacLeod & Grove, Pittsburgh, is seeking to reach adult men and women.

Bristol-Myers  □  Company's Drackett division, focusing on Mr. Muscle, is planning series of eight-week spot-radio promotions, to kick off Jan. 10. Markets include New York, Los Angeles and San Francisco. Foote, Cone & Belding, New York, will aim spots at women, 25-49.

General Motors  □  Corporation's Oldsmobile/88, through Leo Burnett, Chicago, is readying multimarket spot-radio splurge to kick off Jan. 17 for two weeks. Markets include New York, Los Angeles, Chicago and Philadelphia. Men, 35-64, are demographic target.

Hershey  □  Company's Mr. Goodbar candy will get major-market spot-radio campaign on Jan. 10 for 11 weeks. Markets include New York, Los Angeles, Chicago and San Francisco. Time will be bought on stations appealing to teen market. Agency is Ogilvy & Mather, New York.

Kraft  □  Various products will be promoted in spot-TV drive to begin in mid-January for about nine weeks. Fringe, daytime and prime periods are being examined by N W Ayer ABH International, Chicago. Women, 18-49, will be demographic target.

General Foods  □  Sanka coffee has six-week series of spot-radio flights ready to go in mid-January in major East Coast cities. Young & Rubicam, New York, will pitch spots at adults, 35 and over.

Western Airlines  □  Three spot-TV flights are being charted by Western to run in first quarter of 1977, with first set to take off in early January for two weeks, second in late January for four weeks and third in early March for two weeks. BBDO, Los Angeles, is seeking spots in fringe, prime and access periods to reach men and women, 25-54.

Quaker Oats  □  Quaker Instant Grits will be promoted on spot TV next month in six-week campaign scheduled to start in early January. Glenn, Bozell & Jacobs, Dallas, is targeting its advertising toward women, 18-49.

Frito-Lay  □  Doritos snack food will be pushed in spot-TV drive to begin in early January for about eight weeks. Tracy-Locke Advertising, Dallas, is concentrating its buys in time periods to reach women, 25-49.

Swift  □  Sizzlean meat product will be showcased in spot-TV drive to take off in late January for four to five weeks. Wm.

Esty, New York, is setting its sights on women, 25-54.

Norelco  □  Various products will share spot-TV effort to begin in early January for four weeks. McCaffrey & McCail, New York, is seeking audiences of men and women, 25-49 and 25-64, via 30-second spots in fringe and weekend periods.

Volvo  □  Auto import firm is blueprinting two spot-TV flights during first half of 1977, with first scheduled for 10 weeks starting in mid-January and second in late April for another 10 weeks. Scali McCabe, Stoves, New York, is buying sports and news programs and fringe periods catering to men, 18 and over.

Upjohn  □  Company's pharmaceuticals, through William R. Biggs Associates, Kalamazoo, Mich., will get selected-market spot-radio campaign beginning Jan. 31. It will run from six to seven weeks in target areas of Midwest and South. Farmers will be focus of these spots.

Buick  □  Company's Motors division has concentrated nine-day major market spot-radio campaign set to begin Dec. 27. Markets include New York, Los Angeles, Chicago and Boston. McCann-Erickson, New York, will pitch spots to men, 25-49.

Stouffer Foods  □  Various products will be accentted on spot TV during nine-week promotion starting in early January. Ketchum, MacLeod & Grove, Pittsburgh, is targeting toward women, 18-34 and 25-54.

Northwest Airlines  □  Six-week spot-TV flight is being mapped to start in early January. Thirty-second slots are being sought on evening and late fringe and news programs by Campbell-Mitchun, Minneapolis, to reach adults, 25-54.

Hormel  □  Company's chili will be highlighted on spot TV beginning in mid-February for four weeks. BBDO, Minneapolis, is selecting spots in fringe and daytime slots to reach women, 18-34. Company's Black Label bacon will receive spot-TV effort to begin in late January for four weeks. BBDO is seeking early and late fringe time slots to reach women, 25-49.

Rollins  □  Fire and burglary protective systems will be spotlighted in various spot-TV flights to be carried in first half of...
1977, with initial thrust to begin in early January. McCann-Erickson, Atlanta and New York, is focusing on men and women, 35 and over.

C. F. Mueller □ Various macaroni and noodle products will be highlighted in spot-TV drive to begin in mid-January for four weeks. Needham, Harper & Steers, New York, is concentrating on fringe and prime-access slots to reach women, 18-49.

Hebrew National □ Company’s line of frankfurters will be served up on spot TV in two flights during early part of 1977, with first set to start in early January for five weeks and second in early March for seven weeks. Scali, McCabe, Sloves, New York, is using fringe and daytime 30-second spots to zero in on women, 18-49.

A&W Distributing □ Sugar-free soft drink will be in limelight of spot-TV drive scheduled for mid-January start for three weeks. Humphrey Browning MacDougall, Boston, is seeking daytime and prime periods to reach women, 18-49.

J. M. Smucker □ Various jams and jellies will be showcased in spot-TV campaign planned for late February start and continuing for five weeks. Wyssa Advertising, Cleveland, is aiming for audience of women, 18-49, via spots on daytime and fringe periods.

Chevrolet □ Company's line of trucks will be accentuated in spot-TV drive set to begin in middle of February for four weeks. Campbell-Ewald, Detroit, is seeking prime and fringe time slots to appeal to men, 18-49.

Steak & Ale □ Restaurant chain is putting together spot-TV promotion in late December start for 13-week duration. Late evening fringe time slots are being sought by Tatham-Laird & Kudner, Chicago, to reach men and women, 25-54.

Riviana Foods □ Mahatma Rice will get spot-TV exposure in 10-week flight set to begin in early January. Bloom Advertising, Dallas, will use daytime and fringe periods to reach women, 25-49.

Carnation □ Various products will be showcased on spot TV in flight earmarked for early January start and continuing until end of March. Erwin Wasey, Los Angeles, is setting its sights on women, 25-54.

Arthur Murray □ Ballroom-dance instructors, through Kane, Light, Gladney, New York, is launching selected-market spot-radio campaign Jan. 17 for four weeks. Markets include New York, Los Angeles and Miami. Time buyer, Vitt Media, New York, will go after adults, 18 and over.

Beatrice Foods □ Company's Rosarita Mexican foods division, which is based in Mesa, Ariz., and which specializes in frozen and canned Mexican foods, has a West Coast-oriented three-to-five week spot-radio campaign ready to kick off Jan. 3. Dailey & Associates, Los Angeles, will aim spots at women, 18-49.

Tillamook County Creamery Association □ Company's cheese and whey products, through Montgomery, Carlson & Linde, Portland, Ore., is launching spot-radio campaign in West Coast cities. Campaign is set to begin Dec. 27. Demographic target is adults 25-49.

Cleopatra Cosmetics □ Spot-TV drive is planned to break in late January and continue for 11 weeks over 14-week period. Placement of activity is via RDR Associates/Timebuying Services, New York, which is leaning toward daytime, fringe, news and access programs to reach women, 25-49.

Sambo's □ Chain of family restaurants will usher in 1977 with spot-TV campaign for six weeks starting in early January. Larson/Bateman, Santa Barbara, Calif., is specifying evening and late fringe and prime-time periods to reach men and women, 25-54.

Economic Laboratories □ Jet Dry cleaning product is slated to begin spot-TV promotion in late January for four weeks. N. W. Ayer ABH International, New York, is directing its appeal to total women via spots on daytime and early and late fringe periods.

Olin □ Company, which is based in Stamford, Conn., is pushing its chemical/ agricultural products in eight-week spot-radio drive that begins Feb. 28. Sixty-second spots will be pitched mainly to Midwestern farm states. Agency, Ward, Archer & Associates, Memphis, has farmers as demographic target.

Roy Clark's Dieters □ Fast-food chain, through Hood/Hope Advertising, is planning a three-week spot-radio buy to begin in mid-February. Southwest and Far West will be focus of campaign. Agency is seeking women, 18 and over.
Seven steps that make the most out of advertising

Advertising, which plays anything from a dominant role to a mere sales aid, can be the most fragile and difficult part to manage of the entire marketing mix. Despite all the science available, it is still difficult to establish a direct link between sales and most forms of national advertising. But what we do know is that advertising has to have everything going for it to pay off.

As an example: A few years ago, a client of ours, a prominent meat packer, marketed a meat pie in a pie-shaped container made entirely of steel. The marketer was in a rush to get the product to market, so we tasted it, found it to be delicious, and hurriedly prepared advertising which was tested and found to be effective. But because of the haste, the marketer did not home-test the product, feeling that the quality of what was in the can would speak for itself.

Enough meat pies were produced to cover the states of Indiana, Kentucky and Tennessee. Trade relations were good, and large orders were placed almost immediately. Within weeks the company received good retail distribution promptly in the three-state area. The advertising began to run, and consumers bought large quantities. Then came the reaction from customers. The problem was terminal: There was no implement in the American kitchen capable of opening that all-metal, pie-shaped tin. Unopened meat pies were returned by the thousands to the retail stores, and thousands of cases were sent back to the meat packer’s regional headquarters, located near the Ohio River. The regional manager went temporarily mad, trying to figure out what to do with 75,000 cases of unopenable meat pies. He finally arrived at a solution. The cases now rest at the bottom of the Ohio River.

Every step in the marketing book had been followed except the home-testing of the package. The advertising worked, but the product didn’t.

There are seven preconditions to advertising success, none of them having a direct relationship to what the advertising itself looks like or says. Unless you can place the following seven stamps of approval on the product you plan to advertise, think twice about advertising it, because you will probably be disappointed in the results.

First, there must be a need for the product. This does not mean it is necessary for human survival, but that it is designed to truly satisfy some real or perceived desire of the consumer. Although automobiles were needed, the Edsel was not.

Second, the product must deliver, or do what it is designed to do. Advertising can lead a horse to water and get him to drink once, but if satisfaction is not there, advertising cannot produce another purchase. Product quality is everything.

The third step: Advertising works best when the product is better than the competitor’s. A demonstrable advantage can almost invariably lead to a lower advertising/sales ratio and a higher return on investment. A product inferior to the competition, even though it works, gives advertising an overwhelming task.

Fourth, advertising cannot overcome gross price disparities.

The fifth precondition is viable packaging. There are only a few horror stories like the meat-pie story, but there are literally hundreds of packages on the shelves that barely can be seen in the clutter on the shelf. An invisible, confusing or inconvenient package can abort good advertising plans.

The next stamp I’d put on my package says “sales force up,” which means that your sales department is up, and ready to go. Advertising can help get them up, but advertising cannot overcome poor sales administration.

Finally, acceptance of the trade is again something advertising can help build over the years, but if you start out behind the eight ball, there is little advertising can do to get distribution and therefore sell goods.

Some of these preconditions are advertising related, but fundamentally, advertising can do very little to overcome any of them. When you are weak in one of these, you must be extra strong in another. For example, if you have no product advantage, you’d better be in a strong price position. Where your trade relations are not the best, you’d better work hard on hyping up the sales force, etc. But with all these things working for you, your advertising/sales ratio should be satisfactory.

In television advertising, there is a second screen between the viewer and the television set. A screen resulting from clutter, too many commercials, and contradiction (you are told that five antihistamines are each the best in one evening). This screen is one of indifference, created by all of the sales pressure, and even skepticism at higher intellectual levels. And you must never forget that at seven in the morning and eleven at night, the viewer is usually not in the best of shape to respond to your message.

Advertising can penetrate the fog created by these factors, but only if it has certain qualities.

To cut through the fog between the viewer and the set, advertising must precisely position your product. There must be a simple, direct line between product value and perceived consumer need. Also, the execution must be unconventional. That doesn’t mean weird, it means different—original, with visual and audio qualities that demand attention. And, of course, you need adequate media support. These are all truisms and I offer them to you as nothing more than that. But there is one final point that is honored more in the breach than in the acceptance, and it is the cause of more grief between agencies and advertisers than any single factor: the failure to establish clear-cut communications goals in advance of advertising.

If your product is stamped with all the seven preconditions, if your advertising is precise, unconventional and fully supported, you can still be disappointed by results. Over expectation is the single biggest barrier to advertising’s proper use. Proper identification of advertising goals; realizing advertising’s limitations as well as its strengths; realizing that advertising cannot make the whole sale itself but only part of it, and deciding what part of the sale you want it to make is the key to the successful use of this marketing tool.

Paul C. Harper Jr. has made his working career at Needham, Harper & Steers, joining the company in 1946 as a copywriter. He later worked in the creative and account-handling sides of the agency business. In 1958 he was elected executive vice president and two years later was named president. He became chairman of the board and chief executive officer in 1967. Mr. Harper is a director of the American Association of Advertising Agencies and a member of its operations committee.

Monday Memo®

A broadcast advertising commentary from Paul C. Harper Jr., chairman/chief executive officer, Needham, Harper & Steers Inc.
January 1977

Jan. 3 — FCC’s new deadline for comments on amendment of noncommercial FM broadcast rules (Docket 201), reply comments are now due Feb. 24, FCC, Washington.

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

Jan. 9-11 — Association of Independent Television Stations (INTV)’s annual convention, representative Lionel Van Deeren (D-Calif.) will be Jan. 10 luncheon speaker. Fairmont Hotel, San Francisco.

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


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


Jan. 12-14 — Association of Maximum Service Telecasters special meeting. To be discussed will be current activity in the area of short-separation droppings, the 1978 World Administrative Radio Conference, general broadcast spectrum management and improvement of UHF reception capabilities. Clyde G. Haeberlein, WCET(TV) Cincinnati, chairman of AMST engineering committee, will give a report. Thunderbird Country Club, Rancho Mirage, Calif.


Jan. 18 — Nebraska Broadcasters Association legislative dinner. Nebraska Club, Omaha.


Jan. 25 — Deadline for entries in 1978 Sigma Delta Chi Awards of SDX the Society of Professional Journalists. Competition is in 16 categories; information: SDX, 35 East Wacker Drive, Chicago 60601; (312) 236-6577.


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


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


Jan. 29-31 — Deadline for entries in ninth annual Robert F. Kennedy Journalism Awards competition for outstanding coverage of the problems of the disadvantaged. Radio and television will be two of the six categories. Winner in the broadcast category, among others, will receive $1,000 cash prize and be eligible for grand prize that will entail an additional $5,000. Information and entry forms: Journalism Awards Committee, 1035 30th Street, N.W., Washington, D.C. 20007; (202) 336-7444.


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

Jan. 31 — FCC’s deadline for comments on proposed changes in international radio regulations to be presented at 1979 World Administrative Radio Conference of the International Telecommunications Union, issues include proposed international frequency allocations table and number of problem areas affecting resolution of public and federal government needs (Docket 2071). Replies are due Feb. 21, FCC, Washington.

February 1977


Feb. 1 — Deadline for entries for Janus Awards of Mortgage Bankers Association of America. Conferred

RCA presents “The Teleducers” TR-600A: with specs for great masters, on-line editing for great speed.

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National Association of Television Program Executives
AMERICA'S FOREMOST
PROGRAM CONFERENCE
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NATPE, Box 5272, Lancaster, Pa. 17601, Tel. (717) 626-4424
annually for excellence in financial news programming during the 1976 calendar year. Eligible are all networks or radio and television stations and cable-TV stations. Entry forms and further information: Public relations department, MBA. 1125 15th Street N.W., Washington 20005; (202) 785-8333.

Feb. 2-3 - Association of National Advertisers joint workshops on television (Wednesday) and media (Thursday). Plaza Hotel, New York City, William Kistler, AIA, 115 East 44th Street, New York, (212) 697-5950.

Feb. 3 - Television Bureau of Advertising regional sales seminars Las Vegas.

Feb. 4 - FCC's deadline for filing comments on cable television syndicated program exclusivity rules and their effect on viewing public (Docket 20888). Replies are due March 16, FCC, Washington.

Feb. 4-8 - American Women in Radio and Television's national board of directors meeting, Hyatt Union Square, San Francisco.

Feb. 8-9 - Public Broadcasting Service annual membership meeting. Hyatt Regency hotel, Atlanta.

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

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


Feb. 9- Ohio Association of Broadcasters legislative dinner. Columbus Sheraton, Columbus.

Feb. 9-11 - Public Broadcasting Service annual programming conference. Hyatt Regency hotel, Atlanta.


Feb. 15 - Television Bureau of Advertising regional sales seminar Houston.

Feb. 16-19 - International Conference on film, theater, video of Center for Twentieth Century Studies, The University of Wisconsin, Milwaukee. Contact: Michel Benamou, director, CTC. PO. Box 413, Milwaukee 53201.

Feb. 17 - Television Bureau of Advertising regional sales seminar Atlanta.


Feb. 18-19 - Georgia Cable Television Association annual convention. Stouffer's Atlanta Inn, Atlanta. Contact: Boyce Dooley, Summerville (Ga.) Cable TV. (404) 897-2555.


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

March 1977

March 1 - Deadline for entries in American Osteopathic Association's journalism awards competition.

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tion. Award of $1,000 will be given for the print article or broadcast on osteopathic medicine judged most outstanding. Contact: AOA, 212 East Ohio Street, Chicago 60611.

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

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


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

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

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

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

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

March 18-19—Eighth annual Country Radio semi-
nar, Airport Hilton motor inn, Nashville. Agenda chair-
man: Mac Allen. Sondernger Broadcasting Corp.,
Miami.

March 20-23—1977 IAS (Broadcast Industry Auto-
mation System) seminar, sponsored by Dula Com-

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

March 27-30—National Association of Broad-
casters annual convention. Washington.

April 19—Ohio Association of Broadcasters' "Salute to Congress" dinner, Hyatt Regency, Wash-

April 20-21—Spring convention of Kentucky Broad-
casters Association. Stouffer's Inn, Louisville.

April 20-21—Ninth annual meeting of Southern Educational Communications Association. Host will be the Alabama ETV Network. Gulf State Park Resort and Convention Center, Perdido Island, Ala.

April 20-21—Albany.

April 1-3—National convention of the Intercollegiate Broadcasting System. Hyatt Regency hotel, Wash-
ington. Information: Rick Aschoff, IBS, Vais Gate, N.Y. (914) 565-6710.

April 14-15—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meeting. Hyatt Regency, Chicago.

April 17-19—Canadian Association of Broadcasters' annual meeting. Winnipeg Inn, Winnipeg, Man.

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

April 18-21—Ninth annual convention of Southern Educational Communications Association. Host will be the Alabama ETV Network. Gulf State Park Resort and Convention Center, Perdido Island, Ala.

April 19—Ohio Association of Broadcasters' "Salute to Congress" dinner, Hyatt Regency, Wash-

April 20-21—Spring convention of Kentucky Broad-
casters Association. Stouffer's Inn, Louisville.
Katz American Television now represents WUAB-TV, Lorain-Cleveland.

WUAB-TV. Katz. The best.
Respectability returns to Channel 5 News

Happily, Channel 5 once again stands as a solid news operation. It's one of the better local news departments in the nation, a sure thing to soon challenge the journalistic supremacy of WBBM-Ch. 2, and it has a fair chance to steal some viewers from WLS-Ch. 7, the lightweight news outlet that has dominated the local ratings for the last several years.

...in the space of just a few months...news director Sheldon Hoffman—has re-established Channel 5 as a journalistic force in Chicago.

On Oct. 25 the station launched its 90-minute "NewsCenter5" at 4:30 p.m. daily, a handsomely produced program that often resembles a video newsmagazine. The expanded newscast employs a larger staff and a modified "beat" approach similar to that of a newspaper.

The greatest single innovation by the new "NewsCenter5" has been the "beat" policy of reporting.

Aside from the "breaking" news of the day, the 4:30 newscast is organized into various "beats" or departments—education, consumerism, health and medicine, neighborhoods, sports, weather and commentary.

"It's one of the better local news departments in the nation..."
FCC's former and latter fee schedules thrown out by appeals court

The FCC's efforts to collect fees from those it regulates suffered two stunning blows last week. The U.S. Court of Appeals in Washington, in the course of four separate opinions, directed the commission to refund a portion of the fees paid by broadcasters and others under a 1970 fee schedule. In addition, it held that the 1975 fee schedule, which had been designed to correct the defects the Supreme Court found in the earlier one, is itself defective.

The amount broadcasters and others seeking refunds, chiefly common carriers, would receive was left unanswered. The court sent the case back to the commission with instructions to resolve that question by calculating the difference between what the regulated industry members paid and what the 1970 schedule, but redesigned in accordance with the new standards the court laid down last week, would require.

It elaborated on that conclusion in the other opinions it handed down—one overruling the 1970 schedule as it applied to broadcast license assignments and transfers, one in which it found the 1975 schedule defective in its application to cable television systems (although it rejected the argument that there is no justification for the annual fees charged cable operators) and one in which it found the schedule defective in its application to common carriers and equipment manufacturers.

Commission officials were still studying the opinions late last week, but Chairman Richard E. Wiley began setting machinery in motion for swift consideration of what the commission's reaction should be. He met with officials concerned with the budget on Friday, and scheduled a conference this morning with bureau chiefs and the general counsel. He will discuss the matter with the commission later this week.

Chairman Wiley said a range of options would be considered—and he did not rule out suspending the collection of fees under the 1975 schedule or even abandoning fee collections entirely.

It was clear, however, that he thought the answer to the problem lies with Congress. He said that Congress has ignored his calls for guidance in connection with the collection of fees. "If Congress wants to collect fees," he said, "it's got to provide legislation."

The cases decided last week had their genesis in the Supreme Court's March 4, 1974, decision declaring the 1970 fee schedule illegal. The commission refunded only the fees paid under that schedule by the cable industry, since the suit challenging the legality of the schedule was taken up by the Supreme Court only by the National Cable Television Association. Broadcasters had dropped out after an appeals court upheld the commission.

The refund decision came in a case brought by the National Association of Broadcasters; 1975 fee schedule illegal because it was designed simply to recover the commission's expenditures for the year without being tailored to the "value to the recipient" of the services performed by the commission, as required by the statute under which the fees were imposed.

The Supreme Court set out to design its 1975 schedule with the court's admonition in mind. But, according to Judge MacKinnon, it erred again, in not limiting the fees it charged to the costs involved in performing the services required.

He listed three requirements the commission must meet in determining "value to the recipient":

- Justify the assessment of a fee by a clear statement of the particular service or benefit which it is expected to reimburse.
- Calculate "the cost basis for each fee assessed." This would include an allocation of specific expenses incurred to "serve an independent public interest," and an explanation of the expenses included in the cost basis and of the criteria used to include or exclude particular items.
- "Set a fee calculated to return this cost basis at a rate which reasonably reflects the cost of the services performed or value conferred upon the payee."

The court, in the 14 cases involving the cable interests, including the National Cable Television Association, and common carriers and equipment manufacturers, directed the commission to consider those three points when it reviews the cases on remand and reviews the entire fee schedule.

"We are very cognizant of the extreme difficulty of this task—which resembles unscrambling eggs—but, as we interpret the law," Judge MacKinnon said, "it is necessary in order to bring agency into compliance with the statute and the Supreme Court decisions."
NAB to confront TV networks on sex, violence

Code board names delegation to carry word of station concern, seeks legal way to enforce code without violating L.A. court order

The National Association of Broadcasters has taken another step toward asserting leadership to avoid permissiveness in televised programming.

The association, dominated by a conservative board that shares Chairman Wilson Wearn's (Multimedia Broadcasting, Greenville, S.C.) opinion that there is too much sex and violence in TV programming today, has undertaken a new campaign for change. As is already known, the association is joining the networks in appealing parts of the decision against family viewing by the U.S. district court in Los Angeles. On another level NAB is looking for alternative ways to effect reductions in violence.

In line with the latter, the NAB television code board, at a special meeting in Washington last week, instructed its program standards committee individually to meet with the presidents of all three networks to convey their two concerns.

Although no dates were set by midweek, all three presidents had agreed to meet the first week in January.

The same committee will also meet, in succession, with officials at the Association of Independent Television Stations at the organization's annual convention in San Francisco Jan. 9-11, with program syndicators and Hollywood writers and producers in an effort, according to the code board chairman, Robert Rich of KIRT-TV Duluth, Minn., to set up a dialogue with all of those groups.

It was suggested privately after the meeting last Monday and Tuesday that "we're seeing an effort by stations to put pressure on the networks" to curtail sex and violence. That perception was confirmed by another source, who said the code board committee, comprising four station members of the code board, will lay out its concerns about the levels of sex and violence and will be asking each president, "What are you going to do about it?"

All of those interviewed sought to minimize the aspect of confrontation, however. Several said the meetings will be "nonadversary." Said one, "We just want to talk."

It is the first time, one code board member said, that concerns about violence will be carried to the networks from within the industry through other than normal affiliate channels.

Mr. Wearn, from his office in South Carolina, said he is "very pleased" with the code board's action. "What we're looking for," he said, "is a method to reduce sex and violence on the air right now ... I feel the code board and the TV board are working in the same direction."

The standards committee has been modified for the new task. The three network representatives of the code board, normally members of the committee, were excluded, because, one said, it would not be proper to sit in on the closed sessions with the regular members. The four members who are on the committee are: James Conley, Meredith Broadcasting Group, New York (chairman); Mr. Rich (ex officio); Michael Kiewman, Cox Broadcasting Corp., Atlanta, and Burton La Dow, KTV(K(TV) Phoenix.

There was discussion at the meeting last week of attempting to plug the hole itself in the area of sex and violence before the issue became spotlighted by the family viewing decision. The special meeting last week, in fact, had been scheduled before that decision was handed down, and Mr. Rich took pains to explain that the code board's decision to undertake the dialogues is an action apart from the specific family-viewing issue.

At the direction of the NAB executive committee, however, part of the code board's task is to find ways to plug the hole left by the suspension of family viewing.

The code board decided on that issue that it does not have a clear understanding of all the ramifications of the decision for the TV code. Consequently it recommended that NAB commission an outside counsel to study the decision and define for the code board the boundaries within which the code may legally enforce TV program standards.

It is expected that the NAB executive committee, at its next meeting in Washington, Jan. 4-5, will give its approval to that recommendation, and that the analysis will be completed in time for the association's annual winter board meeting, scheduled for Maui, Hawaii, Jan. 28-29.

Mr. Rich, although not a board member, will also go to Hawaii to apprise the TV board of the outcome of the internal conversations with the network presidents and others up to that time. The NAB anticipates that appeals of the California court's family viewing decision could consume up to three years, ultimately landing in the Supreme Court. In the interim, Mr. Rich said, the association is determined to fill the gap with something, although nobody knows with what at this point. Key to the NAB's reasoning is that it must fight for recognition of the industry's right to police itself, its programming and advertising, through a subscription code, in the Supreme Court.

To maintain continuity during the interim period, the code board also recommended to the TV board that the terms of the code board's station members normally expiring at the end of this year, be extended one year. Seven of the nine code board members, including two holding permanent network seats, were on the code board when the family-viewing policy was originally adopted in 1974.

The code board also repeated the recommendation of the executive committee earlier this month to revoke NAB's mandatory TV code subscription rule, the dic- tum put in force last April and requiring that all NAB TV members also be members of the code (Broadcasting, Nov. 29).

Before settling on its plan to hold summits with network and other industry chiefs the code board last week discussed but rejected other ideas, among them: a mechanism for prescreening of TV programs by the NAB code authority and an NAB program ratings systs.

Another idea, still being considered, is to set up channels for some form of citizen input to the NAB as it considers what to do about sex and violence in the wake of the family viewing decisions ("Closed Circuit," Dec. 13).

What Horatio is up to. In their own ways, all three commercial television networks appear to be intensifying their watch on the so-called sex and violence problem.

Van Gordon Sauter, CBS-TV vice president, program practices, told a luncheon of the New York chapter of the National Academy of Arts and Sciences that CBS is cracking down on production companies that keep submitting "scripts dealing with sexual matters like infidelity, prostitution, child abuse and rape." Two weeks ago, at meetings with CBS officials and others in Hollywood, Mr. Sauter reportedly told them that CBS believes it has violence under control, but wants no escalation of it. Sex is another matter. Mr. Sauter said permissive material is overemphasized.

NBC-TV within the past month has begun feeding affiliates up to 20 hours a week of pilot programs, series episodes, movies, specials and "anything," an official said, "that might raise any questions." The network is asking producers to deliver programs well ahead of air date to provide advance screening to affiliates. The purpose is to give stations a chance to substitute programming for network offerings they consider unsuitable.

ABC-TV issued a policy statement 10 days ago reaffirming its commitment to the family-viewing concept and pledges to alert affiliates to program content. "What it means," said one official, "is that we're going to be watching these things more closely.

Broadcasting Dec 20 1976
Chevrolet, NBC top NCCB's new violence study

They're chief offending advertiser and network, according to second effort, this one designed to overcome criticisms of first

Commercials for General Motors' Chevrolet Division appeared in more violent-than-normal prime-time programing during the first 11 weeks of the new television season than those of any other advertiser, according to the second violence study done by the National Citizens Committee for Broadcasting. Peter Paul candies advertising appeared in the least.

NCCB Chairman Nicholas Johnson released the findings of the study at a press conference in Washington at which he described the report as "a violence TV guide to intelligent buying of television time by concerned advertisers." The study was done under a $25,000 grant from the American Medical Association and the AMA lent its prestige to the conference in the person of its president, Dr. Richard E. Palmer. Dr. Palmer said the $25,000 grant signaled "a serious commitment" on AMA's part to support programs aimed at encouraging broadcasters "to respond with substantive improvements in programing." He said television is a "powerful, pervasive force in the child's environment" and added, "If the programing he is exposed to consists largely of violent content, his perceptions of the real world may be significantly distorted, and his psychological development may be adversely affected." The report—which is designed to alert members of the public as well as advertisers and industry members to respond to what is found to be the pattern of violence in programing—also lists most and least violent programing. And Quest, Stansky and Hutch and Barney were found to be the most violent programs in prime time, while Chico and the Man, Sirota's Court and the Mary Tyler Moore Show were among 11 programs containing no appreciable violence at all.

The analysis of programing indicated that CBS, as in the first study last summer, programed the least violence. ABC ranked second and NBC was found to show the most violence.

As for the advertisers found in the most violent programing, after Chevrolet, they are, in descending order, Whitehall Labs-Anacin, American Motors, Sears, Korak, Schlitz, Procter & Gamble, General Foods, Burger King, Frito-Lay, Mr. Coffee, and Campbell's.

The advertisers in the least violent programing, in ascending order of violence, after Peter Paul, are Hallmark, Texaco, Whirlpool, Prudential Insurance, Jean Naté, Shopper Toys, Green Giant, Keebler, Carnation dog foods, Efferdent, and Quasar.

The study, based on monitoring for the period Sept. 20 to Dec. 5 conducted jointly with bi. Associates, a television monitoring firm, was designed to test the criticism broadcast industry representatives had made of the original study—that it was flawed because it included all kinds of violence, including slapstick. Two studies were done, one including all kinds of violence and one restricted to serious acts, such as killings, beatings and rapes. The results, Dr. Johnson said, are virtually identical.

NBC said the study's usefulness "is nullified because it counts acts of violence equally—a murder counts the same as a push or a shove. [It] provides no information at all about who commits the act, under what circumstances, with what consequences for either perpetrator or victim, for what dramatic purpose, against whom and with what audio-visual treatment. The result is that depicting violence in a way calculated to discourage it gets counted equal to a depiction that glorifies violence."

A General Motors spokesman pointed the finger back at the NCCB: "I think this study is an indictment of the networks, not the sponsors. We just buy what is available."

CBS says that over-all, it's the network most watched

It claims that its daytime, children's, sports and news programing put it on top, despite running third in prime-time standings

Although CBS-TV is running third in the prime-time ratings, it still claims first place as the network people watch most. It does so on the basis of gains and first-place rankings in several other periods, including Monday-Friday daytime, Saturday-morning children's programing, Sunday-afternoon football and evening news.

In an analysis distributed to Wall Street analysts last month, CBS said that all the publicity given to prime-time ratings should be welcomed as evidence of wide public interest, but that "the importance of the prime-time hours, from a business point of view, is often exaggerated."

"For example, when all viewing to commercial network television is combined, CBS's share during October 1976 was 34.0% compared to its share in 1975 of 32.7%—an increase of 1.3 points or 4%.

At the time of that analysis, covering the period from Sept. 27 to Oct. 24, CBS's 34 share exceeded NBC's, which at 33.1 was down 15% from 39.1 a year earlier, and ABC's, which at 32.9 was up 17%. In an updating last week extending these and other comparisons through the latest available Nielson figures, CBS said its share through Nov. 21 was 34.4 as against 34.2 for the year-earlier period, while ABC's was 32.4, up from 29.7 a year ago, and NBC's 33.2, down from 36.1.

These total-audience calculations are in terms of "home hours," based on total ratings for all of the hours each network actually programs, rather than on the average rating for those hours. A network that programs more hours than another thus benefits from the audience for those extra hours, even if the audience is small—just as the extra hours, assuming they're sold at all, add to the network's revenue.

In periods where networks go head to head, the CBS updatings put CBS-TV ahead in:

- Saturday morning (8 a.m. to 1 p.m.)—CBS has a 7.4 to ABC's 7.0 and NBC's 5.8. Figures are for Sept. 11-Dec. 5.
- Evening news—Weekdays, CBS's Cronkite report has a 15.5, Chancellor-Brinkley on NBC a 13.5 and Reasoner-Walters on ABC a 10.2. These averages cover the Sept. 20-Dec. 10 period.
- Sunday football—NFL football is averaging 16.8 on CBS, up from 13.4 a year ago, and 13.3 on NBC, down from 13.5. (ABC's NFL football is on Monday nights.)

In late night, NBC is still well ahead with an 8.6 rating, same as a year ago, while CBS has improved from 6.9 to 7.1 and ABC has moved up from 5.3 to 5.6.

In early morning, NBC is still easily first at 4.4 for the period when all three networks are competing, while ABC is second at 2.9 and third at 2.2. (These ratings cover only the 11:30-12:30 late-night period and the 4:30-5 a.m. half-hour measured in the 7-8 early-morning block.)

As for prime time, through Dec. 12 ABC was averaging 21.0, up from 18.0 a year earlier; NBC was at 19.7, up from 18.8 last year, and CBS was at 18.6, down from 19.0 a year ago (story page 43).

ABC authorities took exception both to the thrust of CBS's study and to the value of some of the specifics. They said leadership in share of "total network audience" was meaningless, unrelated to the buying and selling of specific programs and periods. In addition they claimed that while CBS may have more homes on Saturday mornings, ABC has far more children viewing than CBS does in those hours.
Small dishes: FCC to tell CATV it’s got them, if it wants them

Commission OK’s receivers as small as 4.5 meters, says there will be trade-offs in technical quality

The FCC last week, as expected, cleared the way for small-dish earth stations. In a declaratory ruling and order, which is expected this week, the commission said that earth-station antennas smaller than nine meters in diameter could be licensed if proper technical showings are made. It further ruled that applications for parabolic antennas as small as 4.5 meters for receive-only CATV operations would be routinely processed if accompanied by supplemental technical data.

The commission also gave conditional approval for horn antennas slightly more than four meters in diameter.

The commission, in 1970, established a nine-meter criterion to insure that the design of domestic satellite systems would mesh with its plan for small inter-satellite orbital separations. It did, not, however, set that standard down as a rule and stated

With the new ruling, the commission granted the petition of the Community Antenna Television Association, which had opposed the nine-meter standard (BROADCASTING, July 5). The commission said that antennas as small as 4.5 meters in diameter could be used as long as engineering judgment was used in assessing trade-offs among antenna size, receiver noise, FM threshold, desired performance, and costs of facilities. The commission, in effect, is allowing cable operators to proceed at their own risk.

The commission, however, denied a petition by ABC that had asked for "the establishment of a basic over-all design for the development of domestic communication-satellite services." Among other things, ABC also expressed concern that earth stations smaller than the 10-meter variety now in general use would erode spectrum space in the 4/6 ghz bands (BROADCASTING, Oct. 20, 1975). The FCC said that precluding the smaller dishes solely on the basis of size would be inconsistent with its policy.

The FCC order also opens the door for broadcasters to use the smaller antennas. There has been some question within the broadcast industry as to whether the small antennas provide the quality of the 10-meter antennas without additional equipment or expense.

The Corporation for Public Broadcasting earlier this month released a technical research report that was said to demonstrate that antennas as small as three meters in diameter meet FCC criteria without any sacrifice in technical quality, radio spectrum efficiency or scarce orbital slots.

Atlanta TV goes national via satellite

SSS firm gets FCC nod to begin transmitting Turner’s WTGC to cable systems as far away as Nebraska; over 1 million subscribers expected to be involved by fall of next year

Turner Communications Corp.’s WTGC(TV) Atlanta was scheduled to take to the skies last Friday (Dec. 17)—making it the first television station signal to be brought to cable systems via satellite. The kick-off transmission, slated to be received by four cable systems, is the first step in a new type of common-carrier domestic-satellite video service.

The initial systems on board—either to test the transmission or begin subscriber service—are Troy (Ala.) Cablevision; Newton (Kan.) Cable TV; Hampton Roads Cablevision, Newport News, Va., and Multi-Vue TV, Grand Island, Neb. By January, close to 20 systems are expected to be taking the signal; many are now awaiting FCC approval to pick up WTGC.

The FCC last week granted an application by Southern Satellite Systems, Tulsa, Okla., to act as a “resale” common carrier in transmitting WTGC’s signal. And the commission noted that “it is reasonable to consider SSS’s initial service offering as a necessary business ‘first step’ towards a diverse common-carrier operation.” In a separate statement, FCC Commissioner Abbott Washburn said “it could turn out
Hearst Walters Schultz Koop Smith

When Russians, according to reports from Moscow negotiating site, set $50 million as price for production facilities—before bidding on rights themselves was to start. It has been speculated events might cost $75-100 million compared to $25 million this year.

- CBS News aired exclusive interview with Patty Hearst last Thursday (Dec. 16) on CBS Evening News With Walter Cronkite and on half-hour special at 11:30 p.m. NYT. Sources said Harold Dow, CBS reporter in Los Angeles bureau, badgered Miss Hearst’s lawyer, F. Lee Bailey, for months until Mr. Bailey (who sat in) agreed to allow interview with some subjects off limits for legal reasons.

- Robert Wold Co. officials said Friday that CBS-TV had reversed its basketball/football lineup for Jan. 2 in apparent move to keep 80 affiliates from preempting CBS basketball to carry East-West Shrine football game being presented that day on Wold lineup. CBS Sports spokesperson confirmed that Sun Bowl football and National Basketball Association authorities had agreed to change their game times—or that Sun Bowl would start at 3 p.m. NYT instead of 12:30 and NBA basketball at 1 instead of 3:30—but said it was done not to hurt Wold “but to help us.” Wold officials said they had 135 stations lined up for Shrine game, including 80 CBS affiliates, and planned to stick to original start time.

- National Association of Broadcasters 1977 Engineering Award will go to Daniel H. Smith, senior vice president for engineering, Capital Cities Communications Inc., Philadelphia. Award will be presented March 29 at NAB engineering conference during annual convention in Washington.

- FCC last week designated for hearing license renewal application for WTVX(TV) Tupelo, Miss., on basis of petition to deny filed by local citizen group. In other matters disposed of on petition-to-deny day, commission renewed licenses of KCPD-TV Los Angeles; WCBD-TV Charleston, S.C.; KJAZ-FM Layfayette, WNPB-AM and WSOM-FM New Orleans, all Louisiana; WKBV-TV Montgomery; WJIP and WMGM all Memphis. It also deferred renewal of WXEL-FM Slidell, La.; denied petition for reconsideration of renewal of KJAZ-FM Alameda, Calif.; deferred action on WSMBC-AM New Orleans and WDJAM Memphis; granted term renewal to WIFE and requested additional information from KWMJ-AM-FM, all Memphis; affirmed previous renewal of WGSH-FM Boston; dismissed petitions to deny filed against WBBM-AM-FM-TV, WMAQ-TV, WLS-TV and WBBM all Chicago, but deferred action on WMAQ-TV application and granted WLS-TV renewal subject to outcome of pending court cases.

...to be the first step on the road to a fourth network.”

Ed Taylor, president of SSS, has indicated that he eventually hopes to bring other television station signals to cable systems. And “in a matter of weeks,” he said, the company will file another application at the FCC which will cover other programming to television stations and cable, and perhaps video services to business.

Unlike other domestic common carriers providing television service, SSS will be leasing, facilities, and thereby is classified as “resale.” RCA hardware is being used, including a 24-hour-per-day lease on a Satcom satellite transponder and an uplink in Atlanta.

Although Turner Communications originally incorporated SSS, the two firms are now said to be totally independent. No payment is being made between Turner and SSS for the transmission of the WTCG signal. Rather, Turner is counting on the increased exposure to boost its advertising revenues and is currently working with the ratings services regarding ways to measure its future impact.

SSS will be charging cable systems 10 cents per subscriber for 24-hour transmission of the WTCG signal and two cents per subscriber for programing from midnight to morning.

SSS’s Mr. Taylor estimates the subscriber total will reach 500,000 by April 1 and one million by Oct. 1. He said that about 60 systems with some 500,000 subscribers have already signed with SSS. Over-all, he said, 171 systems have indicated interest.

With the FCC’s relaxed stance on small-dish earth stations (preceding story), he anticipates that another 200 small systems might come on board.

Broadcasting Dec 20 1976
counsel indicated his disagreement in light of the First Amendment with the way the FCC currently regulates broadcasting. It is really regulating programming although indirectly, he said. "It regulates on-air selection [using the fairness doctrine, the equal-time law and ascertainment] rather than program content... To me that's a fine line."

But broadcasters, he said, have compounded the problem with feeble defenses of their program autonomy. They spare no effort to argue for their First Amendment rights in news and public affairs programming, but in the face of heat from Capitol Hill and the FCC chairman (who in turn faces heat from Capitol Hill) on sex and violence, for example, "too often, it seems to me, broadcasters are willing to compromise," said Mr. Shooshan. The last was a reference to the National Association of Broadcasters' family-viewing period, which has been found in conflict with the First Amendment by a U.S. district court in Los Angeles.

It is up to Congress, Mr. Shooshan indicated, to rectify broadcasting's First Amendment quandary, but it should start in the basement. It must decide whether the broadcast spectrum, a public resource, should be occupied by businessmen. If it should, then in his opinion there should be "significant deregulation" of broadcasting.

At another point, responding to a question about family viewing, Mr. Shooshan said "I think Congress is wrong to beat broadcasters about the head for sex and violence" without providing a way to open other media, such as cable television, to provide more alternatives to the viewers.

Broadcasters, apparently, have not responded eagerly to Subcommittee Chairman Lionel Van Deerlin's (D-Calif.) call for input into the subcommittee's rewrite project. According to Mr. Shooshan, there have been persistent rumors on Capitol Hill that broadcasters are out to "stonewall" the project or are "keeping their powder dry." Throughout the entire communications establishment, in fact, the rewrite project has met with mixed reaction, he half-joked: "a mixture of cynicism and skepticism."

He expressed hope that attitudes will change. "If everybody spent more time making input and less time going around Washington complaining about who's making input, we'd all be better off."

Meantime, the subcommittee has formed a panel of eight to advise on the broadcast portion of the rewrite project (Broadcasting, Dec. 13). The eight: William Leonard, Washington vice president, CBS; Erwin Krasnow, general counsel, National Association of Broadcasters; Donald McGann, chairman and president, Westinghouse Broadcasting Co.; Frank Lloyd, director, Citizens Communications Center; J. Laurent Scharff, of the Washington communications law firm of Pierson, Ball & Dowd; Ellen Agress, attorney specializing in citizen group representation at Moone, Berson & Lifflander, New York; Tracy Westen, director, University of California at Los Angeles law school's Communications Law Program; and Ed Hayes, first black officer of The Federal Communication's Bar Association, now with Opportunity Funding Corp., a minority business enterprise.

Broadcasting is the piece of the Communications Act rewrite that Mr. Shooshan has personally carved out for himself in staff assignments reported a month ago (Broadcasting, Nov. 22). He referred to some other major areas in his speech. One is cable television, an industry in limbo because "FCC policy has never really been thoroughly examined by Congress" until the Communications Subcommittee's 14 days of hearings on the subject last year, he said.

Congress has also left the FCC without a policy on data communications, a regulated area that he said is currently on a collision course with data processing, which is not regulated.

Then there is the matter of intercity competition in common carriers—specialized common carriers versus the telephone companies—which has come to a head in the so-called Bell bill (Broadcasting, Dec. 6).

Mr. Shooshan said a major issue is the "growing demand for spectrum" space. Here, as in other areas, he said, "there are no real priorities or planning." Instead the FCC reacts when a problem becomes impossible to avoid, as it did in granting more space for citizens-band radio. It was, Mr. Shooshan said, a case where "the squeaky communicator gets the cream."

Two more issues in Mr. Shooshan's outline are the growing tension between the Communications Act and the Communications Satellite Act. ("Does the Comsat Act even make sense any more?"), and the whole question of FCC structure and procedure. He said the "track record of the FCC is not particularly commendable." He said the commission fell down, for instance in not fully instituting an FCBA petition aimed at easing the financial burden on indigent citizen groups and citizens for participation in FCC proceedings. Furthermore the meeting during which the commission disposed of the petition should have been open, Mr. Shooshan said.

Mr. Shooshan carefully repeated that the opinions in his speech were his own and not forecasts of what will be in the initial report of policy options. That report, he said, will be the product of collaboration of subcommittee staff members with help from outside advisors. It should be complete on or near next March 1.

Washington experts set for FCBA seminar

The Federal Commissions Bar Association is planning a seminar next month on a variety of problems that confront communications lawyers but are outside the orbit of FCC jurisdiction. The seminar, billed as "Practicing Communications Law—the Tangents," will be held Jan. 27-28 at the Mayflower hotel in Washington under co-chairmanship of Erwin Krasnow, general counsel of the National Association of Broadcasters, and Scott Robb, of Robb and Reukauf, of New York. Speakers at the seminar will include experts on the Federal Election Commission, Census Bureau, Federal Aviation Administration, Environmental Protection Administration, the Occupational Safety and Health Administration, as well as the agencies whose impact on communications matters are better known—the Federal Trade Commission, Internal Revenue Service and the Copyright Office.

Registration fee for the seminar is $150 for non-members, $100 for members.

Broadcasting Dec 20 1976

26
WFRV-TV, Green Bay, Wisconsin goes Harris with two TC-80 live color cameras

“We wanted the most advanced live color camera on the market, and that’s what we got with our TC-80s. Both cameras are performing beautifully, and the ‘futuristic’ design guarantees that they will not be outmoded in a couple of years. Also, with these cameras, we have the option of going triax if it’s needed later.”

Robert O. Southard
General Manager, WFRV-TV

“A lot of things impress me about the TC-80. The excellent picture quality, of course. The stability. The colorimetry. And the way we can set up and control our TC-80s from the CCUs. I like the mechanical construction of the TC-80 head, too—the boards are large, on a vertical plane and run very cool. And the extender boards make maintenance a snap.”

Harry Hill
Chief Engineer, WFRV-TV

Write Harris Corporation,
Broadcast Products Division,
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Quincy, Illinois 62301

HARRIS
COMMUNICATIONS AND INFORMATION HANDLING
FCC review board reduced by 50%

Ohlbaum to be reassigned
In 'compromise' on proposals to eliminate it entirely

For weeks the FCC's review board, once regarded as an imaginative solution to the problem of reducing the commission's workload, seemed on the verge of extinction. Its own workload was dropping, positions were not being filled, and the commission was looking for places to cut costs. But the commission has decided to retain the board, although in slimmed-down form.

The board's authorized number of positions is to be reduced from 22 to 11. But the major change will come in the detailing of one of the four board members — Daniel Ohlbaum — to the Common Carrier Bureau as deputy chief. The present deputy, Joseph Marino, will be reassigned to the litigation staff, working on the family-viewing case.

Mr. Ohlbaum, who has spent 24 of the last 28 years with the commission — he was with the Justice Department from 1957 to 1961 — is the newest member of the board. He joined it in July 1975, after serving 11 years as deputy general counsel.

To support the three members who will continue to serve on the board — Leonidas P. Emerson, chairman; Sylvia Kessler and Joseph Zias — the commission will retain three attorneys, one administrative assistant, one engineer, and two secretaries.

At present, there are six vacancies on the board's staff. As a result, the reduction in strength will require the reassignment of only four individuals, other than Mr. Ohlbaum. The vacant positions have been reallocated to the Common Carrier Bureau and the Chief Engineers Office.

The review board was established in August 1962 and given responsibility for a number of adjudicatory cases and appeals from the interlocutory rulings for hearing examiners (now administrative law judges) that were formerly acted on by the commissioners. The aim was to allow the commissioners more time for major planning and policy consideration, as well as to speed up the adjudicatory process.

In recent years, however, questions were raised as to the board's usefulness. Administrative law judges privately said that they could handle many of the functions given to the review board.

And in its modification of its adjudicatory procedures earlier this year, the commission did shift some responsibilities from the board to the judges. At the same time, it reduced the number of positions assigned to the board from 30 to 22.

Chairman Richard E. Wiley several months ago began focusing on the question of whether the board, in a time of tight budgets, should be retained and, if so, in what form. The decision to retain it in what is being described as a "bare bones" fashion resulted from a suggestion of Commissioner James H. Quello. Mr. Quello opposed elimination of the board, and said that, with a new President about to enter the White House, the chairman he appoints should be given the opportunity to consider whether the board should be retained.

INTV sets up program schedule for convention

Sessions for January meeting are being planned to discuss programing, sales, cable

Programming, sales, satellites and cable will be among the dominant subjects for exploration at the fourth annual convention of the Association of Independent Television Stations (INTV), to be held Jan. 9-11 at the Fairmont hotel in San Francisco.

From 250 to 300 registrants are expected, a record INTV turnout. Last year there were 222.

Committee meetings Sunday morning (Jan. 9) and a board meeting that afternoon — along with registration from 1-6 p.m. — will precede the convention's formal start. That will come at a reception and dinner Sunday evening with FCC Chairman Richard E. Wiley as guest speaker.

INTV business occupies the initial Monday Jan. 10 sessions, starting with welcomes by Herman H. Land, INTV president, and Don B. Curran, president of Kaiser Broadcasting Co. and chairman of the convention planning committee and reports by President Land and Leavitt J. Pope of WPIX Inc., New York, INTV chairman. Dr. Mel Harris of Metro TV Sales, New York, will describe "Independent Growth Patterns of 1976" and Robert J. Somerville, INTV director of sales, will review the association's sales development activities in 1976. Thomas N. Dowd of the Washington law firm of Pierson, Ball and Dowd, will report on Washington regulatory developments and outlook.

A session on "The New World of the Satellite" will have Edward Q. Adams of WCIX-TV Miami as moderator, with panelists including Reese Schoenfeld of the Independent Television News Association; R.B. Smith of New York's Westar division; R.E. Turner of Turner Communications Corp. and WTCG-TV Atlanta, and Robert J. Wompong of KBMA-TV Kansas City, Mo.

Representative Lionel Van Deerlin (D-Calif.), chairman of the House Subcommittee on Communications, will address
Viacom International Inc. moves to new corporate headquarters on December 20, 1976.

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stories
Seattle-Tacoma, Gaylord
the Monday luncheon.

"The Cable Challenge" will be examined at another Monday session. Milton Grant of WdcA-TV Washington will be the moderator, and the panelists will include Robert W. Coll of the Washington law firm of McKenna, Wilkinson & Kitter; James R. Hobson, chief of the FCC's Cable TV Bureau; Crawford P. Rice of Gaylord Broadcasting Co. and its KSTW-TV Seattle-Tacoma, and Thomas E. Wheeler of the National Cable Television Association.

KBHK-TV and KTVU, San Francisco independents, will be hosts at a reception Monday evening.

A closed meeting of the INTV board, executive committee and syndicator associate members and a workshop on sales and sales research are scheduled Tuesday morning. Harold E. Proctor of KPLR-TV St. Louis, chairman of the INTV sales advisory committee, and Mr. Somerville will be in charge of the workshop. A video-tape roundup of local TV success stories and a panel on "National Advertisers Look at Independents" are also set for Tuesday. James V. Marino of RTVR Inc., New York, will be moderator for the national advertiser panel, whose members will include Henry V. Hayes of Pepsi-Cola Co., Purchase, N.Y.; Donald R. Martin of Ralston Purina Co., St. Louis, and Anna Zgorska of ITT-Continental Baking Co., Rye, N.Y.

A closed business session of INTV member stations also will be held Tuesday.

The luncheon speaker that day will be Walter Reichel, senior vice president and executive director of media and programs at Ted Bates & Co., New York.

The other Tuesday sessions will examine "New Dimensions in Programming."


The other program panel, on "Developments in Syndication," will be moderated by Herb Victor of Kaiser Broadcasting Co., San Francisco. The panelists will include Erwin H. Ezzes of United Artists television, Henry A. Gillespie of Viacom Enterprises and Stanley H. Moger of SFM Media Service Corp., all of New York.

Cottone again asks for Justice probe
Washington communications lawyer Benedict Cottone, who faces disciplinary action by the FCC as a result of his conduct in representing KAYE(AM) Puyallup, Wash., in a renewal hearing (BROADCASTING, June 21 et seq.), has renewed his request to the FCC that it ask the Department of Justice for a perjury investigation. He said the testimony of former FCC Administrative Law Judge Ernest Nash, who had presided at the KAYE hearing, conflicts with that of Assistant General Counsel William A. Kehoe Jr. and Administrative Law Judge James Tierney on the question of whether they had urged him to withdraw from the case. The commission will hold oral argument Dec. 22 on the Cot- tone proceeding.

Capcities adds more magazines to its fold
Capital Cities Communications, New York, group broadcaster and publisher, announced last week that it had acquired for an undisclosed amount of cash a group of medical publications owned by companies in which Jack O. Scher Enterprises is principal stockholder, plus related assets owned by Jack O. Scher Enterprises and Mercury Press. The publications, which will become part of Capital Cities' Fairchild Publications division, include Family Practice News, Internal Medicine News, OB/GYN News, Pediatric News, Skin & Allergy News and Clinical Psychiatric News. Their 1976 revenues were put at about $7 million. Capital Cities reported $153,875,000 of net revenue and $25,238,000 of net income for the first nine months of 1976.

Changing Hands

Announced

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

■ WZJM-TV Grand Rapids, Mich.: Contract has been signed for sale of station by West Michigan Telecasters Inc. to Wometco Enterprises, Miami. Deal is modification of earlier agreement which called for Wometco to purchase station and its companion, WZJM-FM Grand Rapids, for $14 million (BROADCASTING, Sept. 6) and then spin off FM to third party to comply with FCC rules barring acquisition of colocated TV and radio stations. Purchase price for both remains $14 million, with Wometco paying difference between that and proceeds from FM sale, now said to be in negotiation. Seller is owned by 50 stockholders headed by Lewis J. Chamberlain Jr., president. Wometco is publicly traded broadcast group, theater owner, vending system operator, Coca-Cola bottler and has bought WBTB-TV Newark, N.J., subject to FCC approval, for pay-TV operation (BROADCASTING, Aug. 30). WZJM-TV is ABC affiliate on channel 13, with 295 kw visual, 63 kw aural and antenna 1,000 feet above average terrain.

■ KFRC-FM San Francisco: Sold by RKO General Inc. to KTVB Inc. for $1,150,000 plus $350,000 covenant not to compete. Seller is subsidiary of General Tire & Rubber Co., owns six other FM's, six AM's and four TV's. Buyer is wholly owned subsidiary of Century Broadcasting Co. which owns WLOO(AM) Chicago, WABX(FM) Crestwood, Mo. Principals in buyer are Howard Grafman, George A. Collias and...
Anthony C. Karlos. KFRC-FM is on 106.1 mhz with 69 kw and antenna 1290 feet above average terrain.

- WLOD(AM) Pompano Beach, Fla.: Sold by Sunrise Broadcasting Co. (George T. Shupert [57.74%], Bernard Goodman [32.96%] and others) to Don J. Speiker (68%), William Heathman (12%), William Dunn and George T. Shupert Jr. (10% each) for $670,293 plus $15,000 covenant not to compete. Sellers have no other broadcast interests. Buyers are all employees of WLOD. Mr. Shupert Jr. is son of principal in seller. WLOD is daytimer on 980 khz with 1 kw.

- WRMF-AM-FM Titusville, Fla.: Sold by WRMF Inc. to Advance Communications for $575,000 and noncompetition covenant. Seller is owned by R.M. Fairbanks who also owns WIBC(AM)-WNAP(FM) Indianapolis; KVIL-AM-FM Highland Park, Tex.; WKOX(AM)-WBFM(FM) Framingham, Mass. and WIBG(AM) Philadelphia. Buyer is owned equally by Frank P. Nugent, Elmo Franklin, John P. Jenkins and Andrew Rector. Mr. Nugent is former general manager and vice president of Peoria (III) Journal Star Broadcasting division. Mr. Franklin is one-third owner of WVOY(AM) Charlevoix, Mich. Mr. Rector owns 10% of WHIN(FM) Normal, Ill. Mr. Jenkins is executive vice president of manufacturer of magnetic recording equipment. WRMF is on 1050 khz with 10 kw day, 5 kw night. WRMF-FM is on 98.3 mhz. 3 kw and antenna 234 feet above average terrain.

- WSAV(AM) Savannah, Ga.: Sold by WSAV Inc. to Beasley Broadcast Group of Savannah Inc. for $575,000. Seller also has sold WSAV-TV for $5,250,000 (BROADCAST Oct. 4). Its principals are Harben Daniel, W.K. Jenkins estate and Arthur Lucas estate. Buyer is owned by George C. Beasley, who also owns WMGC(AM)-WOKN(FM) Goldsboro, N.C.; WMOO(AM)-WBLX(FM) Mobile, Ala.; WFAI(AM) Fayetteville, N.C.; WGAC(AM) Augusta, Ga.; WDMT(FM) Cleveland; WJCN(AM)-WRCM(FM) Jacksonville, N.C.; WHN(AM)-WXNC(FM) Henderson, N.C., and WKGX(AM) Lenoir, N.C., which Mr. Beasley is selling (see below). WSAV is on 630 khz with 5 kw full time.

- WKGX(AM) Lenoir, N.C.: Furniture City Broadcasters Inc., sold by George C. Beasley to R.L. Bush Jr. and Bush Inc. for $136,000. Mr. Beasley has contracted to purchase WSAV(AM) Savannah, Ga. and is disposing of his interests in WKGX to conform with FCC ownership rules. Mr. Bush owns 10% of WFAI(AM) Fayetteville, N.C. and WMOO(AM)-WBLX(FM) Mobile, Ala. Mr. Bush will own 99.8% of Furniture City and the balance will be held by Bush Inc., other principals of which are Jeanne N. and Thomas E. Bush, buyer's wife and brother. WKGX is 1 kw day on 1080 khz.


- WQDE(AM) Albany, Ga.: Sold by Southland Radio Inc. to Dave Mack Broadcasting Co. Inc. for $300,000. Principal in seller is James L. Wiggins, who also owns WYNR-AM-FM Brunswick, Ga., and WQDI(AM) Homestead, Fla. Principals in buyer are Davis B. McGriff and his wife, Virgie. Mr. McGriff is general manager of WQDE, which is 1 kw daytimer 1250 khz.

- WMR(AM) Celina, Ohio: Sold by KMJ Broadcasting Inc. to Mid America Radio for $85,000. Seller is equally owned by Keith Balfour, his wife, Jackie, and Mark Klosterman who have no other broadcast interests. Buyer is owned by Jack E. (Gene) Kauffman (51%), general manager of WDBC(AM) Escanaba, Mich.; Gene Flowers (29%), commercial and general manager, WBM(AM) West Branch, Mich., and Robert Haslow (20%), WDBC chief engineer. Messrs. Kauffman and Flowers have interests in WMBM. WMR is on 94.3 mhz with 740 w and antenna 115 feet above average terrain. Broker: Chapman Associates.

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

- WDBM(AM)-WDJN(FM) Dayton Ohio, Fla.: Sold by Quality Broadcasting Corp. to Broadcast Management of Florida Ltd. for $700,000. Seller is owned by estate of Fred M. Ayres, widow, Janice N. Ayres, Victor Knight and five others. Quality Broadcasting is also licensee of WGGO(AM) Gainesville, Fla., and WDBF(AM) Delray Beach, Fla. Buyer is owned by Joel M. Thorpe and Thomas H. Green. WDBF is on 1150 khz with 1 kw full time. WDJN(FM) is on 94.5 mhz with 54 kw and antenna 330 feet above average terrain.

- WIX(AM-FM) Orangeburg, S.C.: Sold by Frank Best Sr. (58%) and Frank Best Jr. (42%) to Smiles of South Carolina Inc. for $625,000. Sellers have no other broadcast interests. Principals in buyer include Norman J. Sittles, Derwood H. Goodwin and John Ingram. Buyer also has interests in WLP(AM)-WFOG(FM) Suffolk, Va.; WRCN(AM) Raleigh, N.C.; WDB-AM-FM Burgaw, N.C., and WSMM(AM) Weldon, N.C. WDX is on 1150 khz with 5 kw day and 500 w night. WIX-FM is on 106.7 mhz with 50 kw and antenna 323 feet above average terrain.

Cronkite extols virtues of need for longer news periods

RTNDA told that compression shortchanges TV's potential, is abdication of responsibility; CBS newsman also has criticism of other communications elements

While much of the television world has given up, at least for the time being, on the idea of an hour-long evening network newscast, CBS's Walter Cronkite hasn't. Speaking last week to the annual conference of the Radio Television News Directors Association in Bait Harbour, Fla., the anchorman and managing editor of the Evening News told his audience of fellow journalists that they "can help educate [their station] owners to the need for expanded network news and help clear away the principal impediment to its realization."

Mr. Cronkite's plea came out of the main topic of his talk, "the inadvertent and perhaps inevitable distortion that results through the hypercompression we are all forced to exert to fit 100 pounds of news into the one-pound sack that we are given to fill each night."

Mr. Cronkite was emphatic on the subject: "The cumulative effect" of this compression, he said, "is devastating, eating away at our credibility." Noting that the majority of Americans are now getting most of their news from television and that an increased number of them are getting all of their news from TV, he said that television journalists "fall far short of presenting all, or even a goodly part, of the news each day that a citizen would need to intelligently exercise his franchise in this democracy."

And that, he said, "clearly can lead to disaster."

Not only is this compression of the news a disservice to the audience, he said, it is unfair to those who are in the news. He noted the increased use of tape recorders by both print and broadcast journalists, and said that "it is not the misquote today, but the malquote that is doing the damage . . . rarely is the quotation itself wrong. It is the lifting of it out of context and our failure to include the explanations and qualifications which accompany it." Mr. Cronkite continued: "This, to my mind is the most serious aspect of our time limitation because it does enroach on an individual's rights to be fairly represented."

He said there were remedies to the situation. Broadcast newsmen, he suggested, could fold up their tents entirely, "turn the time back to the quiz shows and the situation comedies and force the people seeking news back to their newspapers, also too frequently inadequate." Or, he said, television could trade in the daily news summaries for a daily magazine-format show with minidocumentaries, background stories and take-outs on old and upcoming stories.

"But both of these solutions," Mr. Cronkite said, "are a denial of the great potential of television as a daily news medium and hence an abdication of the responsibility of those of us lucky enough to be in the business."

The solution he does put his faith in: "For the network newscasts, more time, and for the local newscasts with enough time, a better utilization of it."

For his associates in the business at the network level, he urged a redoubling of their efforts "to convince all those concerned that the republic, that the people, need this hour not just so we can do a different job, but so that we can do a better, more honest job."

Mr. Cronkite put the blame for the rejection of longer news on his colleagues at the networks and at the local level. The failure of network and station management to accept the extended-newscast concept "is our failure to convince them of the need," he said.

But he did not mean to be critical of the job those in his immediate audience are doing. "We are good," he said. "You are good. Top professionals all. Nothing I have said here should be taken as a denial of that. We can hold our heads high in that regard with any form of journalism anywhere."

Mr. Cronkite did, however, make some pointed comments about some other elements of the communications business. First he put down an article in the current National Enquirer had that emblazoned across its front cover: "Walter Cronkite Believes in Flying Saucers." He called it "a total lie from beginning to end," and said the author of the piece, who had never talked to Mr. Cronkite yet directly "quoted" him in the article, attributed the quote to a third party. Mr. Cronkite also criticized More magazine for printing "I never thought, let alone said."

But Mr. Cronkite was leading up to something else in citing these extreme examples. He had a "more frequent transgression" in mind, one he said, "that we all commit with regularity."

Again he cited a personal example—when he was quoted last spring as saying in a speech that he was being "sickened" by the money aspects of the hiring of Bar baron Walters by ABC. That was "what got into the papers," he said, even though in his subsequent sentence he said that "on reflection I had changed my views." He was also widely quoted from that speech as decrying "the hiring of anchor people solely for their looks and their ability to perform."

"Far less often," said Mr. Cronkite, "did the reports go on to make it clear that I was citing this only as symptomatic of a greater problem—local management abdication of responsibility to consultants in the drive for ratings."

He then quoted extensively from that speech, given to the CBS affiliates (Broadcasting, May 10), in which he was highly critical of news consultants (two members of that business got an opportunity to respond at a later RTNDA session, see page 37). Stations that have hired consultants, he said again, "are suckers for a fad: editing by consultancy . . . evidence that it does not work is in the startling turnover of anchor people and news directors in our affiliated stations . . . 50% or so of these people change jobs every two years, and for many stations the roll-over is quicker than that."

Continuing his rerun of the speech, he said "the reason you are being taken is that the answer to your news problem is right under your nose. Why buy somebody else's idea of an ideal anchor person or news editor for your market? . . . Isn't a hometowner, or a long-time resident, or at least a young man or woman who has chosen your community and wants to make a career there—isn't he or she likely
WHN-AM, NEW YORK CITY, ADDS 50 kW AMPLIPHASE TRANSMITTER

"WHN-AM delivers great sound around the clock," reports Bob Walton, Chief Engineer of this Storer station.

“Our RCA 50 kW Ampliphase transmitter comes through with a standout signal in the tough New York market," Mr. Walton says. "It's a Type BTA-50J, located at the antenna site in East Rutherford, N.J., and remote-controlled from our Manhattan studio.

"50 kW Ampliphase transmitter delivers a standout signal"
These people make us

The best at what we do.

to give a great deal more in enthusiasm and dedication and interest ... than the wanderer looking for the next big break in the next biggest market?"

Brinkley wants new standards for air reporting

He tells RTNDA convention that broadcasters should not traditionally follow newspaper style in newscasts because not all stories have interest to viewer audience

NBC newcomer David Brinkley confessed to an RTNDA luncheon that he "had a hard time finding anything to talk about here," then went on to talk quite a bit about news judgment—specifically that "it is time—past the time—when we should have our own standards of news judgment and stop using, as we generally do, those handed down to us from an earlier generation of newspapers."

"It is time to do things our way," he said, "our own way to suit the needs of our audiences and to suit the strengths and the weaknesses of the medium we work in." Why should broadcasters develop their own standards for news? If news is news in the papers, isn't it news on radio and television? "No, it is not," said Mr. Brinkley, and he went on to explain why he feels so."

"The basic reason we are different is that in a newspaper you can skip around, read what is interesting to you and ignore the rest. While on a news broadcast you have to take it as it comes, in order." He said this means that newspapers can print stories "most of their readers don't give a damn about, because those who don't give a damn about it can skip it and go on to something else. We can't!"

He established his own viewer-interest guideline for putting a story on the air. Put it on, he said, only if "it's interesting to at least 10% of the audience—preferably more, but at least 10%." He cited a two-minute piece on the NBC Nightly News last summer as a negative example. The item was about the civil war in Lebanon—"there was a little back-and-forth military movement in the front line, some fighting." The story was done "with great confidence and assurance that this was important news," he said.

"But," Mr. Brinkley continued, "was it? Why did we put that on the air? Who in this country really cared about it?" In his opinion, "99%" of the viewers "didn't give a damn" about the Lebanon piece.

How do such stories get broadcast? "Because the decision was made by habit, by rote, unthinkingly," he said. "Wars are always news, aren't they?"

Radio and television continue to make news judgment—"there was a little back-and-forth military movement in the front line, some fighting."

But their structure and format are so totally different from ours that very few of their rules and habits are relevant to broadcasting. We follow them nevertheless. We really ought to change," he said.

"If news is something worth knowing that we did not know already, then the appropriate test is: 'worth knowing to whom? And to how many? The right question to ask is: 'Who really cares about this? Does anyone care, and should anyone care?'"

"It's a question we forget to ask ourselves. If we did and built our programs accordingly, we'd have bigger audiences, better served—which is supposed to be our job."

Judge endorses TV presence at murder trial

He says judicial process profited and public's rights were served

An Alabama circuit court judge who allowed broadcast coverage of a first-degree murder trial in his courtroom said at a RTNDA workshop that not only did the cameras not turn his courtroom into a "circus", they did the opposite effect: They kept me on my toes and "they kept all the personnel in the courtroom on their toes. The coverage, he said, increased the dignity of the proceedings."

"Let the sunshine in," said Judge Robert Hodnette Jr. of Mobile. "The public pays for the judicial system, he said, and the public has an absolute right to know what is going on. There is no logical reason against allowing cameras into the courts, he added.

The particular case picked for the experimental coverage—a defendant charged with heroin overdose deaths—was "one of the hottest cases to be tried in Mobile," said Judge Hodnette. But under "common-sense rules", worked out between the Judge and local station officials, the resulting coverage produced "absolutely no criticism of the fact that the media covered the trial," he said.

The trial coverage was initially made possible by new canons of judicial ethics adopted a year ago in D.C. The new rules allow broadcast coverage with the permission of the judge and all the parties to the trial, including the jury. The canons also require that the coverage "must not impair the dignity of the proceedings;" the jury "may not be identifiable photographically;" the consent of all parties to the trial may be withdrawn at any time, the withdrawal of consent applies to all media, and certain proceedings such as juvenile and youthful-offender trials and rape cases may not be covered.

There are also some technical guidelines in the canons: There may be no more than two cameras or tape recorders in the courtroom, and the cameras must be hand-held, remain in the same location during the proceedings and use available light.

Bob Grip, of WKRG-TV Mobile, was also on the panel and he described his experience in covering that in Alabama. "I hardly knew the cameras were there," he said. The equipment he used was a Sony minicam with Canon lens and one mike ("which surprisingly picked up nearly everything"). If the results were "not exactly of absolute broadcast quality" given the low light level, at least the cameras were in the courtroom, he said.

Another on the panel, Robert Stoldal of KLAS-TV Las Vegas, told of a similar experiment in that city. The difference between the coverage there and that in Mobile was that the Las Vegas coverage could not be broadcast until the appellate process was completed for the defendant in the case; in Mobile, the trial made the nightly news. But the reaction in Las Vegas was the same as in Mobile: "Extremely positive," said Mr. Stoldal.

Mr. Stoldal also operated under strictures similar to Mr. Grip's: no TV lights (although he did change the 100-watt bulbs in the courtroom to 300 watts), and he had to obtain the permission of all the parties to the proceeding, an attempted-
murder trail. Mr. Stoldal got into the courtroom because the judicial canons in Nevada are somewhat cloudy on the subject of broadcast coverage, and he suggested to his audience that "if you find the right line and planned or permissible in the states of Washington, Michigan, Florida and Colorado. "Perhaps we are beginning to see a snowballing effect," he said, and he urged the newsmen in the audience to petition for experimental coverage.

RTNDA General Counsel J. Laurent Scharff, of Piersen Ball & Dowd, who was also on th panel, noted the courtroom tryouts in Mobile and Nevada and said there is need for research and training in cases where the states of Washington, Michigan, Florida and Colorado. "Perhaps we are beginning to see a snowballing effect," he said, and he urged the newsmen in the audience to petition for experimental coverage.

**Experts debate skin tests in news**

Two news consultants come to verbal blows on the research technique at RTNDA conference session

News consultants not only got knocked by CBS's Walter Cronkite at the RTNDA conference (story page 32), they knocked each other at one conference workshop.

Two practitioners of the news-consultant business—Frank Magid of Frank Magid & Associates and Willis Duff of ERA Research—came to verbal blows at a session on "TV News Skin Test Consulting." They were arguing the validity of galvanic skin response (GSR) testing as a research technique. GSR testing is said to measure the amount of sweat produced in the palm of the hand.

The technique came under fire last summer when the American Federation of Television and Radio Artists charged that ERA's GSR testing had led to the firing of nine news personnel by KNXT-TV Los Angeles (Broadcasting, July 19). The station denied the charges and a spokesman said the tests were used "in only a limited way.

Mr. Duff, who uses GSR testing extensively, defended it as "one of the oldest biophysical research techniques." He said he uses GSR in conjunction with four other research methods and weights it less than some of the other four.

But Dr. Magid was unequivocal in his opinion of GSR testing. "I consider the use of this so-called scientific technique to be nothing more than a sham," he said. He feels its use calls into question all of Mr. Duff's research.

Mr. Duff had said that GSR is "analogous to an emotional response." He admitted that there are criticisms of the method—individual GSR results are not trustworthy and no one can define a "good response and a bad response," but he claimed that by testing groups of 20 for GSR and by using those results in conjunction with other techniques such as group discussion and field interviews, GSR can be a valid gauge of audience reaction. He says he gets "enormous consistency" in his GSR results. The data produced by GSR testing, he said, is "repeateable and reflects market responses."

Mr. Duff also cited the GSR work of Tom Turich, of the Consumer Behavior Center, Richardson, Tex. Dr. Turichchi, Mr. Duff said, is involved in music research, among other things, and claims an accuracy rate around 90% for predicting successful and unsuccessful records. And Dr. Turichich, Mr. Duff said, "is doing an incredible amount of work.

Dr. Magid, however, said that his investigations into GSR testing had turned up "no evidence to indicate that there is any success whatsoever" with it as a research tool. And "if anyone does have such a crystal ball," such as Mr. Duff attributed to Dr. Turichichi, "it would appear to be worth not billions but billions to this industry or to any other," Dr. Magid said.

"This technique is not effective and is not something that is going to produce reliable data," he said.

Dr. Magid cited the opinion of Harry D. Patton, of the University of Washington, whom he called the world's foremost authority on GSR. ""Dr. Magid quoted Dr. Patton as saying that GSR "is not a reliable measure." With regard to Dr. Turichichi's record research, Dr. Patton was quoted as saying, "I should think that the best way to determine whether people like or dislike music is to ask them."

But if Mr. Duff and Dr. Magid were heatedly opposed on the subject of GSR, they became fast allies against the assault delivered by Mr. Cronkite. The CBS opinion "does not reflect reality," said Mr. Duff. Mr. Cronkite's comments "were unjustified because they do not reflect the facts," said Dr. Magid. They both denied that they are "editors."

"We consider what we're doing as basically research," Mr. Duff said. "Keep in mind that we are retained by the client."

"We work for the client," Dr. Magid said. "We do things, "things that we suggest are not done." The client, he added, "is the ultimate decision-maker."

RTNDA panelist discuss success of all-news

All-news radio was described at one RTNDA workshop as "the most expensive, but the most lucrative" of formats.

One of the panelists at the session indicated why the cost is high for all-news. Bob Sunde, assistant news director for W CBS(AM) New York, said the station budget includes such items as a 70-person editorial staff (among them full-time weather, sports and business reporters, and free lanceurs), a $1 million contract for helicopter traffic reports and bureaus in New Jersey and Long Island.

Bill Scott, general manager of WINS(AM) New York, which competes directly with WCBS as an all-news outlet, said, however, that it can be done, and he's doing it, with a staff much smaller. WINS's editorial staff numbers around 23 persons, and he said that "no one has a lock on how to do all-news successfully."

A last-minute addition to the panel was a newsman caught between the "most expensive" and the "most lucrative," Cameron Keyser, news director of WSOIC(AM) Charlotte, N.C., told how his station, which went all-news with the advent of NBC's News and Information Service, is going to stay all-news in a medium-size market despite the demise of NIS. The station, after five years of unprofitability as an MOR outlet, was beginning to edge into the black when NBC pulled the plug on NIS, so WSOIC will try to fly on its own, adding on staff and outside news services to fill the void left by NIS.

"The station was on the mind of the audience, and one member offered an NIS staffer's view on its failure," Jo Moring, an NIS writer, said NIS "had a very large failure quotient built in."

Although she said that NIS programing itself was a success, the service lacked "a lot of things that make the salesman's life easier"—including regularly scheduled programing segments and advertising adjacencies. She also said that NIS was "much more expensive on the local level than anticipated or promised."

"The move to kill NIS was, she said as have NBC executives before her, "a business decision."

**Newscasters feel ENG has many advantages**

RTNDA workshop analyzes quality, cost, versatility of tape over film; most agree that it is easily adaptable to many situations

If there are "ENG problems," as suggested by the title of one RTNDA workshop, they are well worth dealing with, according to participants in that session.

Panelists praised the quality, long-term cost and flexibility advantages of tape over film. Bill Ballard, of WATV Charlotte, N.C., described his station's sophisticated ENG gear, pointing out the advantages of its live, via-microwave capability. Bill Avery of KELO-TV Sioux Falls, S.D., noted the application of ENG to a small market ("basically taking what the big outlets were doing and scaling it down"), especially one with a large coverage area such as KELO-TV's. Ken Tiven of KYW-TV Philadelphia said that ENG was rapidly coming of age. "Two years ago, we couldn't get 50 people to an ENG workshop," he told the 250 people sitting and standing at this session.

Mr. Tiven did discuss some of his station's problems associated with ENG. Among them: Electronic cameras require journalists who not only can think and report but also can talk. Live ENG means dealing with a situation where there are no editors. Producers, he said, must be more involved in the daily events.

Mr. Tiven's station solved its union Ju-
Joint tenders of the cameras and proceedings was released covering the Senate's stories. It says news coverage is erratic, fragmented, and at times unbalanced and focuses on sensational terms of personality clashes and isolated incidents, diverting attention from substantive issues.

The commission acknowledges arguments raised in the past that TV cameras might capture senators on the floor in embarrassing postures and, because much of the Senate business is conducted with few members in the chamber, might give viewers the idea their senators are loafing. But it says, "it is the commission's judgment that the advantages of broadcasting floor proceedings would outweigh the disadvantages, and it believes that questions about television's impact on Senate proceedings can only be resolved by conducting an actual test.

The commission has other recommendations to improve its communications with the public, including instituting regular press briefings by senators, similar to those at the White House, to explain all the major proceedings and investigations in committee and on the floor. It also recommends fitting a central briefing room with booths for all the major media, including the networks.

In the past, there have been several resolutions to permit live broadcast coverage of the Senate, but they received no attention in the last Congress. Similar resolutions are likely to resurface, but it is difficult to predict whether they will be taken seriously in the next Senate.

The signs are more hopeful, however, for advocates of floor broadcasts on the House side where broadcast resolutions, stalled in committee last year, are likely to get further next time. House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), a key advocate for the innovation, predicts that "this is the year" (1977) a broadcast resolution will pass.

The newest survey, of the House on the issues, released Sunday (Dec. 19) by a study team of The American University School of Communications, Washington, indicates there are enough votes. According to the survey, 65.4% of responding House members favor broadcast coverage of the House floor, and 54.3% would prefer coverage by a pool of the three commercial networks and the Public Broadcast Service, as opposed to other alternatives, such as coverage with House-purchased equipment by House-appointed technicians.

The respondents made it clear they want both TV and radio, a little more than 90% opposed the idea of radio coverage alone. Opinion was more spread out on how much coverage should be given, but a majority of 51.4% said they prefer gavel-to-gavel. Another 44.5% favor selective coverage only of major events.

The survey is based on responses of 166 members, whose make-up, judged by party affiliation, tenure, geographic distribution and city versus rural representation, closely mirrors the make-up of the over-all House.

The American University study corroborates the findings of two other recent surveys of House members on the broadcast issue, one by the citizens lobby, Common Cause (Broadcasting, Dec. 6), and another by Representative Claude Pepper (D-Fla.) (Broadcasting, May 17).

The questions asked in the House comprised one part of a broader examination by the AU team of perceived decline in Congress' popularity. The news media, including broadcast news media, are largely to blame, the congressmen indicated in the responses. For example, 82.2% feel that the media fail to adequately inform the public about Congress. Vast majorities agreed, too, with the following statements: Media coverage of Congress is seriously inadequate (73.4%); the national media largely ignore the House in favor of the Senate and the President (79.3%); national media coverage of Congress stresses scandalous aspects, such as the Watergate issues (91.5%); reporters tend to form in packs when covering the House, covering only a few events or issues, leaving many important issues unreported (80.8%).

The members were less hard on themselves, but critical nevertheless. A majority of 59% agreed that the House leadership does not adequately represent House legislative positions on national issues to the media. Majorities also agreed with these statements: Members fail to educate constituents about Congress and the major issues (50.6%); too many members run against Washington and attack Congress to gain votes (53.7%); conflicting committee schedules make the House very difficult to cover for the media (55.5%).

In response to another question, 51.2% of the respondents disagreed with the assertion that open meetings rules give them too little opportunity "to privately effect necessary compromise.

Thought food

A call for more "mind-stretching programs" in prime-time television was sounded last week by Donald H. McGannon, chairman and president of Westinghouse Broadcasting Co.

Accepting First Amendment Freedoms Awards presented by the Anti-Defamation League of B'nai B'rith to Westinghouse and its KYW-AM-TV Philadelphia at a dinner Wednesday night in Philadelphia, Mr. McGannon said that "the ability of the broadcast media to inform and to transmit factual information about such problems as prejudice is unparalleled. Local and national newscasts do an excellent job of bringing people the hard news—the facts. People are aware of prejudice."

But, he continued, "what we do not see or hear enough of over the broadcast media are the causes of the problems we face, the reason the prejudice exists, how it could be alleviated. I have been con-

Signs of life for air coverage of Senate, House

Senate study, House survey incline toward admission of broadcasting to the floors

Support grows on both sides of Capitol Hill for opening Congress to daily live broadcasting.

Last week, the Commission on the Operation of the Senate, a special body created to critique the Senate's internal workings, released its final report, in part recommending an experiment with television and radio broadcasts of chamber proceedings. Also last week, yet another poll was released showing that a clear majority of members of both the House favor daily live coverage of House floor proceedings.

The Senate commission, headed by former Senator Harold Hughes (D-Iowa), recommends an experimental broadcast system modeled after that in place at the United Nations, with the Senate controlling the cameras and microphones, deciding which activities to broadcast and how. The experiment, would last for "an extended period" and be supervised by the joint leadership of the Senate in conjunction with the Rules Committee. At the conclusion of the broadcast experiment, which would be confined at first to in-house closed-circuit monitors, the Senate would then consider other broadcast arrangements, whether, for example, to permit a network pool, or the Public Broad-
cerned for some time now that there is no regularly scheduled nightly news-in-depth, news analysis, commentary or public affairs programing in prime-time television.

"At their best, the broadcast media can inform and broaden. They can show people sides of this country they have never seen before. And they can do these things with clarity and with a force which would not have been possible in any other time. Broadcasters have the power and the capability, in short, for doing more than any other medium or force to relieve us of the burden of ignorance."

The awards were presented to Westinghouse and its Philadelphia stations "For outstanding dedication to the basic rights guaranteed to free people by the First Amendment to the Constitution of the U.S."

Harry Reasoner and Barbara Walters, will be one of the principal speakers at Associated Press Broadcasters convention at Chase-Park Plaza, St. Louis, June 2-4. Other speakers are to be announced later.

## Protests grow stronger to remove restrictions on broadcast journalism at official proceedings

**Sigma Delta Chi wants Carter to end 'discrimination' while WBBM-TV goes to court on issue but loses**

In a letter to President-elect Jimmy Carter, the Society of Professional Journalists, Sigma Delta Chi, has reaffirmed its 1975 resolution requesting the three branches of government to remove restrictions on broadcast journalists' use of cameras and microphones during official proceedings.

Val Hymes, Sigma Delta Chi Region II director, wrote: "It saddened me to hear... that you did not permit cameras to record your thoughts and criticisms of campaign coverage and strategy at your session with reporters in Plains right after the election. It especially saddened me to read about this discrimination against the tools of broadcast reporters after you had urged President Ford to come out of the Oval Office during the campaign and be questioned on sound... We urge you to carry your open-door policy to broadcast reporters by standing as an example to all leaders by allowing photographers, cameramen and technicians to use the tools of their profession."

On the local level, the Illinois Commerce Commission is due to issue a ruling on the admittance of cameras and tape recorders into the ICC hearing room.

In August, WBBM-TV Chicago filed a federal suit against the ICC charging that the commission's ban of electronic media at public hearings is unconstitutional and asked for a preliminary injunction against ICC. The court ruled against the CBS-owned station but instructed the commission to adopt a precise rule of uniform application, saying that "any prohibition against television equipment must be based on something other than an unwritten policy which can change (and evidently has changed)..."

In subsequent hearings, Neil Derrough, vice president and general manager of WBBM-TV, said,"...it simply cannot suffice to say that the public can learn of the proceedings of this commission without broadcast coverage of its hearings... We submit that actually seeing and hearing the testimony of witnesses, and the give and take of a discussion, provides an immediacy and realism which enhances interest in, and understanding of, the governmental process. And by what better method may the public judge the performance of its elected and appointed representatives than by actually observing them in the daily conduct of their duties?"

The commission's decision will be announced next month.

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Cable conference is given advice on less regulation, more lobbying

State presidents are addressed by Hollings, Wiley, Brown, White

Cable industry leaders from across the country gathered in Washington last week for briefings on current issues and exhortations to increase their participation in congressional and regulatory proceedings. The National Cable Television Association's sixth annual meeting of state and regional presidents and executive directors drew representatives from 43 of 47 state and regional associations.

The agenda for the two-day meeting included closed panels on issues ranging from the proposed rewrite of the Communications Act of 1934 to equal employment opportunity within the cable industry. The group also was addressed by Senator Ernest Hollings (D-S.C.), Representative Clarence Brown (R-Ohio), FCC Chairman Richard Wiley and FCC Commissioner Margita White.

Senator Hollings readily admitted that "I don't know anything about cable," but that he was boning up. His appearance was more symbolic than anything else as he seems certain to become the next chairman of the Senate Communications Subcommittee, assuming the post vacated by Senator John O. Pastore (D-R.I.). He told the cable operators at the meeting that he is "looking forward to working with them."

The thrust of Representative Brown's message regarded lobbying. While commending NCTA's congressional efforts, he said "you cannot leave it to the Washington office to make sure" that the cable industry's voice is heard by legislators. He explained that the local leaders should step up their efforts at the grass-roots level, to convince legislators that cable's advancement is in the best interests of their own constituencies. He said that government is going to play a major role in the future of the cable industry and "there will be increasing regulation from here on in." explaining that Congress has not addressed cable issues as extensively as it may in the future.

FCC Chairman Wiley disagreed and said that there is going to be less government involvement with the cable industry. Mr. Wiley explained that as efforts are made to reduce federal regulation, caution must be taken to avoid "frustration" of deregulatory efforts at the local level. He again offered his suggestion for a conference at the FCC between representatives of state and local governments and cable operators (Broadcasting, Dec. 6)

to "face some of those horror stories that I've heard on both sides of the equation." He said he hopes to schedule such a conference some time during the first two months of next year. The chairman noted that the commission will be taking up the subject of definition of a cable system next week but told his audience not to expect a decision on the issue at that time.

Commissioner White, making her first appearance before a cable group, said that she has "no illusions that I will please all the people all the time." She called the commission's deregulatory efforts in the cable area "impressive" and said she supports the commission's "increased emphasis on the marketplace." Although she voted with the commission in rejecting petitions for reconsideration of its earlier action easing access-channel requirements (Broadcasting, Dec. 13), Mrs. White said she did question the federal pre-emption of local authority to seek further access standards. However, she added that she favors pre-emption on the limitation of franchise fees.

Foul is called on try to expose financial reports of TV stations

Cable law firm's petition to FCC draws protests from broadcasters

Broadcasters by the dozen reacted heatedly last week to the suggestion that the FCC routinely make available for public inspection the financial information that broadcasters now file under a promise of confidentiality.

The National Association of Broadcasters called the proposal "outrageous." So did the broadcasters who, individually or in groups, commented on the petition for rulemaking filed in September by the law firm of Cole, Zylstra & Raywid, which represents a number of cable systems.

The aim of the petition is to permit cable systems to obtain ad hoc relief from what they consider overly restrictive regulations on the number of distant signals they may import (Broadcasting, Oct. 4). Specifically, the information cited is annual net operating income, cash flow (operating income and depreciation and amortization) the net value of tangible property and annual percentage of return on investment in tangible property.

That information, the law firm said, would enable cable systems to challenge claims of economic hardship it said broadcasters use to oppose the importation of distant signals in excess of commission-authorized levels.

However, the proposal received the support of only one cable group—the Community Antenna Television Association. The National Cable Television Association filed no comments. The broadcasters' comments cited commission policies and
actions indicating that the proposed rule is not needed to achieve the proposed goals. ABC noted that the commission has provided for ad hoc considerations of requests for information on individual stations.

The main thrust of the comments, however, was the importance broadcasters attach to the commission’s adhering to the promise of confidentiality. “The last thing they expect is the commission’s ‘stocking the pond’ with portions of their financial reports and laying out the welcome mat for fishing expeditions of every imaginable sort,” the NAB said.

Many of those filing saw in the proposal a purpose not stated in it. “The proposal is in reality an effort to erode the integrity of the commission’s cable television distant signal rules,” said McKenna, Wilkinson & Kittner, in behalf of 17 client-licensees. The proposal, said the NAB, is designed to encourage repeal of distant-signal rules on a market-by-market basis and, therefore, “poses an obvious threat to the integrity of the commission’s regulatory program.”

**PSI designs computerized business system for cable**

The process of computerizing the business side of communications operations is spreading to CATV. Paperwork Systems Inc., Bellingham, Wash., which has 185 business automation systems installed at radio and TV stations, announced last week that it has developed a system for cable and that the prototype installation is being made at Owensboro (Ky.) Cablevision Inc.

PSI’s cable model is designed to issue bills or coupons on any cycle, to prepare overdue notices for delinquent subscribers, to bill for special services (including pay TV), to keep track of inventory and franchise revenues, and to produce aging and revenue reports. A number of video-screen terminals may be operated off the main microcomputer which, among other things, keeps track of installations by subscriber and location to eliminate “bad pays.”

Joseph D. Coons, president of PSI, who announced the new cable package last week, said it would handle up to 50,000 subscribers in any number of franchises. “At any time, an subscriber’s balance and status are instantly available on any system terminal,” he said. Cost ranges from $800 to $2,000 per month on a five-year lease purchase.

**Cable systems getting new association for minority operators**

Group will try for financial support for systems construction

Plans currently are underway to establish the American Association of Cable Television Owners—an organization to represent the interests of minority franchise holders and system operators. Its main thrust will be in obtaining necessary financing for the construction and operation of minority systems, as well as in bolstering Federal support.

An agreement to form the independent association came earlier this month following a day-long minority seminar in Washington sponsored by the National Cable Television Association and Inner City Communications Inc., which holds a franchise for Atlanta. The meeting—which included panels on finance, marketing and pay cable—was attended by six minority franchise holders, among others.

Spearheading the effort from Atlanta is Clayton Sinclair, counsel for Inner City, who is contacting possible members and drafting the papers for incorporation. Washington representation also is planned.

Although the association would be independent, NCTA has indicated that it plans to play a major role in getting the organization off the ground, including financial support.

According to the NCTA, there are presently 30 communities where franchises are principally owned by 15 black, Indian or Spanish-surnamed persons. No systems controlled by blacks are currently operating, NCTA says; however, there are four operating principally owned by Indians or Spanish-surnamed persons located in El Paso, N.M.; Grants, N.M.; Pine Ridge, S.D.; and Klatskanie, Ore. The big local-TV advertisers are getting bigger. In the first nine months of 1976, the Television Bureau of Advertising reported last week, advertisers making up the top 20 local television advertising categories increased their TV spending by 21% over the comparable period of 1975. The estimates, compiled for TVB by Broadcast Advertisers Reports, put the total local TV expenditures of the 20 categories at $729,484,100 as compared with $601,971,900 in the first nine months of last year. By category, the increases ranged from 1% for carpet and floor-covering stores to 65% for auto supply and accessory stores. No category failed to make some gain.

Restaurants, traditionally in the number one local spot, remained there and posted 26% increase to $127,803,500 for the nine months. Department stores, with a 25% increase to $83,391,400, took second...
place from banks and savings and loan in-
stitutions, which dropped to third on a 6% 
increase to $79,083,200.
Discount department stores also figured prominently in local’s nine-month growth, increasing their investments by 46% to $32,323,200 for eighth-place ranking.

Uncle Ben, Uncle Sam agree
The Federal Trade Commission accepted a consent order from Uncle Ben’s Inc. Houston, that the company will desist from using advertisements that may ex-
pose children to harm. The order was prompted by a TV commercial, prepared by, Rosenfeld, Sirowitz & Lawson, New York, in which a child, helping her mother cook rice, places her hands and face too close to the pot and says, “I cooked it all by myself.” The commission said the ad could influence children to come very close to foods or to containers of foods being cooked or to attempt to cook foods by themselves without close and watchful supervision.

Some extra thinking on drug advertising
Hooks, Washburn feel that while FCC legally had to reject petition against such ads, there is some merit to request
FCC Commissioners Benjamin L. Hooks and Abbott Washburn are reminding broadcasters that the commission has some responsibilities in connection with over-the-counter drug advertising. They con-
curred in the commission’s unanimous decision to reject the petition of 14 state attorneys general that the com-
mision initiate a rulemaking aimed at banning the broadcast of such advertising before 9 p.m. (Broadcasting, Dec. 13).

Alpo in the doghouse because of its ads
NARB says spots by Allen Products don’t clearly state ingredients
The National Advertising Review Board has ruled that a TV commercial by Allen Products Co., Allentown, Pa., for Alpo Beef Chunks Dinner was misleading be-
cause the spot implied that Alpo is an all-
meat product, when, in fact, it is not.
In the decision, the NARB panel reversed a previous decision of the Na-
tional Advertising Division of the Council of Better Business Bureaus. NAD had decided that the commercial did not make any nutritional comparison between Alpo and other dog foods; satisfactorily dis-
closed the contents of the product, and was not responsible for consumer miscon-
ceptions that meat is the best source of nutrition for their pets.
NAD’s decision was appealed to the NARB by the Quaker Oats Co., Chicago, which is a major manufacturer of dog foods. Quaker claimed NAD had erred in not judging the commercial on the net im-
pression it would have on the viewer.
The NARB panel, in finding the com-
mmercial “misleading,” said it was con-
cerned primarily by the phrase, “Meat by-
products, beef and balanced nutrition,” failed to indicate the presence of Alpo’s soy flour additive and “did not sufficiently inform the consumer that Alpo is not an all-
meat dog food.”
A statement issued in behalf of Allen Products by Morton E. Rotman, vice presi-
dent and counsel for Weightman Advertising, Philadelphia, disagreed with the panel’s decision but said the company would modify the commercial to meet the objections. Mr. Rotman explained that dis-
closure of the product’s relatively small soy content, made in TV commercials for a period of two years, was felt to be “sufficient to dispel any implication that the product is all meat.”

Latest NAD ad challenges include:
Boy Scouts and Kentucky Fried Chicken stores of Long Island
A Boy Scouts of America TV commercial on behalf of the Cub Scouts was one of the challenges by the National Advertising Division of the Council of Better Business Bureaus in a case concluded last month, the NAD disclosed last week in a report on its November activities.
The case was dropped, NAD said, when the Boy Scouts advised it that use of the commercial had been discontinued and would not be resumed unless the spot was modified to meet the objections voiced by NAD’s Children’s Advertising Review Unit.
The commercial, which promoted the Cub Scouts’ swim program, suggested that swimming instruction is available to all Cub Scouts. On learning that not every Cub Scout troop offers the swim program, the NAD unit questioned the commerci-
als claim that “every Cub Scout can be a swimmer” and its statement, “Do you know how to swim? If not, be a Cub Scout.”
The challenge was one of three resolved during November after the advertising in question was discontinued or modified. The others were a TV commercial of KFC of Long Island Inc., a group of 16 Ken-
tucky Fried Chicken stores, and a print ad of Salomen/North America Inc. on behalf of Salomen ski bindings. In nine other cases, NAD said, the advertisers substan-
tiated their claims.

Advertising Briefs
Three-town try-outs. Pulitzer Television and Lee Creative Marketing, both St. Louis, have formed Pulitzer Marketing Testing to provide advertisers with oppor-
tunity to test products, TV commercials and other marketing variables in St. Louis, Omaha and Albuquerque, N.M. Adver-
tiser must commit at least $15,000 to Pulitzer stations (KSD-TV St. Louis, KETV-TV Omaha, and KOAT-TV

Top-10 local-TV categories

<table>
<thead>
<tr>
<th>Jan.-Sept.</th>
<th>Jan.-Sept.</th>
<th>% Change</th>
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<tbody>
<tr>
<td>1975</td>
<td>1976</td>
<td></td>
</tr>
<tr>
<td>1. Restauarants and drive-ins</td>
<td>$101,721,100</td>
<td>$127,803,500</td>
</tr>
<tr>
<td>2. Department stores</td>
<td>66,878,800</td>
<td>83,391,400</td>
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<tr>
<td>3. Banks, savings and loans</td>
<td>74,832,900</td>
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<tr>
<td>4. Food stores and supermarkets</td>
<td>59,298,700</td>
<td>78,936,400</td>
</tr>
<tr>
<td>5. Movies</td>
<td>55,802,300</td>
<td>57,941,800</td>
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<tr>
<td>6. Auto dealers*</td>
<td>41,299,100</td>
<td>57,584,000</td>
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<tr>
<td>7. Furniture stores</td>
<td>39,114,300</td>
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<tr>
<td>8. Discount department stores</td>
<td>22,129,000</td>
<td>32,323,200</td>
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<tr>
<td>9. Amusement and entertainment</td>
<td>23,025,100</td>
<td>36,553,400</td>
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<tr>
<td>10. Leisure time activities and services</td>
<td>17,016,000</td>
<td>23,036,100</td>
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<tr>
<td>11. Clothing stores</td>
<td>14,304,100</td>
<td>16,713,000</td>
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<tr>
<td>12. Builders and real estate agents</td>
<td>14,117,300</td>
<td>16,686,800</td>
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<tr>
<td>13. Home improvement contractors</td>
<td>11,196,500</td>
<td>13,946,800</td>
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<tr>
<td>14. Appliance stores</td>
<td>12,491,000</td>
<td>12,941,000</td>
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<tr>
<td>15. Carpet and floor covering stores</td>
<td>10,580,100</td>
<td>10,728,000</td>
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<tr>
<td>16. Hotels and resorts</td>
<td>7,721,300</td>
<td>9,519,500</td>
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<tr>
<td>17. Loan and mortgage companies</td>
<td>8,738,600</td>
<td>9,458,800</td>
</tr>
<tr>
<td>18. Auto supply and accessory stores</td>
<td>5,630,800</td>
<td>9,315,800</td>
</tr>
<tr>
<td>19. Gas, electric and water companies</td>
<td>7,255,300</td>
<td>9,270,900</td>
</tr>
<tr>
<td>20. Schools and colleges</td>
<td>8,818,800</td>
<td>9,216,400</td>
</tr>
<tr>
<td>Total Top 20</td>
<td>$601,971,900</td>
<td>$729,484,100</td>
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*Dealers associations not included
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and 'Hee Haw' as the top ratings grabbers

Don Fedderson's The Lawrence Welk Show and Yongestreet Productions Hee Haw are the two biggest hits in prime-access time periods.

That's the conclusion of a special analysis of the Nielsen 23-market October NSI reports.

Ironically, the producers of Welk and Hee Haw gear these shows as much toward prime-time telecasting on independent stations in major cities like New York, Los Angeles and Chicago as toward prime-access slots (Monday through Saturday, 7:30-8 p.m. NYT) on network affiliates.

But The Lawrence Welk Show averages a strapping 19 rating in the 10 cities where its second half-hour runs into prime-access on a network-affiliated station. Welk is

Sour grapes from other NAB

Newspapers had bigger "real" gain in national advertising revenues in 1976's first nine months than television did, Newspaper Advertising Bureau reports, attributing bulk of TV's advances to rate increases. Bureau put "real" gains at 2% for network TV (after allowing for rate increases bureau said averaged 19.5%), 7% for national spot (after rate increases of 23.7%) and 13.6% for newspapers (after 9.8% rate increase). TVB President Roger Rice said he didn't know "where they came up with those figures" but that in any event TV continues to attract new as well as hold existing advertisers and that if newspaper rates are increased along with circulation declines, papers' costs-per-thousand should continue to climb faster than TV's.

Programing

CBS goes back to drawing boards on its schedule; NBC continues to tinker with its

Only two nights escape untouched by former network; latter makes few more changes and additions

The second-season prime-time picture became a lot clearer last week as CBS-TV overhauled every night of its schedule but Thursday and Saturday and NBC-TV made some major additions and subtractions. ABC-TV's changes were announced the previous week (Broadcasting, Dec. 13).

At CBS, the focus was on time-period shifts of existing shows rather than on wholesale cancellations. But five new series will find their way onto CBS's schedule between now and the end of January:

- Warner Bros. Television's Code R (Friday, 8-9 p.m., NYT, beginning Jan. 21), an Emergency/Adam-12-type soft-action series "featuring emergency rescue operations of the fire and ocean rescue departments of an island community," according to CBS, which has Ed Win Self as executive producer.

- CBS's in-house production of The Andros Targets (Monday, 10-11 p.m., beginning Jan. 31), a melodrama with a big-city investigative reporter as the hero (based loosely on the exploits of a New York Times reporter, Nicholas Gage), with Bob Sweeney (Hawaii Five-O) as executive producer.

- Norman Lear's and Don Kirshner's A Year at the Top (Wednesday, 8:30-9 p.m., beginning Jan. 19), a sitcom with music about "an aging quartet" who "trade their souls to "the devil's daughter" for a 'year at the top of the recording industry," featuring Mickey Rooney.

- Paramount Television's On Your Own (Monday, 8:30-9 p.m., beginning Jan. 17), starring Adam Arkin as a 22-year-old whose search for independence and a career is hampered by overprotective parents and three older brothers.

- The previously announced Who's Who (Tuesday, 8-9 p.m., beginning Jan. 4), produced by CBS News, a spin-off of 60 Minutes, with Dan Rather, Barbara Howar and Charles Kuralt doing the reporting and Don Hewitt (60 Minutes) as executive producer.

Seven CBS series will change time periods: Rhoda, from Monday, 8-8:30 p.m., to Sunday at 8, effective Jan. 16; Phyllis, from Monday, 8:30-9 p.m., to Sunday at 8:30, effective Jan. 16; Switch, from Tuesday, 10-11 p.m., to Sunday at 9, effective Jan. 16; The Jeffersons, from Wednesday, 8:30-9 p.m., to Monday at 8, effective Jan. 17; Kojak, from Sunday, 9-10 p.m., to Tuesday at 10, effective Jan. 11; The Sonny and Cher Show, from Sunday, 8-9 p.m., to Friday at 9, effective Jan. 14; and Executive Suite, from Monday, 10-11 p.m., to Friday at 10, effective Jan. 14.

The CBS Friday Night Movies will be canceled as of Jan. 7, as previously reported, CBS has canceled Spencer's Pillows and The Tony Orlando and Dawn Rainbow Hour.

NBC issued its preliminary second-season schedule last week, but NBC sources said there would be more cancellations and new-show replacements before the month is out. Three rookie series were dumped in the preliminary announcement: The Dick Van Dyke Show and two 60-minute dramas from Columbia Pictures Television, Quest and Gibsiville.

Van Dyke will be replaced on Feb. 3 by a "science-fantasy adventure" from Columbia Pictures Television with Bruce Lansbury as executive producer, called Fantastical Journey (Thursday, 8-9 p.m.), which will be "set in the Bermuda Triangle, where past, present and future co-exist," according to NBC.

Quest will be replaced on Feb. 2 by Nightmare, Feb. 10-11 p.m., with Jack Klugman as a police-department medical examiner. Other partners will be announced later, said Mr. Hilton, who is being retained by JWT as outside consultant.

New company will provide counsel and general services in corporate communications and will be located at 475 Fifth Avenue, New York 10017.

Status report on access entries

Nielsen 23-market study lists 'Lawrence Welk' and 'Hee Haw' as the top ratings grabbers

Don Fedderson's The Lawrence Welk Show and Yongestreet Productions Hee Haw are the two biggest hits in prime-access time periods.

That's the conclusion of a special analysis of the Nielsen 23-market October NSI reports.

Ironically, the producers of Welk and Hee Haw gear these shows as much toward prime-time telecasting on independent stations in major cities like New York, Los Angeles and Chicago as toward prime-access slots (Monday through Saturday, 7:30-8 p.m. NYT) on network affiliates.

But The Lawrence Welk Show averages a strapping 19 rating in the 10 cities where its second half-hour runs into prime-access on a network-affiliated station. Welk is

Broadcasting Dec 20 1976 43
bigger in Boston, where it harvested a 31rating average on WNAC-TV, than in any other market. It gets a 22-rating average on KOMO-TV Seattle and a 20 rating on WLWT(TV) Cincinnati; its lowest rating of the 10 is a still fairly solid 14 on WJW-TV Cleveland.

Hee Haw fashions an 18-rating average among the 10 cities it turns up in, with a high of 27 on WJW-TV Cleveland and a low of 14 on WCKT(TV) Miami and KXAS-TV Fort Worth (they’re tied).

Among the pure access shows, the half-hour series that are produced and marketed directly for the time slot, Rhodes Productions’ Hollywood Squares comes out the winner, with a 15-rating average on the 22 stations that play it (20 of which schedule it twice a week in the access periods). These range from a 23-rating high on WPVI-TV Philadelphia to a low of 10 on KMSP-TV Minneapolis.

Another strong access game show is Jim Victory’s Match Game P.M., which chalks up a 14-rating average in the 19 markets that run it. Match Game goes from a high of 20 on WVTI(TV) New Orleans to a low of 9 on WFB-TV Boston.

Len Firestone’s Candid Camera is in seven of the 23 markets covered, but it averages a healthy 14 rating in those seven, scoring an 18 rating on WMAR-TV Baltimore (and falling to a 9 on KDFW-TV Dallas).

The most successful animal show is still Mutual of Omaha’s Wild Kingdom, which averages a 14 rating in 16 markets. It goes up to an 18 on WMTI-TV Milwaukee and falls to an 8 on KHOU-TV Houston.

Y&R Ventures’ animal series Last of the Wild, limited to only five of the 23 markets, averages a 14 rating, with an 18 high on WTA-E(TV) Pittsburgh and an 8 low on WISN-TV Milwaukee.

Sandy Frank’s The Bobby Vinton Show is beating out Grey Advertising’s The Andy Williams Show in the battle of the two most widely circulated prime-access variety half-hours. Vinton averages a 13 rating on the 14 stations that schedule it, whereas Andy Williams averages an 11 among its 18 stations. Vinton’s highs are two 18 ratings, on KDKA-TV Pittsburg and WVTI(TV) New Orleans. (Its low is a 7 on KDFW-TV Dallas.) Williams has a high of 17 on WVTI(TV) Miami and bottoms out at 7 on two stations, WMAO-TV Chicago and KHOU-TV Houston.

Other prime-access shows scheduled in at least 10 of the 23 markets are: Sandy Frank’s Name That Tune: 13 rating, 21 markets; Viacom’s The $250,000 Pyramid: 13 rating, 14 markets; Viacom’s The Price Is Right: 12 rating, 21 markets; ITC Entertainment’s The Muppet Show: 12 rating, 15 markets; Len Firestone’s The Gong Show: 12 rating, 11 markets; Worldvision’s Let’s Make a Deal: 11 rating, 13 markets, and Viacom’s The $128,000 Question: 10 rating, 11 markets.

Module 6

Getting Into Radio. Filmways Inc. is forming new subsidiary, Filmways Radio, that will provide programing formats for automated stations and special syndicated features. Weekly five-hour strip featuring air personality Charlie Tuna is currently being produced for American Forces Radio and Television Services.

Runaway criticism. George Meany, president of AFL-CIO, has written to Corpora-
tion for Public Broadcasting, criticizing CPB’s plan to provide funding to BBC for
British production of Shakespearean plays to be carried on U.S. public stations. Mr. Meany pointed to "thousands of unemployed performers and craftsmen" who could "match or exceed work of con-
temporaries in other countries." He deplored use of taxpayer dollars to create jobs in other countries.

Hot Cash. Johnny Cash publicly expressed dissatisfaction with his Christmas variety special (CBS, Monday, Dec. 6, 8-9 p.m., NYT), despite fact that it won its time period with solid 25.1 rating and 35 share.

Mr. Cash’s "worst show in the history of television," diatribe was directed against production company, Cates Enterprises, not CBS. But Joe Cates, who produced it, along with 10 other Johnny Cash specials in recent years, said he hopes Mr. Cash’s anger is heat-of-the-moment reaction and that both will eventually get down to work on 1977 special they’re contractually committed to with CBS.

Alibi Pre-empted. With help of John Broadwater, engineer at WFMX-TV Greensboro, N.C., Superior Court there convicted man of participating in robbery and shooting of elderly storekeeper. Suspect had said that at time of robbery, he was watching Hawaii Five-O and Barnaby Jones on TV. Mr. Broadway testified that on night of robbery, CBS had pre-empted those two programs.

Outreach. Blinded Veterans Association, Washington, has conducted mass mailing of public service announcements to radio stations urging blinded veterans to contact association if they need assistance in rehabilitation or employment, and asking employers to break down stereotypes barring employment. Spots—three 60’s, three 30’s and two 10’s—feature such prominent figures as Bob Hope and Kareem Abdul-Jabbar. Project costs $9,700 and was conducted under contract from U.S. Department of Labor.

Hollywood stars threaten boycott of Emmy Awards

Dispute over academy’s future erupts into full-blown revolt

The long-smoldering dispute between Hollywood and the "hinterlands" (including New York) over control of the Na-
CBS, BMI feud heads for trial

District court judge in New York dismisses network’s attempt to have licensing case against it thrown out; state supreme court is next step in $4.9 million suit

A suit in which Broadcast Music Inc. seeks to collect at least $4.9 million from CBS for alleged breach of contract appeared destined last week to go to trial in New York Supreme Court, after a federal judge rejected—with strong language—a claim on which CBS had asked to have the suit dismissed.

The CBS claim was that BMI engaged in illegal music licensing practices. But U.S. District Judge Morris E. Lasker, in a decision Dec. 8 in U.S. Southern District Court for New York, ruled that CBS had made the same claim before, in another suit, and that he had rejected it after trial then and could not permit it to be used—“argued” again.

He dismissed as “fanciful” CBS’s argument that BMI would “suffer no irreparable injury” if the CBS claim were allowed.

“The waste inherent in the enormously expensive relitigation of matters which have been definitively determined constitutes irreparable injury in itself,” Judge Lasker said.

“But there are other considerations. However unlikely the possibility that a state court determination of the issue might be inconsistent with the federal ruling, the possibility itself casts a shadow over BMI’s business methods which is an injury sufficiently irreparable to warrant relief.

“Moreover, the courts, both federal and state, are burdened enough without having their calendars cluttered by the redetermination of matters already decided or being used as tactical mechanisms in the wars between economic giants.”

The decision is the latest development in a complex series of suits and countersuits among BMI, the American Society of Composers, Authors and Publishers and commercial TV networks.

In one of the principal cases, filed seven years ago, CBS sought to compel BMI and ASCAP to issue it a new form of license, popularly called “per-use,” under which CBS would pay only for music that it actually uses, instead of the “blanket” license that networks and most other broadcasters have traditionally used in their dealings with the major music-licensing organizations. In that suit, CBS contended that BMI (and ASCAP) had been guilty of illegal licensing practices in restraint of trade. Judge Lasker dismissed that suit, rejecting the illegal-licensing claims against both BMI and ASCAP more than a year ago (Broadcasting, Sept. 29, 1975).

Following that decision—which CBS has appealed—BMI initiated its breach-of-contract suit in New York Supreme Court (which hears contract cases). This stems from a lump-sum payment that CBS made to ASCAP in 1969 in settlement of ASCAP claims for that and prior years. Since both BMI and ASCAP had been paid up to that time on the basis of network revenues, BMI contends that if CBS underpaid ASCAP for years through 1969, it underpaid BMI too.

BMI is seeking at least $4,917,508 that it contends CBS still owes it for the years 1962 through 1969. (Since 1969, CBS’s payments to BMI have been set by court order at about $1.7 million a year, subject to possible adjustment when per-use and related issues are finally settled.)

When CBS introduced its illegal-licensing claim in the contract suit in New York Supreme Court, BMI went into federal district court for a preliminary injunction against relitigation of that claim. Judge Lasker granted the injunction in his Dec. 8 decision, and the breach-of-contract suit presumably will be scheduled for hearing in the state court without the illegal-licensing claim. CBS counsel indicated last week that they had not decided whether to seek an appeal of Judge Lasker’s ruling.
### Top 100 - 1976

#### Duos and Discos. Elton John and Kiki Dee made only one cut together in 1976, but it was good enough to become the most active radio record of the year: *Don't Go Breaking My Heart* on Rocket/MCA. It was also Mr. John's only tune in the 1976 top 100, compared to the four he placed there last year. Another veteran superstar, Paul McCartney (and Wings on Capitol), who placed one in the top 10 last year, rates two in 1976: *Silly Love Songs* at 6 and *Let 'Em In* at 9.

Last year's top spot was captured by another duo, the Captain and Tennille, which this year is back again, and with more songs on the list than any other artists: three in the first 50 (*Muskrat Love* at 19, *Shop Around* at 22 and *Lonely Night* at 50).

But the over-all trend in music for 1976 was disco. From disco-flavored *Don't Go Breaking My Heart* to definitely disco *Sweet Thing* (No. 100), "dance music is music you boogie to. No matter what it's called, there's a market for it," as it was summed up by Wayne Hiller of Broadcast's Sept. 13.

Broadcasting's compilation of the top 100 is computed from the weekly "Playlist" from Dec. 22, 1975, through the Dec. 13 chart. As does the weekly feature, the annual list evaluates records in terms of listener impressions — how many people hear each record and how often they heard it. A sampling of top-40 stations is used to measure air play against audience reach by day parts, using Pulse inc. ratings.

| 1 | Don't Go Breaking My Heart (4:23) | Elton John & Kiki Dee—Rocket/MCA |
| 2 | Play That Funky Music (3:12) | Wings—Capitol |
| 3 | If You Leave Me Now (3:40) | Chicago—Capitol |
| 4 | A Fifth of Beethoven (3:02) | Walter Murphy & Big Apple Band—Private Stock |
| 5 | Afternoon Delight (3:10) | Starland Band—WindSong |
| 6 | Silly Love Songs (3:28) | Paul McCartney & Wings—Capitol |
| 7 | You'll Never Find Another Love (3:36) | Lou Rawls—Philadelphia Intl. |
| 8 | (Shake,..) Shake Your Booty (3:06) | K.C. & Sunshine Band—Epic Records |
| 9 | Let 'Em In (5:06) | Paul McCartney & Wings—Capitol |
| 10 | The Wreck Of The Edmund Fitzgerald (5:57) | Gordon Lightfoot—Reprise |
| 11 | Disco Duck (Part 1) (3:15) | Captain & Tennille—A&M |
| 12 | I'd Really Love To See You (3:26) | England Dan & John Ford Coley—Big Tree |
| 13 | You Should Be Dancing (3:23) | Bee Gees—RSO/Polydor |
| 14 | Lowdown (3:15) | Boz Scaggs—Columbia |
| 15 | Devil Woman (3:21) | Cliff Richard—Rocket |
| 16 | Rock'n Me (3:05) | Steve Miller Band—Capitol |
| 17 | Still the One (3:42) | Orleans—Asylum |
| 18 | Love Hangover (4:01) | Diana Ross—Motown |
| 19 | Muskrat Love (3:28) | Captain & Tennille—A&M |
| 20 | Sara Smile (3:07) | Hall & Oates—RCA |
| 21 | More, More, More (3:02) | Andrea True Connection—Buddah |
| 22 | Shop Around (3:23) | Captain & Tennille—A&M |
| 23 | Misty Blue (3:38) | Dorothy Moore—Malaco |
| 24 | Get Up and Boogie (4:05) | River Connection—Midnight Intl. |
| 25 | The Wreck of the Edmund Fitzgerald (5:57) | Gordon Lightfoot—Reprise |
| 26 | Heaven Must be Missing an Angel (3:28) | Tavares—Capitol |
| 27 | Shannon (3:50) | Henry Gross—Lis(ong) |
| 28 | I Only Want to Be with You (3:20) | Bay City Rollers—Arista |
| 29 | Boogie Fever (3:25) | Sylvers—Capitol |
| 30 | Rock 'n Roll Music (2:26) | Beach Boys—Reprise |
| 31 | Welcome Back, Kotter (2:48) | John Sebastian—Reprise |
| 32 | Tonight's the Night (3:55) | Rod Stewart—Warner Bros. |
| 33 | Turn the Beat Around (3:21) | Vicki Sue Robinson—RCA |
| 34 | Get Closer (3:45) | Seals & Crofts— Warner Bros. |
| 35 | Rubberband Man (3:30) | Spinnert—Atlantic |
| 36 | December 1963 (Oh What a Night) (3:21) | Magic Man (2:45) |
| 38 | I Write the Songs (3:39) | Barry Manilow—Anita |
| 39 | She's Out of My Life (3:24) | Hall & Oates—Atlantic |
| 40 | More than a Feeling (3:25) | Boston— Epic |
| 41 | 50 Ways to Leave Your Lover (3:29) | Paul Simon—Columbia |
| 42 | Bohemian Rhapsody (5:55) | Queen—Elektra |
| 43 | With Your Love (3:33) | Jefferies & The Grunt |
| 44 | Livin' Like a Fool (2:45) | Kiss—Casablanca |
| 45 | Got to Get You into My Life (2:27) | Beatles—Capitol |
| 46 | Fernando (4:11) | Abba—Atlantic |
| 47 | Say You Love Me (3:58) | Fleetwood Mac—Reprise |
| 48 | Love Is Alive (3:24) | Peter Frampton—A&M |
| 49 | A Little Bit More (2:56) | Dr. Hook—Capitol |
| 50 | Lonely Night (Angel Face) (3:17) | Captain & Tennille—A&M |
| 51 | Theme from "S.W.A.T." (4:07) | Boney M—Philadelphia Intl. |
| 52 | Fooled Around and Fell in Love (2:58) | Elvin Bishop—Capricorn |
| 53 | Right Back Where We Started From (3:16) | Maxine Nightingale—United Artists |
| 54 | Disco Lady (3:50) | Johnny Taylor—Columbia |
| 55 | Baby, I Love Your Way (3:29) | Peter Frampton—A&M |
| 56 | Theme from "Happy Days" (2:40) | Pratt & McClain—Reprise |
| 57 | Let Her In (3:03) | John Travolta—Midnight Intl. |
| 58 | The Boys Are Back In Town (3:26) | Thin Lizzy—Mercury |
| 59 | Moonlight Feels Right (3:38) | Starland Vocal Band—ABC |
| 60 | Love Roller Coaster (2:52) | Ohio Players—Mercury |
| 61 | All By Myself (4:22) | Eric Carmen—Arista |
| 62 | Never Gonna Fall in Love Again (3:45) | Eric Carmen—Arista |
| 63 | I'll Be Good to You (3:30) | Bros. Johnson—A&M |
| 64 | Do You Feel Like We Do (7:19) | Peter Frampton—A&M |
| 65 | Dream Lover (3:15) | Gary Wright—Warner Bros. |
| 66 | Getaway (3:38) | Earth, Wind & Fire—Columbia |

#### Broadcast's Top 100 Songs

1. Don't Go Breaking My Heart by Elton John & Kiki Dee
2. Play That Funky Music by Wings
3. If You Leave Me Now by Chicago
4. A Fifth of Beethoven by Walter Murphy & Big Apple Band
5. Afternoon Delight by Starland Band
6. Silly Love Songs by Paul McCartney & Wings
7. You'll Never Find Another Love by Lou Rawls
8. (Shake,..) Shake Your Booty by K.C. & Sunshine Band
9. Let 'Em In by Paul McCartney & Wings
10. The Wreck Of The Edmund Fitzgerald by Gordon Lightfoot

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Broadcasting Dec 20 1976

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<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
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<tbody>
<tr>
<td>1</td>
<td>Tonight's the Night (3:55)</td>
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<td>2</td>
<td>You Don't Have to Be a Star (3:40)</td>
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<td>3</td>
<td>Rubberband Man (3:30)</td>
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<td>4</td>
<td>You Make Me Feel Like Dancing (2:48)</td>
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<td>5</td>
<td>Rubberbands (3:30)</td>
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<td>6</td>
<td>ビー・ブリッド and the Chieftains (3:00)</td>
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<td>7</td>
<td>I Wish (4:12)</td>
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<td>8</td>
<td>Stand Tall (3:20)</td>
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<td>9</td>
<td>Sorry Seems to Be the Hardest Word (3:28)</td>
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<td>10</td>
<td>Carwash (3:18)</td>
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<td>11</td>
<td>Livin' Thing (3:30)</td>
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<td>12</td>
<td>Electric Light Orchestra—United Artists (3:19)</td>
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<td>13</td>
<td>Love So Right (3:19)</td>
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<td>14</td>
<td>Bee Gees—PolyGram (3:17)</td>
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<td>15</td>
<td>You Are the Woman (2:42)</td>
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<td>16</td>
<td>Fireball—Atlantic (3:16)</td>
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<td>17</td>
<td>After the Lovin' (3:50)</td>
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<td>18</td>
<td>Engelbert Humperdinck—Epic (3:14)</td>
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<td>19</td>
<td>I Wish (4:12)</td>
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<tr>
<td>20</td>
<td>Stevie Wonder—Tamla/Motown (3:13)</td>
</tr>
<tr>
<td>21</td>
<td>Dazz (5:35)</td>
</tr>
<tr>
<td>22</td>
<td>Hot Line (2:59)</td>
</tr>
<tr>
<td>23</td>
<td>Sisters—Capitol (3:33)</td>
</tr>
<tr>
<td>24</td>
<td>Blinded by the Light (3:48)</td>
</tr>
<tr>
<td>25</td>
<td>Manfred Mann—Warner Bros. (2:45)</td>
</tr>
<tr>
<td>26</td>
<td>Kiss—Casablanca (2:20)</td>
</tr>
<tr>
<td>27</td>
<td>Nights Are Forever without You (2:52)</td>
</tr>
<tr>
<td>28</td>
<td>Brice&amp;Bang (3:13)</td>
</tr>
<tr>
<td>29</td>
<td>New Kid in Town (5:02)</td>
</tr>
<tr>
<td>30</td>
<td>Just to Be Close to You (3:28)</td>
</tr>
<tr>
<td>31</td>
<td>Commodores—Motown (2:26)</td>
</tr>
<tr>
<td>32</td>
<td>Rock'n Me (3:09)</td>
</tr>
<tr>
<td>33</td>
<td>Steve Miller Band—Capitol (3:22)</td>
</tr>
<tr>
<td>34</td>
<td>Walk This Way (3:21)</td>
</tr>
<tr>
<td>35</td>
<td>Aerosmith—Columbia (3:20)</td>
</tr>
<tr>
<td>36</td>
<td>Free Bird (4:55)</td>
</tr>
<tr>
<td>37</td>
<td>Lynyrd Skynyrd—MCA (3:28)</td>
</tr>
<tr>
<td>38</td>
<td>This Song (3:45)</td>
</tr>
<tr>
<td>39</td>
<td>George Harrison—Dark Horse/WB (3:43)</td>
</tr>
<tr>
<td>40</td>
<td>Queen—Elettra (3:23)</td>
</tr>
<tr>
<td>41</td>
<td>Born Between Two Lovers (3:40)</td>
</tr>
<tr>
<td>42</td>
<td>If You Leave Me Now (3:40)</td>
</tr>
<tr>
<td>43</td>
<td>Chicago—Columbia (3:34)</td>
</tr>
<tr>
<td>44</td>
<td>Love Me (3:10)</td>
</tr>
<tr>
<td>45</td>
<td>Yvonne Elliman—RSO/Polygram (3:20)</td>
</tr>
<tr>
<td>46</td>
<td>Night Moves (3:20)</td>
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<tr>
<td>47</td>
<td>Bob Seger—Capitol (3:17)</td>
</tr>
<tr>
<td>48</td>
<td>Disco Duck (Part 1) (3:15)</td>
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<tr>
<td>49</td>
<td>Rick Dees &amp; His Cast of Idiots—RSO/Polygram (3:36)</td>
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<tr>
<td>50</td>
<td>Week-end in New England (3:38)</td>
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<tr>
<td>51</td>
<td>Barry Manilow—Arista (3:16)</td>
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<tr>
<td>52</td>
<td>I Ain't She Lovely (5:33)</td>
</tr>
<tr>
<td>53</td>
<td>Stevie Wonder—Tamla/Motown (3:34)</td>
</tr>
<tr>
<td>54</td>
<td>The Wreck of the Edmund Fitzgerald (5:57)</td>
</tr>
<tr>
<td>55</td>
<td>Gordon Lightfoot—Reprise (3:20)</td>
</tr>
<tr>
<td>56</td>
<td>Andy Williams—Warner Bros. (3:11)</td>
</tr>
</tbody>
</table>

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day at which it appears. A (i) indicates an upward movement of five or more chart positions.
For the radio buyers and planners who have told us, “we need full data on smaller market radio stations,” STANDARD RATE & DATA SERVICE announces the new SPOT RADIO SMALL MARKETS EDITION first issue scheduled for November 1976.

SMALL MARKETS will list about 3,000 radio stations licensed to communities of less than 25,000 population...not including suburban towns within metro markets. The new publication will be a semiannual companion to the monthly SPOT RADIO RATES AND DATA and will be issued each November and May.

SMALL MARKETS will be a boon to buyers of spot radio time. It has the information that buyers and planners have told us they need, as a minimum, to schedule and buy small market radio time. Each station profile will have:

- Call Letters by City of License
- Address
- Phone Number
- Personnel (1 name)
- Sales Representative
- Programming Format (1 line)
- Facilities
- Network or Group Affiliation
- Time classification and spot rate schedule

SMALL MARKETS will reduce your phone calls to radio stations and lessen time spent on the phone searching for contacts. It'll save time and money. Rural buyers will be easier. Program format and network affiliation information makes buying by those criteria more efficient.

Syndicators and production companies will find SMALL MARKETS an essential tool. Indeed, anyone who needs accurate data on U. S. radio stations in small markets will find this new publication a must.

SMALL MARKETS is the only publication where you will find data for all stations in communities of less than 25,000.

Why a special SPOT RADIO SMALL MARKETS EDITION?

Because you asked for it. In publishing SMALL MARKETS, SRDS hopes to fill your needs. We do not anticipate a profit from its sale...rather we hope to cover our cost for compiling, editing, printing and mailing.

Please note: All stations eligible for SMALL MARKETS who have elected to meet SRDS criteria will continue to be listed in the monthly SPOT RADIO RATES AND DATA in full. Those stations who elected not to meet these criteria will have their listings modified in the monthly edition to include just their city of license, call letters and a cross reference to their listing in SMALL MARKETS. All stations in communities of less than 25,000 will be shown in SMALL MARKETS.

Reserve your subscription now...
help us plan our press run accurately. Make sure you have enough copies of SPOT RADIO SMALL MARKETS EDITION for everyone in your organization.

Howard Krause
STANDARD RATE & DATA SERVICE
5201 Old Orchard Rd., Skokie, Ill. 60076

Please reserve one-year subscription(s) for SPOT RADIO SMALL MARKETS Edition ($25.00) for the following members of our staff:

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tr>
</tbody>
</table>

Company Name: ___________________________ Type of Business: ___________________________

Address: ___________________________

City: ___________________________ State: ______ Zip: ______

Your signature: ___________________________ Title: ___________________________ Date: ______
Media


John Patton, head of own advertising agency, Greenville, S.C., named director of network communications for Mutual.

Julie Tarachow Hoover, director, audience information and awards, ABC Inc., New York, appointed director, broadcast standards and practices, East Coast and Michael C. Lang, attorney, labor relations department, ABC, New York, and Richard Hockman, regional counsel, Airline Pilots Association, named assistant general attorneys, ABC's labor relations department, New York.

Robert King, assistant director of labor relations, Los Angeles, named director. John Mendonsa, attorney, West Coast labor relations and legal affairs department, promoted to assistant general attorney, labor relations there. Ted Van Weeren, manager, administrative services, broadcast operations and engineering, ABC, West Coast, Los Angeles, named to director of business administration in that department.

Sue Campbell Jones, economic research department, Armco Steel Corp., Middletown, Ohio, named manager of administrative services, ABC, reporting to Mr. Van Weeren.

Barbara McBain, administrator, broadcast planning, NBC, New York, appointed director, resources planning.

Larry Dukes, station manager, KOWO(AM-FM) Waseca, Minn., becomes VP/board member of license, Kowo Inc.

Jack Krueger, manager of public affairs, WTMJ(AM-TV-WKTI-FM) Milwaukee, elected to WTMJ Inc. board of directors.

Montine Clapper, director of volunteer services, Corporation for Public Broadcasting, Washington, named director of station relations, National Public Radio there.

Stan Cohen, associate director, NBC-TV, New York, named operations administrator, WNYW. FM there as station prepares to change call letters to WNYY(FM) and format from all-news to soft rock (BROADCASTING, Dec. 13).

Robert Baldrica, regional sales manager, WFLA(AM) Port Lauderdale, Fla., named VP/general manager, co-owned WGLO(FM) there.

Jim Smith, general sales manager, WFLA(AM) Cincinnati, named general manager.

Kevin McKeown, operations manager, KGNS(AM-FM) San Diego, appointed to same post.

KROQ(AM) Burbank-KROQ-FM Pasadena, Calif.

Leona Wong, publicity coordinator, KPX-TV San Francisco, named information services manager.

Laura Estrada, public affairs program producer, WFAA-TV Dallas, joins KTTR-TV Houston as community relations director.

George Ciaffey, office manager, WROC-AM-TV Rochester, N.Y., joins WSPA-AM-FM-TV Spartanburg, N.C., as business manager.

Jim Whittaker, with Lowe Runkle advertising, Oklahoma City, joins KTBY-FM there as promotion manager.

Vic Burnett, weather reporter, WEEK-TV Peoria, Ill., named public affairs/community services director.

Bobbee Carson, account executive, Dailey & Associates advertising, Los Angeles, joins WLS-TV Chicago as assistant research director.

Newly elected officers, Massachusetts Broadcasters Association: Seymour Yanoff, WBZ TV Boston, president; Joseph Rayball, WBRA(AM) Attleboro, VP, and William Flynn, WMBB-TV Boston, secretary-treasurer.

Newly elected officers, Radio Broadcasters of Indianapolis: Murray Green, WWHO(AM), president; Jeff Smulian, WNTS(AM), VP, and Tom Wallace, WBBM(AM), secretary-treasurer.

Broadcast Advertising


Don R. Carroll, from WFLA(AM), named MBS Midwestern division account executive there.


Don Link, account executive. Eastern division, named Eastern Sales manager.

Marguerite Hall Hauck, executive secretary to director of marketing services, CBS Radio Division, New York, named manager of research and promotion, CBS/FM Sales there.

Joseph M. Barrett, creative director; Lawrence M. Rau, associate creative director, copy, and William D. Gilmore, associate creative director, art, BBDO, Troy, Mich., appointed VP's. Rita Kass, advertising manager, Dymo Products, San Francisco, joins BBDO there as account coordinator. Ted Burn, VP/executive art director, McDonald & Little, Atlanta, joins BBDO San Francisco, as art director.

Judith W. Hofschere, senior media buyer, Keitchum, MacLeod & Grove, Pittsburgh, named broadcast supervisor.

Sherman J. McQueen, West Coast director of broadcast, Footes, Cone & Belding, Los Angeles, appointed VP, television programming, FCB/Chicago, based in Los Angeles office.

Mitchel L. Hisiger, executive director, Airline Pilots Association, Dallas, joins Bozell & Jacobs, New York, as senior VP, direct marketing division.


Mary Smalley, assistant media planner, BBDO there, and Hugh James McIveary, media planner, William Esty there, join DM&M/New York as media planners.

Charles E. Briggs, national/local sales manager, WCMH-TV Columbus, Ohio, joins Byer & Bowman Advertising Agency there as account supervisor.

Stuart Hinkle, from McCann-Erickson, Seattle, joins Hoefer, Dietrich + Brown, San...
Francisco, as associate media director.

Lynn Macey, retail copywriter, Diamond's Department Stores, Phoenix, joins Jennings & Thompson advertising there as assistant broadcast coordinator.


Gordon Nichols, account executive, Weightman advertising, Philadelphia, promoted to account supervisor, Regina Gladney, senior secretary, named account coordinator.

James Beloyianis, sales manager, Kaiz TV American White team, New York, appointed VP.

Dan Greenblatt, VP/New York sales manager, Metro TV Sales, New York, appointed eastern sales manager, Barbara Carlson, in sales development there, promoted to account executive.

Joe Mazza, general sales manager, wxix-TV Atlanta, named VP/general sales manager.

Joe Young, from St. Louis office of Petry Television, joins Telerep there as sales manager.

John B. Kramer, account executive with NBC's News and Information Service which is to cease operation next year, named general sales manager of NBC's wnws(FM) New York which will change its call letters to wyny(FM) Jan. 1. On that date Ralph Garone, account executive with wnrri(AM) there will become manager, sales development, wyny.

Paul Wachtman, New York sales manager, Bernard Howard & Co. station representatives, joins wрыв(AM) there as general sales manager.

Michael R. Sellman, former general manager, wyoo-AM-FM Richfield, Minn., named general sales manager, WSHAH Cincinnati.


Ken Patt, general sales manager, wjr-FM Detroit, joins wcar-AM-FM there as local sales manager.

Karylyn von Moren, promotion director, KQOAM San Francisco, named merchandising director.

Chester A. Hollinger, account executive/sales coordinator, wnyw(AM) Canton, Ohio, promoted to sales manager.

Maury Long, vice president, Broadcasting Publications Inc., Washington will retire Dec. 28 after 42 years with the company. Mr. Long was born in St. Paul on Oct. 9, 1911, grew up in Fargo N.D., attended Northwestern University from 1929 to 1931 and graduated from the University of North Carolina in 1933. After a year in government service he joined Broadcasting Publications as a researcher for the Broadcasting Yearbook. He soon became an advertising manager, business manager and in 1954 a vice president. After retirement from Broadcasting, Mr. Long will operate a broadcasting financial consultancy at 5100 Dorset Avenue, Chevy Chase, Md. 20015; telephone, 301-562-6999.

Promoted to program director, succeeding Steve Slade, named executive producer.

Broadcasting Journalism


Sara Herter, with AP, promoted to broadcast editor for Maryland and Delaware, stationed in Baltimore, She succeeds Bill (Robin) Mauk, who has joined wbal-FM Baltimore. Ben Blank of ABC News, Dick Graf of wbur-FM Detroit and Paul Oughton of w3nt-TV Washington, N.C., named to Associated Press Broadcasters photo committee, headed by Ralph Renick, wtvyti Miami. David Kent of communications department, University of Miami (Fla.), named ex officer member of committee.

Dave McElhatton, anchorman, KCSBAM San Francisco, named KIVT(AM) there in same position.

Brad Edwards, reporter, KTVTTV Oklahoma City, promoted to anchorman.

Jim Hattendorf, assignment editor, KFMB-TV San Diego, named assignment editor, KABC-TV Los Angeles.

Gail Harris, co-anchor, wstvTTV Charlotte, N.C., appointed reporter, WBZ-TV Boston.

Rick Taylor, reporter, wnewTTV Nashville, promoted to weekend co-anchor.

Felipe Luciano, vacation-relief reporter, wnnb-TV New York, named general assignment reporter.

Steven H. Steinberg, assistant news director, WCAL-TV Philadelphia, named news director, WHAS-TV Louisville, Ky. Lila Corn, WHAS-TV assignment editor, promoted to assignment editor.

Stephen Wilcox, reporter, KEREAM Denver, promoted to news director.

Cable

Wilbert H. Vaughn, Zanesville, Ohio, system manager, Continental CATV, promoted to regional manager for Ohio, West Virginia, Indiana and Kentucky.


Mark Finley, promotion director, Boston Herald American and one-time promotion director of old Don Lee Network, Los Angeles, has established Yankee Cable TV Network, advertising sales representative for cable televi-
Robert M. Zitter, general manager, Antietam Cable Television, Hagerstown, Md., appointed director of corporate projects for parent, Schurz Communications.

Jack Ralph Carter, station manager. KZJX (AM-KZLO-FM) Pueblo, Colo., and professor of mass communications at University of Southern Colorado there, joins Ceteo broadcast group. Goleta, Calif., as sales program manager.


M.E. Chester, engineering manager, data products, Conrac division of Conrac Corp., Covina, Calif., appointed marketing manager, data products, succeeded by Robert Newhouse, senior project engineer.

Albert J. Eicholzer, chief engineer, WSYR-AM-FM-TV, Syracuse, N.Y., and VP of licensee, Newhouse Broadcasting, retires after 47 years with stations. Robert J. Parkhurst, engineering supervisor, succeeds Mr. Eicholzer as chief engineer.

J.F. Anderton, St. Petersburg, Fla., city news bureau chief, named National Association of Broadcasters' regional manager for Northeast United States.

Frank Stanton, former vice chairman of CBS and now chairman of American National Red Cross, and Douglass Cater, director of Aspen Program on Communications and Society, named to board of London Observer. British newspaper in which controlling interest has been purchased by Atlantic Richfield Co. Dr. Stanton is on Arco board, and Professor Cater was instrumental in middlemaning Observer deal. Robert Anderson, Arco chairman, once served on CBS board, is now chairman of Aspen Institute for Humanistic Studies.

Eldon Campbell, VP and general manager of WRM-AM-FM-TV Indianapolis from 1957 to 1972, when stations were sold by Time-Life Broadcast, and since then VP and director of advertising, Hook Drugs, Indianapolis elected VP community affairs, Indiana National Bank, Indianapolis.

Deaths

Peter Lisagor, 61, frequent participant in public and commercial television talk shows and Washington bureau chief, Chicago Daily News, died of cancer Dec. 10 at Northern Virginia Doctors hospital. Former Peabody award winner and president of White House Correspondent's Association and State Department Correspondent's Association, he was regular on wtop-washington's Agriculture and Company and appeared often on NBC-TV's Meet the Press, CBS-TV's Face the Nation and PBS's Washington Week in Review among others. He is survived by his wife, Myra, one son and one daughter.

William Crawford, 60, president/general manager, WSBAM-Groton, Conn., died Dec. 13 after heart attack in New London, Conn. He had been sales manager for WORAM New York from 1940 to 1955 and general manager of WORAM Hartford, Conn., from 1960 to 1968. Survivors include his wife, Jean, one son and one daughter.

Hobart Donovan, 71, television/film writer, died of heart attack Dec. 4 at his home in Woodland Hills, Calif. Among his TV credits were Ford Theater and The Loretta Young Show. He is survived by his wife, June, and one daughter.

Ernest H. Clay, 49, VP, Frazier, Gross & Clay radio/television management consulting firm, Washington, died in Annapolis, Md., after heart attack there Dec. 12. He is survived by his wife, Jeanne, one daughter and three sons.

For the Record

As compiled by Broadcasting for the period Dec. 6 through Dec. 10 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge. aff.—affirm. ann.—announced. ant.—antenna. aur.—aerial. aux.—auxiliary. CH—critical hours. CP—construction permit. DA—directional antenna. Doc.—Document. ERP—effective radiated power. HAAT—height of antenna above ground terrain. kHz—kilohertz, kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modulation. N.—night. PSA—preservice service authority. SH—specified hours. TPO—transmitter power output. U.—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

TV application

- Hanover, N.H.—Taft Broadcasting Corp. seeks ch. 31 (572-578 mhz); ERP 20.5 kw vis., 1.2 kw aud., HAAT 470 ft.; ant. height above ground 79.5 ft. PO. address: 4808 San Felipe Rd., Houston 77027. Estimated construction cost: $170,000; first-year operating cost $156,000; revenue $326,600. Legal counsel Wilkinson, Cregun & Barker; Washington; consulting engineer Jules Cohen & Assoc.; Principals: Paul E. Taft (55.9%), Philip D. Taft and Harriet Tracey Taft (27.5%, each), Paul E. Milling (17%) and five others. Taft Broadcasting is license of KODA-AM-FM Houston. Mr. Paul Taft is director of Wichita Broadcasting Inc., licensee of KWBB (AM) Wichita, Kan., and of Radio Fifteen Inc., licensee of KRXX (AM) Fort Worth. Ann. Dec. 6.

TV action


FM applications


- Safety Harbor, Fla.—Tampa Bay Concert Radio Inc. seeks 92.1 mhz, 3 kw, HAAT 298.8 ft. PO. address: 6515 South Redington Blvd., Clearwater, Fla. 33756. Recommended license to Safety Harbor, Fla.

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

5530 Wisconsin Avenue, Washington, D.C. 20015
301-652-3766

Broadcasting Dec 20 1976
### FCC tabulations as of Sept. 30, 1976

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<tr>
<th>Licensed</th>
<th>On air STA</th>
<th>CPMs on</th>
<th>Total CPMs</th>
<th>CPMs out</th>
<th>Total CPMs</th>
<th>CPMs not out</th>
<th>Total CPMs **</th>
<th>Total authorized **</th>
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<tr>
<td>Commercial AM</td>
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<td>20</td>
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<td>961</td>
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<td>1,006</td>
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<td>1,006</td>
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*Special temporary authorization
**Includes off-air licenses

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**Summary of broadcasting**

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**Actions**

1. **Broadcast Bureau**
   - **WIGD(AM) Dothan, Ala. (1450 kHz, 1 kW, 250 w-N)**: Broadcast Bureau granted assignment of license from WIGD Inc. in Early Bird Broadcasting's request for $375,000. Buyer is owned by Margaret L. Wein (97%) and two Wein sons and a daughter who have one voting share. Wein family also owns WABA(AM) in Tuscarobia-WRCK-FM Sheffield, Alabama. Principals in buyer are Johnny Culpepper (49.83%) and R. L. Trammel (49.83%) of Dothan car rental company and Mr. Trammel is salesman for WIGD. Buyers have no other broadcast interests.

2. **KXAR(AM), Hope, Ark. (1490 kHz, 1 kW, 250 w-N)**: Broadcast Bureau granted assignment of license from Hope Broadcasting Co. to Sandia 76 for $250,000. Principals in seller are Joel and Haskell Jones, Messrs. Washburn and Anderson have no other broadcast interests. Mr. Jones owns KDQN(AM) DeQueen, Ark., with his wife, Verlaine Jones. Buyer is owned by Arch Wylie (51%), Gerald Keith (10%) and eight other local stockholders. Mr. Wylie has interests in automobile and metal salvage companies. Buyer has no other broadcasting manager. Buyers have no other broadcast interests.

3. **WDNW(AM)-W(D)FM, Dayton Beach, Fla. (AM: 1150 kHz, 1 kW, FM: 94.5 MHz, 54 kw)**: Broadcast Bureau granted assignment of license from Quality Broadcasting Corp. to Broadcast Management of America Ltd, for $700,000. Buyer, Fred M. Ayres, widow Janice N. Ayres, Victor Knight and five others. Quality Broadcasting is also licensee of WQGZ(AM), Gainesville, Fla., and WAER(AM) Delray Beach, Fla. Buyer is owned by Joel M. Thorpe and Thomas H. Green (BAL-8142, BALH-2363, BASCA-760). Action Nov. 30.

4. **WDIG(AM)-W(D)FM, Athens, Ga. (1470 kHz, 1 kW)**: Broadcast Bureau granted assignment of license from University City to Toliiver R. Rivers for $150,000. Seller: Herschel M. Rivers has interests in WTB (East Point, Ga.), WZ1(AM) Albany, Ga. and WMJN(AM)-WVFY(FM) Cordele, Ga. Buyer also has interests in WTHJ(AM) and in WZ1Z(AM) (BAM Action Nov. 30)

5. **WWAY(AM) Springfield, Ill.**: Broadcast Bureau granted assignment of license from Stuart Broadcasting Co. to Mid-West Family Stations for $700,000. Seller, owned by James Stuwart and family, is KOEL-AM-FM Oelwein and KMNS(AM)-KSEZ(FM) Sioux City, both Iowa; KSAL(AM)-KEYZ(FM) Salina, Kan.; KWTO-AM-FM Springfield, Mo., and KRG-AM-FM Grand Island and KFOR-AM-FM Lincoln, both
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EDWARD F. LORENTZ & ASSOCIATES
Consulting Engineers
(formerly Commercial Radio)
1324 G St., N.W., Suite 500
Washington, D.C. 20005
(202) 547-1234
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STEEL, ANDRUS & ADAIR
2029 K Street, N.W.
Washington, D.C. 20006
(301) 827-8725
(301) 384-5374
(202) 223-4684
Member AFCCE

CARL T. JONES ASSOCs.
(Formerly Gauthier & Jones)
CONSULTING ENGINEERS
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(703) 560-6800
Falls Church, Va. 22042
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CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4586
Member AFCCE

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CONSULTING ENGINEERS
1300 21st St., N.W.
Washington, D.C. 20036
(202) 296-2722
Member AFCCE

LOHNE'S & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-3752
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

STEVEN NEWMAN
CONSULTING ENGINEERS
2306 S. Perri Ave.
Los Angeles, Calif. 90017
(213) 626-3130
Member AFCCE

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CONSULTING ENGINEERS
Radio & Television
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San Francisco, California 94128
(415) 347-5208
Member AFCCE

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

JULES COHEN & ASSOCIATES
Suite 406
1730 M St., N.W., 20006
Washington, D.C. 20006
Member AFCCE

MIDWEST ENGINEERING ASSOCIATES
Consulting Engineers
PO BOX 611
URBANA, ILLINOIS 61801
(217) 344-6532
Member AFCCE

E. Harold Munn, Jr., & Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
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NAME

WVTSM(FM) Terre Haute, Ind. (100.7 mhz, 50 kw) - Broadcast Bureau granted assignment of license from Ralbis Broadcasting to West Pines Broadcasting for $450,000. Seller: Ralbis is owned by Harold J. Ralbis and his son, Michael J. Neither has other broadcast interests. Buyer is owned by Dr. Everett L. Conrad (24.24%), Gerald J. L. Page (12.19%), Frederick L. Edge (10.10%), Harold E. Johns (10.10%) and 12 other stockholders. Buyers have no other broadcast interests, and are farmers and business and professional people in the Terre Haute area. (BAL-2364, BALRE-3096). Action Nov. 30.

KGFM(FM) Shennondah Iowa (920 khz, 1kw-D) - Broadcast Bureau granted assignment of license from Shenandoah Broadcasting Co. to Family Stations for $300,000. Principals: Seller is owned by John H. Gaylor and Mary E. Wilson. Mr. Gaylor also owns KGFM-AM Stormont and WVTF(FM) Vail, both Colo. He is also permitted for new AM in Steamboat Springs. Mr. Wilson has no other broadcast interests. Buyer is nonprofit, nonstock religious group owner with six FM Stations in Calif., Md. and N.J., and a small AM Station, KQCB, Mass. Buyer entered into three-way station trade, subject to FCC approval involving KCB5-FM, KMPX(FM) and its own KEKQ (FM), all Seattle, Wash. (BAL-7980, BALRE-3086). Action Nov. 24.

KLLA(AM) Leesville, La. (1570 khz, 1kw-D) - Broadcast Bureau granted assignment of license from Leesville Broadcasting to Pene Broadcasting for $150,000. Seller is owned by John Anthony Lazzarone and Irving Ward Steimann (50%) each, who also have interests in KDBS Inc., licensee of KDBS-AM-FM Alex, La. Buyer is owned equally by Nick Pollack Sr. and his wife, Evelyn W. Pollack, and children Nick Jr. and Mary. Senior Pollack and wife own store in Leesville. Buyer is one of Louisiana State Film Commission and Mary is elementary school teacher in Leesville (BAL-8810). Action Nov. 29.

WJOR(AM) South Haven, Mich. (940 khz, 1kw-D) - Broadcast Bureau granted assignment of license from Van Buren County Broadcasting to Iroquois County Broadcasting Co. for $200,000. Sellers: Assignment of contract and COI are to William James Smith (25%) of South Bend, Ind., and O. E. S. of Iroquois Co., La Porte, Ind., WWCAT(A) Gary, Ind. and in application for FM in South Haven. Buyers are Samuel (42.99%), James (34.3%) Martin, Beld (28.6%) and Robert Bigans (14.3%). Iroquois is licensee of WGGP-AM-FM Waseke, Ill. and WTGM-AM Waukegan, Wis. (BALRE-3059). Action Nov. 23.

WELY(AM) Ely, Minn. (1450 khz, 1kw-D) - Broadcast Bureau granted assignment of license from Northern Lakes Corp. to BIL Broadcasting Corp. for $175,000. Seller: Principal stockholders are Vincent T. and Elaine J. Haitte, who have other business interests. Buyer: Jeanne A. Larson (79%) and Bradley S. Jones (29%). Ms. Larson has clothing and sporting goods interests. Both Mr. Jones and Ms. Larson have been employed at WSB Radio and PBS, Atlanta (BAL-8800, BALRE-3091). Action Dec. 7.

KRMQ(AM) Menon, Mo. (490 khz, 250 kw-D) - Broadcast Bureau granted assignment of license from Lloyd C. McKenney to WMMB Broadcasting Corp. for $180,000. Seller also owns 25% of KMDQ(AM) Fort Scott, Kan., with wife, Dorothy N. McKenney, owning 29% and son, Lloyd James McKenney, 30%. McKenney family also has interests in cable systems in Fort Scott, Kan., and Branson, Mo. Buyer is owned by Dewey Johnson, who also owns KZKRM(AM) Ozark, Ark., with his wife, Ethel Johnson, owners of KSPR(AM)-KCYZ-FM Springdale, Ark. (BAL-8765). Action Nov. 29.

WALY(AM) Herkimer, N.Y. (1420 khz, 1kw-D) - Broadcast Bureau granted assignment of license from Owege Broadcasting Corp. to Waly Enterprises for $140,000. Principals: Seller is owned by Philip Spencer (30%) and 85 minority stockholders. Seller also owns WCSS-AM-FM Amsterdam, N.Y. Principals in buyer are Robert E. Kassi and Charles A. Rosten. Mr. Kassi is in advertising department of Youngstown Vindicator, Youngstown, Ohio. Mr. Rosen is freelance programmer. Buyers have no other broadcast interests (BAL-8809). Action Nov. 30.

WKBO(AM) Gardner, N.C. (1100 khz, 250 kw-D) - Broadcast Bureau granted assignment of license from Edward G. Atsinger ill to Edward Paul for $220,000 plus $25,000 noncontingent consideration. Principals: Seller also owns KDAR(FM) Oxnard, Calif., and is 50% owner of applicants for new FM in Shafter, Calif., and which has sold, subject to FCC approval, to CBI S-FM Bakersfield, Calif., for $482,500 (Broadcasting, June 21). Buyer is former broadcaster who now has majority interest in Strataville, Pa., auto and truck center (BAL-8811). Action Nov. 22.

WTAB(AM)-WKSM(FM) Tabor City, N.C. (AM: 1370 khz, 5kw-D; FM: 104.7 mhz, 3kw) - Broadcast Bureau granted transfer of control of Tabor City Broadcasting Co. from original stockholders to Joe N. Ross, William Benton, et al. Consideration: $45,000. Principals: Five original stockholders have been selling stock to Mr. Ross, Mr. Benton and others. Ms. Ruby McPherson-Brown wishes to sell her interest, which would put Messrs. Ross and Benton over 50% ownership, necessitating FCC approval. Purchase price reflects only sale of Ms. McPherson-Brown's stock. Mr. Benton has interests in WMAP(AM) Monroe, N.C. and station in High Point, N.C. Mr. Ross has interest in WIXE(AM) Monroe, N.C. (IBTC-8086). Action Nov. 24.

WDHI(FM) Delphos, Ohio (107.1 mhz, 3kw) - Broadcast Bureau granted assignment of license from R L Broadcasting Co. for $95,000. Sellers: Vernon P. Hopkins, David Roach and Raymond Tanner, Mr. Roach has 35% interest in buyer. Other principals: Mr. Vogel (51%), Alwyn Trelow (12%), Neil Lancaster (6%) and Hugh Ellington (6%) also own WQNS(AM) Murfreesboro, Tenn.; WNMC(FM) Florence, Ill.; WIFN(FM) Franklin and WMPF(FM) Scentsburg, both Indiana, and WAMA(AM) Selma, WHOF-AM FM Jackson, WBLO(AM) Everett, WTCB(AM) Florence and WULA-AM-FM Euahla, all Alabama (BALJ-2319, BASCA-758, BALRE-3057). Action Dec. 7.

KROW(AM) Coquire, Ore. (630 khz, 5kw-D) - Broadcast Bureau granted assignment of license from KWHO Inc. to KROW Broadcasting Corp. for $152,000. Seller is owned by Sheldon E. Roberts (19%) and wife, Ethel N. Roberts (81%), and Atuhor Johnstone (16.02%) and wife, Anne E. Johnstone (15.62%), and two other minority stockholders. Sellers have no other broadcast interests. Financially troubled station requested waiver of FCC's three-year rule. Buyer is owned by Lloyd B. Ericson (52%) and Edward P. Charapata (48%), neither of whom has other broadcast interests. Mr. Ericson is Portland, Ore., attorney and Mr. Charapata is nursing-home operator in Molalla, Ore. (BALJ-8775, BALRE-5278). Action Nov. 29.


Facilities changes

AM actions

WBBL-Bellefonte, Pa. - Broadcast Bureau granted CP to increase daytime power to 1 kw; change type trans.; remote control permitted (BP-20, 140). Action Nov. 30.

KYAC Seattle - Broadcast Bureau granted CP to increase nighttime share time hours by adding directional to the 1/4 mile West of Gray, La.; make changes in ant. system (decrease height); change TPO: ERP 80 kw (H&W); add circular polarization to ant. height 1120 ft. (HVT-1120). Action Nov. 29.

WLFQ Crawfordsville, Ind. - Broadcast Bureau granted CP before making change in ant. system (height); change TPO: ERP 920 kw (H&W); antenna height 500 ft. (H&W); remote control permitted (BP02-18). Action Nov 23.

KXOR Thibodaux, La. - Broadcast Bureau granted CP to change station loc. to 1/4 mile East of Gray, La.; make changes in ant. system (increase height); change TPO: ERP 1.8 kw (H&W); antenna height 380 ft. (H&W); remote control permitted (BP02-18). Action Nov. 23.


*WFOS Chesapeake, Va. - Broadcast Bureau
granted CP to change trans. location and studio location to 617 Cedar Road; Chesapeake; install new trans.; install new ant.; change makes in ant. system (increase height); change TPO; ERP 1.5 kw (H&V); ant. height 145 ft. (H&V); (BPED-20461). Action Nov. 29.

KDUZ-FM Amber, Wash.--Broadcast Bureau granted CP to change trans. location to Morrison Rd. 2 miles south of Colome, Amber; change studio location to 1308 Coolidge Rd., Amber; operate remote control from the proposed studio site; install new trans.; install new ant.; make changes in ant. system (decrease height); change TPO; ERP 31 kw (H&V); 21 kw (V); ant. height 360 ft. (H&V); remote control permitted (BPBN-9538). Action Nov. 26.

In contest

Designated for hearing


Marshfield, Mass., FM proceeding: Marshfield Broadcasting Co. Inc. seeking 95.9 mhz (Doc. 21016).

Procedural rulings


Initial decision


with power in excess of authorized presumes power of 500 w on various dates. Action Nov. 24.

KBBDFM(Tacoma, Wash.--Broadcast Bureau notified licensee of apparent liability for $1,500 for operating overpower and/or underpower for radio station. Action Nov. 24.

Petitions


Broadcast Bureau proposed assigning ch. 257A to Fort Myers Beach, Fla., as community's first FM ch. Action was in response to petition by Stoner Broadcasting System Inc. Comments on proposal should be filed by Jan. 13, and replies by Feb. 2. Action Nov. 29.

Broadcast Bureau assigned ch. 237A to Pearland, Tex., its first FM. In same action, deleted ch. 237A from Uvalde, Tex., and substituted ch. 258A. Action was result of petition by Walter W. Herbort Jr. and Ramon Montemayor, Huston (W2KGM) Pear- sell. New assignment includes nighttime service. Effective Jan. 12, 1977. Action Nov. 29.

Rulemaking

Petition


Actions

Chief of Broadcast Bureau extended to Dec. 23 time for filing replies to rulemaking petition of Weekend Broadcasting Co. Inc. on television network practices and their effect on ability of station licensees to operate in public interest (RM-2749). Action Dec. 8.

PCC amended rules in response to petition by Public Broadcasting Corporation to permit "closed" captioning of television programs for benefit of hearing-impaired. Commission noted that type of captioning proposed could, with use of special decoders, "significantly enhance TV viewing for hearing-impaired persons." Effective March 1. Action Dec. 8.

Cable

Certification actions

CATV Bureau granted following operators of cable TV systems certificates of compliance: Rock Valley Cablevision, for Oregon, Mount Morris, Byron, Stillman Valley (village of), Polo, Forsyth and unincorporated areas of Ogle county, all Illinois (CAC-06414-20); Cablevision, Division of Comcast Cablevision Corp., for Fishing, Mich (CAC-27549); Simmons Communications Inc., for Corlandville (town of) and Corland, both N.Y. (CAC-06785-61); Storer Cable TV of Florida Inc., for Barrow, Fla. (CAC-06783); Upper Potomac Television Company Inc., for Lake and Westsports, both Maryland (CAC-06787-81); County TV Cable, for unincorporated areas of San Mateo county, Calif. (CAC-06903); Moline Cable TV for Moline, Kan. (CAC-07016); Cardinal Telecable Corporation, for Casey, Ill. (CAC-07088). Lexon Cablevision, for Lexon, Iowa (CAC-07089); Cass Community Antenna TV Inc., for Danforth (village of), Ill. (CAC-1251); Dighton Cable Communications Inc., for Dighton, Kan. (CAC-07125); Outer Banks Video Inc., for Manico (town of), N.C. (CAC-07259); Canadian Cablevision Inc., for Canadian, Tex. (CAC-07263); Cable Construction Ltd., for Halstead, Valley Center (town of), Sedick, North Newlon, all Kansas (CAC-07268-8, 07307); Liberty TV Cable Inc., for Winchester, Ind. (CAC-07310); Ar- tesian Cable TV Inc., for Meade and Minneola, Kan- sas (CAC-07334-3); Cable Brazil Inc., for Stanton (town of), Knightville, North Central County, all ind. (CAC-07337-9); Oxford Cable Television Inc., for Oxford, N.C. (CAC-07360); Cablevision of Durham Inc., for Durham, N.C. (CAC-07364); Milford Cablevision Corp., for Amherst, N.H. (CAC-07365). Action Nov. 30.

Other actions

Commission directed Kingdom Television Inc. to provide network program nonduplication to KOMU-TV Columbia, Mo., on its cable television system at Fulton, Mo. Action was response to petition by Cura- tors of University of Missouri, licensee of KOMU-TV, requesting that Kingdom be ordered to cease and desist from violation of rules. Action Nov. 30.

Twain County Trans-Video Inc., for Communities in Pennsylvania--CATV Bureau granted temporary authority to carry WFMZ-TV Allentown, Pa., for ninety days. (CSR-1088T). Action Dec. 6.

In contest


Washington County, Tenn., cable TV proceeding: Washington County Utility District CATV Division (Doc. 20899)--ALJ Joseph Stimson granted joint request by Washington County and CATV Bureau for issuance of continuance, closed record and ended proceeding. Action Dec. 3.

Rulemaking

Commission amended rules concerning annual cable television reporting requirements to eliminate submission completed forms on fixed dates. In eliminating fixed dates, operators would be required to correct and/or complete within 60 days, material mailed by Com- mission. It also planned to require information in aggre- gate and at times during year which are appropriate and convenient. Action Nov. 30.
Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Need gen mgr. now! New central illinois FM in small market ready to go on air. Need pro to hire own teams, handle P&L, and build a winner in growing market. Send complete resume and salary requirements. Box Z-113, BROADCASTING.

Sales manager desired by no. 1 station in medium-sized New England market. Must now be sales manager or top salesperson at station in northeast, preferably New England. Opportunity for high earnings. Good future and pleasant lifestyle for real producer who can sell, plan and motivate. EEO. Box Z-122, BROADCASTING.

Station Manager, New England medium market. AM/FM. Must be good administrator-sales person. Career Opportunity with a solid operation. Send resume and salary required. Box Z-138, BROADCASTING.

Established broadcast and electronics equipment manufacturer needs talented and experienced general manager for California location. Reply in confidence to Box Z-149, BROADCASTING.

AM/FM station manager PANY Border. 5 years sales with 2 years successful sales manager position. Equity VP & GM possibilities. Bob Klose, 607-555-9411, Box 185, Waverly, NY 14892.

HELP WANTED SALES

Expanding sales staff. Mid-Michigan's leading radio station needs energetic, stable, willing to learn self starter. Income limited only by your sales ability and desire. Equal Opportunity Employer. Send resume to Box Z-96, BROADCASTING.

New York City company needs radio sales people on salary plus commission. Sell local stations. Send resume and current salary. Box Z-116, BROADCASTING.

Sales job open, New England group operation. Medium-sized market, great opportunity. Must have minimum two years selling radio. Programming or production experience desirable. High commissions, good guarantees, beautiful areas, selected, personal interview arranged our expense. EEO. Write full details, including current billing, past employer references, desired income to Box Z-123, BROADCASTING.

Experienced account executive position available with No. 1 ARB rated station. Established account list. Salary plus commission. Equal Opp. Em. KFMO, Terminal Building, Lincoln, NE 68508.

Booming market, expanding; two immediate sales openings, contemporary-automated. Salary plus commissions. Don Libeg, KSNN-AM-FM, Pocatello, ID.

Outstanding account executive needed to take over established list at the leading station in delightful California market near San Francisco. We require someone who has the drive, intelligence and persistence to succeed in the market and to fit in well with our aggressive, growing team. Rick Davenport, K2ZST, Box 2755, Santa Rosa, CA 95405.

Sales positions at an opportunity to join a young expanding broadcasting company. We are looking for aggressive creative salespeople for our stations. Our group consists of WBNY, Buffalo; WEZE, Boston; and WILK AM/FM, Providence. In three years of operation all three general managers have been promoted home within our company. Tremendous opportunity for financial and career growth. Send resume to: William M. McClelland, Communications, Inc., One Beacon Street, Boston, MA 02108. An Equal Opportunity Employer.

HELP WANTED SALES CONTINUED

Openings for working sales manager and several account executives for well-established beautiful music class B FM. Wide audience acceptance in eastern West Virginia, northern Virginia, central Maryland and southwestern Pennsylvania. Weekly guarantee plus commission. Car necessary. WESM, P.O. Box 767, Martinsburg, WV.

If you are ready for that first sales job. Let's talk. Growing, aggressive young group seeks motivated individual as an addition to our staff. Call Tom Manley at WKCY 703-434-1777.


Announcer-Salesperson 3rd endorsed, experience in sales essentials. WWTR-FM, P.O. Box 366, Bethany Beach, DE 19930; 302-539-6466. EOE.

Knight Quality Stations of New England, with seven AM/FM facilities within 50-mile radius of Boston, are recruiting mature female sales teams with opportunities to move up. We particularly seek applicants from minority group members and will arrange interview with our top-manage ment. Motivation and attitude are prime requisites, with inside-station experience desirable. Write (do not phone) Knight Quality Stations, 390 Commonwealth Avenue, Boston, MA 02215.

Somewhere there must be an aggressive experienced radio salesperson unaffiliated with any major operation looking to join a sales team permanently and grow to be part of management team in Florida resort community. If you know radio sales who can build a block and close and service and want to settle permanently, we want to talk to you. Call 305-278-2694, Mr. Harris.

Account executive positions open at oldest AM in eastern West Virginia. Full-time with MOR, country, sports and general programming. Weekly guarantee plus commission. Car required. WEPM, P.O. Box 767, Martinsburg, WV.

HELP WANTED ANNOUNCERS

No. 1 Midwest station 200,000+ SMSA taking applications for possible opening, 3rd phone. EOE. Box Z-18, BROADCASTING.

Country music drive time person. Must be experienced and good. Southeast equal opportunity employer. Send resume to Box Z-78, BROADCASTING.

Needed fulltime personality for MOR SW Florida coastal AM/FM Group. Owned, excellent benefits, 5 years experience minimum. EEO Employer. Send resume to Box Z-99, BROADCASTING.

Super heavy nighttime drawer, with excellent production and promotionally oriented. Medium market midwest top 40 run by professionals. Join us! Box Z-110, BROADCASTING.

KGGQ, Des Moines needs a top midday personality with the ability to communicate on a one to one basis. New facilities and swimming pool. Send tape & resume to Jerry Dean, program director, KGGQ, 3900 N.E. Broadway, Des Moines, IA 50317.

Beautiful Alaska-Number 1 rated AM & FM needs professional voice for news and production. 5-day 40 hr. wk. Top pay. Send tape & resume to Ken Flynn, KHAR/KXJL, 3900 Old Seward Hwy., Anchorage, AK 99503 EOE.

HELP WANTED TECHNICAL

Florida, small market AM-FM. Full charge engineer, all new equipment. Great location and working conditions. Box Z-102, BROADCASTING.

Chief engineer. Top rated contemporary FM station in major southeastern market is looking for an outstanding chief. The individual selected for this job will have a minimum of 3-5 years progressive experience as chief engineer in contemporary station and must be good. This person will be paid a top salary and enjoy working with a professional group in an outstanding station. If you fit the above description, let us hear from you. Send resume showing complete job and salary history, along with references to: Box Z-125, BROADCASTING.

Broadcast engineer. Permanent position with a growing company. Dynamic facilities in the South. Must have substantial experience with audio processing, high power FM and directional AM. Box Z-141, BROADCASTING.
HELP WANTED TECHNICAL CONTINUED

Grow with us! Southern California automated AM/FM needs competent maintenance engineer, 1st phone. Some announcing, production. $700. Box Z-158, BROADCASTING.

Chief engineer. Excellent working conditions, automation, stereo, audio. Creative and willing to handle the total plant. Midwest. Box Z-161, BROADCASTING.

Chief engineer for AM/FM stereo stations. Some board work. EOE. Contact Manager, KIRR/KIRX/RL, Kirkville, MS 669-655-8881.

Working chief engineer for southwest public UHF. First phone, extensive broadcast experience required. Supervision/ background helpful. Application deadline December 24, 1976. Write or call J. Dryden, KRWG-TV, New Mexico State University, Box 3J, Las Cruces, NM 88003. 505-648-2233. An Equal Opportunity Affirmative Action Employer.

Idaho AM/FM automated contemporary seeks engineer capable of growing with expanding facilities. Immediate placement. Dan Libeg, KSNN AM FM, Pocatello, ID.

Chief engineer, North East directional AM. Requires strong background experience in audio and DA's. Group ownership and excellent benefits. WAMS, PO Box 3677, Wilmington, DE 19807. 202-654-8881.

Asst chief engineer for AM/FM combination. 5kw DA-N AM, class C FM. Some experience necessary. Team player. Good salary and benefits. Call Steve Dickoff, 715-832-3463 or write WEAQ, Box 1, Eau Claire, WI 54701. EOE.

Need chief engineer immediately for AM directional and automated FM. Only experienced trouble shooter and person dedicated to good maintenance need apply. Station needs individual who wants a career, not a job. Excellent fringe benefit package, great area for person interested in outdoor sports, good family community.应立即派遣杰克·甘纳罗，总经理，WFHF/WFWR, 715-424-1300, Wisconsin Rapids, WI 54494.


WRCP AM/FM, Philadelphia, is looking for chief engineer experienced in audio and DA’s. Group ownership. EOE. Reserve to General Manager, 2043 Locust St, Philadelphia, PA 19103.

California educational FM has permanent half-time position ($6600 for experienced first. Nice for semi-retired person to share knowledge with students. For information, call Sandy (213-498-4353). Apply to Personnel Dept, CSULB, Long Beach, CA 90840.

HELP WANTED NEWS

Midwest stations 200,000+ SMs taking News applications. Must read, report, write well for top-rated AM/FM stations. 3rd phone. EOE. Box Z-15, BROADCASTING.

News person wanted for Midwest AM-FM local news dept, Box Z-130, BROADCASTING.

Wanted: News reporter. Writing skills to match professional air delivery. Be part of best news department in the country. NORTHEAST. Salary commensurate with ability. Equal Opportunity Employer. Write Box Z-159, BROADCASTING.

News anchor with solid news announcing background for leading AM in major market on East Coast. Immediate opening for right person. Send resume to Box Z-165, BROADCASTING.

Wanted: Radio news reporter air person. Must be able to dig, write, deliver. Strong local news and sound. Resume, tape and salary requirements to Steve Ecken, WCSV Radio, P.O. Box 2697, Springfield, IL 62708.

HELP WANTED NEWS CONTINUED

Newsperson for 50 kw WLW, good air sound with emphasis on documentaries and knowledge of sports. Enclose air check, resume and salary requirements. Send reply to: WLW Radio, 501 Elm Street, Cincinnati, OH 45202. Attn: Bill Rid neroum, News Director, An Equal Opportunity Employer.

News person wanted for AM-FM operation. Experience 8 & 1st class ticket required. Tapes and resumes to Steve Van Beckum, WONS-WBGM, Box 3127, Tallahassee, FL 32310. An Equal Opportunity Employer.

Sports person with abilities in sports writing, interviewing and sports telecast play. PBP all sports. Will consider beginner with desire and sports knowledge. Send tape and resume to, WSIP Radio, Paintsville, KY 41240, or call Mr. Pyfe, 506-769-5131.

Wanted, morning newsperson for number 1 station. AM & FM minimum 1 year experience in reporting. Send tape, resume and salary requirements to: WVLK, P.O. Box 1559, Lexington, KY 40501. We are an Equal Opportunity Employer.

Experienced anchor/reporter ready to move up to a major market professional all-news start. Send tape, resume to Box 3678, Washington, D.C. 20001, EOE.

Newsperson, excellent opportunity for a begin- ner with a good work ethic and a love for radio to join a station with an expanding news operation. Tape, resume to: Alan Boyd, Box 3260, Albuquerque, NM 87110, 505-266-5833.


Medium market, Midwest: AM-FM with local emphasis. Requires two years commercial experience, with four year degree. Send tape, resume and salary requirements to Personnel Department, Box 368, Dubuque, IA 52001. Equal Opportunity Employer-M/F.

HELP WANTED PRODUCING, PRODUCTION, OTHERS

Modern country program director/personality who can get ratings in drive time for southeast equal oppor- tunity employer. Tell us about yourself. Box Z-90, BROADCASTING.

Producer/announcer University of Northern Iowa. For public stations KUNI, (100 kw) and KHKE, (8 kw). Serves as on-air host for music programs, conducts interviews and produces commercials. Thorough knowledge of American folk music required, B.A., 3rd class with endorsement, 2-3 years experience. Salary will be commensurate with training and experience. The University has an excellent fringe benefit program. Apply in writing and send audition tape with resume, music clips and references to: Dick Cottrill, Assistant Director, Personnel Services, University of Northern Iowa, Cedar Falls, IA 50613 prior to January 14, 1977. University of Northern Iowa is an Affirmative Action/Equal Opportunity Employer. Members of the protected classes may identify themselves for purposes of Affirmative Action.

Promotion manager. FM rocker needs person to handle promotion, PR, PA, publicity, research. Abilities in air work, photography, layout, concert production helpful. Resume, salary first letter to KFYF, Fresno Townhouse, Fresno, CA 93721.

Music Director for 15kw stereo public broadcast station. Classical, jazz, folk. Must have bachelors degree or equivalent, music training, and endorsed FCC. Must be a professional broadcaster with pleasant, mature air personality for hosting daily classical show. Must know records and record companies and be willing to conduct local music programs and stand- ard concert recopies. $9,10,500 plus excellent ben- efits. Resume only to Dr. Walter Sheppard, Manager, WITF-FM, P.O. Box 2, Hershey, PA 17033. An Equal Opportunity/Affirmative Action Employer.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS, CONTINUED


Director of broadcast journalism sought for new school of communication. Base $15,000 to $25,000 for nine months; no summer duties required; 15% ad- ditional in fringe benefits. Rank and salary dependent on professional stature and achievement. At least 15 years in radio and television news required. For further information write: Dean Robert O. Blanchard, School of Communication, The American University, Washington, D.C. 20016. An Equal Opportunity/Affirmative Action Employer.

SITUATIONS WANTED MANAGED

Owner’s son returns from college to take over station. Want situation for present manager, who brought station from S50M to S59M. Replies Confidential. Box Z-136, BROADCASTING.

GM/SM. Station owner, looking for that key man? Sales wizard, programmer, technical. Lots of drive. Most recent station increased base 100%. Let’s see what I can do about that bottom line. Seasoned ad- ministrator. Majority of time invested on street. Min- imum 15K, investment possible. Box Z-146, BROADCASTING.

AM major market general manager seeking agency or broadcast station employment in the Jacksonville, FL area. Box Z-154, BROADCASTING.

Texas-Southwest, Manager: to make you money, 12 years radio, 5 in management. Competitive station builder. Currently top 100 market, Sales up 500%. Ratings tripled. Profits up over 1000%. Box Z-164, BROADCASTING.

Twenty plus years of successful radio manage- ment, knowledgeable in all phases. W.N. Schwopp, 515-432-7427.

General Manager with 21 years management expe- rience of medium and major market stations in North- east, Southeast and Southwest desire 1977 challenge. Formats contemporary, MOR and country. Suc- cessful? Always! Expertise management, sales, pro- gramming, FCC. Excellent credentials and references, major university communications graduate. All corre- spondence kept confidential. Call Ray Joe, 11332 Chassell Street, Sun Valley, CA 91352.


Small market female station manager, very strong in sales, looking for larger market, 15 years radio/TV. Excellent references. Sylvia Hinrichten, Star Route 2, Owego, NY 13827, 607-687-6222 after 6 PM.

SITUATIONS WANTED ANNOUNCERS

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

Mature, conscientious person. Adaptable Person- onable. Good news, light board. All areas considered. Audition tape available. Contact: Box Z-74, BROADCAST- ING.

4 years experience including music director, news & production 216 years at present station. Preter Pena- na, surrounding states. EZ, MOR, Beautiful Music, classical. 3rd, married, BS, willing leamer. Box Z-78, BROADCASTING.

Talk show host makes national news, now seeks ad- vancement. Intelligent, good talker, entertaining, ex- perienced. Box Z-61, BROADCASTING.

You need a good voice, delivery, and large market experience. Contact me. I need southwest medium or market. Box Z-82, BROADCASTING.
SITUATIONS WANTED TECHNICAL CONTINUED

Electronics technician 1st phone consumer repair experience communications degree, trainee level opportunity. OK. Box Y-207, BROADCASTING.

First class, Ivy League graduate, 4 years experience as TD of AM station. Designed and built FM station. Prefer job in general Hartford-Springfield, Mass area. Box Z-42, BROADCASTING.


SITUATIONS WANTED TECHNICAL


SITUATIONS WANTED NEWS

Lookout Charles Osgood—cautious here! I come. FSB, RR, and operated experience. Box Z-1, BROADCASTING.

Mature pro, mid 30's, positive mental attitude, ready for challenging opportunity. Organized administrator, like public affairs. Now in east, Box Z-120, BROADCASTING.

Mature experienced news director, 20 years experience, lovely southern accent. Want position full time only. Box Z-128, BROADCASTING.

News can be sharp, upbeat, authoritative, profitable. Is yours? Energetic experienced professional wants ND. Box Z-142, BROADCASTING.

Former NIS News Director seeking advancement in radio or television in spots position for PBS-TV. Box Z-150, BROADCASTING.

Young experienced desk editor of former news station seeks position. Will relocate. 209-224-3961.

Creative, conversational writer with 3 years experience in news, production, publicity and public affairs. Open to established and growing markets. 3rd endorsement. Contact Stan Friech, 212-526-1831 day/night.

If you're looking for a sharp, talented experienced, aggressive, college grad newsman, I'm your man. Solid news background and excellent references. Radio & TV. Call anytime 707-255-2288, Robert B. Wareham.

Experienced news director, commentator, 32, journalism B.A., seeks serious news post. 216-454-4150.

Ambitious, resourceful, and conscious young man looking for an entry level position 3 years college experience and news. Strong on psych. On my way up. Call Ed, 618-654-8543.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS


HELP WANTED SALES

Sales manager wanted at established net V station in city of license, 40,000. Box Z-157, BROADCASTING.

HELP WANTED TECHNICAL

Maintenance engineer for station in large market, planning major modernization. Must be self starter and experienced. Box Z-254, BROADCASTING.

Television maintenance engineer experienced in UHF transmitters, RCA videotape, TK 27, PC 70, and general studio maintenance. Florida network affiliated WFTV, An Equal Opportunity Employer, desires.asp and salary requirements first letter to Box Z-76, BROADCASTING.

Chief Engineer—Mid Atlantic TV station top 100 market network affiliate seeks a qualified person to assume duties of chief engineer, including administration of operations and FCC matters. Must be familiar with RCA videotape and GE studio camera equipment. Good salary and full benefits. An equal opportunity group employer. Send resume and salary requirements to Box Z-137, BROADCASTING.

HELP WANTED NEWS

Assignment editor: Looking for an experienced and creative assignment editor. Must be able to work with news team, critique stories, motivate personnel, inspire perfection, deserve respect and be willing to settle for nothing less than the best news production anywhere. You must have experience and good references. We will supply good working conditions, total management involvement, news consultants (Frank Magid Company) and a good salary. Medium market in Southeast. Send resume and photo to Box Z-92, BROADCASTING.

Southeastern medium market VHF needs news personnel, reporters and/or anchors. Equal Opportunity Employer. Send resume, and S needed to Box Z-124, BROADCASTING.

Immediate opening for co-anchor/reporter prefer a with photographic training. Would consider student with strong intern experience. Pacific northwest, great skiing, medium market. Send photo, resume and salary requirements. Box Z-156, BROADCASTING.

Virginia's most prestigious television station seeking street reporter. Television reporting experience essential. Looking for dynamic, aggressive individual for beat assignment. Box Z-166, BROADCASTING.
HELP WANTED NEWS
CONTINUED
We're looking for a news management-faculty member to help direct the world's most unusual newsroom. Commercial KOMU-TV, an NBC prime, serves as the on-the-line broadcast training ground for the University of Missouri School of Journalism. All 2-hour daily newscasts are reported, timed, produced, edited, and anchored by students. Applicants need a strong background in television; a thorough knowledge of the technical and editorial sides of broadcast journalism, a M.A., and a strong desire to stay in the business of teaching. Excellent salary and benefits. Academic appointment. EOE. Leigh Wilson, News Director, KOMU-TV, Rte. 63 S., Columbia, MO 65201.

WANTED: Sportscaster. 2 years college, 2 years paid experience. Encourages sports reporting. Call Steve Williams, Monday-Thursday 405-843-6641, KWTY, Oklahoma City, an Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT
Former network executive with extensive key market general management success seeks opportunity and tough challenge; can provide unique references and background story. Will relocate; will interview. Call Box Z-18, BROADCASTING.

SITUATIONS WANTED Technician
First phone-maintenance and/or xml experience. Box Z-131, BROADCASTING.

First 1st phone experienced 14 months NYC. Quick to absorb. Co-operative personality. For employee references & resume. Box Z-135, BROADCASTING.

1st phone major market 9 yrs experience general control room procedure with PQ 70 Ampex, RCA & editing. Box Z-139, BROADCASTING.

1st phone some experience camera operator VTR switching, special effects, audio, lighting, camera calibration. Good education, age 22, 212-857-0445.

SITUATIONS WANTED NEWS
Experienced radio reporter/assistant, TV news producer-reporter seeks challenge on top forty market. Seven years experience in street, investigative reporting, production skills. Box Z-21, BROADCASTING.

Anchorman, sports, weather in top 10 markets. Contract expires December 10. Box Z-63, BROADCASTING.

Experienced TV anchor-Journalist to run or assist in your news operation. Box Z-57, BROADCASTING.

Meteorologist-young with good appearance and voice. Radio & TV experience. Member AMS, Degree-Florida State University. Box Z-111, BROADCASTING.

Sports Director in medium market wants move up. Young experienced, talented. Box Z-140, BROADCASTING.


HELP WANTED PROGRMAMING, PRODUCTION, OTHERS
Radio-TV editor Individual with bachelor’s degree and 2 years experience in news broadcasting is needed for interesting position in university information services. Editing experience and facility with still and moving film preferred, as well as interviewing skills. Technical knowledge of radio and TV required. Send resume to: University of Virginia, Personnel DelPs, Madison Hall, 22903, An Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS
Production. Have commercial experience; need more. Freier top 100. Tom Miller, 2300 N. Nodica, Chicago 60634. 312-622-6952.

Free gift to everyone who writescalls for my resume. Bill Frankel, 24049 Lyman Blvd., Cleveland, OH 44122. 216-464-2480.

11 yr. experience producer/director top 10 market. Background in news, commercials, promotion etc. Call 612-929-4256.


Young BA In Communications with film production experience seeks entry position in TV production. Chance for experience and to make contribution more important than location or station size. Resume, Joe McJimsey, 23 Greenpark Dr., Mobile, AL 36608. 205-344-0776.

CABLE
HELP WANTED PROGRAMING, PRODUCTION & OTHERS
Construction (working) foreman, complete knowledge of mapping, layout, design, electronics and construction. Assume responsibility for teaching and work. "Equal Opportunity Company." New England Based Company, reply Box Z-44, BROADCASTING.

WANTED TO BUY EQUIPMENT
WANTED to buy: Complete automation system. Contact Art Reed, WARE, 90 South St., Ware, MA 01082.

Wanted: Five to eight channel mono audio control board, WGLB, Box 347, Port Washington, WI 53074. 414-284-2865.

Used UHF TV transmitters and antennas. Emcee, Adler or others. Box 609, Altona, PA 18033. 614-943-2607.

We need used 250, 500 1KW, 10 KW AM and FM transmitter. No junk. Guaranteed Radio Supply Corp., 3114 1stbide, St. Laredo, TX 78040.

Amateur radio clubs seek old B&W equipment TK 11’s etc for club station. Working or not. WAG/LR, Marsh, 10900 N.W. 13 Place, Pembroke Pines, FL 33026.

FOR SALE EQUIPMENT
Several VR-2000’s, all with Velocom and 3M D.O.C., two units have Editor, one has Editec. Best offer over $50,000 each. Machines available first quarter of 1977. Box Z-33, BROADCASTING.

Two Szabadon PPC-1000A color cameras w/50’ cable, and CCU’s, plus accessories. Asking $12,000. 1 VHF 800 VTR. asking $1,500. Call 505-383-4962 or write KLYT, 5400 Phoenix, NE, Albuquerque, NM 87110.

Two Scully model 270 Playbacks, in excellent condition. KMTN, Box 927, Jackson, WY 83001. 307-733-4500.


Video Tape-used Ampex 161-60 1”-1. HR. reels. Good condition $25 each. Box 11208, Cincinnati, OH 45211. 513-681-8636.

12 Bay FM antenna, 3 1/8” rigid coax, 9” flexible coax, stems, cart and reel recorders, Sparta cons. limiters, other audio processing equipment and more. Call Norm Laramee, 918-585-5555.


One stop for all your professional audio requirements. Bottom line oriented. F.C.T, Brewer Company, Box 8057, Pensacola, FL 32505.
FOR SALE EQUIPMENT CONTINUED

Heliex-styroflex Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23972, Oakland, CA 94623.

COMEDY

Deejays: New, sure-fire Comedy! 11,000 classified one liners. $10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

Original comedy for radio entertainers. Free sample OBRTS, 396-C West Bullard, Fresno, CA 93704.

Hundreds have renewed! We guarantee you’ll be funnier. Freebie! Contemporary Comedy. 5904-B Twi'ning, Dallas TX 75227.

MISCELLANEOUS

Prizes! National brands for promotions, contests, programming. No barrier or trade... bet! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Amateur singers wanted for new record company. Call 212-247-8500. Demo fee required.

Broadcasters: Uplift on the air? Relax with my taped hypnotism/meditation technique, developed by award-winning broadcaster who has been there. Only $15. J. Anderson, Box 1544, Knoxville, TN 37901.

INSTRUCTION

San Francisco, FCC license, 6 weeks 1/17/77. Results guaranteed, Veterans approved. School of Communication Electronics, 150 Powell St., 94102. 415-392-0194.

1st class FCC, 6 wks., $450.00 or money back guarantee. VA approved. NWI.I Communications, 11486 Oxord St. N. Hollywood, CA 91608.


Free booklets demonstrate “Job Power” of our FCC 1st class license preparation, and/or performance training. Write Announcer Training Studios (A.T.S) 152 West 42 St. New York City 10036 (Vets Benefits). 212-221-3700.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin Jan. 3 and Feb. 14. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401, 703-373-1441.


First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 8010 Blue Ash Road, Cincinnati, OH 45236 Telephone 513 791-1770.

Third class phone with broadcast endorsement complete self-study course. Text plus cassette includes sample FCC test. Send $14.95 to Broadcast Technicians School, P.O. Box 739 Radio City Station, NYC 10019.

Omega State Institute, FCC first class license and studio training. 90% placement success! 237 East Grand, Chicago. 312-322-9400.

Get your license in exciting Music City. USA. Next class Jan. 3. Tennessee Institute of Broadcasting, Nashville, 2106-A 8th Ave. S. Neil Terrell, Director.

INSTRUCTION CONTINUED

Get your first to get there first! Don Martin School of Communications! Since 1937, training broadcasters for broadcasting! 1st phone training using latest methods and completely equipped transmitter studio. Call or write for details and start dates. Don Martin School, 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. Call 213-682-3261 or 213-657-5886.


RADIO

Help Wanted Management

RADIO STATION MANAGER

Must be strong in sales, programming, and audience promotion. A positive thinker and a motivator. MOR station located in Midwest. Top 100 market. Resume Equal opportunity employer.

Box Z-144, BROADCASTING

HELP WANTED NEWS

NEWSPERSON/ANNOUNCER

A top rated east coast station needs you. You need: Good voice quality and the ability to produce tight, information-packed newscasts with lots of sound. You’ll be an important part of a solid, fast-growing organization

Box Z-148, BROADCASTING

Situations Wanted Management

Major Market, employed and successful radio Sales Manager desires general management. Seven years of radio and television expertise. Best references. Replies held in confidence.

Box Z-50, BROADCASTING

ATTENTION—BROADCAST GROUP OPERATORS

Situations Wanted Announcers

ATTENTION FLORIDA & SOUTH

Available: Two drinking, pot smoking, drifters. We’re none of above, but we got your attention, didn’t we? PD/MC, morning and afternoon drive. Make a few Years Resolution NOW to turn your station around and WIN, 55 years combined experience. Major and Medium Market.

Box Z-134 BROADCASTING

Help Wanted Technical

SYSTEMS MARKETING CORP.

THE WORLD’S LARGEST

RADIO AUTOMATION

COMPANY IS NOW HIRING ADDITIONAL

SERVICE AND INSTALLATION

PERSONNEL FOR DOMESTIC

AND INTERNATIONAL DUTY

IF YOU KNOW RADIO

AUTOMATION

EITHER AS A PROGRAMMER OR

ENGINEER PLEASE SEND US

YOUR RESUME

SYSTEMS MARKETING CORP.

1005 W. WASHINGTON

BLOOMINGTON, ILLINOIS

61701

Broadcasting Dec 20 1976 60
**Help Wanted News**

**SALES MANAGEMENT**

Start 1977 with a new challenge. New ownership offers excellent opportunity for growth with an experienced, and productive sales management team. Local, regional or national sales background. Send detailed resume to Don Meineke, General Sales Manager, W D T-N, NBC, VH, 4595 S. Dixie Avenue, Dayton, Ohio 45401.

**WEEKEND ANCHOR**

Top rated news station in Buffalo, New York seeking person to anchor weekends and report from field weekdays. Experience should include air work, field reporting, and news production. Send VTR and resume to Joseph Barnes, News Manager, WKBW-TV, 1420 Main St., Buffalo, N.Y. 14209. Capital Cities Communications, Inc.,

An Equal Opportunity Employer

**Situations Wanted Programing, Production, Others**

**ORGANIZATION LADY**

Can help you administer network or manage station. Background full scope live and tape television production from budget to schedules to movement of union and production personnel to remote to control room.

Box Z-129, BROADCASTING

**Situations Wanted Programing, Production, Others Continued**

**HAL MURRAY PERSONALITY TV-PRO TV-HOST**

Experienced, successful, humorous, master ad-lib showman to MC talk/interview/entertain... with "sassy" your format or mine. Creative commercials. VTR—cassette/resume (601) 863-0415.

**Correspondent**

**WANT YOUR MAN IN THE WHITE HOUSE?**

Every A.M. and P.M. drive, millions of Washingtonians listen to White House correspondent Les Kinsolving's "Capital Commentary" on radio station WAVA. They hear the answers to the questions to Kinsolving always tough and provocative questions. He won the AP Broadcasters Award for the best radio editorial in Virginia in 1975. His column appears in over 200 newspapers. Why not consider having Les Kinsolving be your stations man in the White House, giving your call letters. Jim Trotter for details. (202) 244-1228.

**Placement Service**

**TELEVISION EMPLOYMENT**

Our unique, professional third man guidance techniques have aided in locating new situations for clients in the 20K – 65K salary range. All TV positions... All Markets. We work for and with you in a confidential manner while you are employed or seeking employment. Retain us and invest for a better future. BJL PRODUCTIONS Box 12069 Chicago, IL 60612.

**Miscellaneous**

$5 CASH FOR UNSOLD TIME $5 BROADCAST SALES ASSOCIATES PO. 19256 St. Petersburg, Fl. 33733 Person-to-Person COLLECT for Bob Benson 813-522-0090 WE SELL YOUR UNSOLD TIME. ALL OF IT!

**Situations Wanted Programing, Production, Others Continued**

**NOTICE**

new classified rates effective January 1, 1977
- Help Wanted 70 cents per word $1000 weekly minimum
- Situations Wanted 40 cents per word $500 weekly minimum
- All other classifications 80 cents per word $1000 weekly minimum

**Employment Service Continued**

**THE BEST JOBS**

are often EXCLUSIVELY referred to us!! SEND FOR YOUR FREE ISSUE!!

Box 1115, Daytona Beach, Fl 32019 We're the new guys who do more. Nationwide openings every week for announcers, news, sales, PD's & engineers. $10 (12 issues) – $300 (50 issues – $12/30) Compare FREE!! Then subscribe!! STATIONS!! YOUR ADS ARE FREE! 904-761-6920

**Buy-Sell-Trade**

**TRADE FOR**

16 + ACRES IN VA. BEACH, VA.

I'm willing to trade property for Radio or TV station(s) of equal value. Must be located in Va., N.C., Maryland, or D.C. Acreage zoned for duplex apartments in busy corridor of Va.'s fastest growing city. Contact: Bill Weller, 1600 Keswick Dr., Norfolk, Va. 23518. (804) 623-9777.

**Wanted To Buy Stations**

Financially qualified buyer with highest references interested in buying full time radio station or CATV system in south, preferably Tenn., S.C., Ga., Ark., La., Miss., Fla., N.C. Request 1975-76 operating statements to be held in strictest confidence. No brokers.

Box Z-145 BROADCASTING

$1,000,000 range AM/FM East or West coast Send details Box Z-153, BROADCASTING

Wanted to buy—prefer AM-FM—Midwest. Cash or terms up to $750,000. J. Papentus, owner-president, KAGE, Inc. Winona, Minnesota 55987. (507) 452-2867.
For Sale Stations

A LEADING STATION IN CAROLINA'S AT LESS THAN 2 TIMES GROSS. PROFITABLE REGIONAL FULLTIME.

Box Z-53, BROADCASTING

NEED FINANCIALLY QUALIFIED PEOPLE INTERESTED IN RADIO STATION OWNERSHIP IN THE SOUTH

Box Z-155, BROADCASTING

Suburban major market Pacific NW 5 kw daytimer with pending application for full time. Excellent coverage of adjacent metropolises. Signal covers 1 MM plus. Priced well below potential at 325K.

Box Z-168, BROADCASTING

For Sale Stations

The Ted Hapburn Company

Media Brokerage/Proposals

PO. Box 42401 Cincinnati, OH 45242

Phone 513/791-8730

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers

Los Angeles Washington

Contact: William L. Walker

Suite 508, 1725 DeSales St., N.W.

Washington, D.C. 20036

202-222-155

MEDIA BROKERS APPRAISALS

RICHARD SHAHEEN

435 NORTH MICHIGAN • CHICAGO 60611

312-467-0040

Why not reserve this space and see how well BROADCASTING'S Classified can work for you!

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted. Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if no information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly at 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 or to the NEW YORK GROSS STATION, 1735 DeSales St., N.W. Washington, D.C. 20036

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

RATES, classified listings ads:

- Help Wanted 75 cents per word - $10.00 weekly minimum. (Billing charge to stations and firms: $1.00).
- Situations Wanted, 40 cents per word - $5.00 weekly minimum.
- All other classifications 80 cents per word - $10.00 weekly minimum.

DISPLAY RATES:

- Situations Wanted - $3.00 per inch
- All Others - $6.00 per inch

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit 24 code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM etc. count as one word. Hyphenated words count as two words.

Name

Phone

City

State

Zip

Insert _______ time(s). Starting date _______ Box No. _______.

Display __________________ (number of inches).

Indicate desired category:

Copy:

---

North

Metro TV

NW

Small TV

ME

MMO Fulltime

SW

Small Fulltime

North

CATV

Atlanta-Beacon-Chicago-Dallas

New York—San Francisco

1835 Savoy Drive, Atlanta, Georgia 30341

CHAPMAN ASSOCIATES

nationwide service

Broadcasting Dec 20 1976

62
### Programming

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<th>% change in week</th>
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### Standard & Poor's Industrial Average

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Over-the-counter bid prices supplied by Hambrecht & Weeks, Hempstead-North Inc., Washington. Yearly highs and 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.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp., or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.

Broadcasting Dec 20 1976
Bob Levinson: an advertiser who thinks like a network programer

The just-announced second-season schedules of ABC-TV, CBS-TV and NBC-TV are on everybody's mind in network programming and along Madison Avenue these days. To Bob Levinson, the vice president and director of network programming at BBDO, it's a good sign that the networks have not indulged in wholesale, meat-ax-type cancellations of every series that's not burning up the Nielsens. "The networks are not panicking," Mr. Levinson says, leaning forward in his chair.

Bob Levinson is a short, compact man who has close-cropped hair and keeps his beard neatly trimmed. His manner is businesslike, with no wasted speech or motion. (For example, when he's working on a number of things at once his phone conversations tend to be quick and terse, almost to the point of abruptness.)

"Before the season started, I was worried that the networks would be canceling series if they didn't catch on in three weeks," Mr. Levinson says. He even predicted in the BBDO analysis of the 1976-77 prime-time season put out last summer that this is the case. "As a second season any more because the networks would cancel a series as soon as it showed any Nielsen weakness and replace it immediately, whatever the month."

"That prediction was wrong," he says, adding that he's glad he was wrong. "When a network cancels eight or nine hours of programming in one season, you can't imagine what a strain that is on the creative community."

The announcement of definable second-season schedules also allows advertisers to feel more secure about their network buys from January to March and beyond, according to Mr. Levinson. But right now, he adds, there are so many advertiser dollars out there chasing so few available commercial minutes in prime time that the networks are having trouble lining up decent make-goods for all of the sponsors who were bumped by the four prime-time political debates.

Ironically, "the networks themselves don't fully enjoy being all sold out," he continues, because this standing-room-only sellers' market ends up alienating major advertisers "who can't buy the schedules they want to buy."

Mr. Levinson is the BBDO executive who has shepherded all of the General Electric Theater drama specials in recent years on CBS. "Bob has a good, sensitive eye for story material, which is unusual in the advertising business," says the producer, Philip Barry, who has worked on GE Theater productions over the years with Mr. Levinson. Tony Converse, the CBS vice president for special programs, one of which is GE Theater, agrees with Mr. Barry. "Bob has a grasp of how a picture gets made, from the writing of it on through to the finished product," Mr. Converse says. "That's not true of most advertising executives."

Judging by all these encomiums, Mr. Levinson would appear to have been born to the advertising business. Instead, he ended up on Madison Avenue almost by accident. He was planning to follow in his father's footsteps by becoming an attorney. (His father was general counsel for Warner Bros. Pictures.) But after getting his B.A. degree in sociology and political science at Beloit College, "I found the prospect of continuing on in law school overwhelming," he remembers. "So one week before classes were to begin at the University of Wisconsin" (where he'd enrolled during his senior year at Beloit), "I walked out."

He'd just gotten married and needed a job, so his father-in-law, a space salesman at Look magazine, arranged an interview for him with Herb Manoloveg, then head of media at BBDO. "I had never even heard of BBDO at the time, and I had no idea of how an advertising agency operated," Mr. Levinson says, with a smile.

He was hired for BBDO's media-training program in September 1960. After two years of media-research activity, he moved into BBDO's TV-programming department and for the rest of the sixties he says he plowed through miles of network-rating figures, spot-rating histories, individual series share points and "numbers, numbers, and more numbers."

Mr. Levinson takes pride in having helped to create BBDO's elaborate computerized buying tool, called the NSS, into which is fed just about every rating figure ever recorded. These figures are stored and cross-referenced and ready for call-up in a matter of minutes, giving BBDO, in his opinion, "the finest post-analysis system in the agency business." James Rosenfield, vice president, sales administration, CBS-TV, adds, "Thanks to Bob Levinson, BBDO was ahead of the pack in the use of the computer."

Mr. Levinson has a few clients—particularly the Block Drug Co., which markets a range of products geared to people over 50—that are spending a lot of money on the so-called "fourth-network-type" efforts, which he regards as "an advertiser alternative to buying time on one of the three networks." Specifically, BBDO clients buy spots on syndicated barter shows like Hee Haw, The Lawrence Welk Show and The Dolly Parton Show.

The advantages of buying barter, as Mr. Levinson sees it, are that the advertiser can zero in on the demographic target he's seeking. One disadvantage, he admits, is that these barter spots often contain up to twice as many commercials as are typically found on a prime-time network show. And he tends to look a bit askance at the upcoming fourth-network-type attempts like Mobile and SFM Media's Age of Exploration (10 weekly hours) and MCA/Universal's miniseries being done in conjunction with a group of independent stations. When a syndicator tries to get a group of disparate stations (some independent, some affiliated with a network) around the country to run a particular program on a given night of the week (even, if possible, in the same time period), according to Mr. Levinson, they run into the problem of not having that network in place the rest of the week to saturate viewers with on-air promos for the event. He says that on-air promos—which ABC, CBS and NBC shoe horn into every chink in their schedules—are considered the most effective way of letting people know about what's coming up on the network.

After spending 17 years—all of his professional life—at BBDO, Mr. Levinson says, "This is where my future is," he says, "because what a programer is doing is pitting himself against 180 million people and trying to figure out what they're ready to watch at any given time."

Broadcasting Dec 20 1976

65
Another rerun?

The evidence emerging from its meetings last week suggests that the National Association of Broadcasters television code review board may be attempting to establish itself as an enforcer of program standards. The board decided, as reported elsewhere in this issue, to hire outside counsel to find ways for the code apparatus to continue functioning without violating the orders of a federal court that outlawed the code restrictions on programming in so-called family-viewing time. It has also appointed a committee to meet with network presidents and Hollywood producers in an effort to reverse what is seen as a trend toward excessive permissiveness.

The actions stem from a spreading feeling among broadcasters that too much sex and violence are coming down the line from Hollywood and New York. If the feeling is as general as some leaders in NAB affairs say it is, it is properly a matter for discussion between networks and affiliates. The question is whether the NAB code delegation will appear at the forthcoming meetings as concerned affiliates or as emissaries from a code bureaucracy seeking to extend its authority. If the latter is the role, the NAB is heading in the same direction that put it into federal court.

As the NAB hierarchy should have recognized when the court ruled out family-viewing time, there is little difference between the imposition of programming controls by government or by a centralized bureaucracy created by the industry. Indeed, when the industry bureaucracy is made to operate at the instigation of the government, as in the adoption of family time, there is no difference at all. In family time broadcasters were a party to a violation of the First Amendment, which, in other contexts, they have professed to admire.

The NAB has been given an opportunity it cannot afford to reject. With family time declared illegal and a cloud thrown over the whole code by the court, the NAB should remove all program standards and all hints of centralized enforcement from the television code and substitute a reasonable set of guidelines that broadcasters can apply individually. Individual responsibility is what the First Amendment and the U.S. system of independent broadcasting are all about.

Their own baby

Speaking of complaints about violence on television, President Peter Allport of the Association of National Advertisers says that "censorship by advertisers is not the solution," and we say, "Amen."

We've had complaints about violence on TV almost as long as we've had TV. In the last year or two they have grown louder, and they may become even noisier before they abate, if they ever do. But if violence is a problem, it is a broadcaster problem and must be solved by broadcasters and nobody else.

Mr. Allport presented his views—which presumably reflect those of a majority of his members—in response to a letter sent out by Nicholas Johnson, the former FCC commissioner, on behalf of his current enterprise, the National Citizens Committee for Broadcasting. Mr. Allport read in the letter—and was properly repelled by—an "implied proposal that advertisers—the sponsors—be called upon to become the censors of what the public may or may not see on television (Broadcasting, Dec. 13).

Advertisers, as Mr. Allport pointed out, have a right to associate their products with any programs they wish and to avoid association with any programs they wish. But they have no right to use, in Mr. Allport's phrase, "economic muscle to dictate what broadcasters should not present to the American public." Indeed, to complete Mr. Allport's sentence, any such course "must be as strongly resisted for television as it would be were advertisers to try to dictate the editorial content of newspapers or magazines."

For a variety of reasons, broadcasters are currently engaged in a number of new efforts to bring the so-called sex and violence issues under control. Given the extremely subjective nature of both questions, it is not likely that they will succeed to the satisfaction of all viewers: While some may be pleased, others will feel deprived. But it is a job that only broadcasters can do, and each must do it according to his own best judgment. The judgment of others, whether advertisers, paid critics or outsiders striving for attention, may not be superimposed.

Return to reality

The FCC has acted with firmness and respect for its responsibilities in rejecting a petition for rulemaking to ban television commercials for over-the-counter drugs between 6 a.m. and 9 p.m. Despite its inherent defects, the petition was politically difficult to turn down, signed as it was by the attorneys general of 14 states in what can only be viewed as a unanimous suspension of their knowledge of the law and their common sense.

A more pliant FCC could have fallen for the petitioners' emotional assertion that accidental poisoning, drug abuse and even narcotics addiction are traceable to the impact of television advertising on the impressionable young. This FCC, however, kept its head. Nowhere, it said, was there proof of a connection between television commercials and the harmful use of drugs. Absent proof of damage, the commission ruled that the public interest would be served by the free flow of information about remedies that are legally marketed.

There is in this a refreshing rebuttal of the widely held belief that almost all social ills originate in television and can therefore be cured by subjecting television to more government control.

The most conspicuous application of that principle came in the act of Congress banning broadcast advertising of cigarettes on the stated premise that people would quit smoking. The steady increase in cigarette consumption since then is apparently ignored when people like the 14 attorneys general look for another quick fix of a public problem by government repression of broadcasting.

"Today's program, Accident Prevention in Home and Shop, will not be seen due to technical difficulties."
holiday greetings from all of us to all of you

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Broadcasting Publications INC.
OUR 26TH CHRISTMAS WISH

May the spirit of Christmas be yours throughout the new year.

Let us help you make 1977 the best year yet with our current series of WESTBROOK HOSPITAL dramas.

FAITH FOR TODAY
1950-1976