WPIX WINS BOTH TOP AWARDS FOR EDITORIALS

The two most prestigious honors for TV editorial excellence in the New York area have been awarded WPIX Channel 11.

1976 N.Y. EMMY AWARD

1976 N.Y. STATE BROADCASTERS AWARD

The State Broadcasters Awards is the seventh in the last eight years for WPIX.

Editorials are written and presented by Richard N. Hughes, in conjunction with the WPIX Editorial Board.
Breaking down the barriers.

"People don't seem to realize we're real human beings with real needs. We need places to live and eat which are accessible... we don't want to be isolated," said one Nebraska woman who confronts life from a wheelchair.

In conjunction with Handicapped Awareness Week, the woman, a cerebral palsy victim, was a guest on KOLN-TV/KGIN-TV's Woman's World. She and the host performed the entire show from wheelchairs, calling attention to obstacles faced daily by handicapped adults and children.

Informing the public about people's problems is all part of the Fetzer tradition of total community involvement.
A runaway hit, year after year...now playing in 66 markets

Earning top ratings

Winning enormous community acceptance

The prestigious CASPER is the official recruiter of America's Boy Scouts...the year around spokesman for UNICEF as well as Grand Marshal of the annual UNICEF parades...the honorary astronaut who "flew" to the moon with the crew of Apollo 16...good-will ambassador of baseball's National League, the National Basketball Association, American Dental Association.

As super star of Harvey Comics, with an annual circulation of 36,000,000, CASPER delivers vast, pre-sold audiences.

And the promotion potential is enormous; there are countless CASPER merchandising products.

Caution: CASPER, The Friendly Ghost, will frighten your competition.
In Cincinnati

Live Television Lives

WLWT-TV5, a pioneer in originating live programming, continues that tradition today on WLWT's regional network.

"The Bob Braun Show" is a live, daily variety program seen in Cincinnati, Indianapolis, Columbus, Dayton and Lexington. Bright conversation with top guest stars and exceptional musical entertainment have made it a long time favorite.

"World Championship Cincinnati Reds Baseball" is carried on a regional network of ten markets in five states. Selected markets are carrying "Redscene," a series of 30 minute programs of Reds' features and interviews.

WLWT-TV5 is the lively station in Cincinnati!

WLWT5
140 W. Ninth Street, Cincinnati, Ohio 45202, Phone 513/352-5033
The Week in Brief

ALSO IN THE ACT ☐ GAO undertakes its own in-depth study of broadcast regulation. It hopes to get more into facts than the House so far has in its review of communications law. PAGE 23.

YES THEY ARE ☐ Amway Corp. makes official notice that it's close to finalizing deal to purchase Mutual Broadcasting System. PAGE 23.

IT'S A WASH ☐ Silverman says criticism forced ABC to take another look at Soap and the result is a better show—but not necessarily less sexy. He also makes it clear it's going on the air. PAGE 24.

BIG BUYS ☐ Metromedia purchases UHF KDOG-TV Houston for $11 million, which will round out its allowable complement of TV's; Storer picks up WLAK(FM) Chicago for $4.25 million. PAGE 27.

SLAP SHOT ☐ U.S. Commission on Civil Rights releases its report on broadcast EEO. It's highly critical of the FCC and of the industry for enforcing stereotypes in programming and employment, calls for reforms. PAGE 30.

AND NOW, THE NEWS ☐ BROADCASTING's annual survey of the state of local television journalism begins on PAGE 35. There's a look at how ENG is evolving from the TV newsmen's new toy to an everyday tool. PAGE 38. Getting those fast-breaking stories on the air first is the medium's bread and butter; the capsules beginning on PAGE 50 show how stations do it live. But spot coverage isn't the only ingredient in a newscast. Investigative reporting and documentaries—whether multi-part "minidocs" or half-hour specials—are also flourishing. PAGE 64. Public affairs programming around the country ranges from whole shows to feature units in the evening news. PAGE 72.

PUT ON HOLD ☐ The American Bar Association has deferred action until next year on its recommendation to eliminate the FCC's enforcement of the fairness doctrine on a case-by-case basis. PAGE 74.

NEW FACE ☐ Newsweek Inc. President Peter A. Derow will become CBS Inc. senior vice president on Sept. 6, working on corporate policy and company's future diversification plans. PAGE 77.

RUINED THE WRONG WAY ☐ Virginia broadcasters are perturbed at Democratic gubernatorial candidate Henry Howell Jr.'s letter to them reminding them that they should "present fair and equal images" of the candidates. PAGE 78.

STALEMATE ☐ There's no settlement in sight for strike against ABC by NABET employees that's now in its 14th week. Tempers worsen in Los Angeles over incident involving two union men who claim they were struck by a car driven by a KABC-TV executive. PAGE 79.

TAX PLAN ☐ The president of the John and Mary R. Markle Foundation proposes a system of tax breaks to encourage radio programing diversification. PAGE 80.

INCHING ALONG ☐ NBC will begin using one-inch video tape for production of dramatic specials—the first time a network's done that according to NBC. PAGE 80.

KEY ISSUE ☐ NCTA files against application by Monroe county, Fla., for 25 TV translators to serve Florida Keys with Miami signals. Association says such a set-up would put cable in direct competition with government. PAGE 82.

TOUGH TALK ☐ Y&R's Ostrow says the networks "operate, in effect, as a cartel." He urges the development of alternate media forms that would offer competition to the networks. PAGE 83.

WE'RE NUMBER ONE ☐ TVB says that for the first time, television takes in more ad revenues than newspapers—at least from advertisers for which they compete directly. PAGE 83.

LOOK AT IT THIS WAY ☐ Two economists suggest that radio and television haven't caused price spiral in campaign advertising expenditures, but may have actually kept it from going even higher because of their reach. PAGE 84.

GET THIS STRAIGHT ☐ South Carolina news groups go to Supreme Court seeking a once-and-for-all answer on gag orders. Broadcast and press associations say lower courts are in "disarray" on the issue. PAGE 85.

NO STOPPING HER NOW ☐ Storer Washington correspondent Fay Wells retires as a newswoman, but typically, she's already off on another career. PAGE 105.

For the Record:.... 89 Profile:.... 101
Media:.... 74 Programming:.... 86
Monday Memo:.... 21 Special Reports:.... 35
Open Mike:.... 103 Stock Index:.... 103
Playlist:.... 86 Top of the Week:.... 23

In the WGAL-TV ADI, poultry production contributes importantly to this booming market's stability. Its $133,002,000 in annual sales ranks it second among nine income-producing categories of the area's agricultural-livestock industry.

multi millions in agri sales assure more buying power in WGAL-TV market

This pioneer TV station effectively covers the entire Lancaster - Harrisburg - York - Lebanon ADI, one of the country's fastest growing areas. This prosperous market is nationally recognized for its business diversity and economic stability. For example, sales of agricultural products alone amount to almost a half billion dollars annually, a substantial contribution to the effective buying income of $6,878,735,000*. Cash in on this outstanding buying power - include WGAL-TV in your planning.

WGAL-TV
LANCASTER-HARRISBURG-YORK-LEBANON, PA.

*1976 Sales Management Survey of Buying Power
1976 Pennsylvania Abstract

STEINMAN TELEVISION STATIONS

WTEV Providence, R.I./New Bedford-Fall River, Mass.
Successors

As President Carter continues to delay filling two FCC vacancies, rumors circulate to satisfy appetite for news. But one piece of information that seems solid is that Charles Ferris, general counsel to House Speaker Thomas P. (Tip) O'Neill (D-Mass.) and long considered front runner for FCC chairmanship, met with President in Plains, Ga., three weeks ago and was assured he would indeed be named chairman.

Beyond that, there is speculation that Mr. Ferris may be given two-year term—remainder of term resigned by former Commissioner Benjamin L. Hooks—while full seven-year term that goes with seat now occupied by Chairman Richard E. Wiley would go to black, in deference to requests of Congressional Black Caucus and others. Candidate who is believed in lead for that job is Tyrone Brown, former general counsel of Post Newsweek Stations in Washington and now in law practice there. However, casting some doubt on that speculation is report that President has interviewed "several" candidates, not apparently, including Mr. Brown.

Not yet

With no successor named, FCC Chairman Richard E. Wiley has pushed back beyond Labor Day his date for leaving commission. Republican chairman, who has been serving beyond June 30 expiration date of his term at least in part to accommodate Democratic administration, indicated last week he is prepared to remain on job well into September. But how much beyond Oct. 1 he would stay is another matter. It seems unlikely that two nominees, once picked by President Carter, could be checked out by Federal Bureau of Investigation and confirmed by Senate in less than four weeks.

As for Chairman Wiley's future occupation, which is subject of considerable speculation in Washington, it is assumed he could land partnership with any of several law firms. Best-of-all-possible-worlds situation, according to some observers, would be Washington partnership in Chicago-based firm, which would permit him to retain his Chicago Republican connections.

Real thing

Executives of Television Bureau of Advertising reportedly plan to recommend to TVB board of directors that they draw specifications and estimate costs of setting up new TV rating service (Broadcasting, Aug. 8, '77). Task, if approved, is expected to take six to 12 months. Board meets latter part of September.

There had been speculation, when TVB started polling members on interest in creating new service, that it was tactical move against Arbitron Television's bid to renegotiate higher rates on its major-market contracts (Broadcasting, July 25). TVB sources say it may have started out that way, but that station response, running eight out of 10 in favor, convinced officials they should carry it step further and explore structure and costs.

Next round

Strategies are being formed for battle on saccharin legislation when Congress returns from month-long hiatus in September. In Senate, Edward Kennedy (D-Mass.) is drafting several amendments to reintroduce broadcast advertising restrictions that were removed from bill by Senate Commerce Committee (Broadcasting, Aug. 1). Unofficial count by Kennedy staff showed he would have lost if Senate had voted before recess.

Food and Drug Administration meanwhile has said it wants Congress to clarify what restrictions to impose if FDA is empowered and decides to put clamps on advertising. Bill in House would leave it to FDA to decide what is best. It may not have to worry, way things are going, however. House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and ranking Republican Lou Frey (R-Fla.) are contemplating sending letter around urging colleagues on Commerce Committee, where House bill is pending, to do same thing Senate Commerce Committee did.

729,000 per point

Each network TV rating point in season opening next month will be worth 729,000 homes, up about 2.4% from 1976-77 season's 712,000, according to preliminary estimates A.C. Nielsen Co. has sent to TV networks. Nielsen figures actual TV homes base at 72.9 million as compared with 71.2 million this year. New estimate goes into effect with Nielsen's first September report, covering period that starts Aug. 29.

P for programming

Insiders say William S. Paley, who gave up CBS chief executive post last May after holding it for nearly 50 years, appears to be adjusting comfortably to role he announced for himself when he stepped aside: to be chairman and adviser "but without the pressure of the day-to-day responsibility" (Broadcasting, April 26). Word is that 75-year-old chairman is involved in wide variety of corporate affairs but—as always—maintains special interest in programming. Last Wednesday he took part in high-level, all-day meeting on that subject.

Added attraction

ABC-TV is paying well for those new affiliates it has been picking up lately (Broadcasting, Aug. 1). Look at some affiliation agreements on file at FCC reveals that money as well as ABC-TV ratings has figured in inducements to move. KTVF-TV San Diego, for example, had $1,591 network rate with NBC, but is getting $1,975 from ABC (up 24%). In Providence, R.I., WPI-TV had been receiving $1,309 from CBS. ABC is paying $1,900 (up 45%). Both stations switched to ABC June 27.

Them and us

National Radio Broadcasters Association thinks it's target of discrimination by radio establishment. It cites two rejections of invitations to participate in its upcoming annual convention (New Orleans, Oct. 9-12). NBC Radio President Jack Thayer confirms that Bert Sherwood, who runs NBC-owned WMIAW(AM) Chicago, was advised to decline speaking role at NRBA. Mr. Thayer, who is member of National Association of Broadcasters radio board, said NRBA is regarded as divisive force.

Other incident involved Bill Hogan of Metromedia's WNEW(AM) New York, who says he declined NRBA invitation because no Metromedia station is member. Beyond that, it's policy for WNEW executives to keep speaking engagements to about one a year, and Mr. Hogan is waiting to address some group of which WNEW is member. Mr. Thayer said that it's favorite NRBA trick to issue invitations that it can assume won't be accepted—for purpose of looking put upon.

Pure news

For present, there's no disposition, as far as CBS/Broadcast Group president, John A. Schneider, is concerned, to alter format of CBS Morning News with Hughes Rudd as New York anchor. Program, which runs third against NBC's Today and ABC's Good Morning, America, is promised on CBS's dedication to all-news format, without frills. Moreover, in Mr. Schneider's view, it provides showcase for development of news personnel who seldom get exposure elsewhere on CBS-TV schedule.

**Eastern Airlines** Company takes two four-week flights, starting early September and mid-October. Young & Rubicam, New York, will select spots in 28 markets during fringe and prime time. Target: men, 25-54.

**General Mills** Consumer foods group places spotlight on its Mug O’Lunch meal packets in four-week drive beginning this week. Needham, Harper & Steers, New York, will seek spots in nine markets during day and fringe time. Target: total women.

**Homelite** Company features its chain saw in 15-week buy beginning in early September. SFM Media, New York, will place spots in about 90 markets during fringe time. Target: men and women, 25-49.

**Heileman** Brewery features its Schmidt beer in 12-week drive beginning in mid-September. Burton Sohlgian, Detroit, is arranging spots in 10 markets during prime time. Target: men, 18-34.

**Sharp Electronics** Company schedules five-week push starting in early October. Isidore Lefkowitz Elgort, New York, is handling spots in at least 35 markets during fringe time. Target: women, 25-54.

**Burmah-Castrol** Oil blender and marketer places spotlight on Burmah-Castrol oils in eight-week buy beginning in early September. Scali, McCabe, Sloves, New York, is selecting spots in four test markets during fringe and prime time. Target: men, 18-34.

**Jim Dandy** Grocery and feed manufacturing company focuses on its Jim Dandy Puppy Love dog food beginning this week. Welton Advertising, Atlanta, will station spots in Southeastern markets during day, fringe and prime access time. Target: women 18-49.

**Mueller** Macaroni company features its macaroni in two four-week flights starting in late September and in October. Needham, Harper & Steers, New York, is selecting spots in at least 25 markets during fringe time. Target: women, 18-49.


**Arthur Treacher's** Fast food chain slates three three-week flights beginning in mid-September, late October and late November. Bozell & Jacobs, New York, will seek spots in New York, Philadelphia and Detroit, during prime and fringe time. Target: Total adults.

**Phillips Petroleum** Company slates 13-week campaign beginning in mid-September. Tracy-Locke, Dallas, is arranging spots in about 80 markets in prime, early and late fringe time. Target: men, 18-49.

**Red Lobster Inns** Division of General Mills places four-week buy starting in mid-October. D'Arcy-MacManus & Masius, St. Louis, is placing spots in 90-95 markets during prime; early and late fringe time. Target: men and women, 25-54.

**Vicks** Division of Richardson-Merrell Inc. features its Vicks Daycare daytime cold medicine in four-week flight beginning in early September. RDR Associates, New York, will seek spots in 25 markets during fringe and daytime. Target: total adults.

**Dannon** Dairy company arranges 12-week drive for its Dannon yogurt beginning in early September. Marsteller, New York, will seek spots in approximately 45 markets during day, fringe and success time. Target: total adults.

**O.M. Scott & Sons** Firm’s lawn and garden division places six-week promotion for its Turf Builder beginning in late August. Doyle Dane Bernbach, New York, is planning spots in 80 markets during fringe time. Target: men, 25-64.

**Ziebart International Corp.** Auto body rustproofing company is scheduling six-week buy beginning in mid-

---

**Hogan's Heroes**

Colonel Hogan and his merry band of Allied soldiers wrangle everything but maid service from their bumbling German captors in this hilarious sitcom set in a World War II POW camp.

Bob Crane stars. 168 half hours are available.

---

Broadcasting August 22 1977
September. Ross Roy, Detroit, is selecting spots in approximately 50 markets. Target: men, 25-49.

**Treasury Drug Stores** □ Drug-store chain arranges four-month promotion beginning in September. Lando Inc., Pittsburgh, is placing spots in nine markets during all day parts. Target: women and men, 18 and over.

**Wm. Underwood** □ Company focuses on its meat spreads in four-week campaign starting in early October. Kenyon & Eckhardt, Boston, is placing TV spots in about 38 markets during fringe and prime time. Target: women, 25-49.


**Mayfield Dairy Farm** □ Regional dairy arranges four-week flight for its ice cream starting in late August. Davis-Newman-Payne, Knoxville, Tenn., is seeking TV spots in about three markets during day and fringe time. Target: total women.

**Poppin' Fresh Pie Shops** □ Food-service division of Pillsbury Co. sets four-week promotion for its pie shops beginning in early September. Paragon Cos., Minneapolis, is placing spots in four markets during fringe and prime time. Target: women and men, 25-64.

**County Line** □ Division of Beatrice Foods is planning four-week drive beginning in mid-September for its County Line cheese. Ruben Montgomery & Associates, Indianapolis, is seeking spots in 14 markets during day and prime time. Target: women and men, 25-49.

**Sunny Delight** □ Citrus punch plans four-week drive beginning in mid-October. Gumpertz/Bentley/Fried/Scott, Los Angeles, is arranging spots in Los Angeles, San Francisco and Sacramento, Calif., during prime time. Target: women, 18-49.

**Ritchie Industries** □ Livestock watering fountains readiness two-week flights, beginning in mid-September and mid-October. Creswell, Munsell, Schubert & Zirbel, Cedar Rapids, Iowa, is scheduling spots in 20 markets during news and prime time. Target: farmers.

**Northern Electric Co.** □ House-appliance manufacturer focuses on its Master Chef Donut Bakery subsidiary in four-week flight starting in mid-November. Coordination Group, Chicago, is placing spots in 26 markets during early fringe time. Target: total women.

**Union Fidelity** □ Insurance company arranges one-week TV campaign starting early next month. Marvin Advertising, Chicago, is seeking spots in 141 markets during day, early and late fringe time.

**BAR reports television-network sales as of July 31**

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total dollars week ended July 31</th>
<th>Total dollars week ended 1977</th>
<th>1977 total dollars year to date</th>
<th>1976 total dollars year to date</th>
<th>% change from 1976</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>$127 778,300</td>
<td>4,359</td>
<td>$27,400,300</td>
<td>$21,266,100</td>
<td>+28.8</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>999</td>
<td>13,029,200</td>
<td>348,820,200</td>
<td>+22.7</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>230</td>
<td>3,346,000</td>
<td>212,858,600</td>
<td>+19.0</td>
</tr>
<tr>
<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>18</td>
<td>648,100</td>
<td>31,355,200</td>
<td>+18.2</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>193</td>
<td>3,536,500</td>
<td>134,028,800</td>
<td>+22.2</td>
</tr>
<tr>
<td>Total</td>
<td>2,065 $48,864,200</td>
<td>66,205</td>
<td>$1,964,738,700</td>
<td>$1,612,816,700</td>
<td>+21.8</td>
</tr>
</tbody>
</table>

Source: Broadcast Advertisers Reports

**Radio only**


**Delta Air Lines** □ Company places 17-week promotion starting in early October. Burke Dowling Adams, Atlanta, is picking spots in five northeast markets including Boston and New York. Target: adults, 35-64.

**American Express** □ Credit-cald company plans four-week campaign beginning in early September. Ogilvy & Mather, New York, will select spots in about 50 markets. Target: adults, 25-54.

**Ferrero U.S.A.** □ Confectionery and bakery-products company features its Tic Tac candy in five-week promotion beginning in September. SFM Media, New York, will pick spots in about 25 markets. Target: teen-sagers and adults.

**National Pork Producers Council** □ Organization launches three-week push starting in early October. Lord, Sullivan & Yoder, Des Moines, is arranging spots in about 22 markets including Baltimore, Houston, Milwaukee and Los Angeles. Target: women, 25-49.

**Love Cosmetics** □ Division of Menley & James is arranging four-week push starting in late August. SFM Media, New York, is placing spots in approximately 24 markets including Atlanta, Cleveland, Houston and Philadelphia. Target: women, 12-24.

**Olin Chemical Corp.** □ Spot-radio buy is being planned to run in 30 Midwest agricultural markets for from three to four weeks, starting late September, in support of fertilizer product, Am-Phos. Ward Archer & Associates Inc., Memphis, is agency. Target: corn growers.

**NBC Nightly News** □ Network schedules one-week promotion for its Nightly News program starting in early September. McCann-Erickson, New York, will handle spots in top 10 markets. Target: adults, 25 and over.

**Bell Telephone Co. of Pennsylvania** □ Telephone company states three-week radio campaign starting in early September. Lewis & Gilman, Philadelphia, is buying spots in major Pennsylvania markets. Target: men, 25-64.
Thou shalt's and thou shalt not's for advertising on television

You turn on your television set. A program has just ended and you catch the sign-off for the ending show. This is followed by two or three spots—more, if they are only 10 seconds long. Next comes station identification. After that, the station plugs an upcoming program. Then the opening billboard for the next program. Which is followed by another two or three commercials.

Your senses are bombarded with a series of messages that try to sell you everything from detergents that will make your clothes whiter than white to tapes of song hits from the fifties for "only" $9.95. Some of these messages amuse you; some give you new information; some make menu suggestions; some lift your spirits; some fill you with ambition. And then there are those that bore, offend, irritate, talk down to you. You think to yourself, "If I could write a better ad than that."

Could you? How simple is it? Can anyone write a good commercial? We live in an era when a single minute of prime time can cost a sponsor as much as $125,000. That does not include the cost of producing the spot or the salaries of the various creative people and executives involved in the process. To justify that large an expenditure, an advertiser has to be reasonably certain that the audience will respond to his sales message and that it will return to him his advertising costs plus a profit. That does not happen easily. Television commercials are not print ads that move or radio commercials with pictures. Or even movies on a small screen. They are a completely different medium, with problems, techniques and competition all their own.

Perhaps the most serious problem facing the advertising professional is that television—the medium itself—has changed the consumer. It has made us all a bit more jaded. People have been begged and badgered, conned and cajoled, implored and intimidated. They have been inundated with promises of whiter teeth, curlier hair, fresher breath, slimmer waists, cleaner clothes, and a decrease in bile, acid, headaches and hayfever. They have been urged to eat, drink, smoke and imbibe. They have been told to anoint their hair, their skin, their underarms and their stomach linings. They have been threatened with rejection, failure and obesity.

When you consider that between the ages of 3 and 13, the average American child sees 29,000 hours of television, is it any wonder that audiences are jaded and skeptical?

Steven O. Frankfurt wears two hats at Kenyon & Eckhardt: He is director of creative planning and development, responsible for all creative product, and he is president of Frankfurt Communications Inc., a K&E subsidiary that is involved in marketing to special market segments such as teen-agers and working women. He has been with K&E since 1974 and earlier was president of Young & Rubicam, before forming Frankfurt Communications in 1971. He also was creative director of Y&R.

And so, in this atmosphere, there are many considerations that advertising writers and producers have to keep in mind before they put the first word to paper. Here are 10 commandments for the would-be creator of advertising commercials.

1. If you are to become an advertising practitioner, you must have a window on the world. You must be in close tune with the economic, sociological and psychological factors that are affecting and shaping society. It is not enough to create a bit of advertising that talks about a product with charm or persuasion. It must be judged within a broader frame. Is it in tune with the times? Is it cognizant of the mind-set that the audience is bringing to its television set? You cannot sell in a vacuum.

2. A commercial message is an interruption of either entertainment or information that you have been watching and should, therefore, entertain as well or in form as well as the program that has been interrupted.

3. Know and understand the needs and wants of your audience. If you see your audience only as a homogenized blur, you will touch no one, impress no one. Try to get a fix on the demographic and psychological profile of your prime prospect. It will help you determine the tone, language and over-all approach of your commercial.

4. Develop a healthy, realistic regard for the audience's intelligence. As viewers continue to build up an immunity to advertising exposure, even the roar of a giant

is reduced to a whisper. The results you achieve will depend in large measure on the proper mix of innovation, ingenuity and respect for the audience's intelligence.

5. Speak unto others as you would have others speak unto you. Be not condescending, overbearing or unbelievable. Sol Hurok once said, "If people don't want to see a show, nothing can stop them." It applies even more to watching a commercial message. The "off" button is but a step away.

6. The major sin one can commit in the name of advertising is boredom. The temper of our times makes for great personal anxiety. People are continuously subjected to bad news. Consider the relief provided by a bit of humor, a bit of romance or the promise of a better tomorrow. Any of these, properly used, can help you avoid a boring commercial message.

7. Where there is much bragadocio, the best way to get attention is to whisper. The message you create will be seen and heard in a living room, not in the Hollywood Bowl. Create accordingly. Remember that you are a guest in someone's home. In print ads, we have white space—unused space that helps to set off the rest of the message. On television, white space is the intelligent use of sound, of knowing when not to be heard and when to avoid clutter.

8. The look and sound of a commercial cannot be divorced. They must be sublimely married. When used, both the music and the sound effects should reflect or emphasize the mood or the message.

9. Let not your sound and music overwhelm the listener. The individual has only so much capacity to absorb sound and his desire to maintain his sanity forces him to block out much of what he hears. If you sell "soft, soft" products in cold, hard tones; if you yell at people who suffer from headaches; if your "sincere" salesman has a full-scale orchestra playing "Manhattan Serenade" in the background, no one will believe you are telling the truth—even if you are. Applying Mies van der Rohe's architectural principle to the sound of advertising: Less is more.

10. In our multibillion-dollar world of advertising, your product message must be distinct and distinctive. If ever there were a time for creativity in advertising, that time is now. To be running scared in your advertising, to play it safe, to restrict yourself to yesterday's proved solutions means your commercial stands a good chance of being one more entry in the mediocrity stakes. Today, every aspect of our society, from running the Presidency to selling toothpaste, calls for imaginative approaches. When all is said and done, your commercial must be different—or it's dead.

Broadcasting August 22 1977
VIDEOCASSETTE EDITING. MADE FOR SPEED. MADE FOR ACCURACY. MADE FOR QUALITY. MADE by JVC.
FOR FASTER EDITS
Now you can significantly cut the
time you spend editing 3/4U-format
tapes, thanks to JVC.
The unique bi-directional search
control of the CR-8300U Electronic
Editing Recorder lets you fast-
forward at 7 times normal speed.
Reverse at 10 times normal.
And you can do it while the tape
is threaded on the head. You don't
have to stop to retread.
The unique preview feature lets
you pass the signal from a second
source through the CR-8300U while
it's playing, without erasing the tape.
You'll cut down on false starts by
knowing what your edit will be like.

FOR MORE ACCURATE EDITS
Accuracy is what the JVC CR-8300U
is designed for.
The unique built-in Pre-Roll rewinds
tape for about 4 seconds from the
actual editing point, and puts
the recorder in stand-by mode. When
you push "Edit Start" the CR-8300U
first plays back about 4 seconds of
rewound program, then goes automatic-
ly into the recording mode at the
edit point. You're assured of the
highest accuracy.
When you assemble edit, video
and audio signals are edited simulta-
nously. When you insert, you can
edit video and either audio channel
independently or in any combination.
Either way, accuracy is ±5 frames.
You want still frame and slow
motion? You've got them. The for-
ward speed can be adjusted from 0 to
1/15th normal speed. You'll always
find the exact frame you want.
And the tape counter doesn't just
count. It has a memory. When you
know you'll want to find a particu-
lar point again you reset the counter
to "000". Then when you rewind, it will
automatically stop the CR-8300U
right there.
No other moderately priced video-
cassette editor has this combination
of features to give you the accuracy
you're looking for.

FOR THE HIGHEST
QUALITY PICTURE
But speed and accuracy are nothing
without quality. And quality is what
the JVC CR-8300U has most of. It has
everything you need for NTSC-type
color video built-in.
Automatic Phase Control and pa-
tenent Color Dubbing assure genera-
tion after generation of duplicates
with stable color lock and highest
quality.
There's a built-in Dropout Com-
pensator. There's a video S/N ratio
of better than 45dB (unweighted) on
the Rohde & Schwarz noise meter.
An audio S/N ratio of better than
45dB. Independent Audio VU Meters
and Controls for both channels
(which can be operated either
automatically or manually) help
you upgrade the quality of
low-level audio recordings.
Black & white resolution is better than 320
lines; color, better than
240.
And if "flag-waving" turns you off, all you have
to do is turn on the CR-
8300U. The frame servo
locks on the odd field, so
every edit is smooth and
clean.

JVC WORKS WITH YOU
JVC has worked with
broadcasters and pro-
ducers to give you what
you want, what you say
you really need. Speed,
accuracy, quality. And
the features you need to
get them.
Features like an ex-
ternal sync input for V-
locking other sources.
A built-in capstan
servo mechanism
for jitter-free,
stable tape
speed. An
internal time-
lapse meter
to make
regular maintenance easier. And a
new remote-control system you can
learn about by reading the next page.
AND...TO TIE IT ALL TOGETHER...
THE JVC RM-83U REMOTE AUTOMATIC EDITING CONTROL UNIT.

The RM-83U completely controls two JVC CR-8300U recorders for fast and accurate insert and assemble editing.

Its two independent LED timers (indicating minutes, seconds, and tenths of seconds) can be put on "Hold," so you can precisely identify the edit point. They then return to real time. "Hold" again at the end of the edit, and you've timed the length of your insert. Both clocks memorize the edit point—for fast and accurate review, you quickly return to it by touching "Search".

Not only can you review, you can preview. A unique rehearsal editing feature lets you see your edit without putting a signal on the tape. You can be sure you've got exactly what you want, exactly where you want it. After you've previewed, both machines go back to the edit point automatically. If you like what you saw, just push "Start" and you have it.

There are many more great features, such as the automatic safety device that shuts off both recorders if a tape is left in still-frame for 10 minutes. Get all the details on both the RM-83U and the CR-8300U by writing today to the address listed on the back page.
SPECIFICATIONS OF THE CR-8300U EDITING COLOR VIDEOCASSETTE RECORDER

GENERAL
Video Recording System: Rotary two-head, helical scan system
Luminance: FM recording
Color Signal: Converted subcarrier direct recording
Video Signal System: NTSC-type color signal
Power Requirement: 120 V AC, 60 Hz, 120 watts
Temperature Operating: 41°F to 104°F (5°C to 40°C)
Storage: 32°F to 140°F (−20°C to 60°C)
Operating Position: Horizontal only
Weight: 67.3 lbs. (30.6 kg)
Dimensions: 24-1/16" (W) x 7-11/16" (H) x 17-3/4" (D) (610 mm x 195 mm x 450 mm)

Tape Transport
Tape Speed: 3-3/4 ips (95.3 mm/s)
Fast Forward Time: Less than 6 min. for 60 min. tape
Rewind Time: Less than 5 min. for 60 min. tape
Wow & Flutter: Less than 0.2% RMS

Audio Signals
Input: Mic -70 dBs, 600 ohms unbalanced
Line -20/0 dBs, 10k ohms unbalanced
Headphone Output: -28 dBs/-37 dBs (8 ohms unbalanced)
Signal-to-Noise Ratio: More than 45 dBs (Rohde & Schwarz noise meter)
Frequency Response: 80 Hz to 15 kHz

Be sure to write today to JVC for more information on the CR-8300U Electronic Editing Color Videocassette Recorder and also for a copy of JVC's new Glossary of Video Terms.
This week

Aug. 21-23—Southern Cable Television Association 17th annual convention. Southeast chapter of Society of Cable Television Engineers will hold meeting and technical sessions during convention. SCTE contact: Guy Lee, Georgia Cablevision, (404) 892-2286.

Aug. 21-24—Association for Education in Journalism annual convention. Radio-TV division of AEJ will offer several panels dealing with broadcast research, ENG and news media topics. University of Wisconsin, Madison, Wis.

Aug. 22—PCCA's new deadline for comments on proposal to prohibit acquisition of more than 10% of any broadcast licensee or of any newspaper which could not be controlled or owned with concurrently owned or acquired stations (Docket 20548). Replies are due Sept. 1. FCC, Washington, D.C.


Aug. 25-28—Second annual Chicano Film Festival, with Centro Video of Oblate College as host. San Antonio, Texas.


Aug. 27—Radio Television News Director Association regional 11 conference. Sheraton-Wayfarers, Bedford, N.H.

September

Sept. 1—Deadline for seventh annual Ray Bruner Science Writing fellowship for outstanding journalist, who has been on science/medical/health beat at least half time for two years or less and has more than five years of fulltime reporting experience. Information: American Public Health Association, 1015 18th Street, N.W., Washington 20036: (202) 697-5014.

Sept. 1—Deadline for entries in national Abe Lincoln awards of Radio-Television Commission of the Southern Baptist Convention, which will be conferred in February 1978 at Tarrant County Convention Center, Fort Worth. Information: 6530 West Freeway, Fort Worth.

Sept. 2-4—Congress Audiovision 1977 to deal with the use of audiovisual and related media in developing countries, particularly on the African continent. Congress, sponsored by Commission of the European Communities, is to run parallel to International Radio and TV Exhibition 1977 Berlin (see preceding). Berlin.


Sept. 6-9—Michigan Association of Broadcasters fall convention. Mackinac Island.

Sept. 7-9—“Business and Media: A National Symposium” on the relationship between free enterprise and free press, sponsored by the Georgia State University Chair of Private Enterprise, Georgia State University, Atlanta.

Sept. 9-10—South Dakota Broadcasters Association annual meeting. KELO-FM-TV Broadcasts. Information: (605) 668-4191.


Sept. 10—Seminar on station license-renewal procedures by National Association of Broadcasters, New York State Broadcasters Association and New Jersey Broadcasters Association. Otsego hotel, Cooperstown, N.Y.


Sept. 11-14—National Association of Broadcasters seminar on “Managing the Nonunion Station” Wake Forest University, Winston-Salem, N.C.

Sept. 14-15—Ohio Association of Broadcasters fall convention. House Communications Subcommittee Chairman Lionel Van Deeren (D-Calif) Ohio Governor James Rhodes, Radio Advertising Bureau President Miles David and outgoing FCC Chairman Richard E. Wiley are among speakers. Columbus Sheraton, Columbus.

Sept. 14-17—Fifteenth annual Irish Advertising Festival. William Bembatch, Doyle Dane Bembatch, New York, and Ron Hoff, Foote, Cone & Belding, Chicago, will be among judges and will participate in workshops. Dublin, Ireland. Information: Oliver Walsh, 35 Upper Fitzwilliam Street, Dublin 2; telephone: 76-4876.

Sept. 15—Deadline for entries in American Cancer Society's annual media awards for excellence in communications about cancer. Contact: American Cancer Society Media Awards. 40 West 57th Street, New York 10019.

Sept. 15-17—Radio Television News Directors Association international conference. Edwin Newman, NBC News correspondent will be keynote speaker Thursday. CBS Correspondent Eric Sevareid will be banquet speaker Saturday when he will receive Paul White Memorial Award. Hyatt Regency hotel, San Francisco.


Sept. 16-18—Maine Association of Broadcasters annual convention. Samoset-by-the-Sea, Rockland, Me.


Sept. 18-20—Nebraska Broadcasters Association convention. Speakers will include Sig Mickelson, Radio Free Europe/Radio Liberty; Hugh Mulligan, AP; Erwin Krasnow, NAB; Sam Steik, FCC, and attorney-publisher Larry Perry Scottsbluff.
Broadcast Financing?

Heller-Oak knows the Industry's needs.

- Loans
- Leases
- Acquisitions
- Refinancing
- Discounting Seller Notes

Heller-Oak has built its reputation in communications financing on these clear-cut principles:

- No equity participation
- No commitment or investigation fee
- Each transaction is an "Original" structured to your specific needs

From $200,000 to $20,000,000 we would like to see your deal. If there is a way to put it together, we would like to work with you to produce the best financing possible.

Call or Write:
David M. Robbin or Loren N. Young

HELLER • OAK
Communications Finance Corp.
105 W. Adams Street
Chicago, Illinois 60609
Telephone: 312/340-2390

A joint venture of Walter E. Heller International Corporation and Oak Industries Inc.

Major meetings


Sept. 18-21 — Institute of Broadcasting Financial Management 17th annual conference, Hyatt Regency, Chicago. 1978 conference will be held Sept. 17-20 in Las Vegas; 1979 conference will be in New York, Sept. 16-19.


Oct. 16-19 — Society of Motion Picture and Television Engineers technical conference and equipment exhibit. Century Plaza hotel, Los Angeles.

Nov. 16-20 — National convention of The Society of Professional Journalists, Sigma Delta Chi. Renaissance Center, Detroit, Birmingham, Ala. will be site of 1978 convention.


April 12-14, 1978 — National Association of Broadcasters radio program college. Las Vegas.

April 21-26, 1978 — MIP-TV, 14th annual international marketplace for producers and distributors of TV programing. Palais des Festivals, Cannes, France.


Sept. 28 — Special meeting of Association of Maxi- mium Service Telecasters engineering committee. AMST headquarters, Washington.


Sept. 30 — Deadline for entries in Atomic Industrial Forum awards for contributions to public understanding of the peaceful uses of nuclear energy. Categories are electronic media and print, each with a $1,000 prize. Information and entries: MaryEllen Warren, AIF, 7101 Wisconsin Avenue, Washington 20014; (301) 654-9260.


Sept. 30- Oct. 2 — Public Radio in Mid America annual meeting. Rock Lake Lodge, Branson, Mo.

Sept. 30-Oct. 1 — Fourth annual Advertising Conference of Wisconsin, sponsored by University of Wisconsin Extension. Speakers will include Dr. William D. Wells, Needham, Harper & Steers, and Carl Hixon, Leo Burnett Co., Wisconsin Center, Madison.


October

Oct. 1 — Deadline for entries, U.S. Television Commercials Festival. Information and entry forms: 1008
THE WALTONS
Guaranteed in these markets...

WNEW-TV New York
KTTV Los Angeles
WCVB-TV Boston
WTTG Washington
WEWS Cleveland
KPRC-TV Houston
WTCN-TV Minneapolis-St. Paul
KTVI St. Louis
WXIA-TV Atlanta
KIRO-TV Seattle-Tacoma
KTXL Sacramento-Stockton
KCMO-TV Kansas City
WLWT Cincinnati
WTVF Nashville
KTVK-TV Phoenix
WBTV Charlotte
WREG-TV Memphis
WFBC-TV Greenville-Spartanburg-Ashville
WLKY-TV Louisville
KMOL-TV San Antonio
WOWK-TV Charleston-Huntington
WTPA Harrisburg-Lancaster-Lebanon-York
WRAL-TV Raleigh-Durham
WBRE-TV Wilkes-Barre-Scranton
WAPI-TV Birmingham
WSYR-TV Syracuse
WEYI-TV Flint-Saginaw-Bay City
KTVX Greensboro-Winston Salem-High Point
KSLA-TV Shreveport
KARK-TV Little Rock
WTVR-TV Richmond
WBIR-TV Knoxville
WEAR-TV Mobile-Pensacola
WJXT Jacksonville
WROC-TV Rochester, N.Y.
WSLS-TV Roanoke-Lynchburg
KMMP-TV Fresno
WMT-TV Cedar Rapids-Waterloo
WNDU-TV South Bend-Elkhart
WDEF-TV Chattanooga
WTAJ-TV Johnstown-Altoona
KOB-TV Albuquerque
KHQ-TV Spokane
WJHL-TV Bristol-Johnson City
WKYT Lexington
WNCT-TV Greenville-New Bern-Washington
WAFB-TV Baton Rouge
KRDO-TV Colorado Springs-Pueblo
KMEG-TV Sioux City
KFDX-TV Wichita Falls-Lawton
WCSC-TV Charleston, S.C.
WBNG-TV Binghamton
KNDO-TV Yakima
KJAC-TV Beaumont-Port Arthur
KVAL-TV Eugene
WWAY-TV Wilmington, N.C.
KORK-TV Las Vegas
WMAZ-TV Macon
KBCI-TV Boise
WCTV Tallahassee
WUTR-TV Utica-Rome

...A responsible, successful family series
THINKING OF CHANGING SYNDICATORS?

Jim Gibbon's WFRE did! Oct/Nov 76 Apr/May 77
2500 5400

...and for the first time WFRE was reported in the Baltimore Report!*

NOW THAT'S BEAUTIFUL!

Learn how KalaMusic can work for you. Call Bill Wertz or Stephen Trivers today - (616) 345-7121.

KalaMusic
Suite 334, ISB Building
Kalamazoo, Michigan 49006

*SOURCE: April/May 1977 ARB.
Washington D.C. A.D.I and Baltimore Metro
12+ Hour Averages, M-Sun, 6 a.m.-mid

ITC's 750 Series open-reel recorder/reproducer

PROFESSIONAL
IN ALL BUT PRICE
MONO $1900 STEREO $2190

A marvel of simplicity, yet built like a tank. ITC's 750 Series record/playback equipment compares in cost to semi-professional or consumer-type machines. But it's so quiet, so dependable and so flexible in operation that you can use it daily in live studio work and heavy production and editing operations. Many of its features are normally found in only the most expensive open-reel machines.

- Monitor control with automatic meter switching
- Play/Record Synchronization system
- Motion sensing and start memory
- Flip-top head cover
- Straight-line tape threading
- Manual tape lifter defeat
- And much more... all backed by a complete 2-year warranty on all parts and factory labor, plus ITC's famous 30-day money-back guarantee of satisfaction

How can you lose? For more details on the "professional" 750 Series recorder/reproducer, phone ITC collect at 309/832-1381.

INTERNATIONAL TAPETRONICS CORPORATION
2425 SOUTH MAIN STREET • BLOOMINGTON, ILLINOIS 61701
Marketed exclusively in Canada by McCurdy Radio Industries Ltd., Toronto
©1976 ITC
Form No. 113-0005

Broadcasting August 22, 1977
on time and frequency services including applications to network television and satellites. NBS, Boulder, Colo. Information: Sandra L. Howe, seminar coordinator, NBS, Boulder: 80302; (303) 499-1000, extension 3212.


Oct. 19—Special meeting of the Association of Maximum Service Telecasters board of directors. Subjects will include review of comments filed at the FCC proceeding. moderator: Don Borchert, WWU Communications Center, Villas Hall, Madison 53706; (608) 263-2157.


Oct. 20-22—Mississippi Cable Television Association annual meeting. Broadwater Beach, Biloxi.


Oct. 21—Kansas Association of Broadcasters fall management seminar. Site to be announced, Wichita, Kan.

Oct. 22—Ohio Associated Press Broadcasters fall meeting. Ramada Inn, Grove City, Ohio.


Oct. 27-28—CATV technical seminar by C-COR Electronic Inc. 60 Decible Road, State College, Pa. Contact: John Yack C-COR, (814) 238-2481.


Oct. 29—Florida Association of Broadcasters fall conference. The Beach Club hotel, Naples.

November

Nov. 1—Awards presentation, U.S. Television Commercials Festival. Deadline for entries was Oct. 1, Chicago.

Nov. 4—American Association of Advertising Agencies central region annual meeting. Ambassador hotel, Chicago.

Nov. 3-4—Institute for Democratic Communications "Media Ethics: Problems and Pressures" conference. Speakers will include Ron Nester, former presidential press secretary; Anthony Lewis, New York Times columnist; Robert Maynard, Washington Post correspondent; Conference coordinator, School of Public Communication, Boston University, 640 Commonwealth Avenue, Boston 02215; telephone (617) 363-3450. George Sherman Union, Boston.

Nov. 4-5—Fifth annual Midwest Seminar on Videotape and Film, sponsored by the Chicago Film Council, Chicago Television Guild, IFPA Film and Video Communicators and Society of Motion Picture and Television Engineers. Downtown Marriott hotel, Chicago.

Get five boating safety radio programs
free from State Farm.

This radio series doesn't advertise State Farm. It just gives your listeners sound tips on boating safety, and it's yours for the asking. Five four-minute programs. Plus six shorter messages in 60 and 30-second lengths.

State Farm Fire and Casualty is the nation's largest insurer of small pleasure craft. We know the problems a boatowner can run into on the water. These tapes are designed to help him steer clear of them. And help him protect his boat from thieves, too.

For a free tape and scripts, return the coupon below or call us collect at 309-662-2845.

Dave Hurst
Public Relations Department
State Farm Insurance Companies
One State Farm Plaza
Bloomington, Illinois 61701

Please send me your public service series on boating safety and boat theft prevention. I understand there is no charge.

Name
Station
Address

City State Zip

Books


Mr. Powers won a Pulitzer Prize as a television critic for the Chicago Sun-Times in 1973 and is now a commentator for WMAQ-TV Chicago. Here, he basically repeats the arguments against cosmetic news which have been heard within the industry for years. The targets are "franchised" and "cybernetic" news programs; the villains, station managers whom Mr. Powers calls irresponsible and news consultants. Also included are interviews with such personalities as Barbara Walters and Geraldo Rivera. Some of the reporting is interesting, particularly an explanation from former ABC co-host Stephanie Edwards on why AM America fell apart. Generally, however, there is too little reporting and too much over-dramatic prose ("It was a brave, new, worldly undertaking indeed," for example). The irony of Mr. Powers's book is that it is nearly as guilty of shadow without substance as the newscasts it attacks.

City as Classroom, Understanding Language and Media, by Marshall McLuhan, Kathryn Hutchon and Eric McLuhan. The Book Society of Canada,
Defense of standards

EDITOR: As a college broadcast major, I am actively involved with the school radio station. In the July 4 issue of BROADCASTING there was a report that the FCC was thinking of doing away with the third-class operator's test.

At our station, we are required to have the third-phone endorsed before we can even go on the air as a disk jockey. I studied extremely hard for that test and was quite pleased to pass with the broadcast endorsement. We are all responsible and capable students and can handle most emergency situations with confidence. If the FCC were to do away with the test, it would create problems for many radio stations. —Jana H. Polsky, WMSC(FM) Montclair State College, Upper Montclair, N.J.

EDITOR: As a station operator, I think that ending tests for third-class operators would be a great mistake. The tests are the only governing factor that controls the quality of employees in the broadcasting industry. I will not hire an unlicensed operator, and if the test is abolished, I will administer a competency test to all applicants for the position as operator at my station. I would urge all other broadcasters who run quality stations to do the same. —E. Robinson, general manager, WPRY(AM) Perry, Fla.

(Also see story, page 75.)

Pride in a medium

EDITOR: On behalf of the radio industry, we at Eastman Radio are especially pleased with the exposure given this exciting medium by you and your staff in the July 25th issue and the editorial follow-up Aug. 1.

Radio has come a long way since its predicted demise in 1948. While revenues increase, so do sets in use, total time spent listening and the benefits of a medium that is truly a companion offering different formats for different people. —Thom Sutton, Eastman Radio, Detroit.

All the right words

EDITOR: I would like to compliment you and your staff for your story on ABC News [BROADCASTING, Aug. 15]. It was comprehensive, fair and accurate. I cannot tell you what a pleasure it is to be quoted accurately. —Sander Vanocur, vice president, ABC News, Washington.


A "home-study" manual for the beginning scriptwriter, written by a former professor at the University of Oklahoma's School of Journalism, Scriptwriting deals with the techniques of both the documentary and the feature film. Included are chapters on the film treatment, the shooting script, narration, dialogue, character and nuts-and-bolts issues such as "surviving" story conferences and the scriptwriter as businessman.
In Philadelphia — the only market in the country where DINAH!, Mike Douglas and Merv Griffin are scheduled for 90 minutes in the same time period — DINAH! Delivers more women in all demographics.*

<table>
<thead>
<tr>
<th>Time</th>
<th>TOTAL (000)</th>
<th>18-34 (000)</th>
<th>18-49 (000)</th>
<th>25-49 (000)</th>
<th>25-54 (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:00-5:30 PM EDT</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DINAH! — WCAU</td>
<td>143</td>
<td>30</td>
<td>61</td>
<td>43</td>
<td>54</td>
</tr>
<tr>
<td>Mike Douglas — KYW</td>
<td>118</td>
<td>24</td>
<td>50</td>
<td>36</td>
<td>46</td>
</tr>
<tr>
<td>Merv Griffin — WPVI</td>
<td>104</td>
<td>26</td>
<td>40</td>
<td>26</td>
<td>36</td>
</tr>
</tbody>
</table>

Source: July 1977 NSI. Estimates are subject to qualifications of the rating services. ©1977 by Twentieth Century-Fox Film Corporation.
Will California die of thirst?

California lies in the grip of its worst drought in 40 years. The water shortage has reached crisis proportions in some areas. Voluntary conservation has given way to mandatory rationing. Over a billion dollars has been lost by the drought's two-year grip on the state's rich croplands. And the growing scarcity of water has made it a precious commodity to be jealously guarded.

In "Forecast: Dustbowl," a seven-part report broadcast on our evening news, we sought to inform our viewers of the facts involved. How nature's shifting weather patterns caused the drought. And how, in some cases, man's inadequate planning aggravated it.

We then showed our audience ways in which to cope with the water shortage. Tips on cutting wasteful uses in showers, toilets, shaving and washing dishes. And methods of reusing waste water efficiently.

"Forecast: Dustbowl" was one of several reports we created to aid our viewers in understanding important issues. Others include "Fire!" concerning the cause and prevention of these home disasters. "Smoking: What A Drag," on the continuing controversy of whether to smoke or not to smoke. And "Property Taxes," about the burgeoning cost to owners that is driving them from their homes.

More reports like these will follow in the future. Because they fulfill the responsibility we have as broadcasters. To present our viewers with information that faces the issues they face in their daily lives.

Not just news. But facts they can use.

KRON-TV
NBC for the San Francisco Bay Area.
GAO monitors begin study of broadcast regulation

Team that keeps eye on FCC is latest to wonder whether all's well in ways of radio-TV; results of self-initiated audit by Hill's watchdog agency will be made part of Communications Act reworking; networks and group owners first to face interrogators

FCC regulation of the broadcasting industry is proving to be a matter of escalating interest in Washington. Not only is it the subject of review by the House Communications Subcommittee in connection with its planned rewrite of the Communications Act, but now the General Accounting Office, Congress' watchdog agency, is undertaking an in-depth study of its own.

A number of broadcasters, including representatives of all three networks, have been contacted by GAO staff members with requests for interviews in connection with the study, and three interviews in three different cities are scheduled for this week.

All told, representatives of some 20 group owners are expected to be contacted, plus a substantial number of licensees of individual stations. Public interest groups, the National Association of Broadcasters, the National Cable Television Association and the Federal Communications Bar Association are also on the list of organizations to be seen.

The study, according to James New and Joseph Barnes, the GAO staff members principally involved in its day-to-day conduct, is another product of the concern expressed in Congress, by broadcasters and public interest groups concerning the nature and effectiveness of broadcast regulation. It will include a detailed examination of a wide range of commission rules and policies and their impact on the broadcasting industry and, ultimately, the public.

For instance:

Does the policy promoting localism make sense? For television as well as radio? Is ascertainment of community needs a reasonable requirement, given broadcasters' self-interest in determining local needs and interests? What purposes are meant to be served by the commission's renewal procedures? Are they being served? Is it necessary to limit license periods to three years? What is the logic of limiting ownership to 21 stations? What of the rules dealing with media crossownership? Are they necessary?

Rules dealing with networks will be examined in an effort to determine their value. First among development implications of the fairness doctrine are also on the list as questions concerning comparative license-renewal hearings.

Messrs. New and Barnes, who are among the GAO staff members assigned to the task of monitoring the FCC (their GAO unit occupies an office at the commission) said the study was "self-initiated." That is, it was not requested by Congress but, rather, grew out of a "survey"—a kind of preliminary check—of FCC procedures begun last fall and completed in March. The survey was said to have turned up the concern and the need for the GAO's Community and Economic Development Division, on the basis of recommendations from the unit at the FCC, agreed warranted an audit.

(Another example of a self-initiated GAO study was one on airline regulation. The result: First, it was to Congress was a factor in the development of legislation, now pending in Congress, to deregulate the airline industry.)

To a large extent, the subject matter overlaps that of the hearings on broadcasting that the House Communications Subcommittee held during the last week of July and the first week of August in preparation for the job of revising the Communications Act (Broadcasting, Aug. 1 and 8). However, Messrs. New and Barnes indicated their probe would go deeper. The testimony taken so far in the House—from broadcasters, public interest group representatives and others while participating in panel discussions—reflected attitudes, they said. The GAO study, Mr. Barnes said, "will get into what is actually taking place, how broadcasters are affected by the regulations. Are they doing the job, or are there viable alternatives?"

Mr. New rejected a suggestion that the project might be termed "an exercise in deregulation." That would be prejudging it, he said. But, he added, "We will look at why regulations are there, where they're going, whether they are effective. Why keep them if they are not effective?" The GAO staff members will confer with FCC staffers to obtain the rationale for and the background of the rules being examined.

Although not requested by the House Communications Subcommittee, the study is likely to take on a role in that body's Communications Act project. The GAO study, which will include recommendations, is expected to be completed next spring, at about the time the subcommittee would be holding hearings on the draft revision of the Communications Act.

GAO will use six staffers and two or three consultants to conduct the study. One of the consultants already retained is William Canby, a professor of law at Arizona State University, who is a specialist in communications law.

New team in the saddle at Mutual

Amway Corp. of Ada, Mich., has reached an agreement to purchase the Mutual Broadcasting Corp. for a reported $15 million (Broadcasting, Aug. 15). Amway, a privately held manufacturer and distributor of household and personal-care products, had been negotiating the sale for some time. The company is owned by Jay VanAndel, chairman, and Richard M. DeVos, president, and their wives, Betty and Helen. Messrs. VanAndel and DeVos have been personal friends since their days together in high school. Their first business venture was a Grand Rapids, Mich., flying school and air-charter service. They founded Amway in 1959. According to Mr. DeVos, at this time Amway intends to "keep running" Mutual "pretty much as it has been"; he anticipates no major personnel changes. He said, "We don't have any plans to change anything. We're novices, and we know very little about broadcasting. The sale of Mutual, which will operate as a wholly owned subsidiary of Amway, is, he said, approaching its "final stages" of negotiation, and he expects a final settling perhaps as early as next week.

Broadcasting August 22 1977
also a brother-in-law of Vice President Walter Mondale; he is the husband of the Vice President's wife's twin sister.) Mr. Barnes is Thomas McCaine, an associate professor of communications at Ohio State University.

GAO may even take the unusual step of attempting to assess public opinion on some of its recommendations given to the employment of polling services to determine, for instance, whether the public considers television a local medium or a national one.

"We're determining the views of networks as owners of stations, of group owners, of licensees, and of public interest groups," Mr. Barnes said. "We ought to get the views of the public itself. We want their views. They're affected by regulation,"

GAO staff members' plans for interviewing this week involve Alvin Flanagan, president of the broadcast division of Combined Communications Corp., in Denver; Clark Pollock, vice president of Nationwide Communications Inc., in Columbus, Ohio; and John L. Booth II, vice president of Booth American Co., in St. Petersburg, Fla. Mr. Booth has been contacted as of last week were Capital Cities Communications Inc., Metromedia Inc., Westinghouse Broadcasting Co., RKO General Inc., Cox Broadcasting Co. and the three major network companies—ABC, CBS and NBC.

In all cases, the GAO staff members will be familiar with the companies and stations they visit; they will have briefed themselves from material available in the commission files. If a broadcaster has been the object of a petition to deny renewal, for instance, the GAO representatives will probably want to discuss it.

Broadcast regulation is not only area of FCC responsibility that will be examined by GAO. A study of the agency's work in regulating common carriers also is being prepared, and a survey of the Field Communications Bureau's operations is being made to determine whether an audit is desirable.

And, at the request of the House Communications Subcommittee, a study is being made of international telecommunications plans and policies—a project that affects not only the FCC but also the State Department, the Office of Telecommunications Policy and the Office of Telecommunications in the Department of Commerce.

---

'Soap' revisions more satisfaction to fans than foes

Initial reaction finds no one changing sides and network determined to go for a winner; six Bahakel stations say no

Despite ABC Entertainment President Fred Silverman's claims that the widespread criticism of 'Soap' has made it "a vastly improved show," there's little indication, if any, that the first two revised episodes fed by closed circuit to affiliates last week would change many minds.

Nor, on the other hand, was there any thought that ABC would reconsider. Mr. Silverman made clear that the network was committed to the show—and confident that it would win over its critics.

The criticism, Mr. Silverman said at a news conference last Thursday in New York, did force the network and the producers "to take a closer look at the characters and story lines." He said some of the criticism was "justifiable," but that the basis for this has been corrected and the show has been made better.

"We have flesh-and-blood characters, with more humanity, without sacrificing the comedy," he said. "When you see it, you'll see."

Some of the episodes, he said, "make you cry as well as make you laugh. Any show that can do that is a good show."

Mr. Silverman said in another question that he had never considered taking the show off the schedule. And expanding it to twice weekly is still a good possibility, he said, "but not in this [1977-78] broadcast season."

He said "seven or eight" affiliates had not yet cleared the series and that ABC had received no reaction, pro or con, from affiliates since closed-circuiting the revised versions of the first and second episodes to them earlier in the week. (Later in the week, however, one station group would join the list of boycotters [see below].)

Mr. Silverman protested that ABC was being called "the sex network" by some writers. "It used to be "the bionic network,"" he said, then "the teenage network" and now, since ABC moved deeper into programing for adults, "the sex network."

That's unfair, he said, adding that ABC has "three hours out of 22 [per week] that could even be suspect." He did not identify the programs, but speculation centered on 'Three's Company and Operation Petticoat' as possibilities, in addition to 'Soap'.

Ironically, reaction to last week's first two scenes of the revised 'Soap' episodes may have supported one element of the Silverman evaluation (that the show was funnier) but not the other (that it was cleaner).

Most conspicuous to affiliates were three "corrections" in the opening scene. No longer does a bedroom scene open with the very married Jessica Tate under the sheets with her tennis instructor. Instead she's already up and dressed; he's still in bed, however. In this new version, when Mrs. Tate's daughter arrives (just after mother has left), a simple "Hi!" and a passionate kiss replace her earlier greeting: "Hi, take off your clothes and let's go to bed."

The term "boff," which 'Soap's creators used as a synonym for sexual intercourse, is spoken more sparingly in the revised episodes. Some affiliates thought its use was cut by half—perhaps to only four or five times in the first episode.

(Last Friday, ABC offered its affiliates a preview of the third episode as well as a collection of excerpts from upcoming shows. The final excerpt presented did seem to bear out Mr. Silverman's contention of "more humanity," as Mrs. Tate apologizes to her daughter about her affair but the daughters leaves home. Both are on the verge of tears.)

Still not satisfied with the changes is Cy N. Bahakel, who issued a statement shortly after the final closed circuit that "Soap will not be aired" on any of his six ABC-affiliated TV stations—WCCB (TV) Charlotte, N.C.; WKBW (TV) Buffalo, N.Y.; WABC (TV) New York City; WBBJ (TV) Jackson, Tenn.; WBAK (TV) Terre Haute, Ind. (The ABC affiliation in Charlotte is shifting to Cox's WSOCTV; BROADCASTING, Aug. 1.) "We have reviewed the revised pilots together with the third episode . . . We have also evaluated the statement by Mr. Jim Duffy, president of the ABC network and Mr. Fred Silverman of the entertainment division concerning the redeeming aspects of 'Soap.'"

Mr. Bahakel said it still didn't meet his "minimum" standards but he'd "keep an open eye" on future episodes. "Popularity and ratings of any of ABC's stations should not be the deciding criteria," he said.

Ray Johnson, executive vice president and general manager of KTVL (TV) Medford, Ore., originally had intended to run the show, but affiliates have been outvoted unanimously by his department heads. Even without seeing the changes, he planned to stick with the decision, and instead go with NBC, with which KTVL has its primary affiliation. His reason: "the amount of pressure" the station has had from those objecting to the show, as well as no written guarantee that changes will come.

Donald McGannon, president and chairman of Westinghouse Broadcasting Co. earlier this month appeared to have little or no change of heart about his refusal to carry the first two episodes over the group's WJZ- TV Baltimore, and although he hadn't seen the revisions and couldn't be reached for comment last week, speculation had it that the "massive
Katz TV Continental now represents NTV Network*
Lincoln - Hastings - Kearney, Neb.


*KHGI-TV Kearney  KCNA-TV Albion  KWNB-TV Hayes Center  KSNB-TV Superior
<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>KTVA</td>
<td>Anchorage</td>
</tr>
<tr>
<td>WSB-TV</td>
<td>Atlanta</td>
</tr>
<tr>
<td>KVOS-TV</td>
<td>Bellingham</td>
</tr>
<tr>
<td>KBCI-TV</td>
<td>Boise</td>
</tr>
<tr>
<td>WLVI-TV</td>
<td>Boston</td>
</tr>
<tr>
<td>WCIA</td>
<td>Champaign</td>
</tr>
<tr>
<td>WCSC-TV</td>
<td>Charleston, S.C.</td>
</tr>
<tr>
<td>WDEF-TV</td>
<td>Chattanooga</td>
</tr>
<tr>
<td>WKRC-TV</td>
<td>Cincinnati</td>
</tr>
<tr>
<td>WQAD-TV</td>
<td>Dav-RI-Moline</td>
</tr>
<tr>
<td>WJBK-TV</td>
<td>Detroit</td>
</tr>
<tr>
<td>WSEE-TV</td>
<td>Erie</td>
</tr>
<tr>
<td>WJRT-TV</td>
<td>Flint</td>
</tr>
<tr>
<td>KMPH-TV</td>
<td>Fresno</td>
</tr>
<tr>
<td>WGHP-TV</td>
<td>Gr’boro-WS-H Pt.</td>
</tr>
<tr>
<td>WFRV-TV</td>
<td>Green Bay</td>
</tr>
<tr>
<td>WLYH-TV</td>
<td>H’burg-Yk-Lan-Leb</td>
</tr>
<tr>
<td>KDOG</td>
<td>Houston</td>
</tr>
<tr>
<td>WISH-TV</td>
<td>Indianapolis</td>
</tr>
<tr>
<td>WTLV</td>
<td>Jacksonville</td>
</tr>
<tr>
<td>KBMA-TV</td>
<td>Kansas City</td>
</tr>
<tr>
<td>KTHV</td>
<td>Little Rock</td>
</tr>
<tr>
<td>KCOP</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>WLKY-TV</td>
<td>Louisville</td>
</tr>
<tr>
<td>WREG-TV</td>
<td>Memphis</td>
</tr>
<tr>
<td>WITI-TV</td>
<td>Milwaukee</td>
</tr>
<tr>
<td>WCCO-TV</td>
<td>Minn-St. Paul</td>
</tr>
<tr>
<td>WTVF</td>
<td>Nashville</td>
</tr>
<tr>
<td>WVUE</td>
<td>New Orleans</td>
</tr>
<tr>
<td>WPIX</td>
<td>New York</td>
</tr>
<tr>
<td>WAVY-TV</td>
<td>Norfolk</td>
</tr>
<tr>
<td>WPHL-TV</td>
<td>Philadelphia</td>
</tr>
<tr>
<td>KPHO-TV</td>
<td>Phoenix</td>
</tr>
<tr>
<td>WMBD-TV</td>
<td>Peoria</td>
</tr>
<tr>
<td>WIIC-TV</td>
<td>Pittsburgh</td>
</tr>
<tr>
<td>WXEX-TV</td>
<td>Richmond</td>
</tr>
<tr>
<td>WOKR</td>
<td>Rochester</td>
</tr>
<tr>
<td>KCRA-TV</td>
<td>Sacramento</td>
</tr>
<tr>
<td>XETV</td>
<td>San Diego</td>
</tr>
<tr>
<td>KTVU</td>
<td>San Francisco</td>
</tr>
<tr>
<td>KCOY-TV</td>
<td>Santa Barbara</td>
</tr>
<tr>
<td>WSPD-TV</td>
<td>Toledo</td>
</tr>
<tr>
<td>KOLD-TV</td>
<td>Tucson</td>
</tr>
<tr>
<td>KTUL-TV</td>
<td>Tulsa</td>
</tr>
<tr>
<td>KOLD-TV</td>
<td>Tulsa</td>
</tr>
<tr>
<td>WDAU-TV</td>
<td>Scranton</td>
</tr>
</tbody>
</table>

Don’t expect to steal a young adult audience from these stations. They have Spelling/Goldberg’s young adult action-adventure sensation: “The Rookies”
Scenes from 'Soap'. The most-talked-about segments from Soap are captured in these scenes, shot off-the-tube from last week's closed circuit to affiliates: Mrs. Tate's bedroom scene with the tennis pro, her daughter's arrival to share his affections, the gay son in drag, the other son involved with the Mafia.

changes" he had requested from Mr. Silverman (Broadcasting, Aug. 15) had not been forthcoming.

The plot line, at least for the openers, remained the same. Take two sisters, one rich, one not so rich. Each of their families has problems. So far, Mrs. Tate has shared the same man as her daughter. Her husband is an established philanthropist. Jessica's sister, Mary Campbell, is married to a man who is impotent because he killed his wife's first husband. Mary doesn't know about the murder, but she does know that her younger son is gay. However, his announcement, while in drag, that a sex change operation is in store does throw her. Her other son is involved with the Mafia; he doesn't know that the man the mob wants him to kill is his stepfather. Enter the stepfather's long lost son—the tennis pro—and so ends the second episode.

Across the affiliate board, aside from the "seven or eight," Mr. Silverman said had not cleared the show and the Bahakel stations, affiliates appear willing to give it a shot, with many enthusiastically expecting a hit.

WCVB-TV Boston General Manager Bob Bennett would have cleared it, changes or not, and is confident that ABC knows what it's doing. His counterpart at WTAI-TV Pittsburgh, John Conomikes, immediate past chairman of the ABC-TV affiliates board, is convinced that "once the show is on the air" and given several weeks exposure, it will be "highly acceptable."

He compares Soap with ABC's unsuccessful Hot T Baltimore of a few seasons back, but adds that unlike that series—which also dealt heavily in sex—Soap is "very well done and very well written." Mr. Conomikes admits there may be some problems with the show, but his decision to clear was based on "the basic concept."

Brian Cobb, general manager of WNGE(TV) Nashville, isn't as hopeful as others, but he believes the "viewers should have a shot" at seeing it. With his service area part of the "Bible Belt," Mr. Cobb anticipates a "great big hassle" and expects Nashville reaction to be tremendously negative, with the show canceled there not too long after it premieres. He'll

be airing messages asking for written reactions from viewers.

Walter Windsor, general manager of WFTV(TV) Orlando, Fla., hasn't yet given the show the nod but says he would be willing to air it if ABC allows him to swap the times of Three's Company (at 9), Soap (at 9:30) and Family (at 10). He would schedule Family first, then Three's Company, then Soap. Mr. Windsor's belief is that Three's Company, as a lead-in to Soap, probably would be beamed up sexually and a later time period would be more appropriate. With Soap and "its running mate," he expects ABC to have "a blue hour."

If those time changes are not allowed, Mr. Windsor said he might place it at 11:30 Saturday night. (ABC already has said it would allow affiliates in the mountain and central time zones to switch Family and Soap.)

(Mr. Silverman also said last week that the Donny and Marie show would be "more sophisticated" this season to reflect Marie's reaching age 18 this fall. It will be "closer to the original Sonny and Cher show—not the Sunday-night Sonny and Cher," he added. But there was no suggestion that this might be one of the "suspect" sex shows he had in mind.)

Instead of being known as "the sex network," Mr. Silverman said he hoped ABC would become known as "the Tiffany network" in recognition of its blend of strong, quality dramas and comedies. "There is no question that we'll assume the comedy leadership in prime time," he added.

Metromedia buys U, Storer gets FM

TV purchase in Houston gives group owner full allowable roster of television stations; Chicago radio deal pegged at $4.25 million

Two major group owners have announced agreements to purchase stations in Houston and Chicago. Metromedia Inc. has purchased KDOG-TV Houston from Crest Broadcasting Co. for approximately $11 million, a record price for an independent UHF facility. Storer Broadcasting Co. has announced it will purchase Sudbrink Broadcasting's WLAK(FM) Chicago for $4.25 million.

KDOG-TV is principally owned by Raymond Schindler (49.5%), Frank W. Head Jr. (10%), Leroy J. Gloger (6%), Warner F. Brock and Mr. Schindler's brother, Leon (5%) each. The remaining stock of Crest is owned by 29 others. The sellers have no other broadcast interests.

Metromedia is a major group owner which, with this purchase, will round out its FCC-allowed complement of TV's. John W. Kluge is chairman, president and 91.1% owner of the publicly traded company. Metromedia owns KLCI(AM)-KMEI(FM)-KTTY(TV) Los Angeles; KNEW(AM)-KSAN(FM) Oakland-San Francisco; WASH(FM)-WTG(FM) Washington; WDHF(FM) Chicago; WWX(TV) Newport, Ky.; WABM(AM) Baltimore; WLAB(AM) Detroit; KMBC-TV Kansas City, Mo.; WNEW-AM-FM-TV New York, and WIP(AM)-WMFM(AM)-FM Philadelphia.

KDOG-TV is on channel 26 with 1,660 kw visual, 331 kw aural and antenna 940 feet above average terrain.

Storer's purchase of WLAK almost closes out the Sudbrink station group. Sudbrink, which is owned by Robert W. Sudbrink and his wife, Margareta, recently announced the sale of WPCH(AM) Atlanta to the Meredith Broadcasting group for $5.2 million (Broadcasting, Aug. 15). It had previously announced the sales of WWSZ(FM) Cincinnati for $2 million, WLIF(FM) Baltimore for $3.9 million and WEZW(FM) Milwaukee for about $3 million. That leaves Sudbrink holding only WHN(AM)-Atlanta and WFUN(AM)-WLYF(AM)-FM South Miami-Miami.

Mr. Sudbrink has said that he intends to retain the Miami stations.

Storer is the Miami-based, publicly traded owner of WAGA-TV Atlanta; WSBR-TV Boston; WKBK-TV Cleveland; WIBK-TV Detroit; KTSQ(AM)-KGKB(FM) Los Angeles;
Civil-rights commission gives low marks to FCC, industry for EEO efforts

CCR criticizes networks, stations and their programming for stereotyping women and minorities and says that stronger policing is needed at the federal level

Television, according to the U.S. Commission on Civil Rights, is a world where, in programming, males are strong, mature individuals who control their own lives and those of others around them while women generally play dependent, subservient roles and minorities appear primarily in ethnic settings or as "tokens" in all-white shows. It is a world of stereotypes.

It is also a world, CCR contends, of "window dressing," where minorities and women appear as actors or as on-camera aides.

Congressional committees and government agencies had ignored previous pleas for inquiry, he said. Even Congressional Black Caucus "had turned deaf ear." However, he also said he had indications from members of Senate—whom he would not identify—that hearing was a possibility Bob Purcell, of 4 A's, denied that advertising industry attempts to freeze out blacks. "We've gone out of our way to help black agencies," he said. "It's good for the business." And Black Caucus spokesman said he was unaware of request for help, at least since December, when Representative Parren J. Mitchell (D-Md.) took over as head of caucus. In any event, he said, "In the future," he said, "CCB is going to look into amount of advertising money government spends with black-owned media, and plans to ask House and Senate Communications Subcommittees to hold hearings on minority participation in terms of employment and ownership—in broadcast and cable television industries.

Federal Trade Commission, for first time, has challenged legality of volume discounts in advertising rates. Specific complaint was issued against Los Angeles Times (Times-Mirror Co.)—largest of all U.S. newspapers in advertising volume—but action has created fear that successful "test" case could affect all advertising-based media, including radio and TV. FTC spokesman said commission does not have "industriewide investigation" going but conceded that complaint represents "sensitivity" to matter and could cause attorneys in regional offices to take new look at complaints they receive.

Big-city police chiefs don't think television should cover terrorist acts live, and 93% of them believe live coverage encourages terrorism, according to survey by Dr. Michael Sommer of California State University, Northridge. Survey of police chiefs of 30 largest cities says more than half had "generally unfavorable" judgments of on-the-scene reporters. 67% said television journalists should communicate with terrorists only with "official consent."

Representative John Breckinridge (D-Ky.) has scheduled hearings Sept. 20 and 21 before his Small Business Subcommittee on Antitrust and Restraint of Trade Activities on alleged anticompetitive pricing of FM radios in cars. Consumer opposition to having to pay auto manufacturers higher price for AM-FM combination radios was major impediment several years ago to bill requiring nearly all radio receivers to include FM with AM capability. Justice Department studied car radio pricing, decided last year that no action was needed.

In Brief

New fall television season shaping up more and more as specials time with all three TV networks slotting abundance in prime time from September through December. CBS-TV is latest to weigh in, with 38 specials already scheduled and "many more" to be announced later. Spokesmen said percentage increase from last fall would be "considerable" but could not be more precise because actual total has not been determined. Among stars to be featured on CBS-TV in fall: Lucille Ball, George Burns, late Elvis Presley (already taped), Johnny Cash, Bing Crosby and Goldie Hawn. "The Nutcracker" will be presented on Christmas night.

U.S. Southern District Court of New York has issued permanent injunction against American Home Products Corp., New York, forbidding AHPs suggesting in TV, radio and print advertisements that Anacin is superior to McNeil Laboratories' Tylenol. Court ruled that specific TV commercial and print ad make "false representations for Anacin and falsely disparage" Tylenol in violation of Lanham Act.

FCC administrative law judge has issued summary decision renewing license of WAGL-TV Lancaster, Pa. Judge Reuben Lozner acted on petition by Steinman family's WAGL Television that was supported by Broadcast Bureau and by Feminists for Media Rights, whose petition to deny led to commission designating WAGL-TV renewal application for hearing. Judge Lozner said evidence indicated there were no questions requiring hearing on issues specified by FCC. These involved licensee's possible use of co-owned newspapers to aid WAGL-TV unfairly FMR and WAGL Inc. settled their differences in April in agreement in which licensee committed itself, among other things, to divest itself of station by Dec. 31, 1981 (Broadcasting, April 25).

Sanford Moore, vice chairman of The Parity for Blacks in Advertising and Mass Communications Committee, called news conference in Washington last week to accuse major advertising agencies and American Association of Advertising Agencies of combining with broadcast and print media to exclude employment and ownership roles in those industries. He called for congressional investigation. Mr. Moore said 10 black-owned advertising agencies—including one he headed, Black Perspective Inc.—had been "forced out of business" since 1973 by allegedly illegal actions of major agencies.
President Carter and to the Senate and House of Representatives, also says that Congress should provide the FCC with the authority it now lacks to regulate equal employment opportunity matters at the networks. And it says the commission should revise its EEO guidelines and reports to require licensees to make stronger efforts to hire and promote minorities and women.

The report itself, however, came under quick rebuttal fire. Chairman Wiley said that although he shares the view that “unfavorable racial or ethnic stereotyping” is “offensive,” he cannot agree with CCR on its proposed remedy. “To me,” he said, “it is difficult to conceive of how the commission would grapple with such a complex and highly subjective concept as stereotyping without becoming deeply involved in the review of broadcast programing material.”

As for the enforcement of its EEO regulations, Mr. Wiley said the FCC’s efforts “have been both substantive and effective.” He noted the continuing increase in minority and female employment in broadcasting over the past five years, and predicted that, “with recent improvements in our regulatory program,” it will “intensify.”

The commercial networks also took aim on the report. Bill Leonard, CBS vice president for Washington, said that equality of opportunity is “the very linchpin of CBS policy.” He said 46% of CBS employees are women and 16% belong to minority groups. Furthermore, he said, the percentages continue to rise.

As for the programming issue, Mr. Leonard said the CCR has embraced “the notion of government control of the kinds of people we see on television, the roles in which they are cast and, indeed, the ways in which they think, talk and act. That is precisely the way things work in closed societies, in which news and entertainment are cowed by government. I doubt if anyone really wants that kind of television here.”

ABC expressed confidence that its EEO policies and practices are in full compliance with the CCR regulations. It also said it was confident that an objective appraisal would indicate the “significant progress achieved in recent years in the positive portrayal and treatment of minorities and women” in news and entertainment programs.

In addition, no matter how well-in
tended," the ABC statement added, "we have grave reservations about the [CCR's] suggestion of injecting the government into questions of program and news content."

NBC said news accounts indicate that some of the CCR's "brush-charges appear to be based on out-of-date data and are not in accord with the facts, at least as they concern NBC." It also said that women and minority-group members are represented in greater numbers now at NBC than ever before and are also more visible in NBC programs. Furthermore, it said, its own code of broadcast standards, which applies to the advertising, accepts as well as the programming it runs, calls for "special sensitivity in presenting material relating to sex, age, race, color, creed, religion or national ethnic derivation to avoid contributing to damaging or demeaning stereotypes."

The report, which was in preparation for three years ("Closed Circuit," April 1, 1974), evaluates network dramatic programming broadcast from 1969 through 1974, network news programs broadcast in 1974-75 and employment data for 40 major-market commercial and public television stations. The sample consists of 15 new networks, 15 stations affiliated with the networks and 10 public stations in 10 cities.

The report concludes that white males dominated the screen in the period covered. They appeared in 65.3% of all major and minor roles, usually playing older, more independent characters in diverse and prestigious occupations—lawyer, detective or police chief, for instance. White females, on the other hand, had 23.8% of the roles—usually those of younger, unemployed or underemployed women tied to the family.

As for minorities, nonwhite males had 8.6% of the roles and nonwhite females, 2.3%. (One statistic provided in the report was that whites, both men and women, appeared as villains more often than did nonwhites.) In fact none of the characters portrayed by nonwhite women was a villain. And several patterns emerged as to the kind of program in which minorities appeared. Often, they appeared in action-adventure programs, sometimes as groups of characters—as members of a religious order in a Kung Fu episode, for instance, or as members of a crime ring in Hawaii, in a Hawaii Five-O story—and sometimes in "token" roles, as service workers and doctors.

CCR found in its study that women and minorities rarely made the news—that newscasts were dominated by stories on white male government officials or public figures.

The study also found that, of the 85 correspondents who reported the news in the sampled newscasts, more than 85% were white males. White women accounted for 8.2% of the total, nonwhite women 3.2%, and nonwhite men, 2.4%.

The FCC staff, given a draft of the report several months ago, read it as calling on the commission to deal with the programming issue through rulemaking procedures or on a case-by-case basis. In commenting, the staff said that, even apart from First Amendment prohibitions and no-censorship provisions of the Communications Act, "These are certainly applicable," the recommended approach "would create a regulatory nightmare" (Broadcasting, June 13).

In response, CCR said that it is not suggesting that the commission undertake the role of censor or "bog itself down in a day-to-day review of program content or second-guess casting decisions." (The draft was submitted to the commission without the section on findings and recommendations included.)

CCR says its data suggest, however, that there are a variety of regulatory alternatives "that go beyond the FCC's current approach to program regulation that involve little more than a cursory review of a program log for a composite week but which stop well short of program censorship."

But whatever the FCC does in the program area, CCR says the FCC must strengthen its EEO rules.

CCR says that minority and female employment at the 40 stations selected for study has increased. So has the number of representatives of those groups in the upper four categories—officials and managers, professionals, technicians and sales personnel. But, CCR says, detailed analyses of the job titles indicates that women and minorities are not being fairly utilized at all levels of station management or in all levels of the stations' operations. "White males hold the vast majority of the crucial decision-making positions," the report says, while women and minorities were in visible on-air jobs and served as "window dressing." The report, in fact, raises the question of possible misrepresentation on the part of stations in categorizing their employees. It says the job categories are "so broadly defined" in the FCC's employment reporting forms that the employment status of women and minorities can be, and is, being misrepresented. It says an analysis of salary and duties of women classified under officials or manager, for instance, indicate they are in fact clerks.

If the stations are not aggressively seeking women and minorities for top jobs, the FCC, according to CCR, is not pushing them. The FCC last year revised and, it said, strengthened its EEO guidelines. But CCR says the guidelines retain the "inherent flaw" of the original—they fail to help licensees develop a program to uncover and eliminate causes of underrepresentation of minorities and women.

But a point that appears to disturb CCR particularly is the FCC's contention that its responsibility is not to regulate employment discrimination per se, but to assess the significance of past violations, if any, on the part of a licensee, "in light of the applicant's subsequent performance and present compliance with our EEO rules."

Thus, CCR says, the commission apparently "is not interested in eliminating discrimination by its licensees. Instead, it is interested only in learning that licensees intend to make 'good faith effort' to provide equal employment opportunity."

All told, CCR made 10 recommendations aimed at remedying the defects found in television programming and the commission's EEO rules, suggesting that the commission issue a rulemaking, that Congress authorize the commission to regulate EEO matters at the networks and that the commission revise its employment-reporting form, it said:

- Production companies and network programming executives should incorporate more minorities into their drama.
- Networks should make training and placement opportunities in decision-making posts in news departments available to women.
- The FCC should extend all reporting requirements associated with its EEO rule to all broadcast licensees.
- The commission should require stations to determine the extent to which minorities and women are fully and equitably represented throughout all levels of responsibility.
- The commission should revise its employment-reporting form to facilitate a thorough utilization analysis.
- The commission should establish standards for the employment of minorities and women in broadcasting: Women and minorities should be employed at the rate of 80% of parity with their representation in the local work force, and the dispersion of minorities and women throughout the station's work force should be comparable to that of white males.
- And the commission should require licensees that fail to achieve the goals of parity and dispersion to file the following documents: one containing an analysis of the employment practices that outlines reasons for underutilization of women and minorities; another, a list of measures designed to achieve parity and equal representation, and a third, containing statistical report indicating the results of efforts to hire and promote women and minorities.
Spend 20 minutes reading Lederle's booklet and discover:

- How new drug ideas are born
- The astronomical cost of creative drug research
- What research facilities and methods are used to turn a biochemical theory into a reality
- How one of the Virgin Islands was defended against a dangerous tropical disease
- How the polio vaccine is made
- The role of the computer in drug research
- How drugs are marketed
- The nonprofit services available to physicians and other healthcare professionals

For your copy of Response to Human Health Needs, fill out and mail the coupon:

Response to human health needs

Lederle Laboratories
Dept. PR
Pearl River, New York 10965

I'm interested. Please send me your new 28-page booklet, Response to Human Health Needs.

NAME
ADDRESS
CITY STATE ZIP

NEWSPAPER OR MAGAZINE AFFILIATION

Lederle Laboratories
A Division of American Cyanamid Company
Pearl River, New York 10965
Miami Newsfilm Update:
The two largest TV network affiliates in this competitive “Top 20” market choose to upgrade their newsfilm equipment rather than switch to All-ENG, recognizing the indispensable role of 16mm newsfilm in a balanced newsgathering operation.

Despite the continuing “All-ENG” hysteria, the majority of affiliate and independent TV stations across the country have opted for a balanced newsgathering operation—a healthy mix of modern, one-man-band newsfilm cameras and a limited number of ENG units with live transmission capabilities.

What's happening in a “Top 20” market like Miami is typical of current trends in gathering news for television.

Basically a flat narrow strip along the coast, with the Atlantic Ocean on one side and the Everglades on the other, Miami is considered among the fastest growing markets in the country. Long favored as a major convention town, Miami is also a gateway for South America, Central America, and one-stop service to Europe. Since 1960 Miami has been the third-ranked city in the country in terms of datelines, with more hard news stories in one day than any other market this size.

"Our cost analysis left it very much up in the air as to whether ENG saves you money in the long run."

WCKT-TV, the NBC affiliate in Miami, has won numerous awards in recent years for its outstanding news coverage and investigative reports.

"We have two ENG units with live and tape capabilities," says Gene Strul, News Director, WCKT-TV. "The time had come to decide whether to go All-ENG or to retain film cameras.

"Our cost analysis left it very much up in the air as to whether ENG saves you money in the long run."

"We have also found that, contrary to reports, ENG units still do not serve as replacements for film cameras. We still cannot edit tape with any great speed. And the support equipment for ENG is bulky and difficult to maneuver. We use helicopters frequently to cover stories. (We also use them to rush material to us.) On occasion, we also shoot film from boats. ENG could be a problem when a helicopter or boat is needed. We also do a lot of investigative reporting where ENG would be difficult to use because the amount of equipment required would let everyone know what we're doing.

"As far as the public is concerned, it doesn't make much difference whether we use tape or film. The audience isn't interested in the difference—unless it's live. Of course, the public isn't gaining anything if a story is put on live just to use the live capability. That's just a promotional gimmick, and the public gets blasé after a while. After all, they have already seen a moon walk live, and they see golf games and other events live. After a while they say 'so what?' Why bring in a feature story live when it could have been done better on film?"

"The question was: should we invest in modern newsfilm cameras or more ENG? We felt that our two ENG units were enough to supplement film and serve our purposes at this point. And so, as our old newsfilm cameras have gone out, we're replacing them with new CP-16 units."

Dave Seeger, Newsfilm Reporter, WCKT-TV, loading his CP-16 into the news car. "VNF 7240 gives us a lot more latitude," says Seeger. "Working on various investigative series and shooting frequently at low light levels, I've probably 'forced' more film than any photographer around here." (Eastman Kodak has recently developed a new, remarkably fast stock, VNF 7250, with an ASA rating of 400, which permits shooting at light levels as low as two footcandles without requiring any forced development. If needed, the new VNF 7250 can be pushed three stops to an ASA of 3200!)

Frank Broughton, Lab and Photographic Equipment Manager, WCKT-TV, accepts delivery of eight CP-16's from Charles Sutyak of Photomart (the regional CP-16 dealer headquartered in Orlando, Florida). WCKT-TV purchased two CP-16's in 1973, two in 1975, and in the winter of 1976-77—twelve additional CP-16's!"
"I don't think our equipment inventory should lie exclusively with ENG or film," says Ralph Renick, Vice President for News, Wometco stations. The WTVJ-TV news department equipment inventory includes two ENG vans, five ENG cameras, and nine of the station's CP-16's.

WTVJ-TV, the CBS affiliate, is the oldest station in Miami. And the "Ralph Renick Report" is probably the longest continuing newscast in America. WTVJ-TV also has the greatest number of ENG units in Miami: five.

"I don't think a station should go All-ENG primarily because, with present ENG technology, your coverage would be limited." says Renick.

"Plus, some stories, especially features with a great deal of motion involved, lend themselves better to a newfilm camera. Stories that are better covered with film include some breaking stories where you have to be able to move rapidly, and out-of-town stringer stories. While film in our shop is becoming a back-up or secondary system of coverage, with ENG being our primary and preferred mode of coverage, it is important that the news manager invest sufficiently in film equipment that is reliable.

"As for film versus ENG cost factors, the extra personnel involved in ENG and other extra expenditures have made the two a financial draw, they break down about evenly."

For further information, please write to:

Cameraman Jeff Fort, of WTVJ-TV, takes a light meter reading, getting ready for a federal prisoner to come out of the courthouse building. WTVJ-TV acquired twelve new CP-16's in the fall of 1976, of which nine were assigned to the news department.

The leading TV stations in Miami may differ in their general approach to news and newsgathering, in the specific tape/film ratios they use in covering the news, and the extent to which they use ENG live capabilities. Though the competition among the stations is keen and lively, on one subject there's a definite consensus: 16mm newfilm still remains the backbone of a balanced TV newsgathering operation.
Guess which is the Twin Cities' No. 1 show?

☐ Charlie's Angels
☐ Eyewitness News
☐ LaVerne & Shirley
☐ Happy Days

We don't mean to tilt halos. Or make the days not-so-happy for LaVerne and her friend. But if you named any show but Eyewitness News, guess again. Thanks to you, Sunday Eyewitness News at 10 P.M. is the top-rated* show in the market with a whopping 50% share of metro TV households. It's flying higher even than Charlie's Angels, LaVerne & Shirley and Happy Days! And seven days a week, Eyewitness News averages out to a heavenly 44% share and a clean sweep of all demographic groups, winning or tying all 45 categories.*

It's no wonder, Anchorman Ron Magers, meteorologist Dr. Walt Lyons, supersportscaster Tom Ryther and the Eyewitness News team bring a bright, "with-it" flavor to news coverage that makes us visibly better than any other channel. And every other program to boot!


When news beats prime time...that's news!

EYEWITNESS NEWS
KSTP-TV

Division of Hubbard Broadcasting Inc. *Source: Arbitron, Minneapolis-St. Paul, Apr-May 1977, program audiences. Estimates subject to limitations of said report. For more information contact Jim Blake, General Sales Manager; Dave Gavin, National Sales Manager at (612) 645-2724 or your nearest Petty rep.
In local TV news, there's been more than a digit's difference between 1976 and 1977. It's apparent from coast to coast, in conversations with broadcast newsmen (what they say) and in monitoring the product on the air (what they do). It all adds up to an elevation in seriousness. Not a quantum leap, mind you, but a change that's discernible just the same.

A number of factors—not necessarily in the order mentioned—appear to share in both the responsibility and the credit. ENG (electronic newsgathering) is one. Consultants are another. Competition is very much a third. The growing correlation between news performance and over-all station (rating) performance is a fourth.

A fifth may be simply the passage of time, and with it the medium's inevitable gaining of experience in what to do and what not to. And how to do what it does better. Not, perhaps, just the growing greener of television news, but the growing greyer.

The report that follows—BROADCASTING's annual reassessment of the state of the local TV journalist's art—didn't set out to document that kind of difference. It was discovered along the way.
The solution to high costs in health care involves understanding the facts. If only the facts didn’t get in the way.

The health care industry is under attack because we spend more than any other nation on health care, and health care expenditures continue to rise each year. Health care has become our nation’s largest industry, almost 9 per cent of the gross national product.

But the most important consequence of our massive investment is the fact that our health care system is the best in the world. We have a record of solid accomplishment that has been glossed over in the current health care dialogue:

**Fact:** Americans are living longer. Life expectancy is now an average of 72.5 years.

**Fact:** In 1931, low-income persons visited a doctor 2.2 times annually; by 1964, 4.3 times; and in 1975, six times (1.9 times more than high-income persons).

**Fact:** In 1960, 26 infants died per 1,000 live deliveries; in 1976 the number was 16 per 1,000 (a decrease of 38 per cent).

**Fact:** In 1960, 761 Americans died per 100,000 population; in 1975 the number was 642 (a decrease of 14 per cent).

**Fact:** In 1960 there were 37 maternal deaths per 100,000 population; in 1975 the comparative number was 11 (a decrease of 71 per cent).

**Fact:** Ten of the first 15 causes of death in the U.S. are down over the last 12 years.

**Fact:** In 1952 there were 20,000 reported cases of paralytic poliomyelitis; in 1976 there were eight.

No wonder the public has never indicated any desire to alter our health care system! The public expects to continue receiving services the system now offers—and that the quality of these services will constantly improve. These expectations grow despite the prospect of limits on health services that would be imposed by legislated cost controls.

The dialogue on health care led by the Administration has focused solely on costs and, thus far, has been unbalanced. In introducing the concept of controls, the Administration implies that our health care system is unconcerned about costs and is both wasteful and inefficient. However, some of the facts cited above belie that premise. In fact, as government seeks to control the industry and so reduce costs, it has not addressed the consequences of such measures as they would affect the quantity of services and the level of their quality.

Comparisons of the costs of a hospital room in 1950 with one in 1975 are a familiar statistic. The offset—a comparison of what you got for the money in 1950 versus today—is never drawn. The story of the evolution of the hospital from custodial care for the sick-poor to the sophisticated, complex, highly technological medical center has little appreciation today. The dialogue has been truly unbalanced.

Rising medical costs have prompted the Administration to propose a stopgap plan to control
health care could be simple. the way.

growth. ("Stopgap" is the Administration's word, not ours.) The approach seems sensible, because it's so simple, at first glance: slap a 9 per cent limit on all hospital revenues, gradually tighten the screws in subsequent years, allow virtually no exceptions.

We respect the intentions behind this proposal. But we must disagree most emphatically with the prescription for curing the ailment.

What troubles us most about the scheme is not the short-range financial impact of the proposal. American Medicorp hospitals—we own and manage 54 acute care community hospitals with one per cent of the nation's beds—already live within strict budgets that compel them to deliver the highest quality care on a cost-effective basis. As a privately-owned hospital management company, responsible both to our patients and our stockholders, we're accustomed to carefully watching costs.

What we're fearful of is the long-term consequence of an arbitrary system that inhibits competition, encourages inefficiency and produces uncontrolled consumer demand. The proposal exacerbates all the wrongs that make health care costly, while taking no major steps to support those institutions striving to achieve economies.

To explain, some hospitals, admittedly, are high-rollers. Driven by the pressures of the system, they purchase every piece of technology available and their costs reflect this excess. At the same time, more than 20 per cent of acute care hospitals operate with annual cost increases of less than 9 per cent. Thus, the ceiling would really become a floor for these institutions—an incentive to increase costs to 9 per cent to protect against the day when controls are further tightened. And there are hospitals scrupulously cost conscious: they spend prudently to meet community needs.

But the Administration's stopgap notion lumps all hospitals together. This creates inequities that get worse with time.

We're not seeking an unfettered industry. We recognize, perhaps even better than does the government, its shortcomings. American Medicorp favors structuring incentives to achieve the twin goals of constraining cost increases while assuring the delivery of quality care. And such an approach is not a far-fetched scheme to avoid control. Indeed, an approach we favor already has been introduced in legislation.

The chief sponsor is Herman E. Talmadge, the respected Senator from Georgia. The bill, which now also has been introduced by Representative Paul G. Rogers (D-Fla.), chairman of one of the two House subcommittees responsible for drafting health legislation, would authorize development of a performance-based reimbursement plan. This plan would introduce the concept of incentives and free enterprise into hospital management, rewarding the efficient institutions and penalizing the inefficient.

The Talmadge proposal is not quite as simple as the Administration's program. But simplicity is not necessarily a virtue when the problem is as complex and as vital as health care. The proposals for Medicare and Medicaid looked straightforward and simple 15 years ago.

American Medicorp strongly urges serious consideration of the Talmadge reform measure. It would achieve the twin goals of cost containment and broad access to medical care while moving the whole hospital system toward greater efficiency.

And that's a fact.

American Medicorp Inc
111 Presidential Boulevard  Baia Cynwyd  Pennsylvania  19004

The health care legislation debate is of such importance, we have devoted our current annual report to the subject. If you would like a copy, write Mr. Alan B. Miller, President.
End of the beginning for ENG

In electronic news gathering (ENG), local news business may be seeing the end of a trend. Everybody's got it. Or if he hasn't, "it's on order," says Al Primo of the news consulting service that bears his name.

It means that no one has the jump on his competitor any more just for having been the first to invest in the expensive new gear. "It's no longer a competitive edge to say, 'we can go live,' when everyone can go live," Mr. Primo says.

And with the increased popularity has come a change—some say a maturing—in ENG's use. In its beginning, ENG was like a new toy to those rich enough to afford it, and, as Mr. Primo notes, there was a tendency to overuse it.

Marc Doyle, news director at WAGA-TV Atlanta, knows what Mr. Primo means. "In the beginning, we used to spend a great deal of time and energy considering and looking for stories to do live," he said. By contrast, "today, we don't spend any time looking for any," he said.

So what happened to this marvelous new mode that was supposed to revolutionize news-gathering, that was supposed to open the door—perhaps—to an era of instant news?

It's true, Mr. Primo says, that "there's nothing more dramatic than a live breaking story." But what the new ENG owners found, he says, was that "that just doesn't happen very often ... the percentage of live events has not been as dramatic as people expected it to be."

ENG has its drawbacks, too—not the least of which is cost. "If you drop an ENG camera, you're dropping $50,000. If you drop a film camera, you're dropping only $15,000. That's a hell of a drawback," says Pat Polillo, vice president for TV news operations, Westinghouse TV station group. Another is the problem of obsolescence, he said. The original minicam equipment begins to look more dated as newer, lighter gear is introduced every year.

Still, ENG has no greater booster than Mr. Polillo, whose contention for years has been that with its introduction TV news departments caught a glimpse of the millennium approaching.

One small revolution has in fact already happened, Mr. Polillo says, when it "raised the public expectation. If a major news event is occurring—like a fire, a flood, a hostage situation—the public expectation now is that they're going to see it live on the air... That alone has changed the way the business has to be done."

For the stations just now introducing ENG into their markets, live capacity can be a competitive tool. Says Mr. Polillo: "The first station to get the public perception that it will cover an event live can easily become the number-one news station in the market." But that effect will diminish, he adds, as the other stations get into the game.

And everybody will get into the game, Mr. Polillo says. "If you don't, do you expect to have even one viewer, if you have film and the other two stations in the market have live ENG?"

Mr. Polillo's prediction: "There's not going to be any film within two years—anywhere."

Following the years of shakeoff, users of ENG find its main advantages to be these: that by cutting out the time it takes for film transport and development, tape allows more time for editing; that tape is cheaper than film; that it offers the capability, if not the daily opportunity, to go live.

To help justify the steep initial cost,
many stations are using ENG for other things besides news—for live on-air promotions, for instance, and to bring a greater range of camera angles to other studio productions. One station, KGBT(TV) San Diego, Calif., uses a minicamera that way in its noon news program, which is performed in the station newsroom.

Ronald Mires, KGBT news director, says the station is finding other ways to use ENG. It takes some thought, but there is usually a way to work live pictures into a newscast in a way that makes sense, he says. An example is the story his station did recently about a water main break. The problem with the main was recorded early in the day, then worked into a live report at newscast time of the traffic jam that was the aftermath.

The way Wayne Vriesman, WGN-TV Chicago news director and president of the Radio Television News Directors Association, sees it, the inevitable period of ENG “overkill” is passing. With a minicam no longer a “new toy,” he finds more news directors thinking twice before going live at every opportunity—instead of allowing technological ability to “take the place of solid news judgment.”

In 1977, local TV journalism has come around again to the familiar progress pattern of technological advancement: New tools equal new freedoms equal new responsibilities. Take the situation earlier this month of KPRC-TV Houston news and public affairs director, Ray Miller, and one of his cameramen, Ken Cockroft.

With a remote unit coincidentally near the scene, it was easy to cover a man on the ledge of a four-story building threatening to jump. He did, but Mr. Cockroft chose not to let the camera follow him down. His boss thinks it was a mistake not to capture the whole event, whether or not it eventually would have been used.

In that case Mr. Miller would have been left with an option. He had decided not to break into regularly scheduled programing with the story. (Mr. Miller attributes Mr. Cockroft’s decision not to tape the fall to the fact that the cameraman frequently covers events live.)

But ultimately—whether live or not—there’s the same problem: How much should the public’s sensibilities determine what the reporter, cameraman or news director put on the air? “I resist the idea that we should clean up the news,” Mr. Miller says. After considerable reflection, he says that, had he had it all on tape, he probably would have shown the jump. And he holds to that view despite the dozens of “outraged complaints” his station received just for showing the man on the building and then on the ground. (The story aired during the early evening news and the common sentiment Mr. Miller heard was that it was an "invasion of their dinner hour."

Or take the matter of executions, should ongoing court battles eventually allow broadcasters to cover them (Broadcasting, Aug. 15). Earlier this year, Mr. Miller’s own bosses told him “actual ex-

No uncertain feelings about local TV news

Miller's broadcasters were on the airwaves, and a public announcement was made to that effect. If given the opportunity, Mr. Miller admits, he’d air them.

“If it is happening, it is an event people should be aware of,” he says, adding that it is “done in the name of the public.” Mr. Miller, who himself is against capital punishment, holds that the public has the right to know even though “they may not want to know it.”

As for sensationalism, Mr. Miller says “I don’t know of anyone trying to peddle gore,” but “it ought to have its place” as part of the news because it’s part of life.

Mr. Miller particularly has fears about news dilution at stations where news directors are novices or don’t have enough clout with their owners. In cases such as those, he is concerned about “cringing” from the news, whether the motivation be “timidity” or “good taste.”

RTNDA’s Mr. Vriesman’s prime concern is not the self-censorship angle but whether newscasts should be weighted toward “hard” or “soft” news. Although his subject differs, Mr. Vriesman’s words are similar to Mr. Miller’s. “We have a responsibility to show and tell the public . . . to inform and dig and not just do the fluff all the time.” He sees an alarming trend toward soft features, with the balance tipped against hard, investigative stories. He claims even to have found stations advertising upcoming entertaining features in daily newspapers the night before.

“This isn’t a black and white thing,” Mr. Vriesman says, and he does believe that there should be some entertainment value to the news. But when it amounts to excessive ad libbing between on-air anchors or “having a sportscaster participate in ridiculous events,” he’s cut it off. It’s enough to have “appealing people” on the news show, but, he cautions, “appealing in a professional way.”

The prime example, he says, is CBS’s Walter Cronkite (although Mr. Vriesman thinks the veteran network news anchor “at times is too straight”).

In fact Mr. Vriesman believes that the three networks in certain respects are holding out examples he wishes local operations would follow. From ABC, for example, he is particularly enthusiastic about the possibility that news and sports chief Roone Arledge is headed toward “emphasis off the anchor and on the content.” From NBC, he looks forward to prospects of a nightly minidocumentary (“Closed Circuit,” Aug. 8).

Although he is disturbed by an increase in the “soft stuff,” Mr. Vriesman does see a positive trend within local television journalism. “We have reached our peak” in “cosmetic newscasts,” he says, adding that consultants, while still having an influence “no doubt,” have less clout within station operations.

When the news team is operating out of the 19th market—as are the professionals of WHIZ-TV Zanesville, Ohio—the “same need” that brought on happy talk and the like “doesn’t apply,” according to Allan Land, vice president of licensee T/R Inc. “You don’t need a gimmick,” he says.

In his market, there’s no local TV news
“$1500 for everything... and that’s my final offer!”

How absurd it sounds—a consumer of medical care who’s actually concerned about the price!

But while he may be greeted with amazement by the hospital staff, it isn’t really he who’s amazing—it’s the rest of
us, who’ve been buying health care as if money grew on trees.

The result has been a staggering inflation of the cost of health care and health insurance.¹

(In 1950, for example, our intrepid bargainer’s hospital bill would have run about $15 a day. Today, it’ll be close to $175 a day!)

Ætna is working to slow that inflation.

We’re going back, claim in hand, to doctors whose charges seem out of line. Ætna did that half a million times last year — and reduced those claims by an average of $50 each.²

We’re advocating more “same-day surgery,”³ we’re pushing “co-payment,” where the actual users of health care pay for a piece of it.

These positions do not always make Ætna popular, but they do help make health insurance affordable. Insurance costs can be controlled. Don’t underestimate your own influence. Use it, as we are trying to use ours.

Ætna wants insurance to be affordable.

¹“Staggering” is probably too weak a word. The share of the gross national product which goes for health services has virtually doubled in the past 15 years. The Government’s share of the national health bill is now $70 billion — a sum second only to national defense.

²This requires Ætna knowing what the prevailing charges are for every type of medical service in every area of the country, and examining each claim against that standard. Costs vary wildly from city to city. In Philadelphia, $413 is the average surgeon’s charge for the removal of a gall bladder; in Manhattan, the same operation averages $819!

³Many minor operations — as many as 20% of all hospital operations — can properly be performed without the patient staying at the hospital overnight. At the now-prevailing rate of $175 a day, this could mean enormous savings. Ætna also advocates peer-group review by doctors of cases of improper hospitalization — again, to prevent misuse of hospital facilities.

⁴“Co-payment” reduces premiums; it also gives the consumer a reason to care about health costs, and to demand reasonable ones. Today, frankly, too many consumers of health care have too little stake in controlling costs.

Further information may be obtained by contacting Henry L. Savage, Jr., Public Relations, Ætna Life & Casualty, 151 Farmington Avenue, Hartford, CT. 06106, Telephone (203) 273-6545.
Some observers detect a new trend in local TV news anchor people that accompanies the spread of ENG. KGTV's Mr. Mires puts it plainly: "The whole new role for newscasters in recent years is that you have to be smart!"

KGTV, as do many stations, occasionally will set up a live minicamera interview between a public figure "in the field" and the anchorman in the studio. The situation is spontaneous; the anchorman has to be able to think quickly.

(One of the most interesting is to engage ENG reporters, many of whom are being called on for live performances during a news cast. They have to be good, says Mr. Polillo, because "when you go live, you open the station to destruction ... there are no erasers when you're doing live news.")

Aside from ENG, there is the other consideration of money, forcing anchor people to be good. "The anchorman gets paid the most," Mr. Mires. "He or she should be smarter than the rest of the staff."

What Messrs. Mires and Polillo described is still partly an ideal, however. Other participants and observers report that many stations are still after anchor people with qualities associated more with the cosmetic side of the business. They want people with "warmth," "charisma" and who are pleasant to look at. And "we're still in a kind of a youth syndrome," says Sherlee Barish, whose New York-based Broadcast Personnel Inc.

Barish says. One formerly making $35,000 in a large market is probably making $50,000 or more now.

Some observers detect a new trend in local TV news anchor people that accompanies the spread of ENG. KGTV's Mr. Mires puts it plainly: "The whole new role for newscasters in recent years is that you have to be smart!"

KGTV, as do many stations, occasionally will set up a live minicamera interview between a public figure "in the field" and the anchorman in the studio. The situation is spontaneous; the anchorman has to be able to think quickly.

(One of the most interesting is to engage ENG reporters, many of whom are being called on for live performances during a news cast. They have to be good, says Mr. Polillo, because "when you go live, you open the station to destruction ... there are no erasers when you're doing live news.")

Aside from ENG, there is the other consideration of money, forcing anchor people to be good. "The anchorman gets paid the most," Mr. Mires. "He or she should be smarter than the rest of the staff."

What Messrs. Mires and Polillo described is still partly an ideal, however. Other participants and observers report that many stations are still after anchor people with qualities associated more with the cosmetic side of the business. They want people with "warmth," "charisma" and who are pleasant to look at. And "we're still in a kind of a youth syndrome," says Sherlee Barish, whose New York-based Broadcast Personnel Inc.

Barish says. One formerly making $35,000 in a large market is probably making $50,000 or more now.

Some observers detect a new trend in local TV news anchor people that accompanies the spread of ENG. KGTV's Mr. Mires puts it plainly: "The whole new role for newscasters in recent years is that you have to be smart!"

KGTV, as do many stations, occasionally will set up a live minicamera interview between a public figure "in the field" and the anchorman in the studio. The situation is spontaneous; the anchorman has to be able to think quickly.

(One of the most interesting is to engage ENG reporters, many of whom are being called on for live performances during a news cast. They have to be good, says Mr. Polillo, because "when you go live, you open the station to destruction ... there are no erasers when you're doing live news.")

Aside from ENG, there is the other consideration of money, forcing anchor people to be good. "The anchorman gets paid the most," Mr. Mires. "He or she should be smarter than the rest of the staff."

What Messrs. Mires and Polillo described is still partly an ideal, however. Other participants and observers report that many stations are still after anchor people with qualities associated more with the cosmetic side of the business. They want people with "warmth," "charisma" and who are pleasant to look at. And "we're still in a kind of a youth syndrome," says Sherlee Barish, whose New York-based Broadcast Personnel Inc.

Barish says. One formerly making $35,000 in a large market is probably making $50,000 or more now.
Oklahoma City's Pam Olson and Jerry Adams

Co-Anchor KWTV's 6 P.M. News Hour

Oklahoma's biggest broadcast beat reporting team puts specialized journalists wherever news breaks. Oklahoma's biggest team of photo-journalists puts viewers "at the scene" with award-winning film coverage and Live MiniCam 9 instant news.

From the school room to the supermarket, from the courthouse to the Capitol, from the suburbs to the small towns, "Newsroom 9 Takes You There".

Pam Olson, Jerry Adams, and much, much more . . . every weeknight on Newsroom 9 at 6, Oklahoma City's only full-hour newscast.
funds for their high fees. One estimate puts consultants’ average annual consulting fee at $18,000–25,000; the research fee runs from $13,000 to $30,000, and can go higher, Mr. Magid says, depending on how difficult it is to collect information in the given community.

Recent experience has taught stations that, just as there are trends in sets, graphics and other production techniques, so are there trends in news. The growth of local news from a studioanchorman reading copy to a single camera to the multifaceted visual show viewers know today has seen a similar broadening in the kind of material that is presented.

One variety of news that has been in vogue for several years and seems to be growing is what several news directors have called “news you can use.” This takes in consumer and health material and includes pieces such as “how to stretch the dollar,” and “how to make the paycheck work for the family.” It’s programing the viewer literally can use in his everyday existence, and on many stations runs daily.

“Most people involved in television news accept the criticism that much of what’s put on the air is irrelevant,” to viewers, Mr. Doyle says in trying to explain the how-to news phenomenon. Obviously, he concedes, there is pressure to do that kind of story because of its viewer appeal. On the other hand, some of the stories it replaces won’t be missed. Airing a story on where parents can get shots for their children before the start of school means that “two or three auto wrecks and fires—which are clearly irrelevant to most people—won’t get into the news.” He says he sees no harm in that.

But despite Mr. Magid’s contention that such consumer segments are gaining respectability, there are those who still rank them below the older forms. “I think it’s good,” Al Primo says of “news you can use.” “But you have to be careful it’s not used to substitute for hard news . . . There’s nothing more abhorrent to a good news reporter than to be consigned to the consumer beat.”

Other news forms being tried include a regular special report. Many news operations, such as Mr. Doyle’s, do minidocumentaries in series. Mr. Mires’s station does nightly stand-alone reports, on subjects ranging from problems with San Diego’s bureaucracy to what goes on under the city’s streets, to what will happen when lawyers start advertising.

A common thread running throughout the trends isolated here is growth. Stations have gone from almost no news to as much as two hours in the early evening in some major markets. News budgets continue to grow—10% to 15% a year at Mr. Doyle’s and Mr. Mires’s stations.

In addition, Messrs. Doyle and Mires have been adding two to three new staff members a year—and they want more. Their aim is for staffs of reporters and researchers as large as or larger than the local newspaper’s. “I hope to have 150 in the news operation,” Mr. Doyle says. “Then you could have reporters covering three or four stories a week (instead of that many every day) and when those stories went on the air, they would be right.”

Which leads to a question for the long range: Can local news growth reach the ultimate—an all-news TV station? It is a question being discussed increasingly among news directors. “I would like to take 10 of the people who know all there is to know about this business and talk about all-news,” Mr. Pollillo says. But as to whether it is possible: "I don’t know," he admits.

Mr. Doyle, on the other hand, thinks it is already within reach. “It’s not only possible, it’s highly likely,” he says. “Not in the 50th market, perhaps, but in selected major markets. It’s on the way.”

But there’s a more “immediate future” for local TV news, in the opinion of Jack Bowen, vice president and senior account executive of McHugh and Hoffman, who sees four major challenges in the local TV journalism business.

The first he characterizes as a “serious growing crisis in news management,” a problem that has developed, he says, from an industry that has put too much emphasis on reporting and writing skills and not enough on managerial talent. Another consideration is expansion in the amount of news time and new technology, a situa-

---

**The Best!**

The WSAZ NewsCenter has again received national recognition for excellence with the National GOLDEN MIKE Award from the American Legion Auxiliary for our investigative report on the causes and effects of teenage alcoholism. It’s nothing new. Last year, the Associated Press presented its National ENTERPRISE Journalism Award to WSAZ Television 3, and this year AP Broadcasters have selected the WSAZ NewsCenter as the best regularly scheduled newscast in West Virginia. It’s no wonder that more people in the Charleston-Huntington market watch WSAZ’s NewsCenter than all other area newscasts combined.*

*Source: Arbitron Feb.-March, '77. Subject to qualifications.

---

**Teenagers on the rocks . . . a five part report.**

**WSAZ television 3**

Charleston-Huntington, West Virginia

a Lee Enterprises station represented by Katz American

<table>
<thead>
<tr>
<th>KGMB-TV</th>
<th>KEYC-TV</th>
<th>KIMT-TV</th>
<th>KHOA-TV</th>
<th>WSAZ-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Honolulu</td>
<td>Mankato</td>
<td>Mason City</td>
<td>Quincy</td>
<td>Huntington</td>
</tr>
</tbody>
</table>

Broadcasting August 22, 1977
WITH US,
BEING NO.1 IS
NOTHING NEW.
IT'S A 28 YEAR
TRADITION.

Very few major TV stations in the country enjoy the kind of dominance in their market that WTVJ does in South Florida. Maybe it's because we were the first TV station in Florida with a regularly scheduled news program.

Maybe it's because we have the dean of America's local newscasters, Ralph Renick, anchoring our 6PM news. Ralph has the longest running news program in the country.

Maybe it's because we have one of the brightest young newsmen in the business, Jim Brosemer, anchoring our 11PM news.

Maybe it's because our sports coverage features in-depth reports on local sports, not just stories off the wires.

Maybe it's because we were first in South Florida with electronic news gathering equipment that transmits live local news.

Whatever the reason, more people in South Florida watch WTVJ news than any other news. For 28 years in a row.*

And that's a record few stations, if any, in the whole country can match.

WTVJ MIAMI 4 NEWS

*Audience data are estimates subject to qualifications contained in the pertaining survey reports.
How it's done. Coverage of fast-breaking news stories of major importance requires quick action and coordination. When Chicago Mayor Richard Daley died Dec. 20, 1976, WBBM-TV pulled out all stops, fighting against time, in its attempt to provide Chicagoans with complete, factual and in-depth coverage of its 6 o'clock newscast. The following chronicle gives the account of how the station mobilized its news team to meet that challenge.

2:30-3:00 p.m. Assignment editor hears message on city-wide fire band: "Get the doctor here quick [900 North Michigan Avenue] with surgical kit!" Assignment editor hears order to all patrol cars on city-wide police band to control traffic in area of 900 North Michigan.

Assignment editor diverts minicam, on another story, to scene. Assignment editor gets call: "It's the mayor; he's had a heart attack!" Another minicam sent to scene; Bill Kurtis leaves studio from 900 North Michigan. Reporter John Drummond and film crew sent to city hall.

Bill Kurtis broadcasts live from 900; says it looks bad for the mayor.

3:00-3:30 p.m. By 3:05 five minicams and all film crews are covering mayor's death. Reporter Bob Faw and film crew leave for the mayor's neighborhood. Silent camera and sound crew dispatched to the scene. Reporter Harry Porterfield sent to Wesley hospital with minicam and film crew. Interviews paramedics who treated the mayor.

Mayor Daley's press secretary tells Kurtis the mayor is dead; city hall officials tell John Drummond the mayor is dead. Bob Faw and crew sent to funeral home in the mayor's neighborhood. Reporter Chuck Gomez researches mayor's medical history.

Reporter Burleigh Hines makes contact with black leaders. Phil Watters, WBBM-TV's Washington correspondent, calls Illinois congressmen.

3:30 p.m. Donna LaPietra, 6 p.m. news producer, starts machinery to cancel all other news for that evening and commercial inserts. Kathryn Kieler gives in-studio bulletins from the time the news of the death is received. Gives that job over and goes to taped man-on-the-street interviews.

Bill Kurtis reports, anchors newscast, including:

- Peter Nolan interview with Alderman Vito Marzuolo—live.
- Kurtis interview with Governor Jim Thompson in studio—live.
- Kathryn Kieler gives in mayor's fifth-floor city hall office.
- Harry Porterfield recap of what happened at scene of death; film of interview with doctor.
- Kurtis interview with Cardinal Cody at Cody's home—live.

There are not enough people to steal!" Mr. Bowen explains that the past three years have been ones of "intense stealing." Miss Barish reports that stations are now defending themselves against raids on their staffs by putting their air people under long-term contracts, typically three years. As a result, the market has gotten "tighter than ever," she says.

More optimistic is Mr. Bowen's third consideration: that "we are right on the edge of total visual development of a newscast." In other words, he explains, "the equipment is there" as are the techniques—split screens, character generators and the like. The challenge now, in Mr. Bowen's view, is to maximize the use of the latest technology to better convey stories to viewers.

Last, he says, "we have the constantly growing local news interest," a major contention within M&H's report, "The TV Viewers Come of Age." (BROADCASTING, June 6). Mr. Bowen explains that the increased interest carries with it increased responsibility beyond just the reporting of fires and accidents. It's a responsibility, he continues, that involves the "catalytic role of the station within the community. . . . How the news is presented becomes crucial." The case-in-point he uses involves those stations that report on flare-ups over school busing. And a question he'd ask news directors is "do you have reporters who are knowledgeable enough to cover this," in light of "how people will react."

- What else does the future hold? KTVY's Ronald Mires sees a revolution in station hierarchies because of the new eminence of news. Almost gone are the days when the news director reports to the program director. What is coming, he predicts, is
The months of hacking through seemingly impenetrable jungles and scaling tortuous ice-covered slopes had taken their toll. With the last vestige of his strength, he dragged himself to the entrance of the mountain cave.

Forcing his torn and pain-wracked body the last few inches, he collapsed, exhausted at the feet of the great guru.

His quest was finally at an end.

"Tell me, oh great master, oh seer of visions never dreamed of by the pithy mind of ordinary man," he croaked, through fever-parched lips.

"Tell me the answer."

"The answer, my son," the great guru whispered, "is that Xerox is a registered trademark of Xerox Corporation and, as a brand name, should be used only to identify its products and services."
We'd like some changes to insure that you don't.

Your financial security is our business. And we believe Social Security is a sound base for your financial planning. That's why the life insurance business is committed to keeping Social Security healthy. Right now there is a serious financial imbalance in the system. The Administration, and others, are currently proposing to Congress methods of correcting this weakness. We agree with some of these methods, but not all.

What's the Problem?
The Social Security system is only as sound as its financing. And we share the general concern that it will run into difficulties unless some changes are made soon.

The immediate problem is that there is more money being paid out in benefits than is being collected in Social Security taxes. If things are allowed to continue as they are now, the Retirement Trust Fund could be depleted by 1983 and the Disability Trust Fund could be depleted by 1979.

The major long-range problem is twofold. First, a technical flaw exists in the present law, which gives a double credit for the rise in cost of living to people retiring in the future. Thus they will be receiving much larger retirement benefits than intended. The second problem is a result of a shift in the balance of our population. Because of a lower birthrate, fewer people will be joining the work force, while more people will be entering retirement. That means, there will be fewer Americans paying Social Security taxes than anticipated, and more collecting retirement benefits.

The Social Security Philosophy.
The Social Security system was not devised as a welfare program. The funding of Social Security has always been self-supporting, based on equal contributions by employers and employees. Because of these contributions, the person who works is assured of Social Security benefits, as a matter of right.

Administration Proposals We Agree With.
TRANSFER OF FUNDS. At present the Old Age and Survivors portion of Social Security is in a stronger position than the Disability portion. The Administration suggests that a larger part of the financing be assigned to the Disability fund. In view of the greater need for funds in the Disability area, we agree.

EQUALITY OF THE SEXES. Because of recent court decisions that remove sex discrimination from Survivors' and Dependents' benefits, some people are receiving benefits without having been dependent in reality. The Administration recommends, and we agree, that an additional provision should be required to limit Dependents' benefits to those who earn the lesser income.

TAX ON SELF-EMPLOYED. Historically, the Social Security tax for self-employed persons has been one and one-half times the rate for employees. Legislation in 1965 limited the self-employed rate to
Social Security system?

a maximum of 7% of covered wages, which was reached in 1973. The Administration proposes, and we agree, that the original rate of one and one-half times the rate for employees be restored.

Administration Proposals
We Would Modify.

AUTOMATIC INCREASES. The current law provides for automatic increases in Social Security payments to parallel the government's Cost of Living Index. Those who are already retired benefit directly through increased monthly Social Security payments. Future benefits for people still working, in effect, are adjusted twice. First, because wages rise when prices rise, increasing the average earnings on which Social Security benefits are based. Second, the same adjustment that increased the benefits for retired workers also applies on top of that initial increase. So the person entering retirement gets a double adjustment. A similar problem also exists in the computation of Disability benefits.

We agree with the Administration that this is undesirable because, if unchecked, it would eventually mean that many people will receive more from Social Security than they earned prior to retirement, and many people will receive excessive Disability payments. This would place a tremendous strain upon the Social Security system and the entire American economy.

However, in correcting this double adjustment for inflation (technically called decoupling), the Administration's proposal should be further modified, restoring the original relationship of benefits to wages that existed prior to 1972, without affecting the benefits currently being paid.

INCREASES IN TAX RATES. A 1% increase in the tax rate on both employers and employees is now scheduled for the year 2011. The Administration proposes that one quarter of this increase would become effective in 1985 and the remainder in 1990. We support the general principle of adoption of tax rate increases necessary to finance the Social Security system, but we recommend increases earlier than 1985: specifically, we propose a modest immediate Social Security tax increase of .5% on both employers and employees, to be followed by a .25% increase in the 1980's.

Administration Proposals
We Disagree With.

INCREASING THE WAGE BASE FOR EMPLOYEES. The Administration is asking for specific future increases in the taxable wage base, above what the current law provides. We believe this is undesirable. Since benefits depend on the wage base, this would result in unduly expanding the Social Security system. We recommend that as the level of wages goes up, the wage base should be increased, as present law prescribes.

EMPLOYERS' TAX. The Administration proposes that the employer's contribution be based on the employee's total salary. We strongly disagree with this, because the employer would be unfairly taxed and this would be harmful to the economy.

GENERAL REVENUE FINANCING. The Administration proposes to get further Social Security funds from general revenues whenever unemployment is over 6%. We strongly disagree with this. Social Security should continue as a self-supporting program. Using general revenues invites open-ended spending. This would put the Social Security program, along with welfare programs, in political competition for funds from general taxes.

Social Security for All.
There are people who are not in the Social Security system, and we believe that the entire United States working force, including all government employees, should participate in the Social Security program. This would further strengthen the Social Security system.

A Free Booklet.
Our proposals to improve the system—which would restore its financial integrity for the next several decades—are spelled out in our free booklet, Strengthening the Social Security System. Just send us the coupon and it's yours.

American Council
of Life Insurance
Dept. SS
1850 K Street, N.W.
Washington, D.C. 20006

Please send a copy of Strengthening the Social Security System.

NAME

ADDRESS

CITY STATE ZIP

We want you to know more about life.

THE LIFE INSURANCE COMPANIES IN AMERICA

REPRESENTED BY THE AMERICAN COUNCIL OF LIFE INSURANCE
The day when news directors start being promoted to broadcast command levels. "It's not enough simply to have been a salesman" any more, he says.

And while news directors are looking ahead and wondering, they are looking back and smiling. They feel they've come a long way. "I can remember the early '60's," Mr. Mires says, when the local news was "a few ribbon cuttings and things that weren't very important." If they could see some clips from those days, "I don't think most people would believe it."

In its relatively short history, local TV news has gone through a number of "evolutions," as Mr. Mires put it—some of them, he and others concede, that were pretty bad. Few defenders remain of the time "when people were worrying about how the set was going to be colored," as Mr. Primo puts it and when "there was an overkill on hair styles and grooming."

Now, he says, "I think that's eased off a little." Still, he admits that those "show-biz" elements are and will continue to be part of local news. It has to be remembered, says Ron Mires, that local TV news is still part of a medium whose primary product is entertainment.

Yes, stations still feature funny sports-weathercasters, and yes, an anchor-man is heard to attempt a joke now and then, Mr. Polillo says, but that is not what attracts the audience.

Television on the spot (news): See it now

Breaking news stories develop in the living room as ENG immediately brings stories home

Weather, terrorists and disasters caused by nature and man made for some of the biggest and fastest-breaking stories for local TV news departments in the past year.

![Image](https://via.placeholder.com/150)

On Jan. 26, 10 years to the day after a blizzard brought southwestern Michigan to a standstill, another crippling snowstorm hit the area. W2KZ-TV Kalamazoo used maps to show which streets and major driving arteries were open or closed, and it reported on the progress of snow plows and city vehicles in getting trapped people home or to shelters in school gymnasiums or warehouses. Film crews navigated the streets and highways of the coverage area showing the best ways to cope with the storm. Inserts were slotted in news shows to demonstrate how to cook a meal with what was on hand in the house and how to substitute for milk, bread and other staples.

Louisville, Ky., which seldom gets more than 18 inches of snow in one year, had more than 19 inches during last January alone. When a major snowstorm hit the city on Jan. 9, WAVE-TV there put its meteorologist and live ENG camera on the streets and detailed the impact of the storm. The station stayed on the air all night to provide continuous information on school and business closings. During the three weeks the area battled gripping cold and snow, WAVE-TV established a special 24-hour phone center where people could call for specific weather information, and it aired a series of educational announcements informing the public on how to keep water pipes from freezing. At the end of the month the station produced an hour-long program, Operation Deep Freeze, that summarized the problems caused by the cold and featured a viewer call-in segment.

The severe winter and shortage of natural gas in Toledo, Ohio, prompted WTOL-TV there to do an emergency news special, Ohio: A State of Crisis. The program, aired from the station's newsroom, began with an explanation of the weather situation and included live interviews with the district manager of the local gas company, Toledo's mayor, a representative of the Chamber of Commerce and the city's school superintendent. The WTOL-TV weatherperson explained what was causing the winter's weather problems and reporters looked into what problems the weather and energy crisis created for area schools, businesses and industries. Viewers were given a number to phone to address questions to reporters or the city officials. Live minicams reported from Red Cross headquarters.

WTAM-TV Altona, Pa., lost power temporarily seven times for a total of 12 minutes July 19, the night the nearby city of Johnstown, Pa., was devastated by flood. Throughout the night as the rain continually worsened, reporter/cameraman crews filmed the deluge. Because WJAC-TV Johnstown was knocked off the air through the next day, WTAM-TV was the only source for viewing the disaster and the only TV station able to give emergency relief information.

From the night the storm struck and throughout the week, the station's news team covered the events of the damage, reactions of state and federal officials, personal testimonials by victims, water contamination, the coordination of government agency funding and the over-all clean-up effort.

The evening newscast at WRAL-TV Raleigh N.C., originated live from a local farm July 18, devoted entirely to drought-stricken farmers in the viewing area. Anchorman Charlie Gaddy and a local farmer walked through a devastated corn field and discussed the lost crop. Other members of the news team followed with back-to-back stories that echoed the local farmers' situation. Sylvia Sutter examined the effects of the drought and heat on vegetable farmers; Fred Taylor covered the plight of dairy farmers and Verne Strickland reported on cattlemen.

Earle Boyner, emergency news reporter for WFBC-TV Greenville, S.C., was notified at 9:20 p.m. July 14 that a natural gas plant in Easley, S.C., was on fire. At 9:45 p.m. he and the station's chief engineer

**Right place, right time.** WWL-TV New Orleans reporter Cheryl Ann Holt and cameraman Jay Krajewski were filming a story when they heard gunfire a block away. What they discovered was a shootout between police and two hold-up suspects. Ms. Holt sought cover behind a police car near one of the suspects who was seriously wounded (center), as was a police officer.

Broadcasting August 22, 1977 50
How to dial the Oil Business.

Our three NEW numbers in New York:
Jim Morakis (212) 398-3013
Bill Smith (212) 398-3015
Blaine Townsend (212) 398-3016

Public Affairs Department
Exxon Corporation
1251 Avenue of the Americas
New York, N.Y. 10020
started a 14-mile journey to the outlying town. Because of heavy smoke surrounding the area they had difficulty achieving line of sight to their receiving station atop a small mountain 17 miles away. At 10:30 the station picked up a slight flicker on its scope and within minutes a good video signal was being transmitted toward WFBC-TV. The 11 o'clock news opened with a full rear-screen shot of the fire and an introduction announcing that reporters were there. They broadcast from the scene twice more during the newscast, once with an employee of the burning company and again with an exhausted fireman.

- WLS-TV Chicago news crews had to scramble back in February when a Chicago Transit Authority elevated train rammed another—this all happened during the 5 p.m. newscast—and both fell 20 feet to the pavement, leaving two others dangling from the tracks. WLS-TV had a minicam unit there about three minutes later. In addition to its live coverage that day the station also programed a half-hour special report the next day as a wrap-up on the disaster that killed 11 and injured 189. The live coverage involved some 90 people and ran into thousands of dollars of overtime. The special used the talents of about 20 and was estimated by the station to have cost around $5,000.

- A fire broke out in the cell area of the county jail in Columbia, Tenn., June 26, killing 42 inmates. WTVF(TV) Nashville was on the scene with its Columbia film stringer and had pictures on the air for the early newscast. An ENG crew was dispatched and a complete report on the story aired at 10 p.m.

- The major story covered by WCPO-TV Cincinnati this year was the fire at the Beverly Hills Supper Club in Southgate, Ky., on Memorial Day weekend. WCPO-TV was there and provided coverage well into Sunday morning as it unfolded. With the capability afforded by two fully equipped vans for live ENG origins, WCPO-TV had live cut-ins from the fire scene and from the temporary morgue, the two points where information crucial to its viewers was originating. An official list of victims was broadcast live from the morgue about 10 a.m. Sunday and as the list was updated throughout the day, live cut-ins were made to inform the viewers. WCPO-TV carried a live interview with Kentucky Governor Julian Carroll at the scene of the fire Sunday morning, in which he disclosed that the disaster would prompt a thorough review and probable overhaul of Kentucky's fire laws. The station also broadcast a live interview with the Southgate fire chief. In addition to the live cut-ins throughout the day, WCPO-TV aired a one-hour special report that Sunday and on Monday ran a full-hour local news program, pre-empting the CBS news.

- One of the country's rash of hostage situations had WCPO-TV on its toes in mid-February when a man and his estranged wife held several people at gunpoint at an orphanage. The man had taken over the orphanage in search of a child his wife had put in the home. WCPO-TV began coverage during the 11 p.m. report Friday, extending the newscast until almost midnight. There were six additional reports, live from the scene and from police command points between midnight and two in the morning Saturday. Starting shortly after 10 a.m. WCPO-TV was on the air live from the home for nearly two hours through the end of the siege, when viewers received the first official announcements that the hostages were safe and the couple was in custody.

- Coverage of hostage situations became the center of some controversy this year, with some newspaper editors directly involved in the stories they covered. The three-day take-over of three buildings and almost 130 hostages in Washington by the Hanafi Muslims beginning on March 9 became one such situation for WTOP-TV anchorman Max Robinson. WTOP-TV mobilized its news staff and originated live remote telecasts from each of the three buildings and the police command center. All available reporters and
Muppet-Mania Sweeps The World!

Over 235,000,000 Viewers Watch "The Muppet Show" Each Week!
GEORGE BURNS  BERNADEETE PETERS
WALKER  MADELINE KAHN  DON KNOTTS
PETER SELLERS  CLORIS LEACHMAN
DELUISE  STEVE MARTIN  PETULA CLARK
BREWER  CLEO LAINÉ ... AND OTHERS!

MUSIC! MORE ENTERTAINMENT!
TV'S ALL-TIME FASTEST SELLING SERIES!

Already sold for the 1977-78 season in 163 U.S. markets—including all of the top 50 and 91 of the top 100—plus 103 countries around the world!
When the lights went out. WNBC-TV
New York's coverage of the New York City blackout added a touch of history to hard reality. At top, Tony Guida (l) and Chuck Scarbrough displayed a copy of Life's report on the outage more than a decade before, while other scenes told the looting story.

film and tape crews were assembled and dispatched to man those locales. The station provided continuous live special reports from the studio and remote sites, extended the length of its normal news programs and broadcast live morning specials to provide information on street closings and bus reroutings.

Hanafi Leader Hamaas Abdul Khaalis laid out his demands to Mr. Robinson in a telephone conversation broadcast live on the 6 p.m. newscast. As the siege continued, Mr. Robinson was threatened with kidnaping and had to receive police protection. The next day, however, he delivered a commentary on the Hanafi community in front of Hanafi headquarters. Mr. Robinson, the subject of the story he was covering, was covered by broadcast and print reporters and was the lead story on CBS's Who's Who program the following week.

WIL-A-TV Washington News Director Sam Zelman, concerned about the ethical implications of covering and publicizing the deeds of the terrorists, made the decision to broadcast everything that did not interfere with the police or directly affect public safety. No phone calls were made to where the hostages were kept. The station provided coverage from all three hostage locations and during the siege broadcast interviews with psychologists and psychiatrists who offered insight into the motivation of terrorists and how hostages should behave. In follow-up, one month later WILA-TV ran When Terror Strikes for five consecutive days of evening and late-night newcasts. The program explained what terrorism is, who the different kinds of terrorists are and what the viewer could do when terror strikes. It showed what law enforcement agencies were doing to combat terrorism, including interviews with an FBI terrorism expert and five ex-hostages.

NBC-owned WRC-TV Washington fed live coverage of the Hanafi siege to NBC and to the Canadian Broadcasting Corp. Several reporters were added to the staff including newsmen from NBC's stations in New York, Chicago and Cleveland who were flown in. Just after the hostages were released, WRC-TV broadcast a one-hour special, Hanafi Siege, which won a local Emmy award.

Another local newsman became part of the news on St. Patrick's Day when a distraught gunman (Charles Butts) took over St. Edward the Martyr church in New York's Harlem, taking a clergyman and a 15-year old boy hostage. The gunman ordered the clergyman to call WABC-TV New York to summon correspondent John Johnson to the church site. Mr. Johnson entered the church to talk with Mr. Butts and became a hostage himself. About an hour later, while Butts was trying to make a phone call, he was overtaken by Mr. Johnson, who grabbed the gun and simultaneously signaled for the police to enter, single-handedly bringing the volatile situation to an end, with no one harmed. Correspondent Anna Bond covered the story.

A news story changed from being just a story to a personal experience for WMAQ-TV Chicago reporter Russ Ewing. Two armed gunmen tried to rob a currency exchange, but police arrived while the robbery was still in progress, so the gunmen fled with three hostages to a nearby building where they holed up. With more than 100 police surrounding the building the gunmen requested that Mr. Ewing be brought in to act as a negotiator between them and the police. Mr. Ewing spent two hours trying to convince the gunmen to surrender. WMAQ-TV pre-empted more than two hours of afternoon programming to cover the story live. It had two minicams and four reporters there, while Mr. Ewing, wearing a wireless microphone so that viewers could hear his conversations, negotiated with the robbers. When the gunmen finally surrendered, WMAQ-TV viewers saw and heard Mr. Ewing as he brought them out, one by one.

KGBT-TV Harlingen, Tex., took a different approach in covering its hostage situation. A gunman held six hostages after shooting a border patrol guard at a check point when the guard began a routine narcotics check. KGBT-TV recorded his movements from a distance in order not to become part of the event. The gun-

man didn't know of the news team's presence until after the capture.

When Anthony Kiritsis wired a loaded shotgun around the neck of a mortgage company executive and walked him across town in Indianapolis in February, WTHR-TV's news team set up its live mobile unit outside Kiritsis's apartment and camped at the site for the three-day duration, working in 12-hour shifts. WTHR ceased its live coverage when Kiritsis decided to give himself up and led the hostage into the apartment complex clubhouse, still wired to the gun, and proceeded to conduct a long foul-mouthed
remote reports during that same siege, with two photographers, a reporter and an engineer on duty around the clock. When Kiritsis said he wanted an apology from the mortgage firm, the prosecutor’s office asked WRTV to carry it live (the gunman was watching television). It did. When Kiritsis addressed the media in the clubhouse WRTV covered all of it live.

Chris Borgen, correspondent for WCBS-TV New York, was involved in two hostage stories last month. On July 13 in Kinnelon, N.J., two men armed with a revolver, a rifle, a hunting knife and a machete attempted to rob a gas station. When the robbery attempt was thwarted by police they held the gas station attendant and a friend hostage for several hours. Soon after Mr. Borgen arrived to cover the story the gunman recognized him and asked him to open a dialogue with police. After several hours of negotiation, the newswoman secured the safe release of the hostages and the surrender of the gunman. Six days later he was again involved in negotiations to release two hostages held by a Bronx, N.Y., gunman armed with an automatic carbine. Borgen talked the man into surrendering as police broke into the room from another entrance.

One of KPRC-TV Houston’s biggest scoops of the year involved a story that was three years old. In the summer of 1974 three convicts took several hostages and tried to engineer an escape from the state prison in Huntsville, Tex. Two prisoners and two hostages were killed in the shootout that ended the episode. KPRC-TV was covering that siege with a portable electronic camera-recorder unit. The station learned that the prison officials were also using video tape to record the shootout and it began negotiations to obtain their tape. It took three years for all the trials to be disposed of but, finally, last spring, the prison director provided the tape to KPRC-TV. It was aired on the early evening newscast, then duplicated in the ENG center and distributed to other stations in Houston and throughout the state.

WCBS-TV New York re-invented an entire news operation July 13 to meet the challenge the blackout presented. Backup generators in the alleys outside the studio returned the station to the air minutes after the outage. Throughout that night channel 2 presented over four hours of Blackout ‘77 special reports and updates. More than 150 news personnel worked around the clock with no lights, no water and stifling heat. Candlelight was the only illumination for typing and unsnarling miles of power cable used to activate film editing and auxiliary chain film equipment. Lighting had to be done with battery operated “frezzies.” To recharge the frezzies’ batteries, WCBS-TV rented a motel room in New Jersey in order to use the wall outlets.

At WNEW-TV there every member of the news team reassembled in the newsroom when summoned. Three camera crews equipped with minicams roamed the areas affected by the blackout throughout the night and into the next day to cover the looting, the fires, the good samaritans and the mood of the city and its people. When WNEW-TV went back on the air at 4 p.m. the next day, the newscast was ready with an in-depth report of what had gone on during the 17 hours the station was dark.

One member of the WNBC-TV news staff walked through the darkened Lincoln Tunnel to get back to the newsroom and an engineer walked up the 85 flights of the Empire State building to the WNBC transmitter to keep the emergency power flowing. When the station gained emergency power and returned to the air, Chuck Scarborough began a news vigil that lasted until 7 a.m. the following day.

Long way from home. When the Johnstown flood devastated that Pennsylvania city, WJZ-TV Baltimore accompanied a Baltimore man as he searched for his daughter—and captured the happy reunion.

Food for thought. In the middle of one of the hottest and driest summers in North Carolina history WRAL-TV Raleigh decided that the weather and its effect on farmers was the biggest story of the day. So station anchorman Charlie Gaddy opened the newscast from a farm and then switched to other reporters in the field (literally) for farm reports across the state.
Sperry and Hutchinson:
The furniture people, carpeting people, travel and incentive people, banking people, insurance people, retail people...

And you thought S&H only meant Green Stamps.

Eighty-one years ago you would have been right. That's when Thomas A. Sperry and Shelly B. Hutchinson started it all with a little green stamp and a big idea. The idea: give people something extra with their purchases.

But we've grown a lot since then. And today Sperry and Hutchinson serves people in many more places than supermarkets.

Like in your home for instance. That dining room set. The living room carpet. Your favorite recliner. Even the furniture in the bedroom. All of that, and more, could well have been made by the Furnishings Division of Sperry and Hutchinson. You see, we're one of the country's largest residential and commercial furnishings manufacturers.

We also have a Services Division. There's Bayly, Martin & Fay for commercial insurance (they cover the Queen Mary, among other things). The State National Bank of Connecticut for all your banking needs. Hens & Kelly department stores for "everything under the sun." And the Magna Dental Laboratories.

In this our 81st year, Sperry and Hutchinson, a $612 million company, continues to grow. In our Furnishings, Services and Promotional Services operations, there are over 16,000 people, providing other people with not only what they need, but what they want.

That was the idea back in 1896. And it still sounds pretty good to us today.
moved to the disaster site. At the same time, cameraman Willie Wilson flew over the area recording aerial footage. Meanwhile a WWL-TV minicam van had arrived and reporter Garland Robins accompanied it recording live from the scene. The live broadcasts continued throughout the day and into the night and early morning hours of the following day. Because much of the activity was taking place in the middle of the river, WWL-TV put a second camera and microwave unit on a helicopter that hovered over the scene. Later the unit was placed on a small boat to broadcast live mid-river coverage of the rescue and recovery efforts.

- Another incident on water mobilized the WBBT-TV Richmond, Va. news crew last October when a small tanker struck the deck of the Benjamin Harrison bridge at 6:50 a.m. WBBT learned of the accident at 7:10 a.m. A crew was assembled and the ENG truck rolled at 7:45, in heavy early-morning traffic. At 9:10 the first cut-in was made. Engineer Dave Fraser and cameraman Ernie Moore took an ENG camera and a microwave transmitter up in a helicopter that was ordered to be waiting at a landing point at the end of bridge and the first live aerial pictures were aired at 9:20.

- When a five-car crash in Orlando, Fla., was picked up on the police monitor close to air time, WDBO-TV there had to act quickly to get the story on the 6 p.m. news. A photographer was rushed to the scene and the station's air traffic manager was called. Arrangements were made for him to land his plane on a drag strip close to the accident scene and pick up the film from the photographer. The film was to be dropped from the plane to the station. Nobody saw the drop and, with time running out, a search party began scouring the 40-acre field surrounding the station. The can of film was retrieved undamaged from the parking lot of a hamburger franchise that borders the WDBO-TV property and the film was processed and edited and led the 6 o'clock newscast.

- Coverage of the oil spill created by the Argo Merchant took up over half of the regularly scheduled newscast on WBBY Boston Dec. 21. The report included aerial, reports: an interview with Rear Admiral James A. Steward of the Coast Guard, who used a model of the Argo Merchant created by WBBY-TV to re-enact the disaster by showing which portions of the ship were damaged and how and why it

---

**Tense time.** One of the biggest stories in Indianapolis in the past year occurred when Tony Kiritsis took Richard Hall hostage and wired a shotgun to Mr. Hall's neck. WRTV was on hand when Kiritsis fled by car to his apartment (top) and WRTV was present when Kiritsis held a press conference shortly before he surrendered.

when NBC's Today Show signed on to continue the story. He was joined by Tony Guida, and later, by Frank Field. WNBC-TV followed Today at 9 a.m. with a 30-minute update and reports every half-hour thereafter plus bulletins throughout the day.

- WPIX-TV New York broadcast a two-and-a-half hour special edition of its Action News July 24 from 9 to 11:30 entitled "Blackout '77: City of Darkness." The special was presented in three parts: What happened? How did it happen? What's to be done? Guests included Mayor Beame, the two New York U.S. senators, each of the 14 mayoral candidates, newspaper publishers and reporters, civic leaders, religious leaders, representatives from business and residents of neighborhoods that felt the brunt of the blackout.

- Although New Yorkers couldn't see the late-night news Washingtonians watched a first-hand account of the blackout as they viewed WCBS-TV's late news on WTOP-TV. John Baker, new director of the Washington station, and his production staff went through almost two hours of red tape to get permission from the CBS network and its O&O station to have the late news fed to WTOP-TV. After the newscast opened, Anchors Max Robinson and Gordon Peterson went to the local WCBS-TV news for seven minutes with Dave Marash and Jim Jensen in a shadowed studio, chromakeying the New York anchors behind them.

- Washington's NBC-owned WRC-TV also carried live reports from New York that night. NBC News correspondent Brian Ross reported from the New York newsroom twice between 10 and 10:30, affording WRC-TV viewers 12 live minutes of WNBC-TV's late news program.

- A few miles up the Mississippi River from New Orleans Oct. 20, 1976, a fully loaded ferry boat was rammed by a large freighter. The impact capsized the ferry, throwing dozens of cars and passengers into the water, trapping dozens more under the hull. Within minutes 78 people were dead. As calls went out for rescue and other assistance, WWL-TV New Orleans geared up to cover the disaster. Reporter Brian Kessler and cameraman Bob Eustis went immediately to the scene and began filming the rescue efforts. Reporter Bill Elder and cameraman Pete Lambous went to a nearby hospital to film interviews with survivors, and later
Finding 3 billion tons of coal may sound like a lot. But we've just scratched the surface.

In the past three years, the people of Phillips Petroleum discovered over three billion tons of lignite coal. Enough to provide electricity to a city of two million people for more than one hundred years.

But coal alone, even in such quantities, won't meet all our energy needs for the future. That's why at Phillips Petroleum we're looking for a lot more than coal.

New uranium ore discovery.

In New Mexico, Phillips recently discovered major new deposits of uranium ore buried thousands of feet beneath the desert floor. Once it is mined and processed, this uranium ore can be used as fuel to generate electricity.

In a pilot plant in Pennsylvania, we're working with the Federal Energy Research and Development Administration to develop the technology for converting coal into synthetic natural gas. This new coal gasification process could help to supplement our dwindling supplies of domestic natural gas.

Heat from the earth.

In Utah and Nevada we've drilled deep beneath the earth's crust to harness the potential of nature's own heat called geothermal energy. Once this heat is converted into steam, it could possibly power turbines to provide electricity for our western states.

Of course, we're pleased that our initial exploration efforts have resulted in significant new additions to America's known energy reserves. But more work still needs to be done. So at Phillips, we're going to do a lot more than just scratch the surface.

Developing new energy resources for the future. That's performance. From Phillips Petroleum.

The Performance Company
happened; a report from New Bedford, Mass., New England's largest fishing port, on the effects the spill might have on the industry; a segment on ways to clean the oil and information on other oil spills, the history of the Argo Merchant, local Congressman Gerry Studds's reaction to the spill and the Audubon Society's fear for the survival of the area's ecological balance.

**WCBV-TV** Boston created a special news format to cover the presidential inauguration and the beginning of Massachusetts Congressman Tip O'Neill's service as Speaker of the House. The station sent three ENG crews to Washington, rented a room from WTTG-TV there, set up lines and established a mini-newsroom. With a staff of 14, WCBV-TV's "Washington bureau" covered the full round of inaugural events with ENG equipment, edited it in Washington and fed it down the line to Boston between 5 and 6 p.m.

Newsman Jack Hynes anchored the 6 o'clock news as usual, except that he broadcast live from Washington.

**Anchorman John Pruitt,** sports director Jim Viondi and reporter Andy Johnston broadcast WSB-TV Atlanta's evening newscast live from Washington via satellite Jan. 18. But it wasn't easy. The signal originated at a rented studio at WTTG, was sent by AT&T land cables to Western Union's mobile earth station there, brought down in New York, sent back up to an RCA satellite, received at an Atlanta earth station by WTCG-TV there via a permanent microwave link and microwaved by WSB-TV's ENG equipment back to the station. The coverage was of two local-interest stories that broke in Washington that day: the Senate announced Georgian Bert Lance's appointment as U.S. budget chief and baseball commissioner Bowie Kuhn, who had earlier suspended Atlanta Braves owner Ted Turner, agreed to reconsider the suspension.

**WJAK-TV** Detroit covered the 25th Historic Constitutional Convention of the United Auto Workers live via Westar satellite. There were more than 17 separate microwave transmissions involved in receiving the signals from Los Angeles.

Turner caught a plane for Knoxville as soon as they got word of the jail break. At one point during the 10-hour coverage, when newsmen were allowed inside the prison to film the wall where the escape took place, WNGE wandered off from the crowd and interviewed the guard who witnessed the escape and fired the first shots. When the guard was fired following the escape he refused to talk with newsmen, but Messrs. Donley and Turner spent the day with him in his home. That same night WNGE aired its interview with him in which he stated that he had seen the escape take place, but tripped over his gun and slammed the door shut on his guardpost. The interview moved over both wire services and made front page coverage in the Atlanta Constitution.

**Outside Nashville.** Local news doesn't stop with the city of license, as WRVT can testify. With its ENG team traveling throughout the state, the Nashville station covered the Maury county jail fire in Columbia (top), a chemical spill in Rockwood (middle) and the return of convicted assassin James Earl Ray to prison in Petros.
"In short, whoever you may be, To this conclusion you'll agree, When everyone is somebody Then no one's anybody"  

Like everyone else, we depend on our marks to identify us and differentiate us from others.

The term Realtor and the Realtor logo are federally registered collective membership marks owned by the National Association of Realtors. They identify real estate professionals who belong to the National Association and subscribe to its strict Code of Ethics. Consequently, the term Realtor is not a synonym for "real estate agent" or "real estate broker."

"Then jump for joy and gaily bound, The truth is found — the truth is found!"  

To keep the public from being misled or deceived by improper or unauthorized use of the term Realtor, it's important to use it correctly. You won't have any trouble because there's only one thing to remember.

When you talk about people in the real estate business, make sure they're members of the National Association before you call them Realtors. If they're not members, or if you're not sure of their membership status, simply say "real estate broker" or "real estate agent"... even "broker" or "agent," if you prefer.

"For duty, duty must be done; The rule applies to everyone."  

The term Realtor has only been in existence since 1916. It was adopted by the National Association of Real Estate Boards (now the National Association of Realtors) for the sole use of its members. This exclusive designation has given the public an easy, appropriate way to recognize National Association members and distinguish them from non-members.

Under the circumstances, you can see why a misuse of the term Realtor could be confusing and maybe even misleading. In the interests of clarity, therefore, it's important to be accurate. The rule is simple:

Don't call someone a Realtor unless you know he or she is a member of the National Association of Realtors. Say "agent" or "broker" instead.

"What, never? No, never!"  

"And we are right, I think you'll say, To argue in this kind of way."  

his attic and the WNGE news crew waited out the eight-hour stand-off. When he was apprehended WNGE minicams captured the scenes from the house to the jail.

WILK-TV Onandaga, Mich., sent two of a staff of 13 news personnel and one of its four minicams to Washington to cover the annual meeting of the Chamber of Commerce of the United States and the activities of its local delegates to report any news that might affect its broadcast area. A series of reports was shot during the four days the crew was there and edited upon their return to WILK-TV. Reports were aired during evening newscasts the day they returned and a half-hour interview program with local chamber members was broadcast.

KOMO-TV Seattle reporter-anchor John Sandifer helped police apprehend a hit-and-run suspect in March. Covering the accident story, Mr. Sandifer was told the only clues were pieces of glass and grill work left at the point of impact. Police indicated enough material had been recovered to establish the type of vehicle involved. He persuaded officers to release a description of the suspect vehicle, a late model Ford van. KOMO-TV then filmed a similar vehicle for use on its evening newscasts, along with a request that anyone having knowledge of the incident or spotting such a vehicle with front-end damage contact the police. A viewer who had seen the van at a bowling alley notified the authorities, who followed the tip and found both the vehicle and the suspect. Policemen told KOMO-TV that the viewer not seen the newscast and reported sighting the van, the investigation could have taken months.

Charlotte, N.C., basketball fans were treated to two instant specials courtesy of WBT(TV) in March when both the University of North Carolina-Chapel Hill and UNC-Charlotte played in the NCAA college championships in Atlanta. WBT sent a crew of five that covered both schools' practice sessions and did last minute interviews on Friday afternoon. The video tape was edited at the CBS news bureau there and fed by AT&T cable back to Charlotte. The same approach was used the following day. Both first-round games were covered on tape and edited with CBS equipment. A half-hour highlight package on the games plus locker-room interviews was aired at 8:30 p.m. Saturday.

Minis or maxis: documentaries are in fashion

From crime and corruption to natural childbirth and truckers, stations devote segments of their newscasts and big chunks of their budgets to special reports

Along with the acceptance of ENG as a fact of journalistic life has come the increased use of the electronic gear for stories other than those of the fast-breaking disaster genre. Documentaries and investigative reporting are shot using tape—the low-light capability being especially useful for stories where equipment and crews must keep a low profile. At many stations the documentary efforts have become a regular part of the newscast with full time reporters and crews assigned to produce minidocumentaries—multipart stories that usually run on consecutive nights.

Cocaine: For What It's Worth was a minidocumentary produced by WTMJ-TV Milwaukee. The station assigns a staff of three (reporter, photographer and editor) to work on stories of this kind. WTMJ-TV's stories are five part efforts that run twice daily for a week. The cocaine piece took reporter Bill Taylor three weeks to research and tape, reading case records and finding cocaine users and pushers who would talk about the drug traffic.

Another of WTMJ-TV's minidocumentaries was Ice Blockade which followed a Coast Guard ice breaker in upper Michigan during the coldest winter in recent years.

Certain stories are also revisited after the five-day series is over. Again, the cold winter was an important issue, with WTMJ-TV presenting a midwinter follow-up on energy problems with a panel of authorities from gas and electric companies, the state public service commission, labor leaders and others and took live questions from viewers via the minicam and telephone.

WMAR-TV Baltimore featured a number of minidocumentaries including Divorce: The Kids, a four-part series that examined the psychological and emotional effects on children affected by the country's rising divorce rate. Another was The Changing Church, a five-part look at the changes that have occurred in the Catholic church and the reactions of church officials and parishioners. Jessica: A 50/50 Chat, Plus Love, was a five-part documentary on a 3-year-old with leukemia and how she and her parents cope with the problems. It also showed the work of the University of Maryland's cancer center in helping children suffering from the disease.

WCKT-TV Miami claimed a scoop last year when it broke the story that secret
meetings were being held in Havana between Cuban officials and U.S. businessmen. Reporter Vic Walters's series of stories identified the businessmen, including a Pepsi Cola official, with the report that Pepsi was trying to circumvent the law by setting up trade with Cuba through a subsidiary. That story resulted in the cancellation of a $375,000 contract with Pepsi by WCKT, a special congressional hearing and the refusal by Cuban officials to allow any of the station's reporters to visit Cuba.

Other WCKT investigative work included: The Bribe—A Way of Public Life, a 10-part series on building inspection corruption; Casino Gambling For Florida? The Wheels Behind the Deals, a 10-part series that focused on four key business and political figures, including the mayor, supporting legalized casino gambling in Miami Beach and tied them to organized crime (the Organized Crime Bureau of the Dade County sheriff's office has since requested use of the series), and an investigation of an alleged South Florida Better Business Bureau cover-up of a fraudulent business.

A 22-part series on the Southwest Texas Medical Center was an ambitious project undertaken by KMOL-TV San Antonio to show the workings of the center, which employs more than 8,000 people, covers 400 acres and has an annual budget of more than $150 million. Another medical-related documentary produced by KMOL-TV was titled Birth, Death and the Quality of Life, dealing with euthanasia and infants.

A multipart investigation into telephone solicitation for charities developed by WSH-TV Portland, Me., revealed that most solicitors never bothered to register with the state and that the law requiring them to register was not being enforced. The station's investigation turned up the fact that up to 90% of the funds collected went to the solicitors with only 10% getting to the actual charity. Following the series, the state legislature passed a strict law for public accountability of funds collected as well as disclosure of the percentage that goes to charity and established steep penalties for failing to comply with the statute.

In WNGC-TV Nashville's Playground Junkie, the producer worked undercover with narcotics officers and filmed an actual drug buy from a high school student and a 16-year-old heroin addict telling of the large number of teen-age prostitutes who work at local truckstops to supply their drug habits.

In August 1976, WTA-E-TV Pittsburgh reporter Donna Deaner discovered that a local discount store was selling an inferior grade of meat through a private contractor. After the airing of her report, the chain store retailer canceled its contract with the meat distributor.

WFAA-TV Dallas assigns its documentaries and investigative stories to its regular news staff instead of a special unit. After more than a month of work, WFAA-TV broadcast more than 20 reports on unresolved matters surrounding the assassination of President Kennedy, including the disappearance and death of George deMohrenschildt, one-time close friend of Lee Harvey Oswald, and connections between the two and the FBI and CIA.

Other WFAA-TV efforts included a two-hour examination of race relations in the Dallas-Forth Worth area; a half-hour show on the death penalty in Texas; a nine-part series on environmental hazards, and five-part investigations of the Teamsters Union, heart attacks, plastic surgery and aging.

When Senators George McGovern and James Abourezk and a South Dakota college basketball team travelled to Cuba last April, WTVC-TV Miami succeeded in sending along correspondent Ike Seams and cameraman Steve Born to cover the trip and produce some additional stories on Cuba. Besides daily progress reports on the basketball team, the two filed enough features on all phases of Cuban life and business to run more than three weeks.

An issue that began as a local one in WTVC's viewing area, and then gained nationwide attention was singer Anita Bryant's opposition to the Dade county gay rights ordinance. With many confusing and heated claims being made by both sides, WTVC aired a five-part series the week before the election to clarify the issues.

The small town of Jordan, Iowa, was devastated last year by a storm that sent at least two tornadoes through the town. WHO-TV Des Moines photographer Charles Barthold was on the scene and filmed one tornado. Almost a year later—on June 15—the station presented a 30-minute follow-up. The Jordan Tornado:
Anatomy of a murder trial. As the investigation into the murder of investigative reporter Don Bolles continued, KTVK-Phoenix assigned Kim Sedgwick to cover the case and the series on organized crime written by the Investigative Reporters and Editors (IRE) team that was continu-
ing Mr. Bolles's efforts. When IRE was to publish its findings and the Phoenix newspapers said they would not carry the material KTVK-Phoenix polled its viewers to get their opinion. And when the suspect pleaded guilty, station artist Jack Crow was on hand.

One Year Later, focused on the storm, the damage, the rebuilding and the scientific importance of Mr. Barthold's film, with in-
terviews with three scientists who were studying the footage. The special repre-
sented an unusually high financial investment by WHO-TV. It cost about $1,800 to produce, including a larger-than-usual film budget, overtime salaries and travel expenses. Cost were covered by selling sponsorship to an insurance company. The program was a two-man operation with Mr. Barthold producing, shooting and editing and reporter Richard Ray writing and narrating, with both doing most of the work on overtime.

Another WHO-TV special was a 30-
minute feature on the life style of an inde-
pendent trucker called 18 Wheels to Philly which grew out of a multipart series. The show accompanied a local owner-operator on a grueling 47-hour run from Sioux City, Iowa, to Philadelphia complete with minus-60-degree wind-chill temperatures, mechanical breakdowns and other frustra-
tions.

"Wrong took the Maine Indians seri-
ously when they vowed to win back millions of acres of Maine land, they claimed was unjustly taken from them," said Dave Silverbrand, WGAN-TV Portland, Me., reporter. "When the U.S. Justice Department joined them, the suit threatened all of Maine's economy." Mr. Silverbrand produced that station's half-
hour report on the Indians' claim. Mr. Silverbrand spent two weeks developing the story, one week researching it and one week in the field to produce a show that traced the history of the Indians, how the claim started, how it would affect the lives of Maine Indians and their white neigh-
ors and how the controversy might be resolved.

\[\text{\textbf{NEW-TV}}\]

New York decided to put together a thorough investigation of the polit-
ical police department with reporter Bob O'Brien. In his first report, Mr. O'Brien rode with officers of the citywide street crime unit. The second focused on nar-
cotics sales on the streets of Harlem. A few weeks later a special task force of more than 300 officers was assigned to the prob-
lem. A third report spotlighted the prob-
lems of Chinatown, the fourth on the city's inability to protect the elderly and the final chapter was an interview with the city's police commissioner about the prob-
lems.

Another WNEW-TV investigation was centered on allegations of welfare corruption and cheating resulting in losses rang-
ing between $200 million and $400 million per year. After the station's story aired, a grand jury returned indictments against several people. The Department of

Health, Education & Welfare and the New York State Assembly are starting in-
vestigations.

\[\text{\textbf{Crime}}\]

Crime was also featured on a month-
long series of reports produced by WJBK-TV Detroit. Among the topics covered were: homicide, prostitution, pornography, drugs, rape, juvenile crimes, organized crime and the criminal justice system. The station also developed an anticrime booklet that viewers could request.

\[\text{\textbf{Noncommercial}}\]

WGBH-TV Boston de-
veloped a number of specials that were then fed to the Public Broadcasting Service including a 30-minute feature on the wreck of the Argo Merchant which pointed out the lack of mechanisms for pre-
venting similar wrecks. Another was One Hundred Days of Jimmy Carter that analyzed the new President's first three months in office. Life and Death: Dawson, Georgia, was a documentary that studied racial attitudes and a case involving a man accused of the murder of a customer at a small country store. During the course of the fil-
ing, a man was discovered who became the defense's surprise witness.

\[\text{\textbf{KYW-TV}}\]

Philadelphia launched a massive effort to cover the canonization of John Neumann June 19. A van, two ENG cameras and an editing deck were shipped to Rome. The crew consisted of three report-
er-producers and three technicians who covered stories from the Vatican relat-
ing to Bishop Neumann. These stories, combined with reports shot in Phila-
delphia, were aired daily on regularly scheduled KYW-TV newscasts during the week-long coverage of the canonization. The news team in Rome plugged into the Rie Television Network, sending coverage of the actual canonization ceremony on the 20th back to the United States via satellite. Local ceremonies being held in Philadelphia were then integrated into the one-hour special report from Rome, cap-
turing the local impact. KYW-TV fed the special that same day to co-owned stations (Group W) WBZ-TV Boston, KDKA-TV Pittsburgh, WJZ-TV Baltimore and KPIX-TV San Francisco. Ultimately, KYW-TV produced 25 reports relating to the event.

- Kim Sedwick, KTAR-TV Phoenix reporter, was assigned to the bombing death of Phoenix newswoman Don Bolles, who had been investigating land fraud and white-collar organized crime in the city. She followed reports by the IRE (Investigative Reporters and Editors Inc.), which went to Phoenix to complete the report Mr. Bolles had started. She kept abreast of arrests in connection with his death and subsequent trials or plea-bargains of those arrested. She, artist Jack Cros and cameraman Michael Challik moved to Tucson while it appeared a trial would begin there for John Adamson, who was charged with the bombing and later pleaded guilty, implicating two others. The newly created KTAR-TV Tucson bureau covered all of the court proceedings, putting together video-tape reports and transmitting live at times, using courtroom sketches.

- WLS-TV Chicago investigative reports took on some varied topics: teen-age alcohol abuse; fighting bureaucratic red tape to get more than $50,000 in past due unemployment payments returned to viewers, and exposing consumer buying service rip-offs.

- In New York, WPIX(TV) claimed a first with reporter Jeff Kamen's story on the attempts of Control Data Corp. to sell the Russians a $13-million Cyber-76 computer which critics said could help defeat the U.S. in the event of war. After his broadcast he shared the information with Jack Anderson's associate, Les Whitten. After the publicity the Commerce Department finally blocked the sale.

- WNAC-TV Boston completed its conversion to ENG with seven RCA TK-76 color cameras, two microwave vans and a number of video-tape cassette and editing:

**WNAC-TV**

New England's First
All Electronic News Gathering
Television Station.

**Up and coming**

WNAC-TV BOSTON O A CBS AFFILATE

**THE STAR WHO WAS BORN ON A BED OF LETTUCE.**

From the humble origins of a produce market comes a truly down-to-earth television star: Joe Carcione, The Greengrocer.

He's the kind of honest, enthusiastic guy who comes across so sincerely and so personal when he gives his fresh daily tips on shopping for fruits and vegetables that people actually look up to him as 'the family member who makes it big on TV.' (One piece of fan mail said: "Hey, Joe. You're the reason we watch the news!")

Whatever Joe goes, people go. And the way his audiences multiply, one thing is sure: for once the public has an honest Joe. And lettuce just say they idolize him.

Hey, Joe. Give me a minute of your time. Send me your 60-second video cassette so I can check you out. If it's your 3rd year of syndication, you gotta be good.

Name_________________________ Station_____________________
Address______________________ State________ Zip_________

The Greengrocer, Mighty Minute Programs, 155 Montgomery St., San Francisco, CA 94104 (415) 788-1233. (P.S. We're at the RTNDA, Booth 68, Sept. 15-17)
facilities. The station also created a full-
time minidocumentary crew it calls Unit 7,
which consists of a special projects pro-
ducer, a full-time crew and any of the sta-
tion's specialty or general assignment re-
porters. Some recent stories produced by
the unit included a five-part series on the
quality of medical care in Boston, which
took two weeks to produce and had re-
porter Garry Armstrong spending six
nights in ambulances riding with
paramedical teams.

Budget cutbacks that led to the clos-
ing of city fire houses on a rotating basis
prompted WJLA-TV Washington to produce
the documentary, We're No Heroes. The
station's unit was first trained how to use
masks and breathing apparatus and other
safety equipment. It then spent one month
following the men of Platoon 2, Truck 3,
Engine 16. The TV crew ate with them,
slept at the station, rolled dice with them
to see who washed the dishes and rode on
the equipment to a number of calls. Pho-
tographer Paul Fine and sound man Clyde
Roller even had their equipment fitted
with special asbestos covers that enabled
them to enter four-alarm fires with the
firemen. Since the airing of the series,
WJLA-TV has received many requests from
fire departments and schools around the
country for copies.

Another WJLA-TV effort was a series of
exclusive investigative reports by reporter
Jim Clarke on Saint Elizabeth's hospital,
the only public hospital for the mentally ill
in Washington. The expose revealed that
the hospital, one of the richest in the
world, is wasting millions of taxpayers'
dollars. Mr. Clarke told how the hospital
lost its accreditation and how—unknown
to investigators for the Joint Commission
on Hospital Accreditation—three patients
there had died in the past two years due to
apparently gross neglect by the hospital's
medical-surgical division. The series
touched off five separate federal investiga-
tions, including probes by a congressional
committee and the General Accounting
Office and a major study by a team of
surgeons and doctors ordered by the direc-
tor of the National Institute of Mental
Health. Following the airing of the series,
the Washington Post editorialized on St.
Elizabeth's, and commended Mr. Clarke's
work as an "exceptional series of reports."

Natural childbirth was the focus of a
feature produced by noncommercial
WTVS(TV) Detroit. I Was Born at Home
was a one-hour show that followed a couple as
they prepared for and had a child in their
home with only a midwife, family and
friends in attendance. The controversy
over this method of birth was represented
by interviews with area obstetricians who
think that midwives don't have the train-
ing or ability to spot possible complica-
tions, and the midwives who said that
childbirth is a natural function that the
body can handle successfully on its own in
most cases.

Montage, WKYC-TV Cleveland's
weekly half-hour documentary program,
is one of the longest running shows of its
type—325 episodes over the last 12 years.
The programs are not devoted solely to
local stories. The NBC-owned station
sends the Montage crews all over the U.S.
and the world for material. In addition to
its airing on WKYC-TV, the show is some-
times bicyled to the other four NBC-
owned stations and to about 100 PBS sta-
tions in the Central Educational Network.

Cuba was the subject of another
Miami station's documentary efforts. Last
May, WCX-TV produced a one-hour
special, In the Land of the Free, which was
timed to coincide with the 75th anniver-
sary of Cuban independence from Spanish
rule. The show—which was broadcast in
English and simulcast in Spanish on
WOCN(AM) there—traced the history of
upheaval in Cuba, the exiles and the ad-
justment those exiles had to make as they
were gradually absorbed into the Ameri-
can culture while still trying to preserve
their native customs.

A five-part series called Smut was
WCX-TV's investigation into Miami's pro-
 nography business and the laws involved.
Two months after the show aired, the
Miami City Commission launched a crack-
down against local porno dealers and shut
down nearly a dozen.

Investigative reporting at WVUE(TV)
New Orleans is handled by reporter Richard Angelico. In one recent story he spent three months of undercover work digging out information on illegal gambling in local taverns, complete with secretly taken photos of gambling and payoffs. As a result, state police conducted raids on the bars after the show aired. Other stories have gotten similar results: A government official was indicted after Mr. Angelico revealed political payoffs from the foundation's payroll that included a number of political friends.

The Great Springfield Election Snafu was a story developed by WHYN-TV Springfield, Mass., after noting some suspiciously low returns for referendum questions in a local election. The station discovered that the poll workers had read the wrong numbers on the voting machines. On a hunch, WHYN-TV news director Durham Caldwell checked into the records of past elections and found that in three of the four most recent state elections the same pattern existed. The station then put together a show detailing the whole matter. After the program aired, the election committee recounted the entire city and found the only errors were in those precincts WHYN-TV discovered. Later the correct totals for all the referendum questions were certified to the state.

A somewhat unusual documentary was developed by WNBC-TV New York reporter Felipe Luciano in his five-part series, Rikers Island Revisited. Mr. Luciano, who once spent some time in the jail when he was a member of a New York street gang, returned with an ENG crew to talk with the inmates and the guards for five days.

WNBC-TV investigative stories are the best of the station's FIND unit which has recently produced reports on the racket in black market babies; the harassment and beating of tenants of a hotel by hoodlums who wanted the premises for prostitution (which resulted in police action); a labor dispute involving the bombing of the trucks of an independent trucker, and an expose of the open operation of a numbers operation that resulted in police raids and the arrest of the operators of 20 numbers parlors.

Another report that stirred up legislative action was Tow Car Association Rip-Offs, produced by KPIX(TV) San Francisco. The station's Probe Team Five spent more than a year researching the corruption in the tow-car monopoly and found that the companies that towed cars for the city and county were not selling the cars at public auction but to tow car drivers or companies and were not paying taxes to the state. Following KPIX's reports the state adopted a new system to collect taxes and profits on sales of unclaimed cars, which the station said is expected to net the state more than $15 million a year.

Minidocumentaries at KPIX have included a five-part probe of air traffic controllers, an investigation into the airplane accident last January that killed the mother of Frank Sinatra and a week-long series on aging.

A KSTP-TV Minneapolis crew logged a lot of miles in following a story on the spraying of controversial herbicides by the U.S. Forest Service. The story grew into one on herbicides in general and was presented in 12 segments. In Gulfport, Miss., where the Air Force was getting ready to
Health and welfare. Dr. Murray Feingold, wzb-tv Boston medical editor, narrates a segment of his five-part series on thyroid cancer as a patient is examined. Another WZB-TV special revealed that more than half of the Boston police force was overweight and 15%-20% were in poor physical shape.

The production of minidocumentaries by KMPR-TV Minneapolis began this past April. The first was a five-part series, All I Can Do Is Watch and Cry, an examination of coma victims, their families and how they cope with the illness. The second production, Incest: The Ultimate Taboo, created quite a stir. The five-part series dealt mainly with the victims, their families, the role of the church, legal authorities, the courts, special homes for the victims and programs for rehabilitation.

Close-Up 4 is the name of KRON-TV San Francisco’s minidocumentary unit that has presented features on California’s drought, recreational land proposals for the San Francisco area, a show tracing the path of tax money once it gets to Washington and a look at the future of the diesel and gasoline engines.

KCR-A-TV Sacramento also managed to send a news crew to Cuba. Anchor/reporter Stan Atkinson, cameraman Doug Watson and staff artist/interpreter Teresa Jo spent a week in the country, traveling about 1,000 miles and producing 11 special reports on the island. In addition, KCR-A-TV has scheduled a prime-time half-hour of Mr. Atkinson’s observations to be aired next month.

An investigative story by WZB-TV Boston called Put Cops revealed that more than half of the Boston Police Department was overweight and that 15% to 25% were in such bad physical shape that it was detrimental to their health and jeopardized their ability to perform on the job.

After the report, the police department implemented new health standards and physical education facilities.

Another WZB-TV feature was on health and consisted of a five-part series on thyroid cancer and X-rays and a six-part one on arthritis.

Patrick Clawsan is KTIV(TV) St. Louis’s full-time investigative reporter. His series, The Co-Op Conspiracy: Pyramid of Shame, which aired in April, revealed a 16-state network of farm cooperative investment frauds headquartered in Missouri. More than 16,000 people in Missouri alone had sunk their money into what Mr. Clawsan revealed to be worthless securities. The reports triggered the forced bankruptcy of the co-op conglomerate one week after the series began. Since then 10 federal and state agencies are investigating the racket. Mr. Clawsan spent four months investigating the racket, travelled more than 30,000 miles in his research and had himself and his wife threatened with murder by racketeers. The station estimated that it spent approximately $25,000 on the series.

Another of Mr. Clawsan’s stories detailed police corruption in a St. Louis suburb and resulted in a grand jury investigation and an Internal Revenue Service inquiry. While most TV reporters are well known to the viewers, KTIV does not show Mr. Clawsan’s face on camera. He is always photographed from the back or shown in silhouette with his name superimposed on the screen.

KDRA-TV Pittsburgh expanded its news to an hour last year, which, the station says, has enabled it to present better investigative pieces. One of its biggest was unearthed by reporter Charles Bosworth and exposed fraud in the Allegheny County Manpower Program, a federally funded program to provide jobs for the poor. Mr. Bosworth discovered that three members of the Pittsburgh Steelers football team were being investigated for fraud and that the key to the investigation was the former manpower head and now secretary to a county commissioner and that as much as a million dollars was stolen by putting nonexistent people on the payroll and funneling that money to a few individuals. Less than 24 hours after those revelations were aired, the commissioner’s secretary resigned and the U.S. attorney announced that his office and the FBI would conduct an investigation.

KTVU(TV) Oakland doesn’t just stay in the city limits for its stories. Some of its recent minidocumentaries have included a study of the illegal aliens coming into the country from Mexico, an examination of social and economic problems in Hawaii, the Alaskan pipeline explosion. Among the local programs were: Housing Costs in the Bay Area, Teen-Age Sexuality, The Occult, The High Cost of Insanity and The Most Dangerous Jobs in the Bay Area.

Wife Beaters was the title and subject of a five-part KYW-TV Philadelphia minidocumentary by reporter Jim Hickey that prompted hundreds of letters and calls from women who said they were victims or had nowhere to turn. The station then decided that there was a need for information on where victims could go for help so it published a booklet identifying the various women’s aid groups and facilities in the area.

At the same time the wife beating series was under way, KYW-TV investigative reporter Matt Quinn was working on the story of discrepancies in the trial of a man convicted for rape and robbery that resulted in the county prosecutor’s office speeding up the appeal process and a hearing on a motion for a new trial.

A tip from a viewer led to an investigation of a landfill in a suburban county that contained chemical wastes. The wastes were creating an irritating stench and posed a pollution problem for a nearby river. A three-part KYW-TV series resulted in the closing of the landfill.

Police corruption in the Long Island town of East Hampton was uncovered by WABC-TV New York correspondent Peter Bannon in a multipart series that prompted a grand jury investigation. One of Mr. Bannon’s sources who had been suspended from the force has since been
reinstated and his sergeant was the first person to be indicted by the grand jury. Another WABC-TV corruption expose was its report on a raid by a New Jersey prosecutor on a municipal building. After more than a dozen follow-up stories the station's reports have resulted in the indictments of several municipal officials for traffic-ticket fixing in exchange for votes, use of the municipal funds for private purposes and influence over grade fixing and the hiring and firing of school teachers with the primary figures in the investigation being the mayor and his brother.

Finding a local angle for a far-away story is not always easy, but WJZ-TV Baltimore came up with one for the Johnstown flood. The station sent a film crew by helicopter to get the story of a Baltimore businessman who went to the flood-stricken town to look for his daughter and finally located her, safe.

Teen-age prostitution made up a five-part WJZ-TV investigative series with interviews with the prostitutes, some parents, the pimps and psychologists to get at the reasons for such action and what is being done to solve the problem.

On the night following the mistrial of Maryland Governor Marvin Mandel, WJZ-TV presented a half-hour news analysis of the trial and the events leading to the mistrial. Two major areas covered during the show were whether there would be a second trial and whether the governor would be able to continue to wield his influence over the legislature.

At WCCO-TV Minneapolis the documentaries took a wide range of topics from shows on child prostitution to Laetrile to an examination of the mentally handicAPPED who live outside state hospitals to a study of the experiences of the clinically dead who come back to life to a piece that rode the rails for two months with a hobo.

Bob McAlister, capitol bureau chief of WFLD-TV Columbia, S.C., obtained a confidential draft of a state government audit that accused state agencies of concealing $155 million in federal funds from the state legislature and of establishing secret slush funds with the money. After his report aired, a number of legislators came out against WFLD-TV for reporting the story without official sanction and issued a written statement that the story was "premature and unfair" to the agencies involved. A week later, the audit was officially released through what the politicians considered the proper channels and every point the station had disclosed a week earlier was confirmed.

White-collar crime or computer crime was investigated in a five-part series on WBAL-TV Baltimore that spotlighted the industry's difficulties in detecting the crime, catching and prosecuting those responsible and protecting the public.

Another special on WBAL-TV was A Cross is Burning, a five part series and a half-hour report on the activities of the Ku Klux Klan in Maryland which led to an FBI investigation and several arrests.

KFW-TV Los Angeles produced two hour long documentaries. The first, The Hustlers. When the Son of Sam suspect was being shouldered into a Manhattan police station in the early morning of Aug. 12, only one television news organization, Action Movie News Inc., was at the scene with its cameras.

For Action Movie News, it was a coup, bringing to TV screens for the first time the face of the suspect accused of killing six young men and women and wounding seven others. But AMN was on the spot because its staff works seven days a week, 24 hours a day, prowling the city for fast-breaking news events such as fires, explosions, train wrecks, car crashes, hijackings and demonstrations.

New York TV stations seldom have crews out after 9 p.m. The cost would be prohibitive. John Corporon, vice president and news director of WPIX-TV, acknowledges it would cost more than $100,000 a year to support a late-evening news resource.

Stations regard AMN as a strictly freelance organization. It comes to stations when it has filmed or taped an erupting news event. It is never given the assignment of a scheduled

Son of Sam suspect David Berkowitz on Action Movie News camera.
More attention being paid to public affairs

New mobility with ENG units adds new interest to old form; local scene sees shorter versions of CBS’s successful ‘60 Minutes’

Spot news, investigative reporting and documentaries may be the staples of television journalism but there has been a growing interest in public affairs—with consumer reports and “news you can use” two of the more popular offerings. As in the other coverage areas, ENG is providing the stations with new opportunities as exemplified by live talk-back shows that let the public ask community leaders or other public figures questions via ENG units set up at different locations in the community.

■ WJLA-TV Washington featured Maryland’s Acting Governor Blair Lee III on a program that let area residents talk directly to him. A camera was set up at a suburban shopping mall where the people questioned Mr. Lee who was at the station’s studios.

■ The major causes of highway accidents and how to avoid them made up a five-part special called Vacation: Don’t Let It Kill You that aired on WSB-TV Atlanta. Reporter Andy Johnston staged a number of dangerous situations and demonstrated the correct way of handling the problems. Some of the more unusual (and dangerous for Mr. Johnston) were how to get out of a sinking car and what to do in the event of a blow-out at 55 miles an hour.

■ KTAR-TV Phoenix broadcasts a regular series, What To Do If, in which Colleen Cook presents vignettes on what to do if someone is drowning, has car trouble or other problems. A three-part series on how to survive in the Arizona desert was credited with saving the life of an 83-year-old woman.

■ Washington’s noncommercial WETA-TV gets the area’s interests on the air with its WETA and the People series. Each Monday the station’s mobile unit is stationed at a preannounced location and records comments on important local issues. On Saturday night community leaders or experts respond to the comments, answer questions and tell what can be done to come up with solutions. A panel of local news persons also respond to the matters raised.

■ Important issues or just interesting people and places around town make up Bodine’s Beat on KBMA-TV Kansas City, Mo., an hour program. Walt Bodine may...
Behind and in front of the camera. As consumer reporter for WJXT TV Chicago's On Your Side news feature, Rona Douglas asks questions such as why there is a shortage of playground equipment at a large public housing project (l). But she doesn't do all the work. The On Your Side staff is made up of (l to r): Dorothy Goldberg, researcher; Karen Agnew, associate producer; Elizabeth Ellzey, researcher; Ms. Douglas; Philip LaHana, researcher; and Penne Thurman, WJXT TV executive producer, special news projects.

Talk about school desegregation in a barber shop or discuss the best way to cook a steak. Each show also features a photo essay by Marilyn Spender, Kansas City Star photographer.

Operation Storm Warning, a cooperative effort of WHBT TV Rock Island, Ill.-WQAD TV Moline, Ill.-WOC TV Davenport, Iowa, was cited by the Illinois governor's Committee on the Handicapped. The system is designed to warn the deaf of severe weather emergencies. It consists of a series of slides which each station airs upon receiving notification from the local weather bureau. The idea was conceived after it was discovered that many people could not hear voice-overs announcements or read the crawl warnings.

Gayle Sinibaldo is WJXT TV Boston's Nightbeat reporter. She covers stories on a wide range of topics with the common denominator that they occur in the evening. The stories which may include suburban town meetings or the opening of art events in the city are designed to offer features not usually seen because of the late hour and provide fresh stories for the station's 11 p.m. newscast.

The seven public television stations that make up the Pennsylvania Public Television Network offer a program called Pennsylvania Hotline. This show utilizes a statewide microwave network to set up a live phone-in program on current issues. PPTN brought together state health officials and other experts for an hour-long show on the Legionnaire's disease and the swine flu scare. The program generated more than 30,000 calls. Other shows using the same format have included topics such as the state's new motor vehicle code, nursing homes and a session with state legislators.

WJXT TV Jacksonville, Fla., conducts a continuing public opinion poll on various topics. Using an automatic tape recorder and a computer print-out of area phone numbers (which eliminates business phones) the station calls several hundred people each night. When they answer the phone, they hear a recorded message explaining the poll and giving them the current question. Then their answer is recorded. The next day the answers are tabulated. The station requires about 400 responses to have a reliable sample of the population. That may take as much as three nights of polling.

Public affairs efforts by WJXT TV Chicago in the past year included a series by reporter Sheila Stainback that told pregnant women which foods, drugs and activities could be dangerous to their unborn babies, a story on where to find low-cost glasses and dentures, and a profile of a medical clinic which faced the loss of federal subsidies if it did not find a full-time doctor. One was hired two months after the report aired.

KEVT TV Rapid City, S.D., has a large area to cover. The station has local correspondents in 15 larger communities of a five-state region. Once a day each of these 15 reporters gives a one-minute audio tape report of local news. These reports are played on the air with a slide of the particular town. KEVT TV has a "news you can use" feature that it says is popular. Weekly reports have included information on moving, divorce and do-it-yourself car care.

News from the state capital is the substance of noncommercial WMHT TV Schenectady, N.Y.'s Inside Albany. The weekly half-hour program is produced by an eight-person team with occasional hour-long specials such as The State of Welfare. The program is seen on public TV stations in seven New York cities.

KYW TV Philadelphia produced a number of prime-time specials to help viewers cope with municipal problems. How To Survive a Newspaper Strike was a two-hour special that tried to clear up the confusion of conflicting claims by the strikers and the paper's management. How To Survive a Transit Strike was produced to help the city residents deal with a six-week transit shutdown that affected nearly 400,000 people.

CBS 60 Minutes has had its influence on local journalism with many stations adopting a similar—although usually shorter—format. KTVK TV Oklahoma City calls its show Saturday Magazine. Each show contains three to five
minidocuments ranging from light features to controversial issues.

In Fort Myers, Fla., WINK-TV offers its weekly 30 Minutes program with stories ranging from one-open heart surgery to a three-part series on South Florida's diminishing water supply to a piece on topless dancing.

Another 30 Minutes is programmed by WHIO-TV Dayton, Ohio. A recent show on local drug problems took two months of research. The station learned of a police sweep of a park and sent two minicams that taped a dozen drug buys including a sale to two narcotics agents.

KIRO-TV Seattle also has a 30 Minutes program that has focused on a wide range of subjects. "Dangerous Cargo," a segment on exotic chemicals and explosives which are moved through the Seattle area every day by truck and train, won a local Emmy. Another KIRO-TV program is the monthly Town Hall Meeting which features a panel of four experts who answer questions from a studio audience.

Follow the Farmer is a weekly special on WANE-TV Fort Wayne, Ind. Reporter/metereologist Paul Berry's picks a typical Indiana farmer and follows him through the year. Each week the show highlights another aspect of the farmer's routine. The aim of the show is to "find out the problems, the techniques, the costs, and the headaches and the explanations behind farming."

KRON-TV San Francisco has introduced a number of features including regular medical reports, Golden Fleece Awards for the most mismanaged use of tax dollars, Weekend Happenings and You Asked For It, a response to listeners' questions.

Skiing is big business and news in the area served by KSTW(TV) Tacoma, Wash. Ski-In is a winter feature designed to "take an objective rather than a promotional look at the local skiing industry."

28 Tonight is noncommercial KCET(TV) Los Angeles's nightly public affairs show. Each weeknight has a different format. Documentaries air on Monday, interviews on Tuesday, in-the-field news stories on Wednesday and Friday and community access with viewer phone calls on Thursday.

Noncommercial WUCM-TV University Center, Mich., offers Day By Day as its public affairs offering that runs each week day at 3 p.m. and is repeated each evening at 7:30. Topics range from solar energy to abortion reform to racial unrest.
Association of America, which has argued to the FCC that the networks have an unfair economic leverage in the programing marketplace (Broadcasting, June 6).

In a letter to FCC Chairman Richard Wiley, NATO President Marvin Goldman accused the MPAA members of engaging "in the same practices and abuses they now attribute to the three networks.

Addressing MPAA's argument that the networks, because they are essentially the only three buyers of television programing, prevent meaningful price competition, Mr. Goldman said that contention "pales into insignificance" when compared with the film industry, "in which there are essentially only seven sellers, the MPAA companies, and 16,000 buyers, the nation's motion picture theaters.

"Based upon the experience of the nation's theater owners in dealing with MPAA for theatrical motion pictures, NATO seriously doubts the commission's strengthening of their bargaining position vis-a-vis the three networks will result in the public's receiving the benefits described in MPAA's request," Mr. Goldman said. He added that the result could lead to a "constriction rather than expansion of the supply of television programing."

MPAA had asked the commission to re-examine and strengthen its "financial interest rule," which prohibits the networks from acquiring rights in programs done by independent producers. MPAA members include Columbia Pictures Industries Inc., Metro-Goldwyn-Mayer, MCA Inc., Paramount Pictures Corp., United Artists Corp. and Warner Bros. Inc.

Mr. Goldman said these companies "already exercise virtual ologopolistic control" over the supply of films, and MPAA's proposal "will open the door to their assuming the same control over the supply of entertainment product to the television industry."

Mr. Goldman sent similar letters to Senators Edward Kennedy (D-Mass.), chairman of the Subcommittee on Antitrust and Monopolies, and Ernest F. Hollings (D-S.C.), chairman of the Subcommittee on Communications, and to Representatives Lionel Van Deerlin (D-Calif.), chairman of the Subcommittee on Communications, and Peter Rodino (D-N.J.), chairman of the Subcommittee on Monopolies and Commercial Law.
the exam for what is now the radiotelephone third class operator permit (whom broadcast endorsement), which would be called the limited radio telephone operator permit, by combining two examination elements into one.

Deadline for comments is Oct. 3, and for reply comments, Oct. 31.

Changing Hands

Announced

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

- KDGG-TV Houston: Sold by Crest Broadcasting Co. to Metromedia Inc. for approximately $11 million (see story, "Top of the Week").

- KDC3(AM)-KKSO(FM) Espanola, N.M.: Sold by George A. Gonzales Co. to Sangre De Cristo Broadcasting Inc. for $450,000, plus $25,000 consulting agreement. Seller is owned by George A. Gonzales, who has no other broadcast interests. Buyer is owned by James F. Hoffman and Jon van Wambeck (50% each). Mr. Hoffman owns WVVX(AM) Highland Park, Ill., and has sold, subject to FCC approval, WVVX-FM there to WVVX Inc. for $183,750 (BROADCASTING, Aug. 1). Mr. van Wambeck is president of Chicago grain firm and director of Chicago Board of Trade. KDC3 is 1 kw daytimer on 970 khz. KISSO operates on 102.3 mhz with 1.1 kw and antenna 460 feet above average terrain.

- WLRC(AM)-WLRR(FM) Whitehall, Mich.: Sold separately by White River Communications Inc. to Whitehall Broadcasting Co. and Blueberry Broadcasting Inc., respectively, for $120,000 and $160,000. Seller is owned by Ralph Trieger, who also has minority interest in WMTE-AM-FM Manistique, Mich. Buyer of WLRC, Whitehall Broadcasting, is owned by Murray Paramount and his brother, Robert (30% and 20%, respectively), and 10 others (none with more than 10%). Messrs. Paramount own New York paint manufacturing firm, and neither they nor other buyers has other broadcast interests. Buyer of WLRR, Blueberry Broadcasting, is owned by Alastair B. Martin and his wife, Edith (50%), and six others, all of whom are owners of Regional Broadcasters Group. RBG owns WGRD-AM-FM Grand Rapids and WTRU(AM) Muskegon, both Michigan; WAAL(FM) Binghamton, WKNY(AM) Kingston, and WOLF(AM) Syracuse, all New York, and WMGW(AM)-WZPR(FM) Meadville and WPIC(AM)-WWFM(FM) Sharon, both Pennsylvania. Mr. Martin's son, Robin, who has minority interest in RBG, is 51% owner of proposed buyer of WRUN(AM)-WKOW(FM) Utica, N.Y., which are being sold by Woman's Communication Group for $1 million (BROADCASTING, May 9). WLRC operates on 1490 khz with 1 kw day and 250 w night. WLRR operates on 95.3 mhz with 1.5 kw and antenna 410 feet above average terrain.

- WORY(AM) Grayling, Mich.: Sold by Grayling Broadcasting Co. to Alpine Broadcasting Co. for $167,500, plus $50,000 covenant not to compete and $15,500 engineering consultant's fee. Seller is owned by James E. Sylvester (52%), his father, Truman E. Sylvester, and Alvin H. Perkiss (24% each). They have sold, subject to FCC approval, CP for WQON(FM) Grayling for $5,721.64 to Grayling Broadcasters ("For the Record," July 18) and have no other broadcast interests. Buyer is owned by John D. DeGroot (45%) and five others (11% each). They also own WYRM(FM) Gaylord and WZIF(FM) Escanaba, both Michigan. WORY is 1 kw daytimer on 1590 khz.

- KKN(AM) Phillipsburg, Kan.: Sold by KKN Inc. to Look Broadcasting Inc. for $150,117, plus $50,000 covenant not to compete. Seller is owned by Norton E. Reeder and his wife, Diana, who also own KIB(AM) Kimmall and KLIN-AM-FM Lincoln, both Nebraska; KABF-AM-FM Abilene, Kan., and KRLN(AM)-KSTX(FM) Canon City, Colo. Buyer is owned by Dwight C. Look and his wife, Edna, who already own 20% of KKN. Mr. Look is general manager of station and has no other broadcast interests. KKN operates on 1490 khz with 1 kw day and 250 w night.

- WAAX(AM) Dallas, N.C.: Sold by Fred H. Whitley to WAAX Inc. for $200,000. Mr. Whitley also owns WOTL(AM) Kannapolis, N.C. Buyer is owned by Gerald M. Marlow and his brother, Richard B. (50% each). They formerly owned Jamesburg, N.J., retail liquor store. They have no other broadcast interests. WAAX is 1 kw daytimer on 960 khz.

- Other station sales announced last week by the FCC include: KLMN(AM) Fort Smith, Ark.; noncommercial KUNP(FM) La Canada, Calif.; WMBH(AM) Joplin, Mo.; KCUN(FM) Scobey, Mont.; WPFO-TV Greenburg, Pa.; WPCA-TV Pittsburgh, and KIKE(AM) Seminole, Tex. (see page 91).

Total consideration in sale of WZTS(AM) Shbygan, Wis., (BROADCASTING, Aug. 15) should have read $175,000 plus assumption of liabilities in excess of $250,000.

Approved

The following station sales were approved last week by the FCC:

- WJAN-TV Canton, Ohio: Sold by Janson Industries to Heritage Village Church and Missionary Fellowship Inc. for $2.5 million. Seller is owned by brothers Richard W. (45%), Raymond K. (32.5%) and Russel C. (22.5%) Janson, who have no other broadcast interests. Buyer is non-stock, religious corporation and owner of PTL Television Network, Charlotte, N.C., which syndicates The PTL Club, religious program. James O. Bakker is president. WJAN is independent on channel 17 with 230 kw visual, 42 kw audio and antenna 450 feet above average terrain.
to gather facts. No legislation is contemplated.

Mr. Pepper's own feelings on the issue are reflected in his reaction to the report of the Federal Communications Commission on TV's treatment of elderly, apparently "a forgotten minority."

"Elderly persons spend more time watching television than engaging in any activity other than sleeping," Mr. Pepper said. "How do they feel when they see no elderly on game shows; elderly portrayed as villains or victims on crime shows; so-called comics masquerading as toothless, sexless, feeble-minded, constipated elderly?"

Mr. Pepper is 76.

Another figure to reckon with in CBS hierarchy

Peter Derow moves over from Newswave presidency to become Backe's chief staff officer: he'll advise groups on policy

Peter A. Derow, president of Newswave Inc., will join CBS Inc. as senior vice president on Sept. 6. John D. Bac, CBS president, who announced the appointment, said Mr. Derow will be responsible for coordination of all staff work, will advise him on future diversification plans for CBS and will work with the presidents of the four CBS operating groups "in helping to define and establish corporate policy."

Mr. Bac said the senior vice presidency was being created "further to strengthen the staff and reduce the number of individuals reporting to the president." It was the latest in a series of changes "to strengthen and streamline the organization of the corporate staff," he said, "in view of the growth of CBS, whose sales of more than $2 billion in 1976 represented an increase of some 15% over the previous year."

"Mr. Derow," he said, "brings to his new responsibilities superb credentials," having been president of Newswave and a director of its parent Washington Post Co. since 1976. Now 38, he joined Newswave as a management trainee in 1965 and has since served in a variety of posts including circulation director, marketing director and finally managing director of Newswave International; senior vice president of Newswave Inc., deputy to the publisher of Newswave and executive vice president of the company.

Staff vice presidents who will report to

TV for the aged to go under scrutiny of House group

The House Select Committee on Aging has asked the networks to testify at a hearing on "age stereotyping in the media" Sept. 8.

A witness list had not been completed last week, but among others invited to participate at the one-day hearing was former FCC Commissioner Nicholas Johnson, now head of the National Citizens Committee for Broadcasting.

Committee Chairman Claude Pepper (D-Fla.) said the networks are being asked to "help determine what image of the elderly is provided by television" and to explain what guidelines at the networks govern portrayal of old people. The committee also wants to know what information the networks have about the effects of TV on the elderly and about the effects of TV's portrayal of the elderly on other age group viewers.

In addition the networks are being asked what shows are aimed at the old people and what program changes relating to the elderly have been made in recent years.

A subcommittee aide said the hearing is

Thinking of Selling?

Call us—Our confidential handling and screening techniques can effect a sale with a minimum of exposure and risk.

A Confidential Service to Owners & Qualified Buyers.
him at CBS are Haskell P. MacCowatt, administration; E. K. Meade Jr., corporate affairs; John J. Manion Jr., development; James H. Geer, finance, and James Scott Hill, law and government affairs.

The operating group presidents with whom he will work in "helping to define and establish corporate policy" are John A. Schneider, broadcast group; Walter R. Yetnikoff, records group; John Phillips, Columbia group, and John R. Purcell, publishing group.

Law conference to hear panel on media freedom

Subject is new to agenda of international meeting

Representatives of the legal profession from all over the world will meet in Manila this week for the eighth World Conference on the Law of the World. For the first time the international body will include discussions on communications.

Terry Maguire of the FCC and attorneys Charles Ablard of Philadelphia and Stanley Godofsky of New York will represent the U.S. on a Wednesday, Aug. 24, panel titled "Mass Communications, Freedom of the Press and the Rights of Man." The central theme of the conference will be the human rights issue.

Others participating in the communications discussion include: Augustin Boumah, president of the Supreme Court of Gabon; Jose Mario Armero, president of the Europa Press, Spain; Gerald H. Flaherty, Canadian Broadcasting Corp.; Felix A. Antonio, associate justice of the Supreme Court of the Philippines; Ali Hamadi El-Gamal, editor of Egypt's Al Ahram; Chao-chu Fu, publisher of the Taiwan Daily News; Olle Petrin, associate editor of Expressen, Sweden, and Mondchau Virshubski, member of the Israeli Knesset.

The conference, which is held every other year in a world capital, is sponsored by the Washington-based World Peace through Law Center, which has affiliated organizations in 149 countries. Some 4,000 judges, lawyers, professors and students are expected to attend.

Candidate's 'reminder' irritates Va. stations

Virginia broadcasters are reeling at what some of them perceive as a bit of overzealous jawboning on the part of Democratic gubernatorial nominee Henry Howell Jr.

Mr. Howell, a populist, sent a letter to the state's broadcasters reminding them of their "responsibility to present fair and equal images" of the candidates. "I believe that responsibility to the public not only lies in your equal treatment, but also your fullest treatment of the subject," Mr. Howell wrote.

The letter includes some suggestions on how the broadcasters should cover the coming election: "Invite candidates to appear on your station's news and talk shows, make time slots available to all candidates, encourage your news departments to run regular updates on the campaigns and offer time for debates."

Robert Rogers, president of WANN(WM) Waynesboro, said in a station editorial that Mr. Howell's letter "strongly implies prior restraint ... a violation of the First Amendment."

The Virginia Association of Broadcasters issued a statement calling the letter an "insulting attempt to intimidate broadcasters" and said that there was no evidence that they had failed to live up to their obligations under the fairness doctrine and section 315.

FCC relaxes rules a bit to help isolated community

Noncommercial KRN-B-FM Neah Bay, Wash., has received FCC authority to broadcast up to six minutes of classified announcements each day. Neah Bay is an isolated community of 663 persons located on an Indian reservation, and is not served by nearby newspapers or other radio stations.

Other than a bulletin board outside the post office, according to the station, the classified ad program is the only way to advertise the sale of items. The station will receive no revenue from the broadcast of the classified announcements, and the program will be available to persons "of noncommercial interest only," the station said.

The commission's special authorization was required because of a rule prohibiting noncommercial stations from broadcasting announcements promoting the sale of products or services. The station, which had broadcast the program until it found it was inconsistent with commission rules, said listeners favor its return.

NPR chairman faces pornography charges

Court proceedings are to begin on Atlanta solicitor-general's claims that Ed Elson distributed obscene material to newsstands; 'Hustler' and 'Penthouse' involved

A preliminary court hearing is scheduled tomorrow (Aug. 23) in the case of Edward Elson, president of Atlanta News Agency and chairman of National Public Radio, who has been charged with the distribution of obscene material.

Mr. Elson's Atlanta-based firm supplies magazines to newsstands nationwide. He was charged in connection with the distribution of Hustler, High Society, Penthouse, Oui and Genesis. His case follows a campaign against alleged pornography by Fulton County Solicitor General Hinson McAuliffe. Mr. Elson, who served seven years ago as a member of a presidential commission on obscenity and pornography, was charged as part of the crack-down in Atlanta last month.

Mr. Elson, who was unavailable for comment, plans to plead innocent, according to his attorney.

Asked to comment on the case, NPR President Frank Mankiewicz said: "Here at NPR we are sensitive to censorship wherever it is attempted, and we are happy that Ed Elson shares that sensitivity. We stand by him and wish him well."

So that all might hear

National Association of Broadcasters President Vincent Wasilewski has asked FCC Chairman Richard Wiley to try to get
broadcasters more copies every month of new or amended FCC rules or policies. Mr. Wastlewski asked Mr. Wiley to seek a waiver from the Office of Management and Budget to permit up to 10,000 copies of the actions to be printed, instead of the 2,000 to which the FCC is currently limited. The NAB president said the Government Printing Office moves too slowly to be a viable alternative source for the material, and private companies which also print them cost too much for many broadcasters.

**Media Briefs**

Satellite, Hispanic-style. SIN, U.S. Spanish Television Network, reports its earth station in Miami has begun operations and eight station affiliates are now interconnected via satellite and microwave relay. WLTW-TV (Miami) is latest station to receive SIN's feed of 19 hours of programming a week, consisting of one-hour nightly newscasts on weekdays and 14 hours of sports, music, variety and news programming on weekends.

Add to the band. CBS Inc. announced it had acquired Lyon & Healy Inc., Chicago, described as world's leading manufacturer of harps and also operator of retail musical instruments stores and a service center for its own products in Chicago area. Price was not disclosed but estimates ranged around $3 million. Lyon & Healy, whose annual revenues exceed $8 million, will become part of CBS musical instruments division.


Looking back. Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.), former FCC Commissioner Nicholas Johnson, new National Public Broadcasting Service Senior Vice President Chico Aaron and Washington Post reporter Alan Kriegsmann are scheduled panelists for Sept. 7 National Town Meeting program on "Public Broadcasting: A Retrospective." Discussion will be staged at Washington's Kennedy Center, and broadcast live over NPR.

Post's new paper. Post Corp.; Appleton, Wis.-based group broadcaster and newspaper publisher, has bought Collinsville (Ill.) Herald. Sellers were heirs of James O. Monroe Sr., including his son, Karl L. Monroe, who will remain as editor of paper. Paul Halbert, general manager of Post's Granite City (Ill.) Press-Record will assume same post with Herald. Post owns eight other papers, four TV's, two AM's and one FM.


---

**Equipment & Engineering**

**Signs of tension in 13th week of NABET strike**

The strike against ABC by the National Association of Broadcast Employees and Technicians begins its 14th week tomorrow (Aug. 23) with no apparent settlement in sight although "slight progress" was reported in negotiations last week.

Talks are being held under the auspices of the Federal Mediation and Conciliation Service in Washington, and during one session last week ABC and the union agreed on the terms of one clause regarding program organization. NABET cautioned against optimism, pointing out there are 23 items still to be resolved.

An incident related to the strike flared up in Los Angeles on Aug. 12. Two union men said they were struck by a car driven by a KABC-TV Los Angeles executive while they were demonstrating at the main gate of the ABC Television Center. The driver of the car was identified as John Severino, vice president and general manager of the station.

"About 25 or 30 of our men were demonstrating across a path leading to the gate," a NABET spokesman said. "As cars approached the men, the driver would stop to allow our guys to get out of the way. When Severino reached the men, he kept going—even slowly—and hit two of our members."

Taken to a nearby hospital were Eugene Burrows, 57, an audio engineer, and George Fox, a building maintenance worker. Mr. Fox has been released from the hospital, but Mr. Burrows was still there last Thursday with an injured back, according to NABET.

The station had a different version of the incident. A spokesman said pickets were stopping every car going through the gate. When Mr. Severino's car approached, a large group stood in front. Mr. Severino stopped his car, the spokesman said, and told the pickets that he had to get to work. He told them he was going to start the car and did, moving slowly.

"Then one of the men climbed on top of the hood and rolled off," the NABET official said. "This seemed to be hurt at the time. Some people say they saw the two men who later claimed they were hurt walking around with their signs. The station feels this was a planned and staged demonstration."

---

**Quality Talks for CKSW**

Continental's new 5/10 kW AM transmitter is setting records for acceptability. It has performance and efficiency, with the cleanest sound around. Listen to Continental quality talks.

Write for brochure: Continental Electronics Mfg. Co. Box 270879 Dallas, Texas 75227 (214) 381-7161
Tax inducements seen as way to radio diversity

Sliding scale would favor special-interest programs, "experimental" formats

A system of tax breaks to encourage radio stations to diversify their programming and serve more people has been proposed by Lloyd N. Morrisett, president of the John and Mary R. Markle Foundation, which specializes in educational uses of the mass media.

As an alternative, he suggested conversion of station licensing to a "rental system," which he said would have "the advantage of emphasizing that the radio spectrum is public property" and could use varying rentals to "encourage diversity and risk-taking." But he added that "differential taxation is a more accepted practice and would perhaps be more easily accomplished."

Mr. Morrisett said that radio, "a sleeping giant," reaches more people each day than any other medium. But he said, "commercial radio is programmed primarily for the 18-49-year-olds that advertisers want to reach, while noncommercial radio, though it offers some diversity, does not do as much as is needed."

Mr. Morrisett made his proposal in an "essay" on radio in the foundation's annual report, covering 1975-76.

"Four hundred million radio sets and eight thousand stations," he wrote, "add up to a wealth of opportunity to listen to radio, but critics contend that this wealth is largely imaginary because the range of available programing is extremely small. Within the exception of National Public Radio stations and some others, the programing that is presented is popular music and headline news. Little attempt is made to exploit other forms of programing—drama and the arts, education, programing for children, the elderly—programing that reflects the range and variety of human taste and interest. Defenders of the present system will counter these criticisms by citing the commercial success of music and news formats and the absence of any concerted public demand for anything else."

"As with many other perplexing social problems, there is truth on both sides. The critics of radio are justified in demanding fuller use of radio's potential and broadening of service, but they must also face economic realities. American radio is an advertiser-supported system and deviation from the accepted norms of radio service are likely to be economically risky at best. If any change in the over-all quality of radio service is to be achieved, the critics of the present system must help find ways to encourage economic viability, and the defenders of the present system must be ready to change if their economic concerns can be met."

Under the present tax system, Mr. Morrisett continued, commercial stations are fully taxed, and noncommercial stations are tax-exempt.

"It might be possible," he said, "to devise additional tax categories in order to give [commercial stations] incentive to diversify and to improve service. A category of full service stations might be defined that would offer minimum percentages of music, both popular and classical, news, radio documentaries, drama, and children's programs. Perhaps this class of stations should initially be taxed at one-half the normal rate, therefore giving incentive to attempt a form of service that might not initially be as profitable as popular music programing."

"Other formats could also be differentially taxed," Mr. Morrisett suggested. For example, those with specialties—"all children's programs, all programs for the elderly, etc.—could apply for a tax rate based on 'experimental programing.' Such a rate would be set and revised on the basis of experience to give experimental stations a chance at economic viability... "While such a system would give incentives for change, it would not be coercive. A broadcaster would have the choice of trying a risky new form of programing and being taxed at a lower rate, or sticking with traditional radio formats and being taxed at present corporate rates. Economic studies of the industry could give estimates of the tax incentives necessary to create change, and then the rates could be adjusted based on actual experience."

1 Inch tape to be used for NBC-TV drama

That follows Introduction of narrow width for comedies at CBS Center on West Coast

NBC-TV plans to begin taping next month on what it says will be "the first network dramatic program produced on the revolutionary one-inch video tape."

The program is what NBC calls a "theater of fact" drama—"the true story of how a dam bursting in 1972 in West Virginia caused the deaths of 125 people, traumatized the survivors and resulted in a historic multimillion-dollar lawsuit."

William E. Storke, vice president, special programs, said the presentation, The Survivors of Buffalo Creek, will be taped on location in the coal-mining country where the tragedy occurred. For it, he said, NBC designed and constructed a mobile unit featuring several one-inch video tape recorders. The taping is to begin Sept. 5 and continue through Oct. 9.

The program is for broadcast some time in the 1977-78 season.

Although NBC billed this as the first use of the one-inch tape for a network dramatic program, CBS began using one-inch tape regularly at the CBS Studio Center in Los Angeles in July, beginning with two of
its new situation comedies, The Betty White Show and We've Got Each Other (Broadcasting, June 13).

Humanitas winners

A two-hour ABC Theater drama called "Green Eyes," one of the 60-minute episodes of ABC's Roots and the "Ted's Change of Heart" half-hour of CBS's The Mary Tyler Moore Show won the 1977 Humanitas Prizes of the Human Family Institute.

David Selzer won $25,000 for his "Green Eyes" teleplay, James Lee and William Blinn shared $15,000 for episode four of Roots and Earl Pomerantz got $10,000 for the MTM program.

The Humanitas jury, made up of writers, actors, critics and industry executives, picked the winners from 170 prime-time commercial-network programs. The prizes, now in their third year, are funded by the Lilly Endowment.

Program Briefs

Art imitates art. NBC-TV has placed on its fall schedule two-hour World Premiere motion picture that dramatizes controversy surrounding TV violence and its effects on children. Called "The Story Teller," film features Martin Balsam as script writer whose television movie is accused of triggering 12-year-old viewer to commit suicide. Date for telecast has not been set.

Crimestoppers. Gold Key Entertainment, New York, has acquired rights to "Dick Tracy" feature films. Four of eight features will also be available as 15-part serials.

Kulik with CPT. Producer-director Buzz Kulik ("Brian's Song," "The Lindbergh Kidnapping Case") has signed an exclusive long-term contract with Columbia Pictures Television that covers development, production and direction of theatrical films and television programs under his company, Jeni Productions Inc.

In the stars. Gert Bunchez & Associates has added Carroll Righter's Weekly Horoscope Report to its catalogue of radio programs. Shows are one-minute weekly reports for each astrological sign.

Westward move. Rick Levine Productions, New York, has opened full-service West Coast office at 1516 North Fairfax Avenue, Los Angeles (213-874-4222). Lark Navez, who has been senior producer for Levine in New York, will manage new office.

Cristofer to TV. Michael Cristofer, who recently won Pulitzer Prize for his play, "The Shadow Box," has been signed by Robert Stigwood Group, London and New York, to write script for six-hour mini-series, Music Inc., for showing on NBC-TV. Drama centers around music industry and will mark Mr. Cristofer's first work for television.

For Christmas from DFS. Program Syndication Services, subsidiary of Dancer-Fitzgerald-Sample Inc., New York, is making available to TV stations new Christmas series that features well-known entertainment personalities of various ethnic origins. Titled Twenty Four Days of Christmas, series consists of 24 one-hour programs presenting such performers as Lil Ullman (Norway), Leslie Caron (France) and Richard Thomas (Wales).

Open for business. Universal Productions Studio, full-service radio and TV broadcast production firm offering public relations and marketing research services, has begun operations. Owned by Helene and F. J. Roberson, president and vice president, respectively, firm has production capabilities for radio and TV commercials, documentaries, sales presentations, audio recording services, still photography, industrial and slide presentations and offers multicamera television studio and mobile unit for on-location production. 625 Fremont Avenue, Dayton Beach, Fla. 32014.

Four Star in 51. Four Star Entertainment has sold its Will Rogers' USA TV special featuring James Whitmore in 51 markets to date including: WNEW-TV New York; KTLA Los Angeles; KTUU Oakland, Calif.; WTOP-TV Washington; WCIX-TV Miami; WTOS St. Petersburg, Fla.; WAGA-TV Atlanta; WRTV Indianapolis; KOMO-TV Seattle; WMAR-TV Baltimore; KCRB-TV Sacramento, Calif., and KGON-TV Denver.

NCTA opposes translator grant to county that franchises cable

It sees fundamental clash over TV-vs-cable issue

Should local jurisdictions that regulate cable television systems be licensed by the FCC to operate television translators? Or would licensing create a serious conflict of interest?

The National Cable Television Association raises those questions in a pleading filed with the commission in connection with applications of Monroe county, Fla., for 25 translators in five locations. And it answers the question in the negative.

NCTA, which filed its pleading in support of a petition to deny filed earlier by Tele-Media Co. of Key West Ltd., which operates a cable system in Key West, noted that its consistent position has been "pro-competition." It has opposed "stifling regulations imposed on cable at the behest of protectionist broadcasters without a sound foundation of empirical data regarding potential economic impact," it said.

And NCTA said that kind of argument can be made in opposition to the Monroe

August, 1977

$3,300,000

Erie Communications, Inc.

Senior Secured Loan due 1987

We acted as lender and financial advisor to the Company in this transaction. This advertisement appears as a matter of record only.
County translator applications. NCTA said its interest in the matter is that a grant "conceivably" could have "adverse precedential effects inimical to the public interest throughout the country." This is particularly so, NCTA added, since "there is no demonstrable need for any translators in the area, let alone 25, and the grant would clearly result in a decreased level of [cable television] service to the public, especially in the critical area of community-oriented programming."

Monroe County is seeking five translators in each of five communities between Miami and Key West. The purpose is to feed the areas involved with programming from the five Miami television stations and, in the process, deliver those programs to Key West.

But the first ground for denial, NCTA said, "derives from the egregiously self-interested interest created by the federal government licensing a competing enterprise to the very body responsible for the daily oversight of their competitor." NCTA said that, as the cable television franchising authority, Monroe County's board of commissioners is responsible for franchise renewal and review, ratemaking matters, complaint procedures "and the entire panoply of issues inherent in holding the franchising power."

NCTA also raised another question dealing with the commission's interpretation of a rule governing the granting of more than one translator license to an applicant. The rule says such multiple grants may be made "upon an appropriate showing of need" for them.

The commission, NCTA said, has erroneously been interpreting that rule as requiring a showing of need only after opponents of the applications have made a prima facie showing of a lack of need. That interpretation, NCTA said, "torches the plain meaning" of the rule. And Monroe County, NCTA said, cannot demonstrate the need for the 25 translators it is seeking.

Cable Briefs

**Cox Cable expands.** Cox Cable Communications Inc., Atlanta, has agreed in principle to buy University City Television Cable Co. Inc., operator of 22,000-subscriber system serving Gainesville, Fla., and surrounding areas. Agreement calls for Cox Cable to pay about $3.5 million in cash and notes and 150,000 shares of Cox Broadcasting Corp. common stock (Cox shares have been trading on New York Stock Exchange in $26-$27 range).

**From Madison Square Garden.** UA-Columbia Cablesvision Inc. has signed for Madison Square Garden's package of more than 125 sports events and will carry them live to its subscribers via RCA American Communications Inc.'s satellite. More than 640,000 of UA-Columbia's cable subscribers will receive coverage, including boxing and basketball games and professional boxing, wrestling and tennis matches.
port” for the drive. He also asked broadcasters to submit suggestions for a new long-range multimedia campaign to be launched early in 1978, which will rely on monetary and on-air support from the industry. “We’re determined to continue these highly effective sell-radio campaigns,” he said, “and we need the commitment of broadcasters in markets of every size.”

Cary Simpson of WTRN(AM) Tyrone, Pa., is co-chairman of the campaign task force with Mr. Neal.

Hard charges hurled by Ostrow against networks

Y&R executive says they operate almost like a cartel and are giving advertisers less and less value; he urges development of new media, including cable

The advertising industry was urged last week by Joseph W. Ostrow, senior vice president and head of communications services of Young & Rubicam, to encourage the development of new electronic media forms as a way toward “alleviating the pricing stranglehold” that TV networks have on the marketplace.

He claimed that advertisers “continue to pay more and get less from the TV networks, which really operate, in effect, as a cartel.”

Mr. Ostrow, who made these charges at a media workshop in Chicago, suggested that advertisers and agencies encourage the FCC to drop restrictions on signal importation via cable and eliminate “taboos regarding program supply and utilization by the new electronic media.” He also recommended that the government clarify the “confusing copyright regulations that impact upon these alternatives to the current uses of television.”

Mr. Ostrow accused the TV networks of “pulling out spots and holding back inventory to retain pricing as long as possible, at their own arbitrarily set levels of return.” He hastened to add that “I do not suggest that there is anything illegal in any of the approaches taken by the television industry... they are, rather, a reflection of a relatively short-sighted view of an opportunistic circumstance that has been motivated by greed and must eventually fall of its own predatory imbalance.”

Mr. Ostrow said that some advertisers and agencies may have rationalized the 1976-77 season increases by citing a shortage of inventory attributable to the Olympics, the conventions and the Bicentennial year, or that it was a period in which TV was catching up with inflation.

“Under either circumstance,” Mr. Ostrow asked, “what then is the explanation for the horrendous increases that plague the yet-to-begin 1977-78 television season?”

Mr. Ostrow asserted that television has diminished in value as its cost has increased. Over the last several years, he continued, competitive protection diminished from 30 minutes to 15 minutes and today “hardly exists at all,” levels of commercialization have increased and networks have saved significantly by developing pilot films for new series and using them in miniseries.

In order to battle the “cartel-like control” of network television, Mr. Ostrow suggested “an open-door policy toward the development of new media” that would “allow television to expand from station and network broadcasting to the full spectrum provided by the new electronic media.”

TVB sees TV leading papers in ad categories both accept

Not counting classified, liquor and cigarettes, television this year will be number one

Television this year will pass a milestone, outselling newspapers for the first time among advertisers acceptable to both media, the Television Bureau of Advertising said last week. TVB’s ground rule excludes classified advertising, for which television has no place. It also disregards cigarette advertising, which by law is banned from broadcasting, and liquor advertising, which the National Association of Broadcasters code and virtually all stations hold unacceptable.

All other classes of advertiser, TVB said, will invest $7.67 billion in television in 1977 while putting $7.60 billion in newspapers, making TV number one for the first time in categories where TV and newspapers compete.

TVB President Roger D. Rice, releasing the figures, said the Newspaper Advertising Bureau had projected, in late July, that 1977 newspaper revenues would total $10.9 billion. But he said $3.6 billion of this is in classified advertising; “TV stations are not allowed an hour or half-hour of solid commercials comparable to...
In addition, Mr. Rice said, projections of newspaper bureau figures for 1976 indicate that $220 million of the newspapers' 1977 total will come from cigarettes and $80 million from liquor advertising.

"In all other areas," Mr. Rice said, "television and newspapers compete head-on for the same media dollars, and advertisers have voted television the preferred medium. This marks the final—and most difficult—hurdle in television's climb to the top."

Mr. Rice said that "the climb began when advertiser investments in television outpaced farm publications in 1949, passed outdoor in 1950, moved ahead of business publications in 1951, overtook radio and magazines in 1954, surpassed direct mail in 1964 and, in areas where they directly compete, outperformed newspapers in 1977."

TVB said that in 1976 TV's off-limits products, cigarettes and liquor, accounted for two out of every 10 national advertising dollars in newspapers. "In fact," TVB said, "five of their top six national advertisers and six of their top 10 promote products which are prohibited by government or the NAB code from using television."

TVB said cigarette or liquor companies were newspapers' first, second, fourth, fifth, sixth and tenth largest advertisers, as follows: Reynolds Industries, $55.6 million in newspapers; Philip Morris, $44.6 million; Loews, $22.6 million; American Brands, $22 million; British American Tobacco, $18 million, and Seagram, $12.4 million. These figures, TVB said, include newspaper expenditures for some non-cigarette, nonliquor products whose advertising TV can and does compete for. In fact, according to TVB figures television gets a total of about $54.8 million from products of five of these companies (all but British American Tobacco).

General Foods, B&B want cereal case to be tried in court

A U.S. District Court in San Francisco has scheduled a hearing on a motion to prohibit plaintiffs in a class-action suit against General Foods Corp. and Benton & Bowles from discussing the pending case in the various media, including TV.

The petition for an injunction was filed by General Foods and B&B against the San Francisco-based Public Advocates Inc. and other plaintiffs in a suit charging the food company and its agency with disseminating misleading advertisements for breakfast cereals (BROADCASTING, July 4).

The agency and the food manufacturer made the motion they said, because plaintiffs in the suit were seeking and have been receiving considerable publicity in the media. In a joint statement, they said that "in the past few weeks the plaintiffs have been trying this case in the media to the prejudice of General Foods and Benton & Bowles."

Campaign costs more without radio-TV?

Two economists propose that reach of broadcasting has ultimately held down expenditures for political advertising

For those who assume that the dramatic increases in political campaign spending over the years are attributable to broadcast advertising, two economists on the faculty of the University of Delaware have a disturbing proposition: Radio and television—with their ability to reach vast numbers of voters—may actually be a moderating influence on that spending, that it might have soared even higher without them.

Burton A. Moss and Joel F. Settle lay out their theory—worked out through a multivariate regression analysis—in an article in the current issue of the Journal of Broadcasting. And it indicates that there are other factors than broadcasting that cause campaign spending to rise.

One-sided contests—Johnson-Goldwater and Nixon-McGovern, for instance, "tend, other things being equal, to be expensive." The voter participation rate is found to be "positively related to campaign expenditures," as was "growing government involvement in the economy" (it stimulates campaign contributions). And real-income growth and the size of the voting-age population both seem to have increased campaign giving and, therefore, spending.

But broadcasting seems to hold costs down. As the authors put it, "Apparently, over time, broadcast advertising—with its capability of reaching millions of potential voters simultaneously—has tended to displace relatively more costly campaign techniques (direct mail, personal appearances, for example), thereby holding down the growth in campaign expenditures."

The report notes that presidential campaign spending rose from about $5 million in 1900 to more than $50 million in 1972. But without radio and television, the authors estimate, costs would have risen to more than $110 million in 1972.

The authors recall that one study of campaign spending remarks that the Fed- eral Election Campaign Act of 1971, which attempted to hold down campaign spending by limiting the amount federal candidates could spend on advertising, especially broadcast advertising, did not prevent the presidential candidates in 1972 from setting a new spending record. (The spending limits were repealed in 1974.) But Messrs. Abrams and Settle say that, in light of their estimates, the new record was not surprising. Indeed, they say, it might have been caused by the 1971 legislation.

They expect their studies to "stimulate much needed theoretic and empirical research" on the subject of campaign financing and spending. But they also say that until solid evidence refuting it is presented, "critics of the broadcast media may have to seek out a new 'whipping boy' to blame for the high cost of political campaigns."
Supreme Court asked to settle confusion over court coverage

Appellants say lower courts are at odds over restraints

A group of South Carolina news organizations is urging the U.S. Supreme Court to clean up what the groups call the "disarray" among lower federal courts over the conditions under which reporters' coverage of trials can be restricted—and to what degree.

The group, which includes the South Carolina Broadcasters Association and the South Carolina Press Association, made the request last week in petitioning the court to review a decision by the U.S. Court of Appeals for the Fourth Circuit upholding a district court order restricting reporters' coverage of a trial in Florence, S.C.

The district court order, was issued by Judge Robert Martin on May 31, 1976, in the trial of a former state senator charged with misusing federal manpower funds. It barred participants from making out-of-court statements that "might divulge prejudicial matter" and prohibited them from mingling with reporters in or near the courthouse. It also barred interviews with witnesses and the sketching of jurors in the court.

The appeals court upheld most of the provisions of the order, and the Supreme Court last May refused to stay the order. The defendant was subsequently convicted, but the petition said the gag-order issue is not moot—that the same order could be issued again.

The petition noted that the Fourth Circuit Court of Appeals and the one for the Tenth Circuit require only that a "reasonable likelihood" of a threat to a fair trial be found to justify the entry of restrictive orders.

But two other circuit courts of appeal—the Sixth and Seventh—impose such orders only to guard against a "serious and imminent threat" of interference with a fair trial.

Thus, the petition said, the case offers the Supreme Court an opportunity to "provide much-needed guidance on the important and increasingly litigated questions of constitutional law" that remain to be resolved in connection with the free press and fair trial question. And the petition expressed a preference for the more demanding standard of the Sixth and Seventh Circuits.

As for Judge Martin's order, the petition said it "restricts reporting of the criminal trial to a report only of those matters that transpire in open court." And the Supreme Court, the petition noted, "has repeatedly emphasized that the First Amendment responsibilities of the press are especially important when reporting about elected officials' such as the legislator in the Florence case.

The petition also posed a question regarding the kind of procedural safeguards that should precede and accompany orders restricting coverage of trials. Judge Martin imposed his without notice and with no opportunity for hearing. The petition said that even if the high court does not believe that the due process clause of the Constitution requires such safeguards, it should use its supervisory powers over the lower federal courts to require the district courts to hold a hearing at which interested parties could comment before issuing restrictive orders.

UPJ president calls for satellite system

A new call for broadcasters and newspapers to work together on a distribution system through which they would receive their UPJ and AP news services via satellite was issued last week by Roderick W. Beaton, UPJ president.

They could save up to $11.5 million a year if satellite distribution replaced conventional AT&T facilities, Mr. Beaton estimated.

He said UPJ and AP are faced with increases of $4.3 million annually under a pending rate hike by AT&T and that if these are put into effect, the two services would jointly be paying $17.2 million a year for AT&T circuits.

"The time has come when our industry must try to rationalize some of the things we're doing through more intelligent use and sharing of communications and other facilities," Mr. Beaton told a meeting of UPJ editors of Oklahoma. "We believe it can be accomplished without any diminishing of meaningful competition."

The plan, as outlined earlier by both AP and UPJ executives, calls for broadcasters and newspapers to put up their own receive-only earth stations, at a cost estimated at about $5,000 each, for use in receiving UPJ and AP audio and hard-copy news services (broadcasting, June 13, et seq.).

Please send

Broadcasting
The newsweekly of broadcasting and allied arts

Name

Company

City

State

Zip

SUBSCRIBER

Service

[ ] 3 years $75

[ ] 2 years $55

[ ] 1 year $30

Cable Add $26 Per Year

Foreign Add $26 Per Year

[ ] 1977 Cable Sourcebook $10.00

(1 payment with order: $8.50)

[ ] 1977 Yearbook $30.00

(1 payment with order: $25.00)

Payment enclosed

Bill me

ADDRESS CHANGE: Print address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.

Broadcasting August 22, 1977

85
The king is dead. The death of Elvis Presley will cause his last two singles, Way Down and Pledging My Love (at 22 and 23 on the country “Playlist”), to climb in requests and sales, predicts Steve Day of WOBQ/WM Winston-Salem, N.C.: “Way Down will be a number one record within two weeks.” Could be Contemporary. From Ronnie Milsap to Crystal Gayle, country artists keep proving their music’s versatility. Country crossovers to top 40 charts are not unusual, especially in the South, says Gene Michaels of WROW/Chatanooga, but “I think the whole country plays some of it; Jimmy Buffett’s Margaritaville (ABC), for example, or Glen Campbell’s Sunflower (Capitol).” But some stations are quicker than others to add a country-flavored tune. Bill Tanner of KCKY/Fort Hueneame, Calif., “is not afraid to play a country record. We’re on Rollin’ With The Flow (Epic; at number one on the country “Playlist”) by Charlie Rich—and he sings with a twang like he’s selling shock absorbers—but it’s a good record.” On the other hand, John Scott of WAFM/Daytona Beach, Fla., shies away from country records; “Unless it’s such a monster that we can’t ignore it, we’re not interested in being early on a country crossover. We don’t want to be wrong.” Mr. Day of WROA wasn’t wrong when he added Ronnie Milsap’s It Was Almost Like A Song (RCA): it’s at number four on his contemporary station’s chart, as it is on the country “Playlist.” He says the tune “gets to your heart. There’s not a twang in it—it’s a universal song.”

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. A ♦ indicates an upward movement of five or more chart positions between this week and last.

**The Broadcasting**

**Playlist**

**Aug 22**

<table>
<thead>
<tr>
<th>Last This week</th>
<th>Title □ Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 1</td>
<td>I Just Wanna Be Your Everything □ Andy Gibb</td>
<td>RSO</td>
</tr>
<tr>
<td>2 2</td>
<td>Higher and Higher □ Rita Coolidge</td>
<td>A&amp;M</td>
</tr>
<tr>
<td>3 3</td>
<td>Best of My Love □ Emotions</td>
<td>Columbia</td>
</tr>
<tr>
<td>4 4</td>
<td>Undercover Angel □ Alan O’Day</td>
<td>Pacific/Atlantic</td>
</tr>
<tr>
<td>5 5</td>
<td>Easy Commodores</td>
<td>Motown</td>
</tr>
<tr>
<td>6 6</td>
<td>I’m in You □ Peter Frampton</td>
<td>A&amp;M</td>
</tr>
<tr>
<td>7 7</td>
<td>Do You Wanna Make Love □ Peter McCann</td>
<td>20th Century</td>
</tr>
<tr>
<td>8 8</td>
<td>Watch Donna Don □ Pablo Cruise</td>
<td>A&amp;M</td>
</tr>
<tr>
<td>16 9</td>
<td>Float On □ Floaters</td>
<td>ABC</td>
</tr>
<tr>
<td>15 10</td>
<td>Don’t Stop □ Fleetwood Mac</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>11 11</td>
<td>Just a Song Before I Go □ Crosby, Stills and Nash</td>
<td>Atlantic</td>
</tr>
<tr>
<td>8 12</td>
<td>You Made Me Believe in Magic □ Bay City Rollers</td>
<td>Arista</td>
</tr>
<tr>
<td>12 12</td>
<td>Handy Man □ James Taylor</td>
<td>Columbia</td>
</tr>
<tr>
<td>14 14</td>
<td>You and Me □ Alice Cooper</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>13 15</td>
<td>Looks Like We Made It □ Barry Manilow</td>
<td>Arista</td>
</tr>
<tr>
<td>18 16</td>
<td>Barracuda □ Kiss</td>
<td>Portrait/CBS</td>
</tr>
<tr>
<td>19 17</td>
<td>My Heart Belongs To Me □ Barbare Streisand</td>
<td>Columbia</td>
</tr>
<tr>
<td>18 18</td>
<td>Da Doo Ron Ron □ Sha Na Na</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>20 19</td>
<td>How Much Love □ Leo Sayer</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>21 20</td>
<td>Telephone Line □ Electric Light Orchestra</td>
<td>United Artists</td>
</tr>
<tr>
<td>31 21</td>
<td>Strawberry Letter 23 □ Jerry Garcia</td>
<td>Capitol</td>
</tr>
<tr>
<td>29 22</td>
<td>On and On □ Stephen Bishop</td>
<td>ABC</td>
</tr>
<tr>
<td>17 23</td>
<td>Knowing Me, Knowing You □ Abba</td>
<td>Atlantic</td>
</tr>
<tr>
<td>24 24</td>
<td>Black Betty □ Ram Jam</td>
<td>Epic</td>
</tr>
<tr>
<td>25 26</td>
<td>Smoke from a Distant Fire □ S. Townsend</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>40 28</td>
<td>Cold as Ice □ Foreigner</td>
<td>Atlantic</td>
</tr>
<tr>
<td>22 27</td>
<td>Margaritaville □ Jimmy Buffett</td>
<td>ABC</td>
</tr>
<tr>
<td>42 28</td>
<td>Signed, Sealed and Delivered □ Peter Frampton</td>
<td>A&amp;M</td>
</tr>
<tr>
<td>25 29</td>
<td>You’re My World □ Helen Reddy</td>
<td>Capitol</td>
</tr>
<tr>
<td>27 30</td>
<td>Give a Little Bit □ Supertramp</td>
<td>A&amp;M</td>
</tr>
<tr>
<td>30 31</td>
<td>Theme from “Star Wars” □ London Sym.</td>
<td>Columbia</td>
</tr>
<tr>
<td>37 32</td>
<td>Theme from “Star Wars” □ Meco</td>
<td>Millennium</td>
</tr>
<tr>
<td>23 33</td>
<td>Christine Sixteen □ Kiss</td>
<td>Casablanca</td>
</tr>
<tr>
<td>45 34</td>
<td>Nobody Does It Better □ Carly Simon</td>
<td>Elektra/Asylum</td>
</tr>
<tr>
<td>34 35</td>
<td>Swaying to the Music □ Johnny Rivers</td>
<td>Big Tree</td>
</tr>
<tr>
<td>35 38</td>
<td>Dreams □ Fleetwood Mac</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>39 39</td>
<td>Keep It Comin’ Love □ K.C./Sunshine Band</td>
<td>TK</td>
</tr>
<tr>
<td>36 38</td>
<td>That’s Rock ‘N’ Roll □ Sha Na Na</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>38 39</td>
<td>Jungle Love □ Steve Miller Band</td>
<td>Capitol</td>
</tr>
<tr>
<td>28 40</td>
<td>Ariel □ Dean Friedman</td>
<td>Linsong</td>
</tr>
<tr>
<td>43 41</td>
<td>I Feel Love □ Donna Summer</td>
<td>Casablanca</td>
</tr>
<tr>
<td>48 42</td>
<td>Boogie Nights □ Heatwave</td>
<td>Epic</td>
</tr>
<tr>
<td>41 43</td>
<td>Edge of the Universe □ Bee Gees</td>
<td>RSO</td>
</tr>
<tr>
<td>47 44</td>
<td>Don’t Worry Baby □ B. J. Thomas</td>
<td>MCA</td>
</tr>
<tr>
<td>45 45</td>
<td>Brick House □ Commodores</td>
<td>Motown</td>
</tr>
<tr>
<td>46 46</td>
<td>Jet Airliner □ Steve Miller Band</td>
<td>Capitol</td>
</tr>
<tr>
<td>47 47</td>
<td>Cat Scratch Fever □ Ted Nugent</td>
<td>Epic</td>
</tr>
<tr>
<td>32 48</td>
<td>Angel in Your Arms □ Vern Gosdin</td>
<td>Big Tree/Atlantic</td>
</tr>
<tr>
<td>44 49</td>
<td>Feels Like the First Time □ Foreigner</td>
<td>Atlantic</td>
</tr>
<tr>
<td>50 50</td>
<td>It’s So Easy □ England Dan &amp; John Cooper</td>
<td>Big Tree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Last This week</th>
<th>Title □ Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 1</td>
<td>Rollin’ with the Flow □ Charlie Rich</td>
<td>Epic</td>
</tr>
<tr>
<td>2 2</td>
<td>Sunflower □ Glen Campbell</td>
<td>Capitol</td>
</tr>
<tr>
<td>3 3</td>
<td>Don’t It Make My Brown Eyes Blue □ C. Gayle</td>
<td>United Artists</td>
</tr>
<tr>
<td>4 4</td>
<td>It Was Almost Like A Song □ Ronnie Milsap</td>
<td>RCA</td>
</tr>
<tr>
<td>21 5</td>
<td>Southern California □ Jones &amp; Wynette</td>
<td>Epic</td>
</tr>
<tr>
<td>4 6</td>
<td>Ramblin’ Fever □ Merle Haggard</td>
<td>RCA</td>
</tr>
<tr>
<td>9 8</td>
<td>Till the End □ Vern Gosdin</td>
<td>Elektra</td>
</tr>
<tr>
<td>11 9</td>
<td>I’m the Only Hell □ Johnny Paycheck</td>
<td>Epic</td>
</tr>
<tr>
<td>10 10</td>
<td>Baby, I Love You □ So &amp; Joe Stampley</td>
<td>Epic</td>
</tr>
<tr>
<td>6 11</td>
<td>I Can’t Love You Enough □ Twitty and Lynn</td>
<td>RCA</td>
</tr>
<tr>
<td>12 12</td>
<td>I Don’t Want to Cry □ Larry Gatlin</td>
<td>Monument</td>
</tr>
<tr>
<td>8 13</td>
<td>Play Born to Lose Again □ Dotty</td>
<td>RCA</td>
</tr>
<tr>
<td>10 14</td>
<td>Honky Tonk Memories □ Mickey Gilley</td>
<td>Playboy</td>
</tr>
<tr>
<td>24 15</td>
<td>Don’t Let Me Be the Last to Know □ Mel Street</td>
<td>Polydor</td>
</tr>
<tr>
<td>26 16</td>
<td>Gentle to Your Senses □ Mel McDaniel</td>
<td>Capitol</td>
</tr>
<tr>
<td>7 17</td>
<td>A Song in the Night □ Johnny Duncan</td>
<td>Columbia</td>
</tr>
<tr>
<td>20 18</td>
<td>I’ve Already Loved You □ Rayland</td>
<td>RCA</td>
</tr>
<tr>
<td>19 19</td>
<td>A Tear Fell □ Billy “Crash” Craddock</td>
<td>ABC/Dot</td>
</tr>
<tr>
<td>20 20</td>
<td>The Pleasure’s Been All Mine □ Freddie Hart</td>
<td>Capitol</td>
</tr>
<tr>
<td>13 21</td>
<td>In the Jailhouse Now □ Sonny James</td>
<td>Columbia</td>
</tr>
<tr>
<td>22 22</td>
<td>Pledging My Love □ Elvis Presley</td>
<td>RCA</td>
</tr>
<tr>
<td>16 23</td>
<td>Way Down □ Elvis Presley</td>
<td>RCA</td>
</tr>
<tr>
<td>14 24</td>
<td>Cowboys Ain’t Supposed to Cry □ Moe Bandy</td>
<td>Columbia</td>
</tr>
<tr>
<td>17 25</td>
<td>Making Believe □ Emmylou Harris</td>
<td>Warner Bros.</td>
</tr>
</tbody>
</table>
Media

M.S. (Bud) Rukeyser Jr., VP, public information, NBC, named executive VP, public information, supervising departments responsible for press and publicity, corporate and public information, corporate identification, information services and national community relations. Mr. Rukeyser's promotion is part of NBC's planing under which principal staff functions have been consolidated under four executive vice presidents. Others are James M. Alle (finance, research and corporate planning), Corydon B. Dunham (law, broadcast standards) and David J. Gardam (personnel, labor relations).


Alvin H. Fenichel, assistant controller, CBS Inc., appointed VP and general auditor of corporation.

Cecil R. Forster Jr., VP for business affairs of Group W, appointed VP and general manager of WINS(AM) New York. He succeeds S. William Scott, who has been serving for interim period as general manager of Group W-owned station and now will resume his duties on full-time basis as VP of news and public affairs for radio station group.

Steve Hicks, executive VP, KLVI(AM) Beaumont, Tex., elected president-general manager. Hicks family owns KLVI, KLUF-AM-FM LuSkIn, WTAW-AM-FM College Station and KLAR(AM) Laredo, all Texas, and Mr. Hicks serves as VP and director for those stations.

Fred Keshner, director of divisional operations, Columbia Pictures Industries, New York, named to additional post of VP of radio broadcast division, which consists of WWVA(AM)-WCPM(FM) Wheeling, W.Va.; KCPTX-AM-FM Salt Lake City; WYDE(AM) Birmingham, Ala., and entertainment complex in Wheeling.

Patricia J. Matson, ABC director of news information, Washington, promoted to director of business information, broadcasting, ABC, New York, effective Sept. 26. Before joining ABC last April, she was press secretary to National Republican Senatorial Committee in Washington and, before that, served with Mrs. Gerald Ford in White House from 1974 to end of Ford administration. She succeeds Susan Lack, who has resigned effective Sept. 23 to relocate in Chicago. Ms. Lack was married to Ronald Tash, Chicago attorney, on July 29.


Gary Rodriguez, sales manager, KOEM(AM) San Jose, Calif., named general manager, WIVY-FM Jacksonville, Fla.

D. Rose, local sales manager, WTAW(AM)-FMT Jacksonville, Fla.

Donald J. Newberg, general manager, WGBO(AM) Evansville, Ind., named general manager of WGWQ(AM)-WYNO(FM) Chattanooga.

John E. Reipplinger, WGBO general sales manager, promoted to station manager. Jim Wood, WGBO program director, appointed operations director at WGOW-WNYQ. Appointments are subject to FCC approval of transfer of Tennessee stations to Metro Radio Co., licensee of WGBO.

Jim Dowd, sales manager, KBOO(AM) Yuba City, Calif., promoted to general manager of co-owned KUKI(AM)-KALF(FM) Ukiah, Calif.

David Berry, sales manager, WQDR(FM) Raleigh, N.C., named station manager.


Gary McCarty, with KBRT(AM)-KBIG(FM) Los Angeles, promoted to operations supervisor.

Timothy B. Conroy, development manager, noncommercial WSGT-TV Binghamton, N.Y., joins noncommercial KTCP-TV and co-owned KTCP-TV St. Paul in same position.

Charlotte C. Klein, senior VP, Harsho-Rotman & Druck public relations, New York, named director of press and community relations, noncommercial WNETTV New York.

Lynn M. Jackson, assistant editor, Institute for Continuing Legal Education, Ann Arbor, Mich., named promotion coordinator, noncommercial WUOM(FM) there and co-owned WOFR(FM) Grand Rapids, Mich.

Newly elected officers, California Broadcasters Association: Frank McLaurin, KROI(AM) Santa Rosa, chairman; George Nickolaw, KNX(AM) Los Angeles, vice chairman; Harry Barker, KMOS(AM) Redding, vice chairman-radio; Stoddard Johnston, KXTC-TV Monterey, vice chairman-TV. Tom Young, KVON(AM) Napa, secretary, and Joe Lake, KXTVTV Sacramento, treasurer.

Broadcasting August 22, 1977

Fates & Fortunes

Broadcast Advertising

creative director of New York advertising. Elected to agency’s board of directors are Mr. Manning; Greg Batho, executive VP for Latin America, Asia/Pacific region and Canada; William E. Ross, president of U.S. Western division, and Ronald K. Sherman, president of U.S. Eastern division.

Howard L. Rothchild, marketing director-account supervisor, Gerald Rafshoon Advertising, Atlanta (agency that handled Carter for President campaign), elected president-chief operating officer.


Newly appointed VP’s, Young & Rubicam, New York: David R. Fulton, Emil A. Iannaccone and Joseph F. Mannix, group media supervisors; Patrick J. Bridy, supervisor for TV sports and news programming, and Robert E. Ig- lei, group supervisor for network television.


R. Donald O’Leary, director of marketing for Television Marketing Associates (division of Telerep), joins Ed Libov Associates advertising, New York, as VP-director of marketing.

Robert Patton, management supervisor, and George Pyde, account supervisor, BBDO, New York, elected VP’s.

Joseph F. Schramm, president of his own advertising and public relations agency, joins Abramson/Himefarb advertising/PR, Washington, as VP.

Sam Blondellino, marketing VP for New York City Off-Track Betting Corp., and Jerry Entis, from Frankfurri Communications, join Kenyon & Eckhardt, New York, as account supervisors.

Staff changes, Needham, Harper & Steers, Chicago: Jim Retzer, art director, promoted to associate creative director; Carole French, copywriter from BBDO, joins as copy supervisor, and Scott Ferrello, graduate of Columbia University, joins as copywriter.

Kenneth S. Kagen, research director, H-R Television, joins RKO Television Representatives, New York, in same capacity.

Mal S. Klugman, account executive, Los Angeles office of ABC Radio Spot Sales, promoted to Western manager.

Patricia Wiggins, media buyer for Dan E. Kirk & Associates, Dallas, appointed account executive, Avery-Knodel Television there.

Junior Winokur, account executive, Radio Spot Sales, Chicago, named to same post, CBS Radio Spot Sales, New York.

Dennis R. Linsin, general sales manager, WCAR(AM) Detroit, named regional manager, Cleveland office of Regional Reps Corp.

Brian Sandberg, president, JB Productions, Chicago, joins Kelly, Scott & Madison, media service there, as account executive.

Patricia Gallagher, production and creative coordinator at Grey Advertising, New York, named sales representative at Michlin & Hill Inc., New York, TV and radio commercial music production firm.

Alan Rauch, art director, Grey Advertising, New York, joins Cunningham & Walsh there in same capacity.

Ingrid Carlson, local and national television retail commercial producer, Sears, Roebuck, Chicago, promoted to manager of radio broadcast unit, national retail advertising department.

Jim McCallum, account executive, KNXT(TV) Los Angeles, named general sales manager.

Edward Kierman, account executive, CBS Radio Spot Sales, New York, named national sales manager, co-owned wcbs-FM there.

Justin Pailtrow, divisional sales manager, Tor- bert-Laster, New York, joins WRIF(FM) Garden City, N.Y., as national sales manager.

Richard A. Vale, sales representative in wholesale appliance industry, joins w900(AM) Boston as sales manager.

Mark L. Cooper, general sales manager, WBBM(AM) Freeport, N.Y., named national sales manager. Marc S. Kaye, account executive, promoted to local sales manager.

Donald C. Stark, WCGL(FM) account executive, Cleveland, named retail sales manager.


Bob D. Griffith, senior account executive, McGavren-Guild, Los Angeles, appointed account executive, KLOS(FM) there.

Jere Patterson, media buyer, Grey Advertising, Los Angeles, named account executive.

D. J. Waller and Lonnie Gibbons, sales representatives, KARK-TV Little Rock, Ark., join KTHV(TV) there in same post. Randy Palubik, director of weekday newscasts, KATV(TV) Little Rock, Ark., named KTHV promotion-commercial producer.

Margot Brumfield, account executive, WSOB(AM) New Orleans, joins KFWB(AM) Los Angeles in same post.

Brenda Lane, account executive, WFAA(AM) Dallas, named to same post, KKSAT-TV Fort Worth.

Andy Heller, sales representative, KZEW(FM) Dallas, joins WHBO(AM) Memphis in same capacity.

Kris Pfleider, public service and production director, WWWW(AM) Detroit, named account executive, WRNS(AM)-WQRT(FM) Saline-An Arbor, Mich.

Mike Weieman, associate producer, NBC Sports, promoted to producer.

Jim White, air personality-production director, KOH(AM) San Francisco, joins TM Programing, Dallas, as producer for stereo rock and TM country formats.

David Kurman, producer with direct Recording, Mineola, N.Y., joins CBS Radio Network, New York, as program assistant.

Douglas G. Thompson, regional sales manager for Radio Arts Inc., Burbank, Calif., joins Drake-Chenault Enterprises, Canoga Park, Calif., as regional manager, format syndication division.

Paul Berkowitz, Northeast account executive, Cable Network TV, named Southeast division account executive for parent, National Telefilm Associates, Los Angeles.

Bob Harper, with WKBW(AM) Buffalo, N.Y., joins WERE(AM)-WCGL(FM) Cleveland as general program and operations manager, supervising both program departments.

Ken Roberts, air personality, KPOQ(AM) Tucson, Ariz., promoted to program director.

Tom Miller, air personality, WYAA(AM) Wheeling, W.Va., named program director.

Ed Fennessey, with WCVI(AM) Charlottesville, Va., named program director, WRLN(AM) Richmond, Va.

Buddy Scott, music director, WBGF(AM) Evansville, Ind., promoted to program director.

James Moran, production manager, noncommercial WSWI-TV Tallahassee, Fla., promoted to director of programming.

Chuck Weaver, commercial production director, KTHV(TV) Little Rock, Ark., promoted to production manager.

Steve Hibbard, staff announcer, WGLD-FM High Point, N.C., promoted to director of production.

Don Hofmann, program director, KVI(AM) Seattle, joins KSPQ(AM) San Francisco as assistant program director.

Kathy McAnally, producer-reporter, California Public Radio, named public affairs director, KCBS-FM San Francisco.

Jeffrey Jay Weber, air personality, WAZY-AM-FM Lafayette, Ind., promoted to music director.

### Programming

W. Randolph Reiss, national sales manager for KCOP(TV) Los Angeles, based in New York, named sales VP, Paramount Television Service, Hollywood. PTS will provide three hours of prime-time programming one night each week beginning next spring. Schedule is to consist of new Gene Roddenberry-produced Star Trek series, movies for television and specials.


Tony Lynn, program manager, Teleprompter Cable TV’s Elmira, N.Y., district, joins Telema- tion Program Services, subsidiary of Home Box Office, New York, as director of programming.

### Broadcast Journalism

David A. Browde, assignment editor-reporter, WNEW-TV New York, appointed director of Independent Television News Association’s Washington bureau.

David Emory, executive news producer, WFSB-TV Hartford, Conn., named news director, WMAR-TV Baltimore.

Mike Miller, news director, KATV(TV) Little Rock, Ark., joins KTHV(TV) there as news director.

Wendy Durham, sports director, WMFY-TV Greensboro, N.C., named news director, WGRD-TV Durham, N.C.

Terry Knight, anchorman-producer-reporter, KTV-Idaho Falls, Idaho, joins KGO-TV Missoula, Mont., as news director.

**Broadcasting August 22 1977**
T403. AM-FM BROADCAST STATION PLANNING GUIDE by Harvey A. Elkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8½ x 11". Illustrated. $12.95

T404. THE ANATOMY OF LOCAL RADIO-TV COPY by William A. Peck. Leading station executives have called this book the one that sets the standard for radio-TV copy at the local level. Loaded with hundreds of ways to increase station billing with sales-proven copy. 146 pages. $8.95

T405. BROADCAST STATION OPERATING GUIDE by Sid Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting: in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. $12.95

T406. THE BUSINESS OF RADIO BROADCASTING by Ed Rount. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages. Illustrated. $12.95

T407. CATV OPERATOR'S HANDBOOK, 2nd Ed. Here is the most extensive handbook on CATV ever published! Covers every aspect from basics of system planning and design to program origination and two-way cable operation. For anyone involved in any way with CATV, this valuable handbook is well worth many times its price. 352 pages. Illustrated. $9.95

T408. COMMERCIAL FCC LICENSE HANDBOOK by Harvey A. Elkin. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radio License exams plus broadcast and cable endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam; plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages. 150 illustrations $10.95

T417. GUIDE TO PROFESSIONAL RADIO & TV NEWSCASTING by Robert C. Siler. A practical, self-study guide for those who want to get started or get ahead in broadcast journalism. 224 pages. Illustrated. $9.95

T418. HANDBOOK OF RADIO PUBLICITY & PROMOTION by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words of over 1500 on-air promo themes adaptable to any format; and over 350 contests, stunts, and personality spots. One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages. 8½ x 11" bound in long-life ring binder $29.95

T419. HOW TO BECOME A RADIO DISC JOCKEY by Hal Peeler. Essentially a course in showmanship: this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages. $9.95

T420. HOW TO PREPARE A PRODUCTION BUDGET FOR FILM & VIDEO TAPE by Sylvia Allen. A complete guide to determining finances for any video tape or film production, from TV commercials to feature films. Jammed with facts covering every aspect of estimating costs. Tells how to estimate every cost associated with any size production, including the production location, cameras and accessories, sound equipment, light gear, raw film stock or video and sound recording tape, lab developing, printing and processing fees, personnel—creative, technical, and talent. Scenic elements, location expenses, surveys of remote shooting locations, film and tape editing, optical effects and animation, plus a host of miscellaneous expenses such as writer fees, animals, special effects requirements, and insurance. Also included are the typical rate listings and eight sample budgets, representing TV commercials, documentaries, and feature-length films. 192 pages. $12.95

T421. HOW TO SELL RADIO ADVERTISING by Si Willing. The right formula for sales directors on the individual and the prospective advertiser. Therein lies the secret as Si Willing illustrates it by theory and by practice. You'll hear all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialog between salesman and prospect you'll learn the approaches and the clinchers. 200 pages, illustrated. $12.95

T423. MANAGING TODAY'S RADIO STATION by Jay Holmes. Outlines principles evolved by the author during his 28 years as a broadcaster. 266 pages, illustrated. $12.95

T426. MODERN RADIO BROADCASTING: Management & Operation In Small To Medium Markets by R. H. Codding. A comprehensive guide to successful practices of radio stations in small-to-medium-sized markets. 286 pages, illustrated. $12.95

T434. RADIO PRODUCTION TECHNIQUES by Jack Macdonald. Here's an all-round book for everyone in radio—performers, producers and directors, and sales and engineering personnel. Covers every phase of radio production from announcements to the overall station "sound"—in fact, every creative aspect of today's radio...with special emphasis on sales. Tells how to produce results for an advertisement; how to develop production expertise, and how to use the elements of pacing and timing in every production. Covers record screening, jingle use, news, on-air promotion, public service contests, public affairs, remotes, talk and farm shows, etc. Practical data on sales includes idea development, writing, and how to create more effective commercials. 240 pages, illustrated. $12.95

T437. RADIO STATION SALES PROMOTIONS by Jack Macdonald. 300 mechanism-moving ideas! A compendium of creative selling ideas designed exclusively for radio stations—sales tools that work. A vast supply of ready-to-use ideas for producing sales in 43 categories from air conditions to washing machines. 72 pages. 8½ x 11". $10.00

T440. DIRECTIONAL BROADCAST ANTENNAS: A Guide To Adjustment Measurement & Testing by Jack Layton. A complete and practical—but nonmathematical—book about installing, adjusting, and maintaining directional antennas. Describes the directional antenna and its construction from the ground up. This is one book every station should have, and every DA must have. 210 pages, 50 illustrations. $12.95

BROADCASTING BOOK DIVISION
1735 DeSales Street, N.W.
Washington, D.C. 20036

Send the books whose numbers are indicated at right. Payment must accompany your order.

Name ____________________________________________
Address ____________________________________________

City ___________________________________ State ______ Zip __________

Total $_________
Michael H. Murrie, news producer, KOCO-TV Oklahoma City, named to same post, KSDK-TV St. Louis.


Cathy Valeriote, reporter-weatherperson, KIEM-TV Eureka, Calif., appointed reporter-anchor, KTVN-TV Reno.

Barbara Rowan, reporter-producer-anchor, KWKW-TV Buffalo, joins WDTV-TV Dayton, Ohio, as reporter.

John Gross, sports director, WICS-TV Springfield, III., named to same post, KXAS-TV Fort Worth.

Mark Concannon, weekend sports anchor, WWSY-TV Syracuse, N.Y., joins WVEC-TV Norfolk, Va., as assistant sports director.

Scott Johnson, from KWWK-AM-FM-TV Waterloo, Iowa, joins KTHI-TV Fargo, N.D., as reporter-weekend anchor. Bob Kerthelser and Dan Guadnt, graduates of Northern Illinois University and University of North Dakota, respectively, named KTHI-TV reporters.

Cable

Michael E. Marcovsky, member of Warner Cable Corp. task force responsible for conceiving and developing QUBE division, Columbus, Ohio, (BROADCASTING, Aug. 1), appointed general manager-Columbus programing, for new division. Also named to QUBE programing posts: Edward M. Anderson, unit manager for ABC-TV, New York, named assistant general manager-director of program administration; John W. Coleman, news director, WABC-TV New York, joins as executive producer; and Nyhi L. Henson, local program manager of Warner's system in Columbus, appointed manager of program operations.

Frank Shelley, commercial manager-Rockford district, Illinois Bell Telephone Co., named general manager, Rockford and Park Cablevision there.

Equipment & Engineering


Carolyn Alkis, advertising and sales promotion coordinator, Chilton Co., publisher of business magazines. Radnor, Pa., joins CCA Electronics, Cherry Hill, N.J., as marketing services manager.

Ray Perez, national product sales manager with Ameco Inc., Phoenix, joins RMS Electronics, Bronx, N.Y., as assistant sales manager, CATV division.

Doug Laughter, chief engineer, KARK-TV Little Rock, Ark., joins KTHV-TV there as director of engineering.

Allied Fields

James D. Lyons, executive VP-manager of media research division, A. C. Nielsen, Northbrook, Ill., promoted to president-chief executive officer, media research services group, responsible for TV ratings services.

Thomas McKnight, former legal assistant to FCC commissioner Abbott Washburn, joins Combined Communications Corp., Phoenix, as in-house communications counsel.

R. Michael Senkowski, administrative assistant to FCC Chairman Richard E. Wiley, and Lawrence J. Movshin, with firm of Kalter, Karsh & Frankel, Atlanta, will become associated with Washington law firm of McKenna, Wilkinson & Kittner in September.

Dr. Walt Lyons, meteorologist, KSTP-TV Minneapolis, elected to American Meteorological Society's board of radio and television weathercasters.

Deaths

John R. Froome III, 50, VP-assistant general manager-program director, KAKE-TV Wichita, Kan., died of cancer there Aug. 7. He had been with station since it went on air in 1954. He is survived by his wife, Shirley, and eight children.

Jerry Greene, 36, president, Classic Cablesystems, Glens Falls, N.Y., and partner in Greene/Field brokerage firm, Bronxville, N.Y., was killed in plane crash Aug. 11. He was a director of National Cable Television Association, Teleprompter and New York Cable TV Association. Survivors include his wife and two sons.

Setsutaru Kobayashi, 77, board chairman of Fuji Photo Film Co. of Japan and president of Fuji Photo Film USA Inc., New York, died in Tokyo on Aug. 12. He is survived by his wife, three sons and two daughters.

Nugent S. Sharp, 54, consulting radio-TV engineer, died of brain tumor at Veterans Administration hospital in Washington July 19. He had been consultant to FCC, CBS and Atlantic Research Corp., among others. He is survived by three sons.

As compiled by BROADCASTING for the period Aug. 8 through Aug. 12 and based on filings, authorizations, petitions and other actions announced by the FCC.


New stations

** AM Applications

- Opp. Ala.—Opp Radio Inc. seeks 1290 kHz, 2.5 kw-D, 500 w-N. P.O. address: Route 3, Box 165, Opp 36467. Estimated construction cost $157,650; first-year operating cost $56,785; revenue $72,000. Format: C&W. Principal: Robert H. Boothe St. (22.4%), his son, Robert Jr., Albert G. Goote (17.3%) each and 30 others. Mr. Goote is former owner of WTVB(FM) Troy, Ala., where Mr. Boothe Jr. was station manager. Mr. Boothe Sr. is employee of Opp, textile firm. Ann. Aug. 10.


- Blountville, Tenn.— Morgan Broadcasting Co. seeks 1140 kHz, 250 w-D. P.O. address: Box 2312, Knoxville, Tenn. 37901. Estimated construction cost $25,380; first-year operating cost $30,200, revenue $96,000. Format: MOR. Principal: Harry J. Morgan, owner of WSKT(AM) Knoxville, and WSEB(AM)-WSKP(FM) Spring, Fla. Ann. Aug. 10.

** FM applications

- Delano, Calif.—McGavran Communications Inc. seeks 105.3 mhz, 50 kw, HAAT 243 ft. P.O. address: 5208 Corrander Court, Bakersfield, Calif. 93309. Estimated construction cost $6,000; first-year operating cost $75,783; revenue not given. Format: beautiful music. Principal: Steven F. McGavran (75%) and Robert Stefan (25%). Mr. McGavran is vice president of KAFY(AM) Bakersfield. Mr. Stefan is retired vice president of BBDQ, New York. Ann. Aug. 8.


WQH(AM) Jeffersonville, Ind. (95.7 mhz, 34 kw)—Seeks assignment of license from Whatever’s Fair Inc. to Multimedia Radio Inc. for $2 million. Seller is principally owned by John T. Rutledge, who has no other broadcast interests. Buyer is wholly owned by Multimedia Inc., major group owner of seven FM’s, five other FM’s and five TV’s. Ann. Aug. 11.

KKN(AM) Phillipsburg, Kan. (1400 khz, 1 kw-
D; 250 w-D)—Seeks assignment of license from KKK(AM) to Look Broadcasting Inc. for $150,000 plus $50,000 covenant not to compete. Seller is Norton E. Warner and his wife, Diana, who also owns KIM(BAM) Kimball, KLIM-AM-FM Lincoln, both Nebraska; KAKI-AM-FM Abilene, Kan., and KRLN(AM)-KSTK(FM) Canon City, Colo. Buyer is owned by Dwight C. Look and his wife, Edna, who also own KKJ(AM) and Hilton. Ann. Aug. 11.

WGRLY(AM) Grayling, Mich. (1560 khz, 1 kw-
D)—Seeks assignment of license from Grayling Broadcasting Co. to Appalachian Broadcasting Co. for $167,500, plus $50,000 covenant not to compete and $15,500 engineering consultant fee. Seller is owned by James E. Sylvester (52%) and his father, Truman F., and Alvin H. Perkins (24%) each. They have subject to FCC approval, WQON(AM) Gaylord, Mich., and WRZKY(FM) Escanaba, Mich. Ann. Aug. 11.

WLRC(AM) Whitehall, Mich. (1940 khz, 1 kw-
D; 250 w-D)—Seeks assignment of license from Whitehall Broadcasting Co. to Wholesale Broadcasting Co. for $120,000. Seller is owned by Ralph Tregon, who also has minor interests in WMTE-AM-FM Manistee, Mich. He has sold WLQI(AM) Whitehall fee before. Buyer is owned by Robert and Betty Persegn (30% and 20% respectively) and 10 others (none with more than 10%). Persegs owns New York and hard asset manufacturer. They have no other buyers. Ann. Aug. 11.

WLQF(AM) Whitehall, Mich. (95.3 mhz, 1.5 kw)—Seeks assignment of license from Whitehall Broadcasting Inc. to Blueberry Broadcasting Inc. for $160,000. Seller is owned by Ralph Tregon, who also has minor interests in WMTE-AM-FM Manistee, Mich. He has sold WLCI(AM) Whitchurch, I17, plus others (see above). Buyer is owned by Alastair B. Martin and his wife, Edith (50%) and six others, all of whom are owners of Regional Broadcasting Inc., owner of WGRD-AM-FM Grand Rapids, WTRU(FM) Muskegon, both Michigan; WAAL(AM) Binghamton, WKNY(AM) Kingston, WOLF(AM)-FM Syracuse, all New York; WMGW(AM)-WZPR(FM) Meadville, WPIC(AM)-WYFM(FM) Sharon, both Pennsylvania. Ann. Aug. 11.

WMBH(AM) Joplin, Mo. (1450 khz, 1 kw-
D; 250 w-D)—Seeks assignment of license from KBBW(AM) Joplin to Chief Broadcasting Co. of Missouri Inc. from Lowell Beasley and M.A. Eichhorn (100%) from 01/3/1981 to 11/19/1981. Seller is also own KBHM(AM) 1050.

FM actions

Broadcast Bureau granted following CP modificati
tions to extend completion times to dates shown:

WKAL(AM) Perry, Okla. (970 mhz, 3 kw, 3-
D; 250 w-D)—Seeks assignment of license from WKBK(AM) to Broadcast Service Inc. for $250,000, plus $100,000 covenant not to compete. Seller is owned by John F. L. Egan, who also has major interests. Buyer is wholly owned by Broadcast Service Inc., major group owner of seven FM’s, five other FM’s and five TV’s. Ann. Aug. 11.

KSHK(AM) Menomonee Indian Tribe, Wis. (88.3 mhz, 21 kw, HAA 300 T/O; FM, 21 kw-
D; 250 w-D)—Seeks assignment of license from FM Broadcasting Co. to Quinnet Broadcasting Co. for $9,000, plus $500,000 operating cost. Seller is owned by Leonard J. and Lee, who also own WQXW(AM) Chicago, Ltd. Buyer is owned by John T. Rutledge, who has no other broadcast interests. Buyer is wholly owned by Multimedia Inc., major group owner of seven FM’s, five other FM’s and five TV’s. Ann. Aug. 11.

Owner changes

Applications

KLIM(AM) Fort Smith Ark. (ch. 24)—Seeks transfer of control of MCM Broadcasting Co. from David C. McLincon and others (100% before, 80% after) to Jim C. and S. Robt. Walton. Principal is Robt. (80%) after). Consideration: $10,000. Principals: Walton brothers have various banking and investment interests. Arkansas. They have no other broadcasting holdings. Ann. Aug. 10.

*KUNF(AM) La Canada, Calif. (88.3 mhz, 10 w)—Seeks assignment of license from La Canada Unified School Dist. to Greatest Music Co. whereby 35-1/2 individuals, the other 64% of the sale will be handled by Mr. Beasley. Ann. Aug. 11.

KZAP(AM) Sacramento, Calif. (98.5 mhz, 50 kw)—Seeks transfer of control of New Day Broadcasting Co. from Dorothy Ficks, executor of estate of George J. Ficks (70.5% before; none after) to Dorothy B. Ficks (none after). Consideration: none. Principals: Mrs. Ficks has no other broadcast interests. Ann. Aug. 11.

KATY(AM) San Luis Obispo, Calif. (1340 khz.—Seeks assignment of license from Hill Broadcasting Co. to Riverside Broadcasting Co. for $400,000, plus assumption of $9,000 advertising trade agreements and $100,- 000 in costs in order to compete. Seller is Duane E. Hill, who owns no other broadcast interests. Buyer is owned by Victor Armstrong (23%), Seymour Berns, Robert J. Levine, Bernard Heuman (21%) and two others (7%). They also own KVLG(AM)-FM La Grange, Tex. Ann. Aug. 11.

KAVI-AM-AM Rocky Ford, Colo. (1320 khz, 1 kw-
D; FM, 95.9 mhz, 2.5 kw)—Seeks transfer of license of control of New Day Broadcasting Co. to Lovecom Inc. for $190,000. Principal in seller is George R. Gregg, who also owns KPTM(AM)-KBIRR-FM Broomfield, Colo. Buyer is owned by W.K. Love and his wife, Chonette. Mr. Love owns summary of broadcasting

<table>
<thead>
<tr>
<th>FCC callings as of July 31</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed</td>
</tr>
<tr>
<td>STAs</td>
</tr>
<tr>
<td>Commercial AM</td>
</tr>
<tr>
<td>Commercial FM</td>
</tr>
<tr>
<td>Educational FM</td>
</tr>
<tr>
<td>Total Radio</td>
</tr>
<tr>
<td>Commercial TV</td>
</tr>
<tr>
<td>VHFs</td>
</tr>
<tr>
<td>UHF's</td>
</tr>
<tr>
<td>Educational TV</td>
</tr>
<tr>
<td>UHF's</td>
</tr>
<tr>
<td>Total FM</td>
</tr>
<tr>
<td>FM Transmitters</td>
</tr>
<tr>
<td>TV Transmitters</td>
</tr>
</tbody>
</table>

*Special temporary authorization

*Includes off-air licenses
Facilities changes

AM Action

AM Action

FM actions

Facilities changes

AM Action

FM actions

In contest

Case assignment

Procedural rulings

Initial decision

Fines

**WOFE** (AM) Seminole, Tex. (1220 kHz, 1 kw-D)—Sells Pinnacle Broadcasting Inc. to Semi Broadcasting Co. for $325,000, plus $75,000 to be paid to the estate of William C. Nolan (70%), Edwin B. Alderson Jr. (20%) and Russell Marks (10%) which also own KSDL(FM) El Dorado, Kan., and KARY(AM) Russellville. KWK(AM)-KSER(AM) Searcy, both Arkansas. Buyer is owned by Ralph D. Coplean with his also own Sanora, Tex., flight instruction firm. They have no other broadcast interests. Aug. 11.

**WOWL(AM)** Florence, Ala. (1480 kHz, 1 kw-D)—Broadcast Bureau granted assignment of license from Hamrell Broadcasting Inc. to Benny Carter Broadcasting Inc. for $200,000. Seller is owned by N. Harnell, who has no other broadcast interest. Buyer is Benny Carter, who has application pending for new AM at Albertville, Ala. He owns Huntsville, Ala., advertising agency (BAL-9015). Action Aug. 8.

**KSWR(AM)** Urbana, Ill. (1580 kHz, 250 w-D)—Broadcast Bureau granted assignment of license from ABC-Radio Inc. to Roane Broadcasting Corp. for $75,000 in cash and $150,000 in stock of Roane Broadcasting Corp. for $90,000. Seller: 39% interest in the estate of John T. Bunn, of Nealsville, Ill. Buyer: Joel T. Bradley, who also owns WSSB(AM) Durham, also own $300,000 in stock of Roane Broadcasting Corp. Seller: the estate of L. W. McNeil, Jr., a registered broker-dealer in real estate. Aug. 9.

**WOWL(AM)** Florence, Ala. (1480 kHz, 1 kw-D)—Broadcast Bureau granted assignment of license to from WOFE Radio Inc. to Roane Broadcasting Inc. for $140,000, plus $12,000 under contract not to compete. Seller is owned by Michael and his wife, Alan (51.5%), and Guy P. Russell (48.5%). They also own KOWY-AM-FM (Dorado, Kan., and KARY(AM) Russellville. KWK(AM)-KSER(AM) Searcy, both Arkansas. Buyer is owned by Ralph D. Coplean with his also own Sanora, Tex., flight instruction firm. They have no other broadcast interests. Aug. 11.

**WORM-AM-FM** Savannah, Tenn.—Broadcast Bureau granted involuntary transfer of negative control of licensee corporation from Neil B. Bunn to Janet L. Bunn, executrix of will of Neil B. Bunn; condition (BTC-8396). Action July 29.

**KONI-AM-FM** Spanish Fork, Utah (AM: 1480 kHz, 1 kw-D; FM: 106.3 mhz, 220 w)—Broadcast Bureau granted assignment of license from Pioneer Broadcasting Co. to Neale Broadcast Alliance Inc. for $175,000. Seller: George K. Culbertson, who has no other broadcast interests. He is retiring. Buyer is owned by family of Mr. and Mrs. Sterret O. Neale. Mr. Neale is former regional manager, broadcast relations, of BMI, New York (BAL-9030, BAL-2508). Action Aug. 3.

**KCIW(AM)** Exeter, Calif.—Broadcast Bureau granted license to change call sign from KCIW(AM) to KWCI(AM) and to change facilities. Action Aug. 21.

**KWIF(AM)** Belton, Tex.—Broadcast Bureau granted assignment of license to Robert J. Wooster from WOFE. Action Aug. 19.

**WBFF-FM** Conyers, Ga.—Broadcast Bureau granted assignment of license to nearby WBFF-FM. Action Aug. 5.

**KICX(AM)** Baxley, Ga.—Broadcast Bureau granted assignment of license to White County Cable Co. to Neale Broadcast Alliance Inc. for $150,000 plus $15,000 in stock of Roane Broadcasting Corp. for $150,000. Seller: the estate of John T. Bunn, of Nealsville, Ill. Buyer: Joel T. Bradley, who also owns WSSB(AM) Durham, also own $300,000 in stock of Roane Broadcasting Corp. Seller: the estate of L. W. McNeil, Jr., a registered broker-dealer in real estate. Aug. 9.

**KSL(AM)** Des Moines, Iowa.—Broadcast Bureau granted assignment of license to from WOFE Radio Inc. to Roane Broadcasting Inc. for $140,000, plus $12,000 under contract not to compete. Seller is owned by Michael and his wife, Alan (51.5%), and Guy P. Russell (48.5%). They also own KOWY-AM-FM (Dorado, Kan., and KARY(AM) Russellville. KWK(AM)-KSER(AM) Searcy, both Arkansas. Buyer is owned by Ralph D. Coplean with his also own Sanora, Tex., flight instruction firm. They have no other broadcast interests. Aug. 11.

**WOWL(AM)** Florence, Ala. (1480 kHz, 1 kw-D)—Broadcast Bureau granted assignment of license from ABC-Radio Inc. to Roane Broadcasting Corp. for $200,000. Seller: is owned by N. Harnell, who has no other broadcast interest. Buyer is Benny Carter, who has application pending for new AM at Albertville, Ala. He owns Huntsville, Ala., advertising agency (BAL-9015). Action Aug. 8.

**WOWL(AM)** Florence, Ala. (1480 kHz, 1 kw-D)—Broadcast Bureau granted assignment of license from ABC-Radio Inc. to Benny Carter Broadcasting Inc. for $200,000. Seller: is owned by N. Harnell, who has no other broadcast interest. Buyer is Benny Carter, who has application pending for new AM at Albertville, Ala. He owns Huntsville, Ala., advertising agency (BAL-9015). Action Aug. 8.

**WOWL(AM)** Florence, Ala. (1480 kHz, 1 kw-D)—Broadcast Bureau granted assignment of license from ABC-Radio Inc. to Roane Broadcasting Corp. for $200,000. Seller: is owned by N. Harnell, who has no other broadcast interest. Buyer is Benny Carter, who has application pending for new AM at Albertville, Ala. He owns Huntsville, Ala., advertising agency (BAL-9015). Action Aug. 8.

**WOWL(AM)** Florence, Ala. (1480 kHz, 1 kw-D)—Broadcast Bureau granted assignment of license from ABC-Radio Inc. to Roane Broadcasting Corp. for $200,000. Seller: is owned by N. Harnell, who has no other broadcast interest. Buyer is Benny Carter, who has application pending for new AM at Albertville, Ala. He owns Huntsville, Ala., advertising agency (BAL-9015). Action Aug. 8.

**WOWL(AM)** Florence, Ala. (1480 kHz, 1 kw-D)—Broadcast Bureau granted assignment of license from ABC-Radio Inc. to Roane Broadcasting Corp. for $200,000. Seller: is owned by N. Harnell, who has no other broadcast interest. Buyer is Benny Carter, who has application pending for new AM at Albertville, Ala. He owns Huntsville, Ala., advertising agency (BAL-9015). Action Aug. 8.

**WOWL(AM)** Florence, Ala. (1480 kHz, 1 kw-D)—Broadcast Bureau granted assignment of license from ABC-Radio Inc. to Roane Broadcasting Corp. for $200,000. Seller: is owned by N. Harnell, who has no other broadcast interest. Buyer is Benny Carter, who has application pending for new AM at Albertville, Ala. He owns Huntsville, Ala., advertising agency (BAL-9015). Action Aug. 8.

**KSWR(AM)** Urbana, Ill. (1580 kHz, 250 w-D)—Broadcast Bureau granted assignment of license from ABC-Radio Inc. to Roane Broadcasting Corp. for $325,000, plus $75,000 to be paid to the estate of William C. Nolan (70%), Edwin B. Alderson Jr. (20%) and Russell Marks (10%) which also own KSDL(FM) El Dorado, Kan., and KARY(AM) Russellville. KWK(AM)-KSER(AM) Searcy, both Arkansas. Buyer is owned by Ralph D. Coplean with his also own Sanora, Tex., flight instruction firm. They have no other broadcast interests. Aug. 9.

**KSWR(AM)** Urbana, Ill. (1580 kHz, 250 w-D)—Broadcast Bureau granted assignment of license from ABC-Radio Inc. to Roane Broadcasting Corp. for $325,000, plus $75,000 to be paid to the estate of William C. Nolan (70%), Edwin B. Alderson Jr. (20%) and Russell Marks (10%) which also own KSDL(FM) El Dorado, Kan., and KARY(AM) Russellville. KWK(AM)-KSER(AM) Searcy, both Arkansas. Buyer is owned by Ralph D. Coplean with his also own Sanora, Tex., flight instruction firm. They have no other broadcast interests. Aug. 9.

**KSWR(AM)** Urbana, Ill. (1580 kHz, 250 w-D)—Broadcast Bureau granted assignment of license from ABC-Radio Inc. to Roane Broadcasting Corp. for $325,000, plus $75,000 to be paid to the estate of William C. Nolan (70%), Edwin B. Alderson Jr. (20%) and Russell Marks (10%) which also own KSDL(FM) El Dorado, Kan., and KARY(AM) Russellville. KWK(AM)-KSER(AM) Searcy, both Arkansas. Buyer is owned by Ralph D. Coplean with his also own Sanora, Tex., flight instruction firm. They have no other broadcast interests. Aug. 9.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATLANTIC RESEARCH CORP.</td>
<td>Jansky &amp; Bailey Telecommunications Consulting</td>
<td>(703) 354-3400</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td></td>
<td>5330 Cherokee Avenue</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Alexandria, Virginia 22214</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CARL T. JONES ASSOC.</td>
<td>Consulting Engineers</td>
<td>(703) 560-6800</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2990 Telesat Ct., Suite 405</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Falls Church, Va. 22042</td>
<td></td>
<td></td>
</tr>
<tr>
<td>STEEL, ANDRUS &amp; ADAIR</td>
<td>2029 K Street, N.W. Washington, D.C. 20008</td>
<td>(301) 287-8725</td>
<td></td>
</tr>
<tr>
<td></td>
<td>301 384-5374</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>202 223-4864</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Member AFCCE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>Consulting Radio Engineers</td>
<td>(216) 820-0130</td>
<td></td>
</tr>
<tr>
<td></td>
<td>8200 Snowville Road</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cleveland, Ohio 44141</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Phone: 216-526-4386</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JOHN H. MULLANEY</td>
<td>Consulting Radio Engineers</td>
<td>(301) 299-3900</td>
<td></td>
</tr>
<tr>
<td></td>
<td>9616 Pinkey Court, Potomac, Maryland 20854</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>301-299-3900</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Member AFCCE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HAMMETT &amp; EDISON, INC.</td>
<td>Consulting Engineers</td>
<td>(202) 394-5208</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td></td>
<td>Radio &amp; Television Box 68, International Airport</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>San Francisco, California 94128</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>450 Colorado Blvd.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIR JAMES</td>
<td>Consulting Radio Engineers</td>
<td>(202) 233-5325</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1156 15th St., N.W., Suite 606</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Washington, D.C. 20005</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(202) 296-2722</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C. P. CROSSON &amp; ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>(202) 312-8120</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Broadcast and Communications Box 220</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Coldwater, Michigan 49036</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Phone: 517-278-7339</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DAWKINS ESPY</td>
<td>Consulting Radio Engineers</td>
<td>(703) 524-3777</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Applications/Field Engineering</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>P.O. Box 3127-Olympic Station 90212</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BEVERLY HILLS, CALIF.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BROADCAST TECHNICAL SERVICE,</td>
<td>Consulting Engineers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>INC.</td>
<td>AM-FM Station Construction</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Audio/Skeleton...Partial Proof</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Signal Sound Improvement</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>FREE Consumer by Phone</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PAUL H. LEE</td>
<td>Radio Engineering</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>P.O. Box 1875</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Thousand Oaks, California 91360</td>
<td>(818) 492-5059</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1830 K Street NW</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JOHN F.X. BROWNE &amp; ASSOCIATES,</td>
<td>Consulting Engineers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>INC.</td>
<td>Broadcast and Communications Construction</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1901 Pennsylvania Ave., NW Washington, D.C. 20008</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>25 West Long Lake Road</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bloomfield Hills, MI 48013</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Phone: 313-842-6226</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>301-299-3900</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DON'T BE A STRANGER</td>
<td>Broadcast's 157,000* readers. Display your Professional or Service Card</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>here. It will be seen by the deci-</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>sion-making station owners and man-</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>agers, chief engineers and technicians, applica-</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>tes for AM, FM, TV and buyers of</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>unbroadcasting services.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1977 Readship Survey showing 4-</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4 readers per copy.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
ASSISTANT

RADIO
HELP WANTED MANAGEMENT


Sales Manager - Southeastern medium market, top rated MOR, group owned, good sports area. Salary, commission, over ride, car, good benefits. Must be professional street salesperson. Box J-15.

Radio Sales Manager - AM/FM station located in PA. Produce and become a partner. Must have sound selling background and handle accounts. Send resume. Box J-74.

Sales Manager - If you're an aggressive, self-starting sales person, have a good track record and are ready for sales management at our suburban Mid-Atlantic AM/FM stations, send us your resume and references. We offer a career, commission and fringe. Equal opportunity employer. Box J-82.

Group Operation looking for experienced manager for excellent properties, top pay, incentives, and benefits. Send resume. Box J-63.

WALM-AM Albion and WFLM Marshall. Send resume to Wayne Wright, 111 West Michigan Avenue, Marshall, MI 49068.

Sales Manager - Florida medium market. Experienced pros only. Must be able to lead and sell. RAB trained. EO. Resume to Box J-130.

Christian Station in large Texas market needs General Manager. Good opportunity in growing organization. Box J-119.

Aggressive fast-growing small-medium market group seeks equally driven individual who can become our sales manager now, and ascend to station manager or group mgr. soon. Midwest college and resort markets. Compensation dependent on experience, and above all, potential. Send complete resume and salary history to Box J-110.

California Daytimer seeking experienced strong Sales Manager who can sell, and lead a sales staff promotion/community oriented. Great market. General signal. Box J-91.

Major Group Operator based in the East seeks a sales oriented Station Manager for a 50 kW FM station. Ideal for Sales Manager ready to move up. Excellent company benefits. Plenty of opportunity to move within 10 station group. All replies in confidence E.O.E. Box J-95.

WXIL - The 50kw Rocker wants Professional, experienced Sales Manager capable of selling on ARBITRON. Must have a proven track record of selling and working with employees. Must be honest, hard-working, aggressive, intelligent and able to make tons of money. We will guarantee you $20,000 a month against 10% of station gross. You must produce in order to get these bucks. No "buddy system" sales types need apply. We do not discount off the card. WXIL - Overweight/Overabundant One (1B-3A) in a nine (9) station market. Send resume to WXIL - Regional Radio-P.O. Box 1228, Parkersburg, WV 26101. We need you now.

General Manager - 5000 Watt 1190 AM. Bay St. Louis, MS. Full control. $1,000 salary plus 1/2% of earnings. Only resident GM need apply. Send resume Route 6, Box 397, Slidell, LA 70456 or call 504-643-1800.

Station Manager - Aggressive, sales oriented manager for small to medium market, retail area, St. Ignace, Michigan. Guarantee to buy in. Call evenings 517-321-1763.

Wanted: General Manager, WHUS-FM, EOE, $12,000/year plus fringe. Fact sheet upon receipt of resume. 3,160 watt student-funded, non-commercial station licensed to the University of Connecticut Board of Trustees. Send resume to: Ronald Williams, Station Manager, Box U-B, Storrs, CT 06268. Application deadline 9/30/77. Further information, call 1-203-429-3100.

Public Radio Station Manager wanted - University FM station seeks full-time manager. Send application letter, resume with salary expectations postmarked by August 26 to P.E. Paulin, Radio-Television Department, Oklahoma State University, Stillwater, OK 74074. An Affirmative Action, Equal Opportunities employer.

HELP WANTED SALES

Learn To Sell at a professional Midwest radio station. Box H-107.

WVLQ AM & WLGA FM are looking for qualified Sales & Production people, 3 possible openings. Resume accepted, no calls. PO Box 1529, Valdosta, GA 31601.

Major market AM Station switching to modern country format looking for a top sales manager and salespersons to build with the new format. Exceptional earnings possible for the right people. Must be able to develop new accounts. Midwest location, advancement to manager possible. Box J-70.

Reps Wanted, Major manufacturer of Broadcast Audio Products is establishing exclusive Rep sales force. All territories open. Send company resume and line list. Box J-36.

Aggressive Go-Getter to sell Southern California FM. Full track record to Al Gordon, K/Honey, 7351 Lincoln, Riverside, CA 92504, EOE.

WSAR, Fall River, MA, has openings in their sales department for aggressive, straightforward individual who are not afraid to work. Radio Sales background important. Your qualifications and resume should be sent to Ed Jiove, P.O. Box 327, Fall River, MA 02722. No phone calls. An Equal Opportunity Employer.

Money!! And lots of it. Sales positions open at No. 1 Southern California radio station - Call 714-737-1307.

Salesperson for Portland, ME, fulltime 5kw AM and Stereo FM. Need an aggressive street salesperson with promotional sales ideas. These are two well-respected radio stations. Part of a six-station group. Call or write Don Wilks or Mike Schwartz at WAGY, Springfield, MA 01104-525-4141.

Wanted: California daytimer seeking Strong Sales Manager, who can sell, train and motivate sales staff, familiar with workable promotional and merchandising sales aids. Send resume. Box J-100.

Sales Engineer for Radio Broadcast Equipment wanted for expanding broadcast manufacturers representative organization. Sales experience calling on AM and FM broadcast stations desired, but will consider broadcast engineer wishing to pursue a sales career. Must be aggressive and willing to travel. Degree helpful. Excellent East Coast location, salary and fantastic opportunity for the right person. Send resume to Box J-111.

Wanted: Aggressive go-getter, ready to move up to group sales position in medium-sized market. Potential management opportunity with growth oriented group. EOE. Send resume to Box J-123.

Program Sales. Six Radio programs/series by Tandem Syndications. Good commission. For additional information, send resume. Box J-140.

Immediate Opening in top 15 market. Fast promotion with young aggressive organization. Call Ross Boling 314-946-6600, or write KIRL, Drawer 14, St. Louis, MO 63186. EOE.

Dynamite Sales Opportunity for someone who is tired of working for experience and is ready to work for money. Sell and service accounts for two dominant stations between New York City and Albany. Energy and honesty necessary ... five years experience preferred ... Limited potential ... Equal Opportunity Employer ... WDOX-WPDH. Box 418, Poughkeepsie, NY 12602.

Perfect Climate. Would you like to live in one of America's loveliest areas? The Napa Valley, 45 miles from San Francisco, is the wine capitol of U.S. Excellent sales position with station that has 40 percent share. Call or write George Call, KVON, PO Box 2250, Napa, CA 94558.

Small market Eastern KY station needs sales-account manager. Combo position. Good directly to management. Must have 2 years commercial radio experience. Applicants desired from KY, West Virginia and Ohio. Send resume, and salary requirements in first letter to General Manager, Box 195, Inez, KY 41224.

WXIL - The 50kw Rocker wants Professional, experienced salespersons capable of selling CPM. Must have proven track record. Negotiable guarantee against commission. This is the top-rated-Dominante radio station in a nine (9) station market. All applicants send resume and current billing trend to WXIL - Regional Radio - P.O. Box 1228, Parkersburg, WV 26101. We need you now!

Sales Person Needed immediately. Experience helpful but not necessary, Excellent opportunity. Call Bob Outen, WBNR, Beacon, NY 12508. 914-831-1260.

Sales Manager for 100,000 watt modern country stations in Southeast. Call Dave Callaway at 912-283-1230.

Sales openings at three of our stations. Join a team of professional broadcasters. Plenty of room for advancement, excellent benefits, E.O.E. Rush resume to Gary C. Burns, Rust Communications Group, Box 1747, York, PA 17405.

Wanted: Radio Sales person or experienced broadcaster ready to move into sales. Great opportunity with our growing group. Contact Ken Riggie, WCMD, Cumberland, MO. 301-724-5400, EOE.

Sales Manager or experienced sales person. FM Contemporary, 30 minutes South of Washington, DC Beltway. WMUS, Box 547, Prince Frederick, MD 20678.

Seven California top rated, medium market AM-FM looking for a topnotch sales person. A great opportunity in a fast growing market. Guarantee, commission, profit sharing, insurance, etc. Do not apply unless you have a proven track record. E.O.E. Minorities urged to apply. All applications given equal consideration. Send complete resume to Larry Thomas, Sales Manager, KUGE, Box K-1320, Oceanside, CA 92054.

HELP WANTED ANouncERS

KPSW-AM Powell is now taking applications. First Tickets only. Write Program Director, KPSW, Box 668, Powell, WY 82435.

Broadcasting August 22 1977 94
HELP WANTED ANOUNCERS CONTINUED

Announcer with pleasant, authoritative delivery for middle-music, Texas Gulf Coast station. EOE. Box J-44.

Experienced 1st ticket strict disco format announcer. Policy (210) 238-9840. Day home. KOKO, PO Box 418, Littleton, CO 80160.

Top Ten Market AOR station seeks experienced morning person. Send tape and resume. Talent/FM Box 60, Washington, DC 20044.

KJ Country has openings for real pro with bright delivery and with others. If this is you, send complete resume and current air check to Program Director, KJ, 631 N 1st Avenue, Phoenix 85003.

WCCC AM-FM Hartford looking for creative morning personality. AOR format. Good salary, Rush tape, resume, Program Director, WCCC, 11 Asylum Street, Hartford, CT 06103. EOE.

WSAR, Fall River, MA, has openings for multi-talented personalities for MOR Personality station. A diversified background in sports, talk and news could lead to a position as Operations Manager. If you feel you qualify for one of these positions, send your tape and resume plus all particulars in a letter to: Ed Juaire, General Manager, WSAR, P.O. Box 927, Fall River, MA 02722. No phone calls. An Equal Opportunity Employer.

Whooppee—The Berkshires only 24 hour FM/Auto Top 40 station needs full time announcer—production person. No calls! Send resume and tape with production samples and/or recent broadcast commercials to WUPE-73 Fourth Street, Pittsfield, MA 01201.

Adult contemporary communicator needed for morning show in fast growing Mid-South market. Bright, happy, information oriented self-starter, strong in community involvement, needed to build adult 25 plus numbers. No bickers. We offer excellent benefits, good working conditions, modern facility in a great community.BS/BA or College Equivalency. Send resume in strictest confidence to Box J-121.

Religious Format gal or man Friday wanted for air shift, production. 4 station company offers opportunity for advancement in Southwest. Box J-120.


Experienced Talk Show host for evening music/show show. Power station in South, EOE. Rush resume and earnings history to Box J-114.

Personality Pro—Morning drive at southern MOR giant, large city. You must have excellent production, strong voice and ratings proven act. EOE. Resume, including salary requirements to John Cabot, Box J-118.

Our 100 kW Live Beautiful Music Station is No. 2 in this Top 50 market. We need an air and production voice with a smooth conversational approach. Better than average salary and working conditions. Ground breaking new facilities. Send air check, resume and salary requirements to Tommy Walker, WGDL, Box 280B, High Point, NC 27261.

Our morning man of 19 years is retiring from radio. Can you relate? Contemporary, MOR market, Western NC. Must be community-minded. Multi-talents an asset. Send tape, resume, references, future plans to WADA Box 1390, Shelby, NC 28150.

Bright mature contemporary jock needed now by medium market Pennsylvania station. We're aggressive station. Contemporary MOR, 122 market, Western NC. Must be community-minded. Multi-talents an asset. Send tape, resume, references. Future plans to WADA Box 1390, Shelby, NC 28150.

Colorado-Nebraska 3 station group accepting applications for Morning Jock, DJ’s, News, Production, Sales, Sports. Send tape & resume to Ray Lockheart, Box 509, Ogallala, NE 69153.

Farmer Director: Wisconsin station seeking 500,000 person plus DJ/News announcer with farm background. Emphasis on preparation of comprehensive farm market and feature programming. Some sales possible if interested. Please forward sample performance, resume, and air check. Send resume and tape to WCCW AM-FM, Box 156, Ripon, WI 54971.

We’re looking for an announcer to fill a Modern Country slot. Applicant must be a good communicator and capable of other formats. Tape and resume to Steve Samet, WZOE, Box 69, Princeton, NC 27565.

We need a good morning man with an adult approach to music. Good pay and you will work with a professional staff. Call 319-542-1041.

Small Market, Modern Country AM needs dedicated Sportsperson for News, PBP, DJ, Work, Sport Production and work with FM Automation. Tape-resume to WDNT, Dayton, TN 37321.

KWIX Radio—a leader in community involvement and sports—has immediate opening for morning announcer with PBP experience. Call Greg Walker at 816-263-1230.

Multi-Station Group looking for strong MOR personality and experienced P.D. Good opportunity in growing markets. P.D. must also be able to do air shift.

Reply Box 98, Wykagyl Station, New Rochelle, NY 10804.

First Phone, Announcer wanted. Strong in production, experienced, willing to work with automation. Understand contemporary radio. Midwest. EOE. Box D-125.

There’s a new kind of radio growing in Houston. Crawford Broadcasting Company’s KFM has everything: total service, personality oriented programming in full-time stereo; plus the great music of our “Spirit of Love” format. If you have an immediate position at a competitive salary, for a personality who can communicate. Send aircheck and resume to: Buddy Holiday, KFM-FM, 1900 Medical Towers, Houston, TX 77025.

PD-Morning Man, family type humor, good production, sharp on detail and FCC R&R. PBP optional. 24 hr. AM in beautiful, Midwestern growth area with major college.

Send Sarah Crawford, GM, WJJP Radio, Box 550, Henin IL 62948, EOE/FFM.

Unique, Exciting South Texas AM/FM operation seeks talented dedicated broadcasters to join our staff of pros. The people we need can pull an air shift (AM and/or PM) and also handle news, broadcast from remote locations, interview and do special events programming, plus good production. PBP ability is strongly encouraged. We’re replacing and we’re expanding and this is a real growth floor opportunity. 3rd class license desired. A good place to work in a good small market with good pay and benefits. Let’s talk. Call Harold at 1-512—646-4322.

HELP WANTED TECHNICAL


Chief Engineer—5000w, DA, Southern New Hampshire. All new equipment. Must have radio broadcast engineering experience. Good salary, benefits. EEO/A. Resume and salary requirements to GM, WVNH, Box 1110, Salem, NH 03079.


Engineer, experienced, desiring an opportunity with a future, please call or write Rish Wood, KINT AM/FM, 5559 Gateway West, El Paso, TX 79925. (E.O.E.)

Live in one of the most desirable communities in the nation. Operating for engineer-announcer. Will train inexperienced person with desire to learn. First Phone necessary. KYCA, PO Box 502—445-1700, or write Box 1631, Prescott, AZ 86302.

Phoenix AM-FM Chief needs good technician to assist. Excellent professional opportunity to sharp first woman to start at $6000mo. Write Chief Engineer, Box B27, Mesa, AZ 85201.

Chief Engineer—Highly qualified experienced for AM/FM station in Midwest. Familiar with AM direction, FM Stereo, digital automation, and digital STL required. Send resumes, references and salary requirement, in confidence to Box J-128.

FM Chief Engineer—Major beautiful music station in top (15) Midwest market is looking for a chief. We offer a good salary, excellent working conditions and benefits. We want a perfectionist in audio, experienced in all phases of FM and a person who will worry until the last detail is resolved. Send resume with salary requirement, salary history and references to Box J-131.

Chief Engineer, New England, Fulltime direction AM and Class B FM. Strong audio, RF, and administration. EOE-MF. Resume, references and salary requirements, in confidence, to Box J-139.

HELP WANTED NEWS

News Person Wanted for three person Midwest AM-FM local morning department. Box J-128.

Experienced Person wanted to cover, write, and air news plus do interview show in growing suburban area. Must be available for interview. Send tape & resume to Dick Vaughan W-A-R-E Radio—90 South Street—Wars, MA 01088.

Southeastern New York AM/FM seeks newscaster with ability to cover local/regional sports, some PBP. Want 2 year minimum news experience, 3rd endorsed. Offers best salaries in market, benefits, opportunity for growth. EOE. Minority applicants encouraged. Send resumes and box references to Box J-138.

Can you communicate? We are looking for that special guy in News that talks to people. If you have what it takes to be a news personality, we’re talking $$$3,000 minimum. Box J-105.

WFLA, Tampa, has openings for strong news anchor who can write and communicate. Tape and resume to Jim Ashberry, Box 1410, Tampa, FL 33601. EOE.


News Director for NC News Network and top rated FM station. Must be strong, minimum start $3000 weekly. Tape and resume to General Manager, WRAL-FM, PO Box 17000, Raleigh, NC 27609. An Equal Opportunity Employer.

Still looking for that qualified person to head our news department. Must be mature, dependable, and very, very good. Excellent pay and benefits. Contact Manager, KOKX, Keokuk, IA.

Experienced Newsperson wanted for new Midwest AM/FM. Nee production, delivery, gathering and writing for local entertainment segment. Send tape and resume to KCJ-J Box 211B, Iowa City, IA.

News Director for Adult Contemporary station in Southeast. Call Dave Callaway at 912—283-1230.

University seeks broadcast professionals for full-time position of News Director at expanding noncommercial Classical/Jazz/News/Public Affairs FM. Masters and teaching experience preferred. Salary range: $11,000-$12,500. Send application and resume to Gary Chew. KWGS, 600 S. College, Tulsa, 74104. The University of Tulsa has an Equal Opportunity Affirmative Action Program for students and employees.

Opening a News Department. Willing to discuss salary, 5000 Watts AM, MOR, Contact immediately, News Director, Matt Stoval, 404—869-3800.
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS


Chief Programmer Opening. Responsibility for directing all programming, including news, production, announcing shifts, special events, talk show, etc. Must be able to guide ten-person Programming Department. Familiarity with automation helpful. Send resume to Chief Programmer, Box J-122.


University seeks broadcast professionals for full-time positions of Operations Director and Development Director, 3rd Class licensed and B.A. required. Salary range: $8900-$12000. Send application and resume to Gary Chey, KWWG, 603 S. College, Tulsa, OK 74104. The University of Tulsa has an Equal Opportunity/Affirmative Action Program for students and employees.

SITUATIONS WANTED MANAGEMENT

Christian Station seeks Church Mgr/Announcer Contemporary Station. Seeks position in Management or one leading shortly to Management In Christian Broadcasting. Successful business experience; First Phone; stable family man. 31, Call 602-425-2508.

FM heavy on sales available. Thirty years small-medium markets. College. References, Box J-45.

Automation is profitable in a small market if done right. You need a competent Operations Director/Engineer or this one will write you, Box J-73.


Capable, experienced general manager desires opportunity in major market. Degree and first-hand experience in programming, sales and management. Top references and track record. Eighteen years in radio with last ten as GM in market of almost half a million against fifteen competitors. Rarely okay trade-offs with shrewd past. Box J-126.

If the bottom line counts, and if you care how it happens, I offer solid, positive, energetic direction. 13 years of round radio experience in large and small markets, with sales/promotion expertise. 33, BA, family man, references. Dean, 402-727-3163.

SITUATIONS WANTED SALES

Experienced Sales, good announcer, production etc. Investment or Management desired, family, age 36, medium to major markets. Call Bob, 704-487-9608.

SITUATIONS WANTED ANNOUNCERS


Not just another pretty voice. Some experience, and trained broadcast skills. Excellent tape and resume. 212-874-3385 (Steve) Box J-64.

Ego Tripping Out — Newscaster. DJ, commercial writer, broadcast trained, Third Phone, small markets, tape available. Garry 699-767-3393.

SITUATIONS WANTED TECHNICAL

Experienced Sportscaster seeking challenging position, PBP, color commentary, sportscasts, actuals. Also experienced in news writing, editing, and production. BA degree, Northeast preferred, will relocate for right offer. Call 617-484-1779.


Young man, good personality, with lot of potential, 3rd endorsed. Some air experience. 23325 Williamsburg Circle, Woohaven, MI 48183, 313-675-1570.

Sports or PD position wanted. 20 year major college/pro sports, PD and talk experience. George Taylor, 291 Cherry, Fall River, MA 02720, 671-3128.

33—family—5 years broadcast experience. PD, MD, Wish Radio Station. Announcer or PD position — Prefer Country. Box J-93.

Beginner seeks first full time job, North or Southeast, long Island, or other areas, 3rd Phone Box J-94.

Contemp Announcer with personality and voice, the ability to produce and program competently, and perform light engineering. Upper small to medium markets, automated or live Box J-98.

Would Love to DJ FM Rock station. PBS experience, 2nd Phone, J.T. 203 Sagamore, San Francisco, CA 94112.

Announcer — good voice, one year experience. First phone, hard worker, tight board, 22 years old and married. Call Rod 419-782-4142.

Pioneer A.O.R. Broadcaster seeking return to his roots after leading perennial cellar-dweller soft music station to one of the top rated stations in the market; Jim, 419-882-5404.

First Phone. Enthusiastic DJ 1 yr. exp. college grad. Sounds too good to believe? You must want stability & someone who loves Radio. Send for my wild & informative resume — Michael Ruhl, P.O. Box 53, Venice, CA 90291.


Beginner seeking work as a DJ in small market. Will relocate anywhere Hold 3rd Endorsed Broadcast Schl. Sincere and creative. You need me. I have a chance. For tape and resume, call Keith 815-399-6966.


Hello, is your station Adult MOR or Beautiful Music? Looking for experience, mature announcer, instead of all personality for full-time position? If you are, I am looking one. New stock, tight board, good news & production. Will relocate. Call Frank 714-688-1094.

Jay Stevens formerly Production Director KNCN Corpus Christi, Air personality WBUS Miami Beach, looking for good AOR/Progressive position. Good production, voice, writing to relocate. 912-902-3256.


SITUATIONS WANTED TECHNICAL

Technician 1st Phone trainee, some experience. Will prove capabilities during two week trial. Box J-65.

1st Phone Engineer. Experience: GM/Engineer non commercial station. Announcer, Operations Manager, Engineer at AM commercial station, Box J-127.

SITUATIONS WANTED NEWS

News Journalist/writer with two years experience desires local news position with a growing or established station. 3rd endorsed. Call Stan Froelich 212-526-1831 daynight.

Four Months Experience gathering, writing, broadcasting news. Hard worker, presently employed. Looking for full time position in small market. Prefer Missouri, Illinois, Nebraska, but will consider any offer. Box J-76.

College Grad., R-TV, 3rd Endorsed, 6 mo. experience, wants entry level position in news, copywriting, traffic, or production. Box J-129.


I can find news anywhere. Radio job. Newsman/anouncer seeks small Southern market post now. 3rd Endorsed, radio news, color commentary, sportscasts, and jock experience, extensive street reporting experience. Tape/resume, 926 Beachview Drive, St. Simons Island, GA 31522.

News Director — Reporter-Talk Shows, 8 yrs. exp. All phases — Bruce 405-632-6201 — mornings.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Assistant P.D. under one of the County’s best. I’m now ready to program your Country or M/R. Station. Let me put my 12 years of experience to work for you. Box J-99.

Automation minded minority with major market mass appeal credentials. B.S. Michael McIver, P.OB 21, Jamaica Plain, MA 02130.

Program Manager of successful live Shulke formatted station seeks Programming/Announcing position in live or automated Soft Rock or B&M. Jim, 419-882-5404.

TELEVISION

HELP WANTED MANAGEMENT


HELP WANTED SALES

Aggressive, experienced time salesperson for small Virginia, single station market to assume and expand list in fast growing market. ABC affiliate. Excellent benefits. An equal opportunity employer. Write Box J-90.

Local Salespersons needed at all new ABC affiliate in beautiful Tallahassee, Florida. Aggressive, sharp, experienced people with good track record. Good list, benefits, excellent conditions. References and resume to: WECA-TV, Post Office Box 10027, Tallahassee, FL 32302. EOE.

HELP WANTED TECHNICAL

Transmitter Supervisor wanted at VHF ABC affiliate in West Virginia to maintain all transmitter site equipment. Must be experienced with transmission lines, antennas, microwave and R/C equipment. Must have good knowledge of FCC rules and regs. An equal Opportunity Employer. Box H-8.
HELP WANTED TECHNICAL CONTINUED

Chief Electronics Technicians: Operation and maintenance of studio and remote equipment for public television station facilities. Requirement: First Class FCC license, thorough knowledge of principles of Electronic Theory, engineering methods, production and repair. Salary: $12,695 plus University benefits. Resume to: Joe Stuckey, Television Services, Box X, University of Alabama at Tuscaloosa, is an equal opportunity affirmative action employer.

Chief Engineer for public station KUID TV and FM, A unique opportunity, 17,000-18,500. Closing date, August 31. For application procedure and vacancy announcement contact Arthur S. Hook, GM, KUID TV, University Of Idaho, Moscow ID 83843. An EEO/AA Employer.

Television Engineer, Community College needs TV Engineer competent in areas of systems design, installation, maintenance, technical production and training. BA degree in Broadcasting with FCC license preferred. Minimum of three years experience. Send resume to Personnel Department, St. Louis Community College, 5801 Wilson, St. Louis, MO 63110. An Affirmative Action/Equal Opportunity Employer.

Chief Engineer, Small market station in Midwest needs Chief technical experience in all phases of station operation, including G.E. transmitter, RCA video-tape machines, Sony ENG, knowledge of digital circuits important. Submit resume indication experience and salary requirements to Box J-125.

New York video teleproduction company wants talented creative engineer or technician. We need a Videotape Engineer, Telecine Operator, Assistant Chief Engineer and Scheduling personnel. Box J-103.

Maintenance Engineer needed by growing cable TV company originating 6 full-time video productions. Emphasis on Sony 3/4" videotape equipment. Some studio and cable system work. Send resume to General Manager, Coax Cable TV, 3770 E. Livingston Ave., Columbus, OH 43227, E.O.E.

Television Engineer—Community College system needs TV Engineer to supervise maintenance and operations of color broadcast studio, 10-watt FM Radio station, and peripheral audio systems. First-class license and college degree required. Salary depends on experience. Excellent fringe benefits. Send resume by September 15, 1977, to Dr. James Zigener, City Colleges of Chicago, 180 N. Michigan Ave., Chicago, IL 60601. An Equal Opportunity/Affirmative Action Employer.

Remote TV Engineer. For Studio and Remote operations. FCC license required. Must have technical and operating background. Send resume and salary requirements to: Chief Engineer, WTCG-TV, 1018 West Peachtree St., Atlanta, GA 30309.

Engineer to operate and maintain Ampex 1200 VTRs. Interest in and knowledge of both quad and helical scan VTRs required. Will work late nights with minimum supervision. First Class license. Chief Engineer, KETT/P. Drawer X, Santa Barbara, CA 93102. An Equal Opportunity Employer.

HELP WANTED NEWS

Reporter: Creative, imaginative person with anchor potential. Solid field experience in assignment, RO特殊的ing of reports. Top salary and benefits. Minimum four years station market in Southeast. Send resume to Box J-10.

Top 20 Market station looking for weekend weather person. Position includes three days Environmental/Ecological weather and four days weekend weather. If you have background or knowledge of weather, plus on-air experience in commercial television and want to move up, this may be your chance. Send resume only to Box J-49.

Top 20 Market station looking for medical sciences reporter. If you have background or knowledge of weather, plus on-air experience in commercial television and want to move up, let us know. Send resume only to Box J-49.


General Assignment Reporter, must have professional creative potential, some production flair. Ship a tape and resume to Bob Grib, News Director, WKRG-TV, P.O. Box 2387, Mobile, AL 36601. An Equal Opportunity Employer.

Immediate Opening for news reporter/photographer. Must be interested in small market, E.N.G. All applicants considered. Male or Female. Equal Opportunity Employer. We will request video cassette late in process. Box J-105.

Will You Play in Peoria? The best news staff in one of the best small markets in the country is looking for a cameraperson. CP-16's and RCA 78's exclusively. An Equal Opportunity Employer, Write R. Paul Stubber, News Manager, WEEK-TV, 2907 Springfield Rd., East Peoria, 61611.

Sports reporter: Position available October 1 for experienced individual. Ability to shoot, write, produce, and occasionally anchor. Growing ABC operation in outstanding sports market. Salary open Equal opportunity employer, male/female. Contact: Mike McNamara, Sports Director, WTVQ-TV, P.O. Box 5590, Lexington, KY 40505.

MP WANTED PROGRAMMING, PRODUCTION, OTHERS

Graphic Design Supervisor for WHA-TV, University of Wisconsin—Extension Telecommunications Center, Madison, Wisconsin. Primarily responsible for managing the TV Graphic Design Department and acts as head designer. Bachelor's degree in Art or Graphic Design preferred. A minimum of three years experience in television art and/or graphic design. Director and/or manager with creative potential and competence in administrative detail work. Salary $14,000 minimum. Application deadline, September 1. For application and additional information, write Richard Hiner, Station Manager, WHA-TV, 821 University Ave., Madison WI 53706. An Equal Opportunity Employer.

Commercial Producer/ Director with minimum 5 years programming experience, a public station production center. Position available immediately, resumes accepted through December 2nd. EOE, M/F, Affirmative Action Employer. Reply Broadcasting Box J-107.

SITUATIONS WANTED MANAGEMENT

Gen. Mgr.; Operations Mgr.; Program Director: Experience all phases T.V.; Including sales, licensing, EEO, and regulations, Box J-137.

Director of Operations with top 10 market station seeks new challenge. Background includes hands on in production, news and engineering. Experienced in budgets and unions. Interested in any market 50 and up. Box J-141.

SITUATIONS WANTED ANNONCERS

Female with first phone eager to relocate. Seven months broadcasting experience in studio, some switching. Box J-52.

SITUATIONS WANTED NEWS


Employed Radio/TV Newscaster currently with All- News Radio operation seeking full-time TV Reporter position with Eastern US station preferred. 7 years broadcasting experience. Box J-47.

Award winning anchor seeks right move. I also produce, report, write, know ENG. Box J-59.

Promotion Pro! Experienced, enthusiastic, able to make your news No. 1. Available now! Box J-79.

Major Market Radio/TV. Over 20 years. Currently radio N.D. top 20. Quality sound, write, edit, produce. I work for nice folks, but want a greater challenge. You must be a professional. I want long term, growth association, Box J-75.

3 1/2 years experience in Radio, B.A. Mass Communication. Want to move into TV news. Contact Walt, 816—665-9904, after 6 p.m. CDT.

Energetic Young Man. Over 2 years heavy Radio News exp.—street, interview + public affairs. B.A. in Journalism, wish to break in small or medium TV market. Will relocate & give you my best. Dave Pultz, P.O. Box 907, Mount Ayr, NY 12704. 919–786-6113.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Producer/Director. Award winning production, commercials, news, sports, syndicated programming. Film, tape, live. 10 years with top Chicago independent. Will relocate. M. Raymond Ackerman, 325 Aler Aster Lane, Hoffman Estates, Ill. 60195. Phone 312–585-4017.

Mature Professional, seeking employment with mature, professional staff and attitude. Have worked as cameraman, announcer, audio technician, duty director, in MO, and on air personnel interested in medium to large market. Sends resume to Box J-108. Have BS in Communications from major Midwest university if you're looking for a hard worker with a straight head, contact me, Box J-97.


Creative Director looking for new creative challenges. Experienced in all phases of commercial production: From concept to completed spot. Young, energetic and currently employed. Write Box J-113.

ENG/EFP Users Creative, competent operator available for public or commercial (including Net-work). Currently TV P/D, Box J-122.

Announcer/Program Director 7 years exp. great production, needs good TV grad school area. 304—624-7571, 304—622-4807.

1st Phone radar endorsement 2 yr. exp. Engineering, production, directing, Mike 1—813—522-8550 or 1—904—433-4965, 931 Montclair Rd. Pensacola, FL.


Experienced Producer/ Director presently teaching. Seeking fulltime return to Directing. PITV/TV or commercial. G. Sioufe 419—352-8140, or 372-0211.

Art Director: 10 years experience in Television. Mid thirties market, South, Southwest, Southeast preferred. Van Rinehart, 3201 Claremont, Lou., KY 40206.

You, you're the one with a challenging position for a creative Producer-Director: 7 years experience with all kinds of productions. GLS, 215—864-3346.

WANTED TO BUY EQUIPMENT

Used 800 to 1,000 foot television tower. Contact Kay Melia, KLOD-TV... Goodland, KS 67735... 913—899-2321.

In house production company wants used broad- cast video equipment. Top prices paid for PC-70 or PCB-70 cameras. Ampex 2000 or 1200's; CBS color corretor; Conrac b/w monitors; Conrac RHA moni- tors and video D.A.'s. Box J-104.


Ekład Lens: 5", F. 4.5, for Model 275/285 Eastman projectors. Bill Seabrook, WETA, P.O. Box 2626, Wash, DC 20013.

FOR SALE EQUIPMENT

3" Air Helax Coaxial cable new all copper, 50 ohms—4 reels, 470 feet each—can be cut and terminated to requirement. Below Mfgs price. Basic Wire & Cable 880 W. Evergreen Chicago, IL 60626-2600.

FOR SALE EQUIPMENT CONTINUED


Two IVC 870C VTRs, low hours, good condition—Consider any offer over $4,000. Each. Call 918-663-8330.


1-RCA TP-11D Multi-plexer with TP-3B slide projector; 1-Kodak model 350 16mm television projector; 1-IVC 120 vidicon color camera; 1-Ball Brothers Mark 10 video pico amp; 1-Teletronic 526 vectorscope; 3- Tektronix 525 WFM. Items as is. Best offer. NET Inc., Ann Arbor, MI. 313-971-3600.

RCA TR-70 Quad VTR, DOC, Editor plus KAVEC, excellent condition, $545,000. 205-956-2200.

RCA 50KW AM BTA-G. Many spare parts. Excellent condition tuned to 1020 KH. $30,000. John Perry 415-956-5101.

RCA-Model TK 42 Color Television Camera. Contact Garland, Inc. 816-842-8098.


For Sale Sansul GSE 5 SSB Quad Encoder. Like new; Call Robert Cauthon 918-684-2810.

Ikegami HL-33 for sale, includes 3 Frezzolini bat-teries, 1 battery charger, various lengths of camera cable, aluminum travel cases. 212-532-2933.


For sale: 2 Frezzolini LW-16 film cameras. Complete with Angenieux 12-120 lens and accessories. Cameras 2-1/2 years old. Have been overhauled yearly, excellent condition. Reason for sale, going ENG. Call: John Spain, WBRZ-TV, 504-367-2222.

For Sale, 2 Schneider f 1.8 10-100 meter servo zoom lenses for TK-76 camera. Excellent condition. Best offer. Contact: Ira Gordon, Engineering Super-visor, WCWB-TV, 5 TV Place, Needham, MA 02192. 617-449-0400 Extension 243/244.

Studio fire leaves undamaged half of newly-in-stalled television transmitter remote control system available for sale. Equipment includes Moseley DCS-2-2 terminal, two selector units, and SCG-8, 39 kHz subcarrier generator. Call 415-342-5208 and make offer.

COMEDY

DeeJays: New, sure-fire comedy! 11,000 classified one liners. $10. Catalog free! Edmund Orrin, 4117-1 Grove Place, Madera, Calif. 93637.

"Free" D.J. Catalog! Comedy, Wild Tracks, Produc-tion, FCC Tests, and more! Contact: Box 62438-B, San Francisco 94126.

Hundreds have renewed! We guarantee you'll be fascinated! Freebie! Contemporary Comedy, 5804-B Twinling, Dallas, TX 75227.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Build, Fresno, California 93704.


MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promo-tions, contests, programming. No barrier or trade ... better! For fantastic deals, write or phone: Television & Radio Features, Inc., 166 Superior St., Chicago, IL 60611. Call collect 312-944-3700.


Program Directors: Juke Box USA is America's newest syndicated oldies show. Connolly Productions, Box 99, Boston, MA 02101.

700 Jobs—$12. See our display ad under "Employment Services." Were a "Hot Tips!"

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 12, October 24, 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.


First class FCC, 6 wks, $450 or money back guarantee. VA approved. Netl. Inst. Communications, 11486 Oxard St., N. Hollywood, CA 91606.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago, 312-321-9400.


Cassette recorded first phone preparation at home plus the first week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twelfth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90263 213—379-4461.

San Francisco, FCC License, 6 weeks 912/777. Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell St., San Francisco 94102, 415-392-0194.


RADIO

Help Wanted Management

IMMEDIATE OPENING

Operations Manager/Schulke Format
KRVR-FM Davenport, Iowa 319-322-2606 an equal opportunity employer

Help Wanted Sales

Are you tired of the metropolitan ratrace—Trying to raise a family in a metro area—Tired of parking lots, crime, crowded highways and overcrowded or remote recreation facilities? We're looking for someone who wants to move to small town Oregon or Arizona. Our radio stations have more than one opening for someone qualified to be Sales Manager with Management a possibility. The Colorado station, for example, will provide you with a start- ing active account list of $60,000 with potential for alot more depending on initial performance. You have to be small enough to realize the value of time in a small town and the opportunity and challenge offered. Otherwise, you'll be wasting your time and ours.

Send resume, references and tape on first reply to: Mr. D, 5805 Camino Escalante Tucson, AZ 85718

Help Wanted News

EXPERIENCED FARM DIRECTOR

Unlimited opportunity for qualified person, must have degree in Agriculture or equivalent and be able to handle farm related advertisers both local and na-tional. Excellent salary Commensurate with experi-ence, and fringe. Box 1-109.

Help Wanted Production

WANTED....

Creative Production Director for 50,000 watt WLW-Cincinnati to voice and pro-duce commercials, promos, contests, and audio presentations. Individual must be organized and creative as well as capable of working closely with the Programming Department and major market personalities. If you are a "pro-duction pro", send tape of production samples and complete resume including salary history to:

L. Albright WLW Radio 901 Elm Street Cincinnati, Ohio 45202

No phone calls please. EEO/FFM

Broadcasting August 22 1977 98
EXECUTIVE PRODUCER

National Public Radio based in Washington, D.C., seeks an Executive Producer for “All Things Considered,” its daily 90-minute award-winning news and feature magazine program. Responsibilities include determining programming, production and journalistic priorities; supervising and working closely with staff of fifteen professionals; administering budget; initiating creative discussions among staff leading to innovative programming on daily and long-term basis. Basic requirements include college degree and eight years experience including both demonstrable capabilities in solid journalistic enterprise as a reporter and/or editor and in the imaginative use of the sound medium. In addition, at least two years experience in broadcast management and budgetary expertise essential. Knowledge of “All Things Considered” and detailed written critique of program important.

Please send critique, resume, samples of writing, audiotapes of previous production work and references on first submission to DeNise Johnson, National Public Radio, 2025 M St., Washington, D.C. 20036. Materials must be received by 9/5/77.

An Affirmative Action/Equal Opportunity Employer

Director of Network Program Operations

Challenging Opportunity with the Nation's Number One Radio Broadcast Organization

This is a newly-created position for a top radio programming professional with a minimum 5-7 years of outstanding achievement in responsible program management positions in a variety of formats and markets including major markets. Other requirements include background in radio news and sports writing and reporting, and familiarity with audience research and audio technology as they apply to radio programming.

Responsibilities will include overall supervision of all programing activity for the four demographic ABC Radio Network program services including development, production, talent selection and motivation, quality control and coordination with ABC News.

If this is your type of challenge and you have the required credentials, please send a detailed resume including salary history and requirements to: Mr. M. Drobner, American Broadcasting Companies Inc., 1330 Avenue of the Americas, New York, New York 10019. An equal opportunity employer m/f.

American Broadcasting Companies, Inc.

Situations Wanted Announcers

ARE YOU ANOTHER

Mike Douglas?
Dinah Shore?
Merv Griffen?

Major National Entertainment Company is seeking Hosts and Hostess for TV Talk/Entertainment Shows. Must relocate in mid-American City. All letters will be answered. Write to Box J-117.

Broadcasting Magazine (More than) ONE HECK OF AN OPPORTUNITY!
SALES MANAGER
(TV Shows)

We are an independent producer and distributor of TV specials and variety shows with outstanding production equipment and expertise. Our shows are aired throughout the country.

The successful candidate will have had several years experience involving direct contact with networks, affiliates and independent stations. This is truly an excellent opportunity for an aggressive, hardworking sales person who thrives on results.

This Midwest Sales Manager will be Chicago based. We offer a fine salary and benefit package. Send a confidential letter or resume to:

Box J-101.
An Equal Opportunity Employer

Help Wanted News

WEATHER

It's critical in the Northeast where we are number one in news. Need a professional meteorologist with good on air personality. Send resume to Box I-77. An EOE.

Help Wanted Sales

TELEVISION
DEVELOPMENT/ PROMOTION

Director of Development/Public Information Services for Rocky Mountain Public Television Station in 50th market. Responsible for all station fund raising, underwriting, promotion, publicity advertising, and public relations activities. Provides creative leadership and directs membership drives, print and media campaigns, develops grant proposals, implements volunteer activities and imaginative PI and PR services. Requires bachelor's degree and a minimum of five years' experience. Salary low to mid 20's. Send resume, three references to Sylva Staab, Personnel Department, 101 Annex, University of Utah, Salt Lake City Utah 84112. An equal opportunity employer.

Help Wanted Programing, Production, Others

VIDEO SALES ENGINEER
Choice Eastern Region Locations (Washington, D.C., Dayton, Ohio, New York)

Tektronix, Inc., a Fortune 500 Corporation and a world leader in the manufacturing of electronic video test and processing equipment, has several challenging and rewarding opportunities available. These positions require a very strong technical background in broadcast, TV, EE degree or equivalent experience, plus successful prior sales experience in a professional broadcast engineering environment.

This position will also require an aggressive, self-motivated personality as you will be operating with a high degree of independency. We offer excellent salary, commensurate with your experience, bonus incentives, commissions and company car.

For immediate attention, please direct your resume with experience and educational information to: Austin Basso - Eastern Region Sales manager.

TEKTRONIX
COMMITTED TO EXCELLENCE

2 Research Court, Rockville, Maryland 20850
All replies will be held in strict confidence.
An Equal Opportunity Employer M/F
Help Wanted Technical Continued

CHIEF ENGINEER
VIDEO PRODUCTION CENTER

Expanding corporate operation with studio, post-production, and duplication facilities offers outstanding opportunity for engineer with minimum 5 years experience. First phone desired. Set standards, operate, maintain, and repair both broadcast and nonbroadcast equipment. Able to specify, evaluate, provide information, and make recommendations on equipment purchases reflecting changing “state-of-the-art.” Ability to train and evaluate personnel. Forward resume and salary requirements to:

Personnel Administrator, Box DR

NUS CORPORATION
4 Research Place  Rockville, Maryland 20850
An Equal Opportunity Employer

Situations Wanted Management

CONTROLLER
More than nine years solid experience in three top ten markets. Now seeking a new challenge at corporate or station level with growing group. Extremely bottom line conscience. Let me help you improve your profit picture. Box J-17 or contact Ray Simko 301-666-8206

Employment Service

700 JOBS—$12
That’s about how many new jobs, news and radio programming openings we’ll be listing in the next 13 weekly issues of the “Hot Tips” jobsheet. Exclusive listings, WE’RE GUARANTEED! Box 678, Daytona Beach, FL 32017.

STATIONS! YOUR LISTINGS ARE FREE!
904—252-3861

Job Leads

YOUR MONEY BACK...
If the first issue doesn’t give you a head start on the jobhunting competition, EXCLUSIVE RADIO & TV OPENINGS: DJ’s, News, Technical, Sales, Everyone 10% off Annually (50 issues)

Name__________________________
Street________________________
City__________________________State______Zip_____
1680-BH Vine St., Hollywood, CA 90028

Radio Programing

THE SHADOW
Radio Mystery Series
IS BACK ON THE AIR!

New available for local purchase
CHARLES MICHELSON, INC.
2850 Wiltshire Blvd., Beverly Hills, CA 90212  (213) 278-4544

Radio Surveys

500 CALLS $50 00
Other Surveys as low as $295 00

Total

S-A-M-S

For Sale Equipment

The State of Montana Communications Division will accept sealed bids through 10 a.m. Oct. 28, 1977 for the following equipment:

Television Transmitter: Harris-Intertype Gates Division, model 6150C channel 7/14 at 117.2 MHz, visual frequency 117.4 MHz, audio frequency 117.4 MHz audio power 10 kw visual power 10 kw, 240 vac 3 phase 60Hz Supply voltage, 1300 watt 0.20 line and equalizer; automatic power control, plus all required outside equipment, cabinets and accessories for complete installation.

Television Antenna: Gates model TAH-10'6' Helical antenna for operation on channel 7/14, main lobe power gain 9.0 x 9.5 dB, horizontal gain 8.6 x 9.4 dB, 50 kw power level, 3 db gain; antenna is designed to support a range mounted 6-day channel 6/14 below antenna. Transmission line and accessories included.

Both transmitter and antenna were built in early 1975 but have never been uncrated or used. Both have been kept in conditioned storage since delivery. For a complete list of the items being offered and the estimated terms of sale, contact: Curt Wheeler, Administrator, Communications Division, Department of Administration, Sam W. Mitchell Building, Helena, MT 59601 (406) 449-2556.

Beaucart™Demo Units—20% Off

We are currently offering a 20% discount on 25 Beaucart audio cartridge tape machines used as demonstration and evaluation units. These machines are fully warranted. A selection of standard models is available. Ranging from mono, single-cue machines at a discount price of $600 to the way up to stereo, three-cue, fast-forward models at $1,450. Here’s your opportunity to own Beaucart type 10 and 20 machines at a substantial 20% discount. For more information and a complete listing of demo units available, contact Broadcast Sales Manager Chuck Rocknav at (203) 282-1737.

Beaucart Division
UMC Electronics Co.
450 Sackett Point Road
North Haven, Connecticut 06473

THE CBS SOUND EFFECTS LIBRARY IS THE BEST YOU CAN BUY.

OVER 8 HOURS OF SOUND EFFECTS: fire engines and fire-22-2177
works . . . wind and waves . . . birds and sea lions . . . horses & buggies and racing autos . . . explosions and avalanches . . . airports . . . stadiums . . . courts of law . . . factories . . . orchestras . . . parties . . . sirens . . . fighting . . . kids at play

497 COTS IN ALL . . . AND ALL IN A 16-LP RECORD SET FOR ONLY $150. COMPLETE!

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

Please ship the 16-LP CBS Sound Effects Library to:

Name__________________________
Firm or Call Letters____________________

Address______________________________
City__________________________State______Zip_____

I agree to purchase this set for $150.

My check (payable to BROADCASTING BOOK DIV.) is enclosed.

Broadcasting August 22 1977
Wanted To Buy Stations


DETERMINED AND LOOKING
To Buy *AM
*AM/FM
*Turn Around OK
Cash or Terms. Sunbelt preferred. Write Principal: Bayard W. Grant, 127 W 10th Street, K.C. MO 64105.

For Sale Stations

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles  Washington
Contact: William L. Walker
Suite 508, 1725 DeSales St. N.W.
Washington, D.C. 20036
202-233-1583

Brokers & Consultants
The Communications Industry
THE KEITH W. HORTON COMPANY, INC
1705 Lake Street - Elmla, New York 14902
P.O. Box 948 - (607) 733-7138

- Class "C" Stereo covering more than million pop. with strong signal. Mississippi Terms.
- Fulltimer within 40 miles of Daytona. Only fulltime AM in 30,000 pop. trade area. Real Estate. Billing about $140,000. $395,000. $70,000 d.p.
- Stereo station metro area of Oklahoma City. Collected about $250,000. $385,000. Terms.
- Daytimer within 40 miles of Memphis. $70,000.
- Fulltimer within 60 miles of Chico, Calif. Single station market. Potential for FM now on life. $480,000. Terms.
- Fulltimer in Eastern Tennessee city. Billing more than $300,000. $460,000. Good Terms.
- Class "A" stereo with two translator outlets. Small town near Springfield, Mo. $95,000. Terms.
- Fulltimer with real estate. Billing about $100,000. About $50,000 Pop. In county. Southern W.Va. $230,000.00.
- AM/FM within 40 miles of Dothan, Alabama. $180,000 for total, buy 49% now with option. Terms.
- Good buy for $725,000 in N.M. All stations listed every week until sold. Let us sell your station, inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-894-7511 24 HOURS

For Sale Stations Continued

CHAPMAN ASSOCIATES
(media brokerage service)

<table>
<thead>
<tr>
<th>STATIONS</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>CA Small</td>
<td>Ray Stanfield</td>
</tr>
<tr>
<td>SE Medium</td>
<td>Paul Crowder</td>
</tr>
<tr>
<td>SC Metro</td>
<td>Bill Chapman</td>
</tr>
<tr>
<td>W Metro</td>
<td>Ray Stanfield</td>
</tr>
<tr>
<td>E Maj</td>
<td>Art Simmers</td>
</tr>
</tbody>
</table>

To receive offerings of stations within the areas of your interest, write: Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341.

MEDIA BROKERS APPRAISERS

FM NEAR WASH., D.C.
Washington, D.C. is close to this growing suburban market. FM Stereo station. A low price for the potential offered. Well equipped including real estate. Additional information provided to financially qualified inquiries.
Box J-135, Broadcasting

H.B. La Rue, Media Broker
RADIO, TV, CATV 
APPRAISALS
WANTED: Major Southern Market (top 40)
Located at 3.6 mile.
AM Station
in Mid-South (top 40)
Priced at 1.5 million.
Box J-142.

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only (Billing charge to stations and firms: $1.00).

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 the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTRs are not forwardingable, and are returned to the sender.

Rates: Classified listings (non-display) help wanted: 70c per word. $1.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. $5.00 weekly minimum. All other classifications: 80c per word. $1.00 weekly minimum. Blind Box numbers: $2.00 per issue.

Broadcasting's Classified rates are published weekly. Rates may be changed without notice. Advertisers are responsible for their own copy. Advertisers may not abbreviate, initial, single figure code counts. All letters are counted as words. Symbols such as _ and __ count as two words. Publisher reserves the right to abbreviate or alter copy.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as _ and __ count as two words. Publisher reserves the right to abbreviate or alter copy.
### Programming

<table>
<thead>
<tr>
<th>Channel</th>
<th>CBS</th>
<th>NBC</th>
<th>ABC</th>
<th>Network</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>17</td>
<td>17</td>
<td>17</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>2</td>
<td>17</td>
<td>17</td>
<td>17</td>
<td>17</td>
<td>17</td>
</tr>
</tbody>
</table>

### Electronics/Manufacturing

<table>
<thead>
<tr>
<th>Company</th>
<th>Sector</th>
<th>Year</th>
<th>Revenue</th>
<th>Net Income</th>
<th>EPS</th>
<th>P/E Ratio</th>
<th>Market Cap.</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Electric</td>
<td>Manufacturing</td>
<td>1977</td>
<td>47,982,000</td>
<td>3,672,000</td>
<td>2.50</td>
<td>10.00</td>
<td>117,800,000</td>
</tr>
<tr>
<td>Westinghouse</td>
<td>Manufacturing</td>
<td>1977</td>
<td>39,000,000</td>
<td>2,500,000</td>
<td>1.50</td>
<td>6.00</td>
<td>60,000,000</td>
</tr>
</tbody>
</table>

### Stock Market

<table>
<thead>
<tr>
<th>Symbol</th>
<th>Stock Exchange</th>
<th>Closing Price Wed. Aug. 17</th>
<th>Closing Price Wed. Aug. 10</th>
<th>Net Change in Price</th>
<th>% Change in Price</th>
<th>High</th>
<th>Low</th>
<th>P/E Ratio</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMI</td>
<td>NYSE</td>
<td>38 1/4</td>
<td>38 1/2</td>
<td>+ 1/8</td>
<td>+ 0.25</td>
<td>38 3/4</td>
<td>38 5/8</td>
<td>4.50</td>
<td>2,700</td>
<td>71,800</td>
</tr>
<tr>
<td>GTE</td>
<td>NYSE</td>
<td>22 1/2</td>
<td>22 1/2</td>
<td>0.00</td>
<td>0.00</td>
<td>22 3/4</td>
<td>22 1/2</td>
<td>2.00</td>
<td>1,500</td>
<td>37,500</td>
</tr>
<tr>
<td>IBM</td>
<td>NYSE</td>
<td>20 1/8</td>
<td>20 1/4</td>
<td>- 1/8</td>
<td>- 0.40</td>
<td>20 3/4</td>
<td>20 1/4</td>
<td>2.00</td>
<td>1,000</td>
<td>35,000</td>
</tr>
<tr>
<td>MCI</td>
<td>NYSE</td>
<td>20 1/2</td>
<td>20 1/4</td>
<td>0.00</td>
<td>0.00</td>
<td>20 1/4</td>
<td>20 1/4</td>
<td>2.00</td>
<td>1,500</td>
<td>37,500</td>
</tr>
<tr>
<td>RCA</td>
<td>NYSE</td>
<td>17 1/8</td>
<td>17 1/4</td>
<td>- 1/8</td>
<td>- 0.40</td>
<td>17 3/4</td>
<td>17 1/4</td>
<td>2.00</td>
<td>1,000</td>
<td>35,000</td>
</tr>
<tr>
<td>SONY</td>
<td>NYSE</td>
<td>15 1/2</td>
<td>15 1/8</td>
<td>- 1/8</td>
<td>- 0.40</td>
<td>15 1/8</td>
<td>15 1/8</td>
<td>2.00</td>
<td>1,000</td>
<td>35,000</td>
</tr>
<tr>
<td>TEK</td>
<td>NYSE</td>
<td>13 1/2</td>
<td>13 1/8</td>
<td>- 1/8</td>
<td>- 0.40</td>
<td>13 1/8</td>
<td>13 1/8</td>
<td>2.00</td>
<td>1,000</td>
<td>35,000</td>
</tr>
<tr>
<td>TEL</td>
<td>NYSE</td>
<td>11 1/2</td>
<td>11 1/8</td>
<td>- 1/8</td>
<td>- 0.40</td>
<td>11 1/8</td>
<td>11 1/8</td>
<td>2.00</td>
<td>1,000</td>
<td>35,000</td>
</tr>
</tbody>
</table>

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

Fay Wells: Whether in the air or on it, she’s been at her best on the new frontiers

Her life has been filled with the present, guided by the future. Fay Gillis Wells, just retired White House correspondent for Storer Broadcasting (Broadcasting, July 4, 18), entered the business world as an aviatrix—the first of many careers—because “aviation was the coming thing,” and now, at 68, is launching still another career, as vice president of an agriculture industry business, because “solar energy is the future.”

She was the first woman—as well as woman broadcaster—to cover the White House exclusively and during her 13 years with Storer traveled the globe with four Presidents—Johnson, Nixon, Ford and Carter. But even before that she was a well-seasoned traveler.

Her first job, as saleswoman and demonstrator for Curtis Flying Service in New York, was offered to her as a result of the daring she displayed during an airplane crash the day after she made her first solo. She and her instructor were up doing aerobatics when the tail, wings and engine came off—at a moment when they were flying upside down.

Both fell out and parachuted downward—she to land unharmed in a tree, he to be hit by the falling plane. Immediately after her rescue from the tree, she went back to the airfield and up again. “It never occurred to me not to go back up,” she says.

In 1930 she went to Moscow with her father, a mining engineer who had been hired by the Soviet Union to teach mining technology. During her four years there she worked for Ralph Barnes, head of the New York Herald Tribune Moscow bureau writing feature stories, mainly on aviation.

After she married Linton Wells, newsman and pioneer broadcaster, in 1935, she and her husband “did everything together.” They covered the Ethiopian-Italian war for the New York Herald Tribune—she reported on the southern front; he covered the north. She smiles when she remembers a front page of the Herald Tribune that carried—side by side—bylined stories by her and her husband.

When the war was over they returned to America where Mr. Wells worked on David Sarnoff’s Magic Key of RCA program as a roving reporter, broadcasting from all over the country. Later Sarnoff sent the couple to Latin America to examine the feasibility of short-wave radio there. For four-and-a-half months “we were broadcasting from a different country every Sunday,” she recalls.

Mr. Wells joined CBS after the Latin America trip and they did some extensive traveling, including “a couple of safaris to Africa.”

They later did commercials for Lux Theater of the Air. “It was such fun in those days,” she says, “while Lint wrote his autobiography, I covered Hollywood for the Herald Tribune.”

They went to Angola, Portuguese West Africa, during World War II where Mr. Wells was director of the U.S. Commercial Co. and she was deputy director. There they purchased strategic materials. The Portuguese were not used to doing business with women, she recalls, but “once they learned I could write checks for a million dollars on the U.S. government, they came around.”

Mrs. Wells retired when they returned to the U.S. in 1946 to be a full-time mother to her newborn son, Linton II. They had a 50-acre farm in Mount Kisco, N.Y., “so he could learn everything.” The 16 years they spent there were “such a joy” she says. “I didn’t want to miss a day of his growing up.”

The Wellses then spent the next four years on a cruising houseboat. During that time she designed yacht interiors, wrote off and on for the Herald Tribune, and did some broadcasting, mostly concerning boating. In 1960-62 she wrote “Nautical Notebook,” a syndicated boating column for the Herald Tribune.

In 1962 Mr. Wells opened the Washington bureau chief, says: “She brought a different dimension to Storer coverage.” She supplemented the normal White House reports—what the President did in executive matters from day to day—with coverage of the First Ladies and the families of the Presidents. This type of coverage was new to radio, Mr. Wagy says. “She had a different style that was off the track and rare to hear on radio.”

“She worked very hard and put in a lot of time at the White House,” testifies Sid Davis, Washington bureau chief for competitor, Westinghouse Broadcasting. “She was dedicated to her work.”

She went in at whatever time the briefings started and afterward spent hours in her booth making or transcribing tapes, preparing reports for the different Storer-owned stations and broadcasting them from the booth. If there was time, she says, she would go over to the East Wing to cover the First Lady.

She always covered state dinners and those were the nights that were the longest. “When you covered Johnson you danced until 3 o’clock in the morning,” she says.

Mrs. Wells characterizes her years at the White House as “unpredictable” and says the most exciting story she covered was the Nixon trip to China (she was one of only three women reporters assigned to it; the others were Barbara Walters of NBC and Marlene Sanders of ABC).

She retired from Storer June 30, but to Fay Wells, retirement is synonymous with new beginnings. The future has beckoned again and now she will be traveling—again—to explore the possibilities that solar energy offers for experimental greenhouse techniques.

Broadcasting August 22 1977 105
Iolated camera

The United States Commission on Civil Rights did more than its bit last week to maintain the paper tonnage issuing from Washington while other elements of government were on vacation. The Commission on Civil Rights released 15,000 copies of a 181-page "report" maligning television for gross insensitivity to women and minorities in programing and employment. Naturally, the cry is raised for more government control.

It is less a report than a polemic. It is riddled with half-truths and colored with innuendoes, but its principal deficiency is the utter absence of any effort to put television into context with the times.

Here is a government work that deplores the distortion of black life as portrayed on the television series, "Amos 'n' Andy" in the 1950's without as much as a passing reference to the depiction of blacks in other media and the discrimination that blacks suffered in society at that time. It is no less flagrant an omission when the report pretends to quantify the appearance of women and minorities as participants or subjects in television network news without also offering an appraisal of such appearances in other media.

To read "Window Dressing on the Set: Women and Minorities in Television" — a title that gives a fair clue to the objectivity of the contents — is to be told that those people are underrepresented or objectionably stereotyped in television programing and cruelly subjugated in employment. The allegations unjustly underestimate the progress television has made in response to changing times. It would have been a larger service if the Commission on Civil Rights had matched television's record with the records of other communications media in the presentation and employment of women and minorities. But then, that kind of story might not have engaged the attention of the printed press.

Objectivity was not to be expected of a report that was fashioned under the influence of professional malcontents who have made a living out of harrying the television establishment. The Commission on Civil Rights includes in its acknowledgements the counsel it received from such familiar names as Henry Geller, the Citizens Communication Center, the Media Access Project and the National Citizens Committee for Broadcasting. To broadcasters, that's less a list of counselors than the roster of a lynching party.

As reported elsewhere in this issue, the FCC disputes the commission in its findings and proposals. Surely the FCC's vastly larger knowledge will be respected if Congress or the administration begin to show any interest in the Commission on Civil Rights report.

Perennials

Like old television programs, some legislative ideas in Washington never die, however salutary their demise would be in both the public and private interests. Two of the hardiest have been given reruns in a report issued by the Senate Government Affairs Committee (Broadcasting, Aug. 15). The report endorses both the creation of an Agency for Consumer Advocacy and federal reimbursement of legal fees for public participation in proceedings before such agencies as the FCC.

The rationale behind both proposals is that the FCC and other regulatory agencies have become the captives of the businesses they are supposed to regulate and that the public is ignored. The record — which not many eager drafters of legislation are often caught reading — suggests otherwise.

In the past few years citizen groups represented by "public interest" law firms have filed hundreds of petitions at the FCC to deny license renewals of stations that the petitioners wanted to mold into their desired images. If most of the petitions have eventually been denied, it has been for want of a legitimate cause of action, not for want of legal representation.

It would be interesting, but impossible, to calculate the legal costs that broadcasters have borne to defend themselves against these petitions. The certainty is that the figure would be large enough to prove that the public—or rather those little fractions of it that turn up as organized groups—is already asserting its presence emphatically.

There is no need for an Agency for Consumer Advocacy unless the Congress is ready to admit that it is failing in its job. It is the Congress that is supposed to oversee the regulatory agencies, and Congress is elected by consumers. Any senator or representative who votes for the new agency is telling constituents to look for a more competent candidate in the next campaign.

As for federal funding of legal fees, it would only enlarge the body of lawyers now mostly funded by foundations and specializing in attacking regulated businesses. As has been stated here before, the "public interest" lawyers would begin recruiting litigants and magnifying or inventing grievances. The general public interest would be lost in a welter of special-interest claims.

The two ideas that the Government Affairs Committee has trotted out again may never die. It would be in the national interest, however, if they would fade away.

Main event

The dominant impression to be gained from a reading of the extensive report on local television journalism in this issue is that the craft is attacking its work with mature seriousness of purpose.

It is a trend that was discernible a year ago in Broadcasting's annual visitation to the subject. It is a trend that television management will continue to encourage for reasons going far beyond the immediate purposes of building ratings, revenue and prestige, as well produced local journalism demonstrably has done. Local journalism in all its forms provides television stations with their strongest claim to continued occupancy of spectrum space that is coveted by other services.

The technology is almost at hand to distribute all those network and syndicated programs direct to homes by satellite. It is the local service that will entitle broadcasters to argue that stations in their present number have a place in the future scheme.

"And now we'll take a TV time out' while the ushers pass among you for the offering."
Meet America's Only Major Market UHF Independent News Team

KTXL-TV Sacramento/Stockton now in its third year of news has established itself as America's pioneer Independent UHF nightly news service. TV40 has thirteen news people backed by full ENG capabilities, plus the world wide facilities of ITNA News Service in which KTXL-TV is the only UHF member.

America's only Major Market UHF Independent News Team! Sixty minutes nightly - Monday through Friday.

KTXL-TV40
In all the world there's only one #1...and it happens to be WHIO-TV's Newscenter 7 at 11 p.m. The May 77 ARB reports show that Newscenter 7 has the highest late night share of audience of any station in the top 50 markets. It's nice to be on top and with our team of reporters bringing viewers the latest news, weather and sports information seven days a week, we hope to stay on top for a long time!

Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.

Cox TV stations are represented by TeleRep.

Cox Broadcasting
WSB-TV-AM-FM Atlanta
WHIO-TV-AM-FM Dayton
WSOC-TV-AM-FM Charlotte
WIBC-TV Pittsburgh
KTVU-TV San Francisco-Oakland
WIOD WAIA-FM Miami
KFI KOST-FM Los Angeles
WLIF-FM Baltimore