

**GOP's turn in prime-time television arena
Flood tide for local TV journalism**

Broadcasting Aug 23

The newsworthy of broadcasting and allied arts

Our 45th Year 1976

NEWSPAPER

Because Channel Eleven is involved and has a forthright spokesman like Richard Hughes, WPIX-11 has won the New York State Broadcasters **BEST EDITORIALS AWARD** for 1976. It follows the same award to WPIX for 1975, 1974, 1973, 1971, and 1970.

We also won the New York State Broadcasters **BEST DOCUMENTARY AWARD** for the provocative prime time presentation "The Concorde: Bird of Prey or Bird of Paradise?"

For the **BEST TV NEWS COVERAGE** of a 1975 news story, the New York Press Club gave its coveted Byline Award to WPIX-11 and Paul Bloom's Action News team for coverage of the November JFK air crash.

**Three major awards all the other
New York City stations wish they had won.**



WPIX  TELEVISION

36112LIBRA 85184KBK DEC/78
A U LIBRARY
US AIR FORCE
SERIALS ACQ SECTION
MONTGOMRY AL 36112

PGW
NEW YORK

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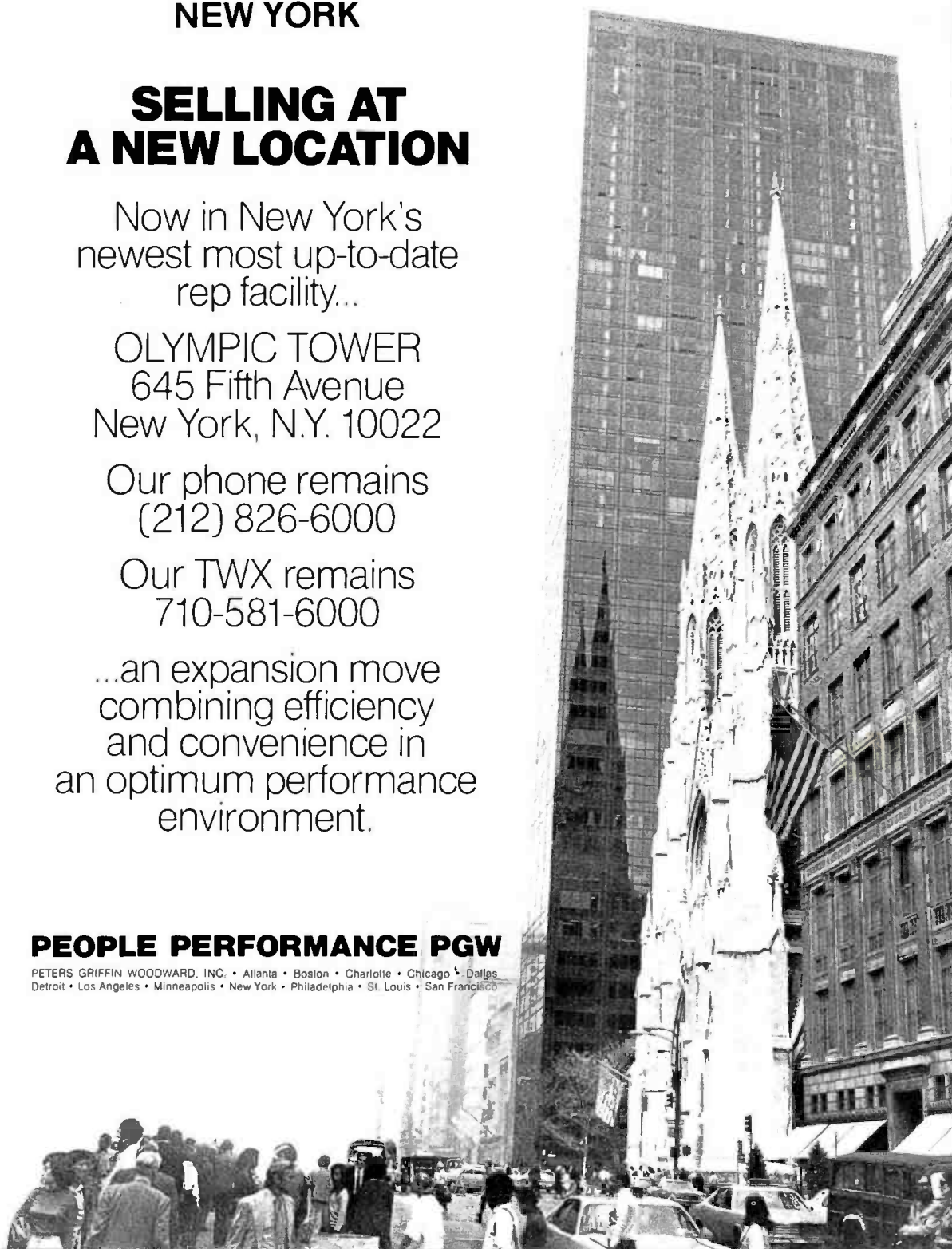
Our phone remains
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...an expansion move
combining efficiency
and convenience in
an optimum performance
environment.

PEOPLE PERFORMANCE PGW

PETERS GRIFFIN WOODWARD, INC. • Atlanta • Boston • Charlotte • Chicago • Dallas
Detroit • Los Angeles • Minneapolis • New York • Philadelphia • St. Louis • San Francisco





Milwaukee the Magnificent.

We believe it's important that you know where we stand in
and what we think about our community.

WTMJ TELEVISION FOUR

NBC in Milwaukee.

Represented by Harrington, Richter & Parsons, Inc.



On July 11th, 1976, WCVB-TV granted Queen Elizabeth II an audience.

Her Majesty Queen Elizabeth made history when she set foot on New England soil. WCVB-TV made history when we brought the New England television audience her visit. Live!

When the Queen came to Boston, only WCVB-TV provided live coverage, 8 hours worth... ten cameras, more than one hundred ten people: engineers, reporters, directors, artists, researchers, and production people. Coverage so professionally done that England's BBC and Canada's CBC retelecast portions of WCVB-TV's broadcast.

New Englanders responded with hundreds of phone calls and letters:

"... you can all be proud of your achievement..." "... monumental..." "... TV at its best..."
"... wonderful coverage..." "... like being there in person, only better..." "... exciting..."
"... glued to the TV set..." "... it was superb..."

And that's the kind of television WCVB-TV does all year round. More locally produced programming than any station in Boston... any station in the nation. It's all part of WCVB-TV's commitment to its viewers... "to set new standards in television."



WCVB-TV
BOSTON



setting a new standard



Boston's live instant news station since 1972.

The Week in Brief



The latest, but a last hurrah?

THE GREAT DEBATES, 1976 □ President Ford throws down the gauntlet for a head-to-head confrontation in his acceptance speech at the Republican convention, and Democratic nominee Jimmy Carter picks it up. And there may even be debates between the vice-presidential nominees, Robert Dole and Walter Mondale. **PAGE 15.**

KANSAS CITY, THERE IT GOES □ While the Republican national gathering was far more newsworthy than was the Democrats', it does not stanch the flow of feeling at the networks for abandoning the traditional, at least at NBC and CBS, wall-to-wall coverage. For what may have been a last hurrah, however, the networks marshalled an impressive news-gathering force, spearheaded by electronic minicams, to report on the events of last week. **PAGE 15.**

NEWS IN REVIEW □ Local TV Journalism—a BROADCASTING special report looks at what's happening in television news. **PAGE 25.** For fast, dramatic spot news coverage, the switch continues to ENG, but film still has its advocates. **PAGE 26.** Documentaries and investigative reporting dig deep. **PAGE 30.** News crews hit the road to cover local implications of stories far from home. **PAGE 40.**

The news is not all famines and fires—features play a part in keeping viewers informed. **PAGE 44.** Observers see a trend away from cosmetics toward more serious concern over content. **PAGE 46.**

SPOT STUDY □ Even though rates have risen sharply, a Ted Bates study concludes that spot TV is still a good buy and expects it to continue growing. **PAGE 73.**

READY TO TALK □ Canada agrees to discuss its commercial deletion policy, but stands firm on its bill designed to discourage Canadian advertising in U.S. **PAGE 71.**

SEPTEMBER'S NEW SHOW SPREE □ The networks are digging in for the fall's fierce ratings battle. Hour-long opening episodes, cross-pollination of characters and other strategies are unveiled. **PAGE 78.**

PENCHANT FOR PERFECTION □ Richard Christian, board chairman of Marsteller, is regarded as a gifted organizer and a superb administrator. Those attributes will serve him well as he sets his goals for the AAAA during his tenure as its board chairman. **PAGE 105.**

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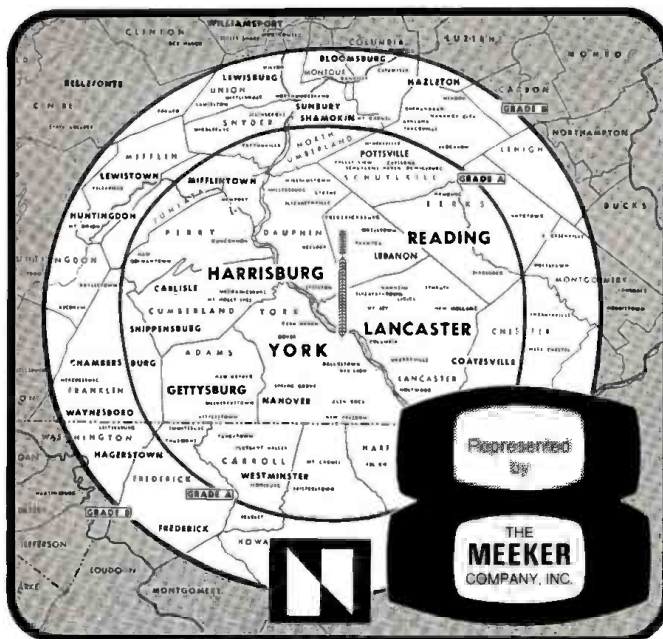
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WGAL-TV participated in the NBC Bicentennial salute to the Glorious Fourth, providing technical facilities and personnel for two live network feeds from the Lancaster area. The first pick-up involved historic Donegal Presbyterian church in Mt. Joy. Here, in 1777, men of the congregation met, under what has since become known as the Witness Tree, to pledge support for General Washington's army prior to the Battle of Brandywine. The church and ancient oak still stand. In photo (top left) they are to the right of the WGAL-TV truck. (top right) WGAL-TV cameras moved to the church interior to telecast a special service. NBC viewers also joined visitors to Long Park in Lancaster (directly above) to view a replica of the famous Conestoga wagons, which originated in the Conestoga Valley of Lancaster County — forerunners of the prairie schooners which carried pioneer families westward.



PENNSYLVANIA

Pioneer and still the Leader

WGAL-TV was the first television station in this historic area. Today, after more than twenty-five years, it is still the dominant station. For example, Channel 8 has more viewers of its newscasts at 6 PM and 11 PM than other programs telecast at the same time by all other stations in the area combined.* The result of this impact is increased sales results for advertisers.

WGAL-TV

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

*Arbitron Television Audience Estimates, May, 1976, Sign-on to Sign-off. Audience estimates subject to limitations published by ARB.

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

STEINMAN TELEVISION STATIONS

Closed Circuit®

Insider report: behind the scene, before the fact

Polished performance

President Ford's acceptance speech last Thursday night, generally praised as one of his most effective appearances, was result of hard work and special chemistry of moment, aides say. No new coach was brought in. President had all-but-final draft, prepared by Bob Hartmann, counselor to President and chief speech writer, week ahead of presentation. He practiced delivery hour a day under coaching of Don Penny, who has been consultant to President since January. By time for delivery, President felt confident that speech was good and he in shape to make most of it.

Hot property

O'Connor Creative Services, Universal City, Calif., is cranking up for revival of Ronald Reagan's five-minute radio commentaries soon. Daily feature was on 343 stations when Mr. Reagan quit it to become candidate. Harry O'Connor, president, expects it to be on 500 by end of this year. As of last Friday, 27 stations had voluntarily called to place orders—only on strength of news that Mr. Reagan would eventually resume series. O'Connor has made no announcement to trade.

UHF pricing

Kaiser Broadcasting Co., which is to be sold in liquidation of parent, Kaiser Industries (BROADCASTING, May 10), has been appraised by Salomon Brothers, New York investment house hired for that purpose, at price said to be in \$60-70-million range. Company, which owns UHF stations in San Francisco, Chicago, Philadelphia, Boston and Detroit, is owned 77.5% by Kaiser Industries and 22.5% by Field Enterprises, Chicago. Salomon is to present its findings today (Aug 23) to top officials of Field, which Kaiser hopes will find price right and buy out Kaiser's 77.5% interest.

Kaiser group turned profit last year for first time after losing reported \$40 million. This year it's on upswing, with pre-tax profits of half million in first quarter and \$3.3 million in second. Don Curran, president, sees profit topping \$10 million for year.

Independent takes bronze

Combination of ABC's Olympic ratings strength and NBC's summer weakness resulted in independent WTTG-TV Washington's displacing NBC's owned-and-operated WRC-TV for prime-time third place in July 8-Aug. 4 Nielsen rating book. ABC-affiliated WMAL-TV soared into first place with 306,000 total homes count (versus 160,000 year ago), double that of

number-two station, CBS-affiliated WTOP-TV (146,000 vs. 209,000 year ago). WTTG was third with 117,000 (93,000 year ago), WRC-TV fourth with 101,000 (147,000 year ago).

Real world exposure

In effort to persuade FCC policy makers that not all television operations are glamorous, rich and metropolitan, National Association of Broadcasters is planning FCC field trip to two smaller stations within long day's drive of Washington: WHAG-TV Hagerstown, Md., and WSVA-TV Harrisonburg, Va. Not incidentally, both stations are in heavily cabled areas. Trip, tentatively set for Oct. 8, is being organized by George Gray, NAB special representative to 100-Plus Markets Committee, and committee officials. FCC Chairman Richard Wiley is understood to have informally said he'd go. Other members and high-ranking staffers will be invited.

Several similar inspections of small-market radio stations in recent years, arranged by NAB's Small-Market Radio Committee, are credited with demonstrating need for de-regulation measures that have been instituted by FCC.

Versatility

In unusual role for station representative, Avery-Knodel Television, New York, is serving as advertising sales agent for new *Sportsview*, magazine-type half-hour TV series of sports features and regional spot news material to be co-produced by Simmons/Parkes Inc. and *Sport Magazine*. Avery-Knodel will handle national and regional advertising sales, while Simmons/Parkes will buy time for cash on stations in top-125 markets for January 1977 start. Name personalities are expected to be signed shortly as narrators.

Return to Washington?

If Republicans win White House in November, it's at least thinkable that next chairman of FCC could be Robert Wells, head of Garden City, Kan.-based Harris radio station group and political crony of Senator Robert Dole (R-Kan.), GOP's vice-presidential nominee. Mr. Wells served briefly on FCC in 1969-71, wanted to be chairman, which wasn't in cards, returned to Harris group to protect retirement interests. In 1974 he was key figure in Senator Dole's campaign for reelection.

Last fall, White House let it be known it was considering Mr. Wells as director of Office of Telecommunications Policy, but appointment was shot down when other communications interests expressed opposition to broadcaster in that job. Mr.

Wells's 26-year-old son, Kim, lawyer, is on Dole Senate staff.

Picture project

Av Westin, who went into news consulting business (BROADCASTING, July 26) after leaving ABC News where he was vice president, documentaries, and before that executive producer of evening news, added another string to his bow. He is producing movie for Paramount. Subject is political campaign of 1976, and film will be based on book by *Washington Post's* Jules Witcover to be published by Viking. Movie will be entertainment, not traditional documentary. Actual film will be used where available; where it is not, actors will dramatize incidents. However, actors will not be used to impersonate principal figures, such as Jimmy Carter, President Ford or Ronald Reagan. Mr. Westin says audiences can't be expected to suspend belief to that extent.

Literary lights

Proof that multipart TV adaptations of best-selling novels, like ABC-TV's *Rich Man, Poor Man*, will figure prominently in prime time during next few years: MCA/Universal has just bought rights to James Michener's "Centennial" and Arthur Hailey's "Wheels," each of which led fiction lists. NBC sources are predicting winning Nielsens for Universal's nine-hour TV version of Taylor Caldwell's "The Captains and the Kings," which kicks off network's weekly *Best Sellers* (Thursday, 10-11 p.m., NYT). ABC has 12-hour mini-series based on Alex Haley's "Roots" (David Wolper's production about one American black man tracing his ancestry back to slave era) lined up for next winter. CBS is working with 20th Century-Fox on multipart treatment of Jacqueline Susann's "Valley of the Dolls" and NBC has already bought "The Moneychangers" by Arthur Hailey (produced by Paramount) and "Sybil" by Flora R. Schreiber (produced by Lorimar).

House call

Select group of international broadcast equipment manufacturers will be given chance to sell Soviet government on use of their wares during 1980 summer Olympic games in Moscow. Soviet Organizing Olympic Committee, through West German firm, International Processing Systems, plans "Engineering Serving Sports" exposition in Moscow Sept. 8-20. Exhibits will run gamut of equipment needed for games, are not limited to broadcast. Participation is by invitation only. Among those planning to attend: Thomson-CSF Laboratories.

Business Briefly

Ideal Toy □ Company launches heaviest advertising campaign in its history this fall, with emphasis on network and spot TV. Spot TV will run in as many as 150 markets and as few as 30 markets, depending on product, with various starting dates in September, October and November and ending shortly before Christmas. Joe Greene, Pittsburgh Steelers' all-star football player, is spotlighted in TV commercial for Ideal's line of Mighty Mo vehicles. Helfgott, Towne & Silverstein Inc., New York, is aiming to reach children, six to 11.

Nabisco □ Tuna Twist, which has completed test marketing, is set to go on rollout in large number of markets, spurred by spot TV splurge set to begin in mid-October for four weeks. William Esty Co., New York, is looking for time periods catering to women, 25 to 54, and total women.

Topps Chewing Gum □ Topps' sugarless gum will undergo TV push, Sept. 27 to Oct. 17, in approximately 10 markets. Targets are children, 6-11, and women, 18-49. Hicks & Greist, New York, is agency.

Frito-Lay □ Austex snack dip will be spotlighted in spot TV spread to begin in early October for four weeks in 25 markets, mainly in Southeast. Tucker Wayne & Co., Atlanta, is concentrating its efforts to reach women, 18 to 49.



Dannon □ Leading producer of yogurt has produced 30-second commercial in Soviet Union's Republic of Georgia for use in spot TV campaign beginning in October in about 70 markets. Men and women in parts of Soviet Georgia consume large portions of yogurt and live to great age. Commercials show octogenarians and nonagenarians eating Dannon Yogurt and pronouncing it "very good." Marsteller Inc., New York, is focusing on men and women, 21 to 49.

Jones Dairy Farm □ Sausages are subject of fall campaign in substantial number of spot-TV markets. Fringe 10's and 30's geared to women, 25-49, will run in two flights, Sept. 13 to Oct. 3 and Oct. 18 to Oct. 31. Wells, Rich, Greene, New York, is agency.

Geo. A. Hormel & Co. □ Firm's grocery products division will launch three-week TV campaign for Tender Chunk Ham in substantial number of markets, Nov. 1 to Nov. 28. Late fringe and daytime 30's are

targeted to women, 18-49. BBDO, New York, is agency.

General Foods □ Corporation, through Grey Advertising, has agreed to take one 60-second spot in each of 13 new half-hour episodes of Group W Productions' syndicated barter series, *Call It Macaroni*. General Foods will be joined by Warner Lambert (through J. Walter Thompson), which will also take one 60-second spot, and Keebler (Leo Burnett), which will take one 30-second spot. Stations get series free and are accorded other two-and-a-half minutes to sell to local advertisers. Eighty-nine stations will carry new batch of 13 half-hours (to run roughly once per month), among them WPIX(TV) New York, KTLA(TV) Los Angeles, WBBM-TV Chicago, KYW-TV Philadelphia and WJBK-TV Detroit. Series, in its first season, won George Foster Peabody Award for being "a first-rate series of children's programs, which permits children to expand their minds through the discovery of new life styles and adventures." Locations for new episodes include Nashville's Opryland USA, Arizona's scenic deserts and Oregon's Rogue River rapids.

Kellogg □ From Battle Creek, Mich., Product 19 breakfast cereal will get wide exposure in campaign Nov. 1 to Dec. 5. Daytime and prime-time TV 30's aim for women, 35 and over. Leo Burnett, Chicago, is agency.

General Electric □ Manufacturer's new VIR broadcast controlled televisions will be subject of regional spot-TV and extensive print campaign beginning in September and running through November. Through Grey Advertising GE has slotted 1,500 30-second spots suitable for dealer tagging in 32 major markets aimed at "sophisticated replacement and second-set buyer."

H.J. Heinz □ Gravy products by Heinz are up for fall campaign in two three-week flights, beginning Sept. and Oct. 25. Daytime TV 30's in large number of markets will aim for women, 18-49. Leo Burnett, Chicago, is agency.

F. & M. Schaefer □ Fourth quarter campaign for Schaefer beer in substantial number of major markets will use fringe and prime-time 30's on TV to reach men, 18-49. "Schaefer people" theme continues. Summitt Advertising, New York, is agency.

Minute Maid □ Chilled orange juice will be showcased in spot TV effort in preparation for late September start for

The cash register rings on. Network television's continuing advances in advertiser investments are underscored in a report from the Television Bureau of Advertising placing July 1976 spending at \$208.8 million, up 40.3% from last July's \$148.8 million. It also shows last month as ABC's best this year.

The torrid pace of network TV is recorded in a seven-month compilation for 1975 and 1976 prepared by TVB, based on Broadcast Advertiser Reports figures. Network TV spending this year rose to \$1.6 billion, a 21% gain over the 1975 seven-month figure of \$1.3 billion. For that period, weekend daytime showed the largest daypart gain, increasing 38.2% to \$178.7 million, followed by nighttime, up 19.4% to \$1.1 billion, and weekday daytime, up 18.6% to \$379.0 million. The TVB-BAR compilation:

	July			January-July		
	1975	1976	% chg.	1975	1976	% chg.
Daytime	\$ 49,099.8	\$ 72,672.9	+48.0	\$ 448,723.1	\$ 557,665.4	+24.3
Mon.-Fri.	39,281.3	48,195.0	+22.7	319,444.8	379,012.7	+18.6
Sat.-Sun.	9,818.5	24,477.9	+149.3	129,278.3	178,652.7	+38.2
Nighttime	99,699.5	136,141.6	+36.6	879,738.3	1,050,110.1	+19.4
Total	\$148,799.3	\$208,814.5	+40.3	\$1,328,461.4	\$1,607,775.5	+21.0

	ABC	CBS	NBC	Total
January	\$ 64,331.1	\$ 83,501.1	\$ 78,657.7	\$ 226,489.9
February	80,903.9	73,104.1	76,507.0	230,515.0
March	75,444.6	87,717.0	82,892.4	246,054.0
April	74,823.8	86,404.5	79,110.1	240,338.4
*May	73,076.8	91,275.4	80,646.1	244,998.3
*June	63,397.2	74,652.6	72,515.6	210,565.4
July	82,808.6	64,035.7	61,970.2	208,814.5
Year-to-date	\$514,786.0	\$560,690.4	\$532,299.1	\$1,607,775.5
*Revised				

WE GOT OUR LOCAL FIRE DEPARTMENT TO FIGHT FIRES INSTEAD OF WATCH THEM.



Last summer a fire broke out one block south of Fresno's city limits and the local fire department refused to put it out.

They stood by while the fire destroyed a man's barn, thousands of dollars worth of equipment in it, his Volkswagen, and part of his house.

When we learned that the Fresno city fire department stood by and watched while the fire raged, we wanted to know why.

The city fire chief told us his department did not have a legal or moral responsibility to fight the fire. It was out of the city limits. And therefore out of their jurisdiction.

While things were still smoldering, we discovered that there was no "mutual aid" agreement between local fire departments.

So we put the heat on the area fire chiefs. Which brought

them to the conference table, where they agreed to a new "instant aid" agreement. Whereby the fire station closest to a blaze would respond to a fire, regardless of its "legal" jurisdiction.

At KFSN-TV, when an item is hot, we're not afraid to handle it.

KFSN-TV
Fresno

ONE OF THE STATIONS OF CAPITAL CITIES COMMUNICATIONS. WE TALK TO PEOPLE.

BAR reports television-network sales as of Aug. 8

ABC \$530,613,200 (32.0%) □ CBS \$577,307,600 (34.9%) □ NBC \$548,031,300 (33.1%)

Day parts	Total minutes week ended Aug. 8	Total dollars week ended Aug. 8	1976 total minutes	1976 total dollars year to date	1975 total dollars year to date	% change from 1975
Monday-Friday Sign-on 10 a.m.	147	\$ 629,500	4,300	\$ 21,895,600	\$ 20,092,100	+ 9.0
Monday-Friday 10 a.m.-6 p.m.	1,012	10,480,000	31,633	368,226,600	309,597,500	+18.9
Saturday-Sunday Sign-on-6 p.m.	229	2,380,800	9,566	181,183,000	133,832,400	+35.4
Monday-Saturday 6 p.m.-7:30 p.m.	100	2,326,100	3,219	90,007,900	73,634,900	+22.2
Sunday 6 p.m.-7:30 p.m.	18	519,500	669	27,052,000	11,388,900	+137.5
Monday-Sunday 7:30 p.m.-11 p.m.	425	22,810,100	13,188	849,121,700	727,925,200	+16.6
Monday-Sunday 11 p.m.-Sign-off	212	3,961,900	6,323	118,465,300	98,390,900	+20.4
Total	2,145	\$43,107,900	68,898	\$1,655,952,100	\$1,374,841,900	+20.4

Source: Broadcast Advertisers Reports

four weeks. Marschalk Co., New York, is searching for time slots to reach women, 18 to 49.

Beatrice Foods □ Country Line Cheese is up for four-week spot TV campaign beginning Nov. 14 in limited number of markets. Fringe, prime- and daytime TV 30's aim for women 25-49. Limited budget will back campaign in regions

where product is available. Ruben, Montgomery & Associates, Indianapolis, is agency.

Arthur Treacher's □ Fish and chips will be pushed in two flights, Sept. 13 to Oct. 31 and Nov. 29 to Dec. 19, in number of markets using daytime TV 30's. Target audience is total adults, 18-49. Ketchum, MacLeod & Grove, New York, is agency.

Qantas Airways □ Australian airline will launch two end-of-year flights in significant number of markets, keyed to both men and women, 25-54. Tentative dates for campaign are Nov. 1 to Dec. 19 and Jan. 3 to Jan. 23. Cunningham & Walsh, San Francisco, is agency.

Citicorp □ Bank's "Person-to-Person" financial center concept is continuing with spot TV testing in selected markets. New flight is set to begin for about five weeks, effective in early November. Rosenfeld, Sirowitz & Lawson, New York, is concentrating on men, 21 and older.

Shulton □ Honcho line of men's fragrances will conduct one-month spot TV push in four markets as continuation of test that began last year. Flight will begin in late November. Della Femina, Travisano & Partners, New York, is seeking to reach men and women, 18-34.

Ramada Inns □ Spot TV drive in 21 major markets is planned by Ramada to break on Sept. 27 for five weeks. Campbell-Ewald, Detroit, is targeting in on men, 25 to 54, through buys on late news programs and in late and early fringe periods.

Kraco Industries □ In its first foray into consumer advertising for new line of CB radios, Kraco is allotting about \$2 million for spot radio and television campaign in 35 markets, starting in late September and continuing until end of year. Kelly, Scott & Madison, Chicago, is seeking time spots geared to reach men, 25-54.

Amtrak □ Eight-week spot TV flight is being blueprinted to run in between 20 and 30 markets, starting in early October. Supplementing TV will be spot radio support in New York, Philadelphia and Chicago. Needham, Harper & Steers, New York, is aiming to reach men and women, 18 and older.

Warner Lambert □ Company, (through J. Walter Thompson, for its breath mints), has agreed to join J.B. Williams (Rosemilk, through Parkson Advertising) and Procter & Gamble (various products, through Compton Advertising) to complete fully-sold-out status of Viacom Enterprises' syndicated barter series, *Music Hall America*. All four national minutes are now taken for 52-week season of 26 original, 60-minute episodes and 26 repeats. Stations are accorded six minutes to sell to local advertisers. One hundred thirty-one stations have already agreed to take *Music Hall America* (former title: *Opryland, USA*), among them WPXI(TV) New York, KCOP(TV) Los Angeles, WGN-TV Chicago, KYW-TV Philadelphia and KRON-TV San Francisco. Bulk of performers will be country-and-western, although pop singers and groups will also be featured. Taping has already begun in Nashville for September start. National sponsors are aiming at demographic target of women, 18 to 49.

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Monday Memo[®]

A broadcasting advertising commentary from Dick Westman, vice president for Eastern operations, Eisaman, Johns & Laws, New York.

A quart of advertising for a pint of money

What do you do when a client wants a major, across-the-board, tough-sell product introduction and tells you you've got only a five-figure budget to work with?

That was the problem presented to our agency by Crowley Foods Inc., a 70-year-old food company whose dairy products are sold under the Crowley name in eastern and central New York state and in certain areas of Pennsylvania. Crowley also produces a wide range of products sold under private labels to major food distributors throughout the East.

"Your budget is \$50,000 for the major introduction of a new and, to some, controversial dairy product," Tom Walker, vice president of advertising and marketing for Crowley, told us. "What can you do for us?"

This was the task that confronted us when I held the agency's first intra-office meeting with Pat O'Neil, our creative director, and Lee Garfield, principal writer on Crowley.

This new product was named Tone, a good-tasting low-fat milk that through the addition of a special food culture, LBA, tones up the system and "makes you feel the way you want to." With this creative ground rule established, we went to work writing copy, designing layouts and packaging concepts, and developing public relations plans.

Mapping out the media plan under the limited budget, we hit on a formula which, in retrospect, seems obvious. But then again, the fundamental ideas frequently work well and are just as often overlooked. First, we zeroed in on a heavy use of radio, developing a four-to-six-week series (depending on the market) of nutritionally oriented 60-second spots.

The target audience for Tone was women, 35-plus. This decision was based on the fact that common intestinal disturbances generally start to occur at a later age. But most important is the fact that the housewife, effectively reached in "housewife time" periods, makes the actual purchase of a product such as Tone.

Budget-wise, we were locked out of the all-important medium of television. What we did was to let a public-relations campaign of news-oriented press conferences carry the television ball for us. The PR program for the introduction of Tone was developed in concert with our objectives and implemented by Irving L. Straus Associates Inc., New York.

In assuming his copywriter's role, Lee Garfield had to walk a very fine line on the copy objective and steer clear of the wrath of the Food and Drug Administration,



Richard J. Westman is vice president and director of Eastern operations in New York for Eisaman, Johns & Laws Advertising Inc., which has headquarters in Los Angeles. He has worked for several agencies including Jack Byrne Advertising Inc., New York, as executive vice president and Clinton E. Frank as vice president and director of media in Los Angeles. Mr. Westman is no stranger to broadcasting—he served at one time as general manager of KLAC(AM) Los Angeles.

which would in no way allow us to intimate that Tone possessed medicinal qualities. We had to make it perfectly clear that Tone is "preventive medicine," a food that can stave off certain disorders of the digestive tract.

The radio commercial approach is a good example of how we handled this problem in our creative approach. We produced two prerecorded spots that were alternated in each Crowley market in New York (Binghamton-Elmira, Syracuse-Utica, Albany-Schenectady-Troy). One ad looks on Tone as a dramatic "nutritional breakthrough" and the other confronts the listener with the "intimate" facts about such "unmentionables" as constipation, gassiness and diarrhea. In both cases, the commercial delivery by a deep-voiced male announcer is sincere and serious. (We might add also that radio permitted us to utilize 60 seconds to tell the Tone story, involving, as it does, information relating to both taste and health.)

The "breakthrough" spot went this way: Announcer: "1944. The dairy industry makes nutrition history by adding vitamin D to homogenized milk, which dramatically helps the absorption of essential calcium into the human system.

"1976. Crowley Foods makes new nutrition history by introducing good-tasting Tone low-fat milk. That's T-O-N-E ... because it 'tones up' your lower digestive

system and dramatically helps prevent the distress of constipation, gassiness and diarrhea.

"Tone is a refreshing, 2% low-fat milk to which Crowley's exclusive 'LBA' culture has been added."

And the "intimate" spot said this in part:

Announcer: "Let me ask you an intimate question: Are you ever bothered by the miseries of constipation, gassiness or diarrhea? Well, Crowley Foods has a new kind of good-tasting milk that can help prevent these distressing problems before they get started ... if you drink it regularly.

"Crowley calls it Tone Milk ... that's T-O-N-E ... because Tone 'tones up' your lower digestive system and makes you feel like you've always wanted to."

There is another aspect to the introduction of Tone that proved most helpful in augmenting our advertising efforts. Food scientists at North Carolina State University had discovered an important phenomenon with the new milk. It became apparent that many people suffering from a prevalent lactose intolerance problem—the inability of the body to properly digest any milk products—found they were able to drink the new LBA culture milk without any harmful side effects.

However, since full research had not been conducted as to the milk's ability to counteract lactose intolerance, we were unable to incorporate this news into Crowley's advertising claims for Tone. But we could and did open the lactose intolerance question in candid questions-and-answers sessions at all the news conferences.

The formula worked superbly. Beginning in Syracuse, where Tone milk was initially test-marketed, Crowley soon found itself with a winning product—in fact, a product that the public was clamoring for. National news coverage resulted in inquiries for Tone from as far away as California. Following the initial Syracuse launch, Tom Walker, keeping a close tabulation of inquiries from dairy distributors, local supermarket heads and the general public, quickly made the decision to go into full production of Tone in Crowley's other marketing areas.

Tom Walker has told us that Tone has been the most successful introduction of a new product he has ever seen in his more than 25 years in the dairy business. Within days of the product's going into local dairy cases, it soon matched or bettered sales of the existing regular 2% low-fat milk.

The experience has given us new insight into this business we're in and a stronger regard for the power of the broadcast media.

■ indicates new or revised listing

This week

Aug. 23—FCC's new deadline for reply comments on commission's review of rules regulating network radio broadcasting (Docket 20721). FCC, Washington.

Aug. 23—FCC's deadline for comments on proposal to require TV receivers to come equipped with an attached UHF antenna. Reply comments are due Sept. 13. FCC, Washington.

Aug. 24—Hearing on nominations of White House assistant news secretary, Margita White, and Senate Communications Subcommittee counsel, Joseph Fogarty, to be members of FCC. Senate offices, Washington.

Aug. 24—FCC's new deadline for its proposal to allow circular polarization for TV transmissions (Docket 20802). Replies are now due Sept. 6. FCC, Washington.

September

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

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

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

■ **Sept. 9**—*International Radio and Television Society's* annual newsmaker luncheon. FCC Chairman Richard E. Wiley will speak on "The Year Ahead at the FCC." Americana hotel, New York.

■ **Sept. 9**—FCC's deadline for comments on amendment of cable television rules to make definition of "legally qualified candidate for public office" consistent with definition recently adopted for broadcast services. Replies due Sept. 20. FCC, Washington.

Sept. 10-12—Annual conference of *NBC Television and Radio Networks* and *NBC Radio's News and Information Service* news directors. Hotel Drake, Chicago.

Sept. 12-14—Fall convention. *Louisiana Association of Broadcasters*. Royal Sonesta hotel, New Orleans.

Sept. 12-14—*Southern Cable Television Association* convention. Fairmont Colony Square hotel, Atlanta. Contact: Otto Miller, executive secretary, P.O. Box 465, Tuscaloosa, Ala. 35401; (205) 758-2157.

Sept. 12-14—Annual convention of Western chapter of *The National Religious Broadcasters*. Sheraton hotel, Los Angeles airport.

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

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

Sept. 14—*Television Bureau of Advertising* corporate advertising workshop. Theme: "The Pressure Upon Business to Explain Itself." Biltmore hotel, New York.

Sept. 14—Oral argument in case in which Action for Children's Television is appealing FCC's 1974 policy

statement on children's TV. U.S. Court of Appeals, Washington.

Sept. 14-16—Hearings on license renewal legislation before *House Communications Subcommittee*. Washington.

Sept. 14-16—*Illinois Broadcasters Association* convention. Holiday Inn East, Springfield.

Sept. 14-17—*CBS Radio Network* affiliates convention. Williamsburg, Va.

Sept. 15—Deadline for entries for Ohio State Awards competition that annually recognizes meritorious achievement in educational, informational and public affairs broadcasting between Sept. 1, 1975 and Aug. 31, 1976. Competition is sponsored by the *Institute for Education by Radio-Television* and is held under auspices of Ohio State University Telecommunications Center, Columbus. Winners will be announced in March 1977. Contact: IERT, 2400 Olentangy River Road, Columbus, Ohio 43210.

Sept. 15-17—*Tennessee Association of Broadcasters* annual convention. Glenstone Lodge, Gatlinburg.

Sept. 17-19—*American Women in Radio and Television* West Central area conference. Clayton Inn, Clayton, Mo.

Sept. 17-19—*Maine Association of Broadcasters* annual convention. Sebasco Estates.

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

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

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

■ **Sept. 21-22**—Northeast Cable Television Technical Seminar, sponsored by *New York State Commission on Cable Television* in cooperation with *Upstate*

chapter of Society of Cable Television Engineers. State University College, Oswego, N.Y.

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

Sept. 22-24—1976 Biennial International Broadcasting Convention, sponsored by the *Electronic Engineering Association*, *Institution for Electrical Engineers*, *Institute of Electrical and Electronics Engineers*, *Institution of Electronic and Radio Engineers*, *Royal Television Society* and *Society of Motion Picture and Television Engineers*. New techniques and equipment for the whole spectrum of the industry will be exhibited. More than 60 technical papers will be presented in 14 sessions. Grosvenor House, London. Information: The secretariat, International Broadcasting Convention, ISS, Savoy Place, London WC2R 0BL.

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

Sept. 24—*American Women in Radio and Television* Western area conference. Brown Palace hotel, Denver.

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

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

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

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

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

Major meetings

Sept. 12-16—*Institute of Broadcasting Financial Management* annual conference. Sheraton-Boston hotel, Boston. 1977 conference in mid-September in Regency-Chicago hotel.

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

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

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

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

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

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

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

Jan. 23-26, 1977—*National Religious Broadcasters* 34th annual convention. Washington Hilton hotel, Washington.

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

March 27-30, 1977—*National Association of Broadcasters* annual convention. Washington. Future conventions: in 1978, Las Vegas, April 9-12; in 1979, Dallas, March 25-28; in 1980, New Orleans, March 30-April 2.

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

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

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

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

ie almost stamp

EDITOR: Perhaps Mr. Thornton ("Open Mike," Aug. 2) missed the post office department's outstanding recognition of radio and television broadcasting when it used its Progress in Electronics stamp a



years ago. What could be more appropriate than a stamp which shows a carbon microphone, a horn speaker, an early radio tube and an early TV camera tube? —Douglas Kahle, president, ND(AM) Bend, Ore.

oney-maker

EDITOR: In the Aug. 9 issue, you have a story concerning manufacturers of broadcast equipment and the business they expect to do when the FCC grants the applications for new AM and FM stations that were filed before the imposition of the freeze.

I would like to call your attention to a much more lucrative business for manufacturers. I refer to the conversion of AM stations for stereo operation. Two petitions are presently before the FCC to allow AM stations to broadcast in stereo. When and if these petitions are granted, AM stereo would give the broadcast manufacturing industry a substantial shot at the arm.

There are approximately 4,600 standard broadcast stations in the United States. If only half of these stations decided to convert to stereo and if each station spent only \$5,000 for a new stereo control board, stereo exciter, and associated equipment, at least \$30,000,000 would be poured into the coffers of manufacturers. This would not only benefit the manufacturing industry but would create substantial employment for thousands of people and provide the public with a new type of broadcast service. —Lauren A. Colby, secretary-treasurer, Association for AM Stereo, Washington.

Who knows best?

EDITOR: In your Aug. 2 editorial concerning the FCC's recent ruling regarding format changes, you rightfully applauded the principle of government noninterference in programming. However, it is ludicrous to assume that broadcasters are any better

qualified to make these programming judgments. In fact, commercial radio operators, in general, have managed to reap huge profits while presenting consistently bland and unimaginative material over the public airwaves.

The citizen's movement must have some forum in which to force unresponsive licensees to provide information for, and access to, the community, since left to themselves most broadcasters will operate "their" stations strictly in their own self-interest. I fervently hope that the commission will take affirmative steps to insure that the voices of disenfranchised people everywhere will be heard and be listened to. —Kenneth K. Sleeman, chief engineer, noncommercial WPFM(FM) Washington.

When you least expect it

EDITOR: After Cape Cod and the nearby islands were spared the full impact of Hurricane Belle on Aug. 12, we found ourselves the victims of a different catastrophe two days later. Newperson Melissa Cullity was about to intro the 3 p.m. news when the station was plunged into darkness.

All was back to normal less than 10 seconds later. But what a story it made when we learned that someone was trailering a sail boat down a small back road, being ever so cautious, but overlooking the fact that the boat's mast was about to collide with a primary overhead power line. No injuries, just a couple of blown utility company breakers. —John W. Miller, assistant station manager, WOCB-AM-FM West Yarmouth, Mass.

What a difference an error made

EDITOR: An article in the Aug. 16 issue of BROADCASTING ("What a difference a year made") gave the impression that Wometco stock has declined in value over the past year. The figure you used for the year-ago price, 13 5/8, should have been adjusted to 9 1/8 to reflect the recent 3-for-2 stock split. This means a net change in the year of + 2 5/8 and a percentage change of + 29.3% —Gerald F. Whaley, vice president, Wometco Enterprises Inc., Miami.

Too many

EDITOR: Thank you for the mention (Aug. 2 issue) concerning our representation of KORD-AM-FM Pasco, Wash. There is a mistake in the item, however. We represent KOMO-AM-TV Seattle, not KIXI-AM-FM. The KORD stations are owned by KIXI Inc., which may have caused the confusion. —Earl Reilly, Simpson/Reilly Associates, Seattle.

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A day, like anything else, starts best with orientation. And after all that's happened around the world while we've slept, it puts things in focus to wake up to the "CBS Morning News with Hughes Rudd and Bruce Morton." It's the first and only hour-long news broadcast on network television.

Rudd and Morton have the overnight newsbreaks—the path of Hurricane Belle, an assault raid in Mozambique and a rescue raid in Uganda, gold sales in London. Along with hard news, the "CBS Morning News" is an eye-opening flow of interviews, comment, economic highlights—and special-subject reports which it has raised to a journalistic art-form. Through its coverage of world capitals, the concerned citizen has an intelligence service of his own, probing through the maze of government.

Hughes Rudd brings to the morning news the insights of a distinguished career—as correspondent and bureau chief in news centers from Chicago to Moscow, from Cairo to Saigon. He's a straightforward newsman and tongue-in-cheek wit—no autocrat of the breakfast table. Bruce Morton, co-anchor-man and top professional in the journalism of government, reports from Washington. They're joined, for on-the-spot reports and analysis, by the worldwide CBS News team of correspondents and cameramen.

The "CBS Morning News" clears the waking mind and helps prepare it for the day's decisions: for commitments to plans and positions and for investments of time and money.

Along with other broadcasts of CBS News, it effectively serves the goal of journalism which Walter Lippmann conceived as—*a picture of reality upon which men may act.*

**IT'S LIKE
RAISING
THE SHADE
TO SEE
WHAT KIND
OF A
DAY IT IS**



Hughes Rudd



Bruce Morton

CBS NEWS

Top of the Week

Debates are on for '76 campaign

Ford gets jump on Carter in issuing challenge; networks say they'll carry events staged by others, probably League of Women Voters; Stanton calls for second suspension of Sec. 315 to allow broadcasters to arrange contests

For the first time since 1960, and only the second time ever, the American voters are assured this fall of television and radio debates between the presidential candidates of the two major parties. Debates between their vice presidential running mates also are likely.

A few minutes into his speech accepting the Republican presidential nomination in Kansas City last Thursday night, President Ford issued this challenge to his Democratic opponent:

"I am ready, I am eager to go before the American people and debate the real issues, face to face, with Jimmy Carter."

Almost immediately, Mr. Carter issued a statement from Plains, Ga., saying he wants to debate the issues with Mr. Ford; indeed, he had planned to issue a challenge of his own the day after the Republican convention. Mr. Carter expressed hope that a format could be arranged that would offer a "tough examination" of both men. What is needed, he said, is "the fullest and most detailed examination of the programs offered by both sides." Mr. Carter expressed preference for a format that would permit the candidates to question each other, as well as submit to questions by others.

The probability of vice presidential debates became real on Friday when Mr. Ford's running mate, Senator Robert Dole (R-Kan.), on both CBS's *Morning News* and NBC's *Today Show*, challenged his Democratic opposite number, Senator Walter Mondale (D-Minn.), to debate. Senator Mondale was quick to respond: "We've been doing it [debating] long enough in the Senate. I'm willing."

The networks, responding to the President's speech, gave assurances they would carry the debates. William Sheehan, president of ABC News, said that "Several



NBC photos

months ago, Elton Rule, president of the American Broadcasting Companies, called for debates and said, 'ABC will fully support them and carry them.' CBS said it 'welcomes President Ford's and Governor Carter's announcements that they are willing to take part in election campaign debates. CBS hopes and expects to be able to bring such debates to the American public.' An NBC spokesman said simply, "If there are debates, we will carry them." The Public Broadcasting Service said it is considering carriage.

Pressure for debates between presidential candidates—whoever they would be—has been building for months. Last year the FCC, in response to a petition from the Aspen Institute for Humanistic Studies, seeking to focus a greater degree of attention on the political process in the Bicentennial, modified its policy regarding the equal time rule to permit broadcast debates between the major party candidates without obliging broadcasters to give equal time to other candidates (BROADCASTING, Sept. 29, 1975). The debates will be exempt from the rule so long as they are not arranged by broadcasters and are carried live and in their entirety.

In recent weeks, Mr. Carter has increasingly indicated his willingness to debate whomever won the Republican nomination. Normally, incumbents do not want to debate challengers—and give

them the benefit of the publicity their office attracts. Neither Presidents Johnson nor Nixon would debate their opponents. But with President Ford trailing Mr. Carter in the polls, some White House aides have been urging the President to go on the attack and challenge the Georgian to a debate ("Closed Circuit," Aug. 16). The view was not unanimous among the White House staff, but it prevailed. The President dropped the brief paragraph into his speech, extending the challenge, shortly before he delivered it.

That morning, following President Ford's nomination, the League of Women Voters had telegraphed both Mr. Ford and Mr. Carter, inviting their participation in three debates (BROADCASTING, Aug. 9).

On Friday, Frank Stanton, former CBS Inc. vice chairman and now chairman of the American National Red Cross, urged that Congress permit a rerun of the 1960 suspension of Section 315's equal time requirements that made possible the Kennedy-Nixon debates. He sent telegrams to Senator John Pastore (D-R.I.) of the Senate Communications Subcommittee and to Chairman Lionel Van Deerlin of the House Communications Subcommittee, calling the present arrangement of third-party-produced debates an "awkward circumvention of 315" and saying "The public will be better served by direct broadcast debates [that would be] more flexible for the candidates' travel plans and more efficient for all concerned."

Kansas City: last of the prime-time spenders?

Newsworthy as it may have been, there's doubt that NBC and CBS will go the gavel-to-gavel route again; sweetness and light took over from acrimony as keynote of media relations with politicians; paired with the Democratic effort in July, tab comes to \$30 million

More than 3,000 broadcast correspondents and backup personnel, along with print media representatives and reporters and writers from all over the world, departed Kansas City last week after wrapping up coverage of what many considered one of the most newsworthy conventions in

years. It had drama and legitimate suspense, particularly through the first two days, when the nomination of President Ford was still in doubt. But it may be that the 1976 convention will be remembered for something more than the nomination of President Ford; it may also be recalled as the last hurrah for gavel-to-gavel coverage of at least one of the two networks that still offered it: NBC executives expressed doubt that that network, at least, would do it again.

As a news story, the convention delighted the broadcast journalists, even as it exhausted them. President Ford's 1,187-to-1,070 victory over Ronald Reagan—which came at the post-prime-time hour of 12:40 a.m. Central Time Thursday—was the closest winning margin at a Republican convention since General Dwight Eisenhower wrested the nomination from Robert Taft in 1952. The lack of hard information as to the President's choice of a running mate kept suspense at a fairly high level until 11:09 a.m. CT Thursday, when word of Senator Robert Dole's (R-Kan.) selection was broadcast on ABC Radio by Bob Clark. And the Republican party's ideological shift to the right provided intriguing material for network commentators to draw on.

The convention itself offered something of a story in the civility of the relations between the Republican convention managers and the media. Where four years ago, at Miami Beach, network officials and journalists complained of the difficulty in dealing with convention managers and where they felt they were being manipulated at every turn, last week they talked glowingly of the "cooperation" and "reasonableness" on the part of the managers and seemed to feel the manipulative efforts—on the part of the candidates—had been held to tolerable limits.

Elliot Bernstein, a special events producer for ABC, served as pool producer for the network, and he described his relations with Ody Fish, the convention manager, and Josephine Goode, the convention director, as first rate. "They are delightful people to work with. They understand our needs." But their reasonableness had its limits. "They draw the line when things reach a point where it becomes our convention." The convention officials were equally charmed: "We had excellent relations," said Mike Miller, convention media director.

(White House correspondents were involved in one nasty scene at the convention, but it involved President Ford rather than the convention officials [see story, facing page].)

For the most part, the convention managers attempted simply to get each session off on time (at which they were successful) and to conclude it within viewing distance of the end of prime time (at which they were not; the President Ford-Ronald Reagan post-balloting press conference, designed as a start to rebuilding party unity, was not seen in the East until 3 a.m. Thursday).

As at the Democratic national conven-



Running mates. NBC cameras caught this shot of President Ford (l) as he introduced Senator Robert Dole (R-Kan.), his choice as the GOP's vice presidential nominee, at a Thursday news conference.



Running mates' running mates. And CBS had this companion picture of Mrs. Dole (l) with Betty Ford on the same occasion. More news than usual centered on Mrs. Dole. As Elizabeth Hanford, she is a member of the Federal Trade Commission, and questions immediately arose over a conflict of interest with her husband's ambitions. The White House issued its counsel's opinion that all was well, but in at least one interview—with ABC—Senator Dole said Friday that "I don't know how long that [the FTC position] will last." A Harvard-trained lawyer, Mrs. Dole is a former Democrat (she now calls herself an independent) and is known as a consumer advocate.

tion last month, the camera coverage was virtually all electronic. Minicams were in evidence not only at Kemper arena, but at the headquarters of President Ford, Governor Reagan and the Republican National Committee, and on small mobile units that cruised the city (All told, the two conventions are expected to cost the three networks close to \$30 million.) Producers and directors viewing some 40 monitors showing them scenes and reporters in and around the arena and at remote spots made the split-second decisions to project one or another of them out over the network line in an effort to advance the story. The result was that viewers at home had a much clearer understanding, for instance, of the fracas involving Vice President Nelson Rockefeller's convention-floor telephone: Cameramen and reporters simply bulled their way through the crowd to reach and interview the Vice President and others involved.

As a result, the broadcast journalists

were able to concentrate on the convention story. And as usual the networks, particularly, arrived in impressive force to do that: Among them, they brought in more than 1,300 correspondents, writers, technicians, producers, directors and backup help, and an impressive array of equipment of overwhelming amount and sophistication. ABC, for instance, introduced a portable backpack two-way wireless system designed to guard against distortion in transmitting pictures from the convention floor. The device, developed with Ikegami for use with its HL35 camera, transmits the components of a signal separately rather than combined, as they are when received on a television set. ABC said the new unit successfully guards against color and phase distortion despite the serious interference problems encountered on the convention floor. (ABC is also experimenting with an Ikegami—an HL77—in which the normally separate camera head and backpack are combined in one unit.)

And the candidates were often as determined to make use of the networks as the networks were to milk whatever story they could out of them. With ABC and CBS both planning preconvention specials beginning at 6 p.m. CT, President Ford managed to arrive in Kansas City almost on the hour and Mr. Reagan (who had reached the city earlier) at his hotel during the hour. But ABC, except for a brief glimpse of President Ford's plane landing, chose to tape both arrivals and fit them into the program as the producers saw fit. CBS presented both events live. Walter J. Pfister Jr., vice president of special television news programs for ABC, who was in charge of convention coverage for the network said ABC had avoided being "stampeded into something."

But generally, the producers and executive producers involved—Mr. Bensley, ABC's Bob Siegenthaler and NBC's Lester Crystal among them—were unanimous in speaking of smooth-running operations encountering no more than the usual run of problems, all happily engaged in covering a solid news story. There was no doubt that some of that enthusiasm, at least, was felt by the public; the Ford-Reagan attraction easily outdrew last month's Jimmy Carter show.

For the first three nights of the Republican convention, NBC had a national Nielsen rating of 11.4 and a 25 share, giving it a slim edge over CBS's 11.3 rating and 24 share. ABC, which ran five hours of entertainment programming over those first three nights, managed only an 8.5 rating and 19 share during the hours it covered the convention. On Monday (Aug. 16), CBS won, with a 10.6 rating and 22 share to NBC's 10.1 and 21 (and ABC's 8.7/19). The next night, CBS also won, with an 8.1 rating and 22 share (to NBC's 7.9/22 and ABC's 7.8/18). But NBC turned things around on Wednesday, with a 12.1 rating and 26 share, to CBS's 11.0/23 and ABC's 8.8/19.

Still, the question is being asked increasingly whether it is wise to devote so many hours and spend so much money—

ut of pocket and through programing pre-emption—on convention coverage. The three networks combined devoted a little more than 80 hours to the effort last week, about nine hours more than they did in covering the Democratic convention. CBS and NBC, following their customary gavel-to-gavel approach to convention coverage, did 29 hours, 25 minutes, and 30 hours, 10 minutes, respectively, of coverage. ABC, adhering to its policy of what it calls "edited" coverage and others refer to as "truncated" coverage, did 20 hours, 18 minutes, on the story.

ABC's news chief, William Sheehan, and Mr. Pfister appear to be convinced they have the answer to convention coverage, an approach the network adopted eight years ago out of economic necessity but retains now out of conviction: start two hours or so after the opening of a session, summarize what has gone before and present taped highlights, and also live the important elements remaining in the evening.

"We were on the air for the key vote on the proposal to require the President to name his choice for vice president last night," he said on Wednesday. "Tonight, we'll have the nominations for President, and tomorrow, we'll have the acceptance speeches."

At NBC, officials are not persuaded that ABC has the answer, but neither do they think they do, either. David Adams, NBC vice chairman, and Richard Wald, NBC news president, said they did not think the network would do gavel-to-gavel coverage gain.

Even though the political parties have become very sensitive to the needs of television and have attempted to tailor their conventions to those needs, "gavel-to-gavel coverage still carries a lot of information people don't care about," Mr. Adams said last week. He said that is indicated by the ease with which ABC entertainment shows top CBS and NBC convention coverage. "Why carry something if people are not going to watch it?"

Mr. Wald says the need to modify convention coverage stems from what he sees is a change in the political process. Although the recent history of Republican presidential politics does not hear him out, Mr. Wald contends that primaries are now the principal mechanism for nominating candidates. "The nomination," he said, "simply goes to the runner who is left after successfully clearing a series of hurdles."

Mr. Wald stresses no decisions have been made. "I'm not even considering this except in response to questions," he said. "Nothing will be set in concrete for two years." NBC's board chairman, Julian Goodman, indicated the decision might not even be made then. He talked of a decision being made six months ahead of the convention. But the implication is that the possibility of abandoning gavel-to-gavel coverage is real.

What would replace that kind of coverage by the two networks? One proposal mentioned is rotational coverage among the networks. But no one seems to



Radio reporting. The aural medium was also out in force at Kansas City to cover the Republicans. At left, the UPI Audio studio-trailer with anchormen Michael O'Neill (left in window) and Pye Chamberlayne (right in window). Backs to camera are Frank Sciortino (l), producer-director, and Bill Wilson, chief engineer. At right, AP Radio's anchorman, Tom Martin, in the APR trailer.



like that idea; not only would it require Justice Department approval, which would probably not be forthcoming, but it would impose on the public the reportage and commentary of only one network. Another proposal Mr. Wald mentioned would involve going on late in the evening—perhaps 11 p.m.—with an edited account of what had gone before; no effort would be made to carry any elements live, except, perhaps, for the balloting. He says ABC's edited accounts often conflict with plans to carry some events live.

At CBS, there is no sign that the network is ready to opt for some other system of coverage. Richard Salant, CBS News

president, does not like the present system either, but he says it is better than any other proposal thus far advanced. But more than that, he feels there is a positive value to full, live coverage in that it can convey a feeling of what is transpiring available in no other way. At the Democratic convention, for instance, he said, a "beautiful spirit" was in evidence. "You saw the convention pay attention to George Wallace and to a Vietnam veteran; it was a most moving experience."

But, as he said, his views may not count for much. At 62, he is scheduled to retire in 1979, about the time decisions for 1980 will have to be made.

Broadcast, print newsmen allies for the moment in battle with Nessen

All-media boycott of President's suite on night of balloting is threatened when TV-radio is not invited in for coverage

Broadcast and print reporters are normally a competitive bunch, and nothing brings out the competitiveness as much as a political convention. But last week, White House news secretary Ronald Nessen managed to persuade a group of White House correspondents to abandon their hostility toward one another long enough to focus their unified hostility on him. And in the process, he precipitated a brouhaha of marvelous proportions—one reporter talked of "anarchy... chaos."

The incident involved White House reporters' request for permission to visit President Ford in his suite when he watched the nomination balloting on Wednesday night. Television correspondents also asked to have a camera present. Mr. Nessen's response, Wednesday afternoon, was that one pool reporter—from *U.S. News and World Report*—and five still photographers would be invited. No one and nothing more.

That was disturbing enough. But then the reporters learned that the White House had also invited two other reporters—from *Time* and *Newsweek*—to the suite. That set off an outcry, with warnings that unless the White House

relented, reporters would do stories charging discrimination.

Throughout this exchange, according to CBS's Bob Pierpoint, there was no explanation for the White House's position. But the White House charged its position to the extent of offering to include wire-service reporters in the invitation. Instead of mollifying anyone, the offer was taken as attempt to split the reporters, and the wire-service reporters refused to accept.

Mr. Pierpoint said the wire-service reporters were taking a stand not only in behalf of newspapers but, surprisingly, broadcasting services as well. That elicited what the reporters regarded as another "divide-and-conquer" tactic—an offer to include a newspaper reporter in the group. Broadcast journalists were still being excluded.

Finally, at about the time Walter Cronkite was broadcasting a story on what amounted to a press boycott of the President's suite, and the reasons for it, the White House relented. The White House would allow a minicam crew, a broadcast correspondent—it turned out to be Charles Gibson of ABC—two wire-service reporters, a *Washington Post* reporter, and the three magazine reporters and five photographers originally set to visit.

Mr. Pierpoint was not entirely satisfied. The White House refused to bend on its refusal to permit live television coverage;

the President's challenger, Ronald Reagan, had permitted such coverage. But the networks did use taped coverage made available by the minicam crew. And Mr. Pierpoint seemed to feel a point had been made. "It isn't often you can get wire service reporters to stand up for broadcast journalists," he said.

ITNA: Going in alone, aloft, in Kansas City

Independent news service feeds 20 hours by Westar satellite, says AT&T would cost 10 times more

At 7:10 p.m., Central Time, last Monday, Independent Television Network Association began feeding member stations the story of former Illinois Governor Richard Ogilvie's charge that money had been offered to backers of President Ford among the Illinois delegates to the Republican national convention in an effort to persuade them to switch to Ronald Reagan. The four-minute and 50-second piece, which included an interview with Governor Ogilvie, provided a solid start for ITNA's convention coverage.

All told, ITNA offered its 12 members about 20 hours of coverage during the week—four hours and 40 minutes the first night—and all of it by way of Westar, Western Union's domestic communications satellite.

ITNA used two reporters retained for the convention—Maury Povich of WTTG(TV) Washington and Keith Miller, formerly of KSL-TV Salt Lake City—and two electronic cameras in Kemper Arena. It also had six film and ENG cameras, some provided by member stations, to cover events outside the hall. And it offered pieces done by reporters of its member stations—the Ogilvie piece, for instance.

Moving the story out of Kansas City and to the ITNA members was a model of economy. KBMA-TV Kansas City, though not a member of ITNA, provided essential support. It rented the two electronic cameras in the hall, as well as the equipment needed to feed the video signal to the temporary earth station Western Union established outside the arena to transmit to Westar.

The satellite time was a bargain, according to Reese Schoenfeld, ITNA general manager. By buying the time from Robert Wold, of Los Angeles, who buys time in large blocks for resale, ITNA paid what Mr. Schoenfeld said was "less than 10%" of what AT&T would have charged for its terrestrial service.

The ITNA stations served last week were WPIX(TV) and WNEW(TV), both New York; WTTG(TV); WGN-TV Chicago; KPLR(TV) St. Louis (KSD-TV St. Louis, which is an NBC affiliate, shares a new earth station with KPLR, and received the material also); KHJ-TV. KTTV(TV) and KTLA(TV), all Los Angeles; KTVU(TV) Oakland, Calif.; KTXL(TV) Sacramento, Calif., and KSTW(TV) Seattle.

In Brief



- Two transactions resulting in 100% ownership of **WCCO-AM-FM-TV Minneapolis** by MTC Properties (formerly held 26.5% of stations) were consummated last Monday with payments of \$11.7 million to Ridder voting trust for its 26.5% and \$1 million and MTC's 14.98% interest in *Minneapolis Star-Tribune* for paper's 47% interest in stations (BROADCASTING, July 12). Shown at closing (l to r): (seated) Otto Silha, president, *Minneapolis Star-Tribune*; Clarence J. Mulrooney, board chairman, MTC; W.T. Doar Jr., president, MTC; Robert B. Ridder, president, Mid-Continent Radio-TV; (standing) Charles W. Arnason, vice president, *Minneapolis Star-Tribune*; Joseph E. Murphy Jr., vice president/secretary, MTC; Tom Carlin, publisher, *St. Paul Dispatch-Pioneer Press*, Ridder representative.
- **ABC-TV Friday engineered changes in fall prime-time schedule affecting five series on three nights.** *Rich Man*, *Poor Man* (Saturday, 10-11 p.m.) moves to Tuesday (9-10 p.m.), displacing two half-hour sitcoms, *Tony Randall Show* and *Nancy Walker Show*, which move back-to-back to Thursday (9-10 p.m.). That change pushes returning *Streets of San Francisco* back one hour, to Thursday at 10, uprooting *Most Wanted*, which will move to *Rich Man*'s vacated time slot. All changes are "positive and aggressive," says Fred Silverman, president of ABC Entertainment, with key being *Rich Man*, which moves to more visible time period with more sets in use because first episodes are "so strong that we're certain we've got a hit on our hands."
- Department of Defense has given armed services go-ahead to use **paid broadcast advertising for recruiting**, beginning Oct. 1 (BROADCASTING, July 26). Army, Navy, Air Force and Marines want to spend \$8.5 million for broadcast spots out of total ad budget request of \$91 million for fiscal 1977.
- Among those expected to appear tomorrow (Aug. 24) at Senate Communications Subcommittee hearings on nomination of **Margita White**, White House assistant news secretary, to Republican slot on FCC are former Commissioner Nicholas Johnson, now of National Citizens Committee for Broadcasting; Charles Firestone, Citizens Communications Center; David Honig, National Black Media Coalition; Harvey Shulman, Media Access Project, and Manuel Fierro, National Congress of Hispanic American Citizens. Mrs. White fielded questions from representatives of all but last group in meeting at NCCB headquarters in Washington last Tuesday. Mr. Firestone said later he was inclined to oppose nomination, saw no compelling need to name commissioner who would have to disqualify herself from certain cases to avoid conflict of interest with lawyer husband (BROADCASTING, Aug. 9). Earlier, Everett C. Parker, director of Office of Communication of United Church of Christ, urged subcommittee to consider conflict issue and said that even "if she disqualifies herself, the work of the commission is hampered." Also to be considered tomorrow: less controversial nomination of **Joseph Fogarty**, subcommittee's staff counsel, to Democratic vacancy on FCC.
- **Marvin Antonowsky**, former vice president, programs, for NBC-TV, appointed VP for development of special projects for Universal Television, Los Angeles, involved in programming for pay TV, prime access and syndication.
 - **David F. Horwitz**, executive producer, CBS News weekend broadcasts, named executive producer of *CBS Morning News with Hughes Rudd and Bruce Morton*, succeeding Joseph Dembo, who returns to on-air work (BROADCASTING, Aug. 9). **Joan Richman**, former executive producer of *CBS Sports Spectacular*, rejoins CBS News to succeed Mr. Horwitz.

House unit hears it all said again on family viewing

This time, however, the networks sit it out while awaiting decision on suit by Hollywood suppliers

The House Communications Subcommittee went to Los Angeles last week for two days of hearings on family viewing time, with predictable results. The Hollywood creative community cried censorship and accused the networks of demanding the sex and violence that they later banned from early evening periods. Representatives of social, civic and religious groups approved the concept and wanted it extended to other periods.

No network official testified. They declined on the grounds their appearance would be improper while the suit brought against them, the National Association of Broadcasters and the FCC by Hollywood producers and guilds is pending. (Federal Judge Warren J. Ferguson, who tried the suit in Los Angeles, returned from vacation last week and is believed to be working on his decision.) Bill Leonard, CBS vice president, Washington, attended the subcommittee hearings as an observer.

In opening the hearings Tuesday morn-

ing, Representative Lionel Van Deerlin (D-Calif.), subcommittee chairman, said that no legislation is planned "and I hope there never will be." Representative Henry A. Waxman (D-Calif.), a member of the subcommittee who participated in questioning witnesses, was critical of family viewing time and of the absence of network witnesses. He said that if networks stayed away from future hearings, he would ask Chairman Van Deerlin to subpoena them.

Tuesday's first witness, David Gerber, executive producer of *Police Story* and *Police Woman*, said that he didn't object to family time itself, but to the way it was brought into being, without consultation with the people who create the programs or the public who watches them. "It's all right," he said, "for a parent to turn off the set to keep his children from seeing something he thinks they shouldn't see, but when you turn off TV for 20 million people, that's offensive."

Grant Tinker, president, and Allan Burns, executive producer, MTM Enterprises, appearing as a team, objected to "the arbitrary censorship of the family hour." When Mr. Burns said that perhaps they had given in too easily and should fight harder to get what they want, Mr. Tinker commented that TV's top producers, "like Burns, Lear and Gelbart, may get tired of fighting and leave television for other, freer fields."

Violence on television is a "major health threat" to the youth of America, according to Dr. Thomas Elmendorf, past president of the California Medical Association. Reporting that by the time a child graduates from high school he has received 11,000 hours of schooling but has watched 15,000 hours of television, the doctor said that "we ought to be at least as interested in television's curriculum as we are in that of the schools."

"Television," he said, "can give a child a predisposition to violence and if he has the predisposition, it can increase his violent behavior."

Dr. Elmendorf applauded family viewing time as a step in the right direction. The American Medical Association, he noted, is preparing to publish a booklet on parental control of their children's television watching (BROADCASTING, July 5) and is also ready to cooperate with the NAB on an educational program.

The Screen Actors Guild went on record as opposing excessive violence on television almost a year before family viewing time was adopted, SAG President Kathleen Nolan testified. Now, she said, SAG is fighting on two fronts, "one against the broadcasters who want action, a euphemism for violence," and the other against the public, which is giving violence on TV the highest ratings and in theaters the longest lines.

"There is so much violence on televi-

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sion because the networks want it," David Rintels, president, Writers Guild of America West, told the subcommittee. "They want it because they think they can attract viewers by it. They attract sponsors. Affiliated stations welcome it."

Echoing the view that violence is exclusively the networks' doing, Larry Gelbart, executive producer of *M*A*S*H* and a WGAW board member, said "writers and others are excluded, totally, from participation in the decision-making process—exactly as we were excluded in the creation of the family viewing hour, which was presented to us full-blown, already beyond discussion or questioning, as yet another limiting factor on our right to write and your right to see."

The same view was offered by Norman Lear, producer of *All in the Family*, *Maud, The Jeffersons* and other TV series. "If the networks and the National Association of Broadcasters had been sincere about their desire to clean up the airwaves, why did they never call a meeting with the creative community to discuss the problem?" Mr. Lear asked. "The simple fact is that if networks had not wished gratuitous violence on the airwaves they control, it would not have been there."

Gene Roddenberry, executive producer of *Star Trek*, called family time "camouflage to hide television's real problem," which is that creative people are not allowed to develop their own ideas. "We work in a medium whose primary purpose is not to entertain or to inform; its purpose is to sell products. So programming is designed to put the audience in a state of mind to accept the commercials."

This condition may be changing. David Levy, TV producer and one-time NBC program vice president, told the subcommittee that The Caucus, a group of Hollywood writer-producers, has recently held a series of meetings with the heads of the TV networks concerning creative control of programming.

"We have no quarrel with the networks' right to make decisions for a pilot film," he said, "who'll be the star, the writer, the producer. But after that, the day-to-day operation should be the responsibility of the producer. If he doesn't do a good job he should be removed, and the network can ask for it."

"We're prepared to assume that responsibility and we think that if we had it, free of network control, the quality of television programming would be vastly improved." Further meetings are planned for October. Mr. Levy reported.

A panel of The Caucus also included Leonard Stern, producer of *MacMillan and Wife*; Norman Felton, producer of *Dr. Kildare*, and Alan Courtney, producer of *Hee Haw*.

"Television does not initiate, it reflects," Mr. Courtney said. "There is less violence on TV than in real life." He suggested that legislation improving conditions and lessening violence in real life would be matched by a reduction of violence on television.

Mr. Felton reported that young people who might come into television "don't

want any part of it because of too much censorship, too much control." He asked the committee to do what it can to change this situation.

Commenting on a suggestion that the FCC could obtain diversity by requiring the networks to produce shows for children, Mr. Stern said, "We are in the entertainment business and we seem to have gotten into a sociological area which may be beyond our province. I don't think there's a large-scale objection to what is on."

The idea for government rules to assure that at least one children's program is available at all times between 7 and 9 p.m. was proposed by Geoffrey Cowen, public interest attorney and lecturer in communication law at UCLA. As another help to parents, he suggested a device not unlike the safety caps on aspirin bottles which to prevent a child from operating the family TV set, or a somewhat more

complicated gadget that would let him tune in only certain channels, predetermined by the parents.

Frank Orme, executive vice president, National Association for Better Broadcasting, asked the subcommittee to "induce the FCC to adopt policies and guidelines which give full and proper weight to the matter of program content in all new and renewal license applications."

How the licensing policy was adopted was recounted by Rosel Hyde, retired FCC member who twice served as chairman of the FCC. He appeared as counsel to the Bonneville International station group based in Salt Lake City.

The problems of what constitutes proper programming in today's society must be dealt with on a nationwide basis, he said. Bonneville's view is that "the airwaves should not be subverted to the interests of those who are not satisfied with programming appropriate to homes generally."

The way it was. Radio broadcasters felt the crunch of rising expenses last year. Although 1975 radio revenues increased 11.4% over 1974, expenses jumped 12.8%. The result: pre-tax profit for the "typical" station dropped 12% and profit margin declined by slightly more than a percentage point. However, figures collected by the National Association of Broadcasters and released last week show the scales weighted in favor of FM operations. Revenues for the "typical" FM rose 12.6%, keeping ahead of an 11.2% increase in expenses. Last year the average FM lost only \$700 as opposed to \$2,200 the year before, and the profit margin was up one-and-a-third percentage points. Revenue from national and regional advertisers doubled. Of the FM stations responding to the NAB's annual survey, 49.5% reported a profit, as opposed to 48% in 1974 and 42% in 1973.

As for the future, the NAB expects 1976 FM revenues to turn a profit for the first time in history. And by evaluating estimates of advertising dollars allocated to radio, NAB makes "a conservative prediction" that 1976 will see a 9.5% improvement in revenues. The NAB's AM-FM figures were derived from slightly more than 2,000 responses to its survey; FM-only information came from 321 stations.

The complete figures:

	Typical radio station			Typical FM's only		
	1975	1974	% chng.	1975	1974	% chng.
Total time sales	\$208,200	\$187,100	11.3	\$139,900	\$124,700	12.2
From:						
Networks	0	0	—	0	0	—
National and regional advertisers	20,800	18,300	13.7	11,200	5,600	100.0
Local advertisers	187,400	168,800	11.0	128,700	119,100	8.1
Total broadcast revenue	205,400	184,300	11.4	137,700	122,300	12.6
Nonbroadcast revenue	1,700	400	325.0	400	200	100.0
Trade-outs and barter	6,200	4,100	51.2	3,300	4,600	-28.3
Total broadcast expense	196,600	174,300	12.8	138,400	124,500	11.2
Technical	14,400	12,700	13.4	11,500	9,300	23.7
Program	57,800	51,900	11.4	41,700	38,000	9.7
Selling	38,500	35,100	9.7	29,600	28,800	2.8
General and administrative	85,900	74,600	15.2	55,600	48,400	14.9
Selected expense items						
Total salaries	103,200	92,000	12.2	66,800	60,400	10.6
Technical	6,800	6,300	7.9	4,600	4,000	15.0
Program	29,100	35,100	11.4	25,700	25,500	0.8
Selling	29,300	25,900	13.1	21,800	18,800	16.0
General and administrative	28,000	24,700	13.4	14,700	12,100	21.5
Cost of outside news service	4,600	4,400	4.5	2,600	3,300	-21.2
Music license fee	5,200	5,400	-3.7	3,100	2,700	14.8
Depreciation and amortization	9,800	9,400	4.3	9,900	10,000	-1.0
Interest	1,700	*	—	900	*	—
Profit (before federal tax)	8,800	10,000	-12.0	-700	-2,200	68.0
Profit margin	4.3%	5.4%		-0.5%	-1.8%	

*Information was not requested in 1974 survey.

IF YOU WANT TO BE IN THE TOP TEN IN DENVER, YOU WANT TO BE IN

NINE NEWS **THE 10:00 REPORT**

- | | |
|-------------------------------|--------------------------------|
| 1. STARKY AND HUTCH | 7. BARNEY MILLER |
| 2. BARETTA | LAVERNE AND SHIRLEY |
| 3. HAPPY DAYS | 8. ABC MONDAY NIGHT MOVIE |
| 4. BIONIC WOMAN | DONNY AND MARIE |
| WELCOME BACK KOTTER | HARRY O |
| 5. NINE NEWS (WEDNESDAY/10PM) | 9. NINE NEWS (FRIDAY/10PM) |
| NINE NEWS (THURSDAY/10PM) | NINE NEWS (TUESDAY/10PM) |
| STREETS OF SAN FRANCISCO | NINE NEWS (MONDAY/10PM) |
| 6. ABC SUNDAY NIGHT MOVIE | ABC FRIDAY NIGHT MOVIE |
| | THE LAWRENCE WELK SHOW |
| | 10. THE SIX MILLION DOLLAR MAN |

Source: Arbitron Television Survey (ARB) April 21-May 19, 1976, Denver market. Subject to qualifications described in said report.

NINE NEWS—THE 10:00 REPORT with
LIVE ACTIONCAM IS NUMBER ONE WITH
THE PEOPLE OF COLORADO.*

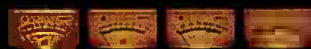
GO FIRST CLASS . . . GO WITH NINE NEWS
5pm and 10pm, SEVEN DAYS A WEEK.



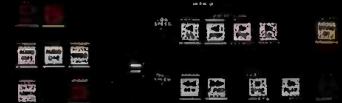
*ABC IS ALSO NUMBER ONE with the people of Colorado. KBTV has
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The Sony BVH-1000. Consider the concept.

The BVH-1000 brings a new, two-in-one concept to professional high band video recording. It meets current broadcasting needs for a top-of-the-line recorder, and does it in an economical package without compromising video or audio quality.

But more than that, the BVH-1000 is the machine of the future. Designed for production and post-production applications, it is a 1" video recorder that can compete with 35mm film techniques.

It wasn't easy, but we have combined transparent picture quality, plus two professional quality audio tracks with advanced editing techniques. That combination simply is not available in any other recorder, no matter what the format or tape width.

Before considering another recorder, examine these eight BVH-1000 features:

1. Exclusive 1.5 head. This completely avoids the problem of missing information caused by head switching of single head machines. It also insures, for the quality user, a continuity of video information, as well as VIRS record/playback, which may be required of all machines in the future.

2. Advanced servo design.

The BVH-1000 incorporates drum servo, capstan servo, tension servo, reel servo. This servo system, combined with dual capstan drive, provides highly accurate tape speed and quality interchange, plus gentle tape handling in fast forward and reverse modes.

3. Five motors. These eliminate the use of unreliable and inaccurate belt systems for drives.

4. Standard VH and color framing modes. Both are standard equipment in the BVH-1000. Two high quality audio tracks and a separate cue track, plus 400Hz tone generator are also standard.

5. Biderex search control. Built-in bi-directional search control allows shuttling of the video tape in either direction from 1/3 frame jog to high speed rewind and fast forward. The non-segmented formats allow the operator to see the picture and make fast editing decisions either manually or with computer control.

6. Standard tape timer. This features a special memory that prevents the tape from unthreading. SMPTE reader/generator is a plug-in option.

7. Versatile mounting. A flexible mounting system and built-in wave form select enable the BVH-1000 to be adapted to any number of mounting or console configurations. The BVH-1000 is at home in a small van or big studio.

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The BVH-1000 can be used with Sony's new BVT-1000 time base corrector or any other quality TBC. If you don't require time base correction, an optional heterodyne recovery board is available.

This is just the beginning of the BVH-1000 concept. To learn more about the economy, technical performance and specifications, contact your Sony Broadcast representative, or write Sony Broadcast.

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Why the networks watch the news on WCCO-TV.

They watch us because some of the most talented reporters and newscasters in the country work for us.

Which makes WCCO-TV a prime target for CBS head-hunters. TV GUIDE goes as far as to call us "CBS Prep."

Some of the people we're proud to say we're sorry to have lost:

Phil Jones, from City Hall to the White House. A true success story. Phil used to shadow local politicians for WCCO-TV. And we sent him to slog the jungles of Viet Nam twice. Now he covers the heavyweights at the White House for CBS.

Susan Peterson stalks the news for CBS, London Bureau. You may recall Susan giving back rubs incognito to local sauna parlor patrons, all in the name of "investigative reporting."

Now she covers more genteel subjects like the coronation of King Juan Carlos of Spain.

Don Kladstrup, CBS's man in The Big Apple. Remember his very important award-winning series you didn't want to see, "Living with Death?" Well, CBS picked up the entire program. And Don, too.

Now he probes even more subtle mysteries like New York's financial problems.

Bob McNamara travels the continent for the CBS Bonn Bureau. In his WCCO-TV days, Bob traveled the "Country Roads" of Minnesota interviewing interesting, down-to-earth folks. Now he covers the "trouble spots" in Europe and the Mideast.

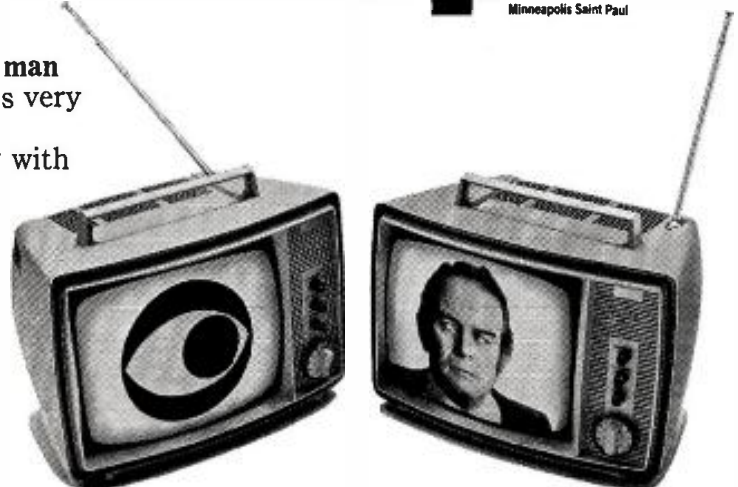
You can also catch WCCO-TV alumni Tom Pettit on NBC News, reporting from Los Angeles and Bill Stewart in New York for ABC News.

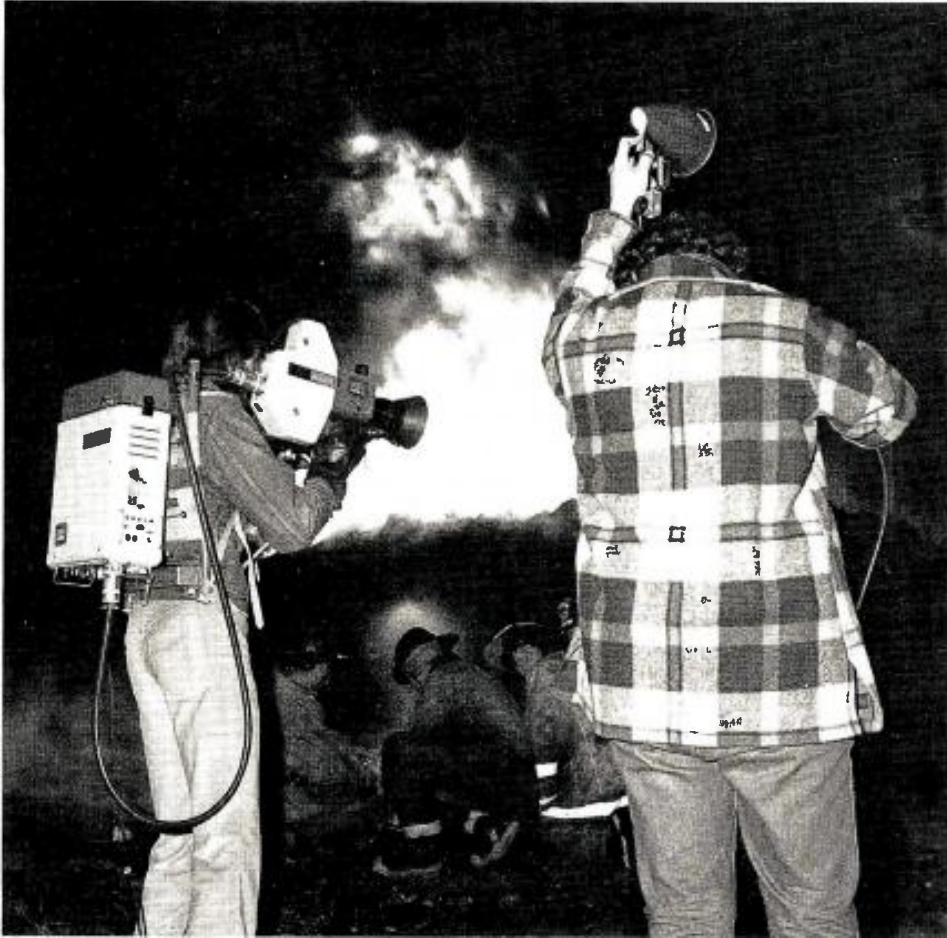
Of course, most of our people regularly get offers from all the networks. Fortunately, they stay with us.

And frankly, we'd be a little worried if the offers stopped. It wouldn't say much for the quality of our news show.

Watch the news the networks watch. The Scene at Six and The Scene Tonight.

4 WCCO TV
Minneapolis Saint Paul





Thereness: WBTV Charlotte, N.C., had its ENG team live at a disastrous fire (page 30).

The local TV news scene:

There's a race going on in local television journalism: between the public's demand and the medium's supply. As of mid-1976, it looks like a tie.

And that, of course, would be the best news of all for those whose business it is to satisfy the American appetite for news, news and more news.

Among the emerging trends:

- Local TV journalism is continuing the shift away from film to electronic newsgathering. The live reports boost credibility. And, as stations gain more experience, news departments are using ENG gear for stories other than spot news. Documentaries and investigative reporting are proliferating.

- There's a trend toward longer newscasts and increasing willingness to stick with stories that develop national or international angles. From an on-the-scene interpretation of how oil supplies will be affected by interruptions in the construction of the Alaskan pipeline, to following developments in a murder case in the next state, the stations get up and go.

- Or, as one man puts it (page 46): "We can cover the news now."

BROADCASTING's annual survey on the subject, beginning on the next page, relates the view from within and without ... the consultants and the news directors ... the spot and in-depth stories that aired across the nation ... innovative approaches. In sum, the substance of what's news.

Moving into high gear with ENG

It's no longer novelty, and stations are allowing it to fulfill its potential as news-gathering device, especially for spot coverage; but need for film is still seen

Electronic news-gathering equipment is no longer the handy toy of television news departments. In the past several years, as stations have acquired ENG outfits and become skilled in their use, more and more on-the-spot stories are appearing on the air live or in quickly edited tape formats. But this trend has not spelled the end to the uses and proponents of the film camera. In some of the fast-breaking stories that stations covered and that are mentioned here, film seemed the suitable medium; for others, tape, and for still others, a combination of the two.

San Francisco was a very active news town last year. The biggest media event there was the Patty Hearst arrest and trial.

KGO-TV there scored an exclusive in that story when it received an anonymous tip that SLA members and Hearst companions Bill and Emily Harris had been ar-

by KPIX San Francisco which then had a live report from the courthouse followed by an 80-minute special on the case and the major figures involved using two live reports in addition to pre-taped material.

Another story of national importance demanding fast coverage took place in California—the attempted assassination of President Ford by Lynette Frome in Sacramento. KQVR Sacramento was on the scene, but with film, not ENG. Film of the incident, which happened at 10:10 in the morning, was rushed back to the station, processed, edited and was ready to air by 11:15. Instead of putting it on then, however, the station worked up a minidocumentary to lead into the President's televised address at 11:30. News Director Norman Hartman, speaking on the merits of film as compared to ENG, said, "While we aren't writing off ENG, we are convinced that in a real fast-breaking news situation, we are better off, today, with lightweight cameras loaded with fast color film." KQVR's coverage received a regional Emmy for outstanding news special and the Radio Television News Directors Association spot news award for the Western chapter.

A station with other ideas on the matter of film vs. tape is WKRG-TV Mobile, Ala. Bob Lee, news director, said, "Now that we've had a year of experience under our belts, we can say without qualification that film can be totally and successfully replaced with video tape." WKRG-TV used

city, a Las Vegas judge gave KLAS-TV permission to video tape a criminal court trial. The trial of a man charged with attempted murder lasted five days and by the time the jury returned a guilty verdict the station had nearly 30 hours of material on tape. The finished product, *Justice: The State of Nevada vs. Xavier P. Solorzano*, was telecast in three parts. The first two segments were 90 minutes, the last part, two hours. Plans are now under way to distribute the program to law and journalism schools as well as to civic groups.

Covering stories before they reach the courthouse—when the crime is actually taking place—was something that KGTV San Diego cameramen did in a dramatic incident. Photographers Tom Keck and Bob Craft dodged bullets during an all-day shootout between police and an armed youth holding three young girls hostage. It ended in the death of the youth and his friend, whom he had forced to sit outside the house at gunpoint. The resulting footage, *Oceanside Shoot-Out*, won two awards, including best of show from the San Diego Press Club in 1975.

KDKA-TV Pittsburgh got its first chance to use its new ENG equipment when the city's school teachers voted to strike. First word of the final decision to walk out was carried live on the 7 p.m. news with a history of the negotiations given by reporter Judy Fielder as the strike votes were tallied. During the eight weeks of the



Real time. ENG crews provided viewers with on-the-spot looks at fast-breaking stories. Jim Redmond of KMGH-TV Denver (l) reports on the devastation caused by the Big Thompson Canyon flood in Colorado. Barred from entering the *Philadelphia Inquirer* by strikers' picket lines, WCAU-TV anchors Michael Tuck and Jack Jones (c) interview the paper's



president, Sam McKeel, over the phone with a live minicam shot of Mr. McKeel at his office window chromakeyed behind them. Fighting back deadly ammonia fumes, KPRC-TV Houston reporter Cal Thomas (r) describes the wreck and explosion of a tank truck at the city's busiest freeway interchange.



rested and were to arrive in 10 minutes at San Francisco's federal building. The break came in the afternoon and most of the news personnel were out on assignment. A reporter and cameraman were pulled from another story and got FBI permission to film seconds before the agents arrived with their prisoners. KGO-TV was the only news operation on hand and after feeding the story to ABC, stills were printed from the film and distributed to AP, UPI, *Time*, *Newsweek* and other media.

KGO-TV later assigned a reporter to cover the eight-week Hearst trial full time. His stories ran up to eight minutes each night and most were live from the federal building. The verdict in the Hearst trial came at 4:40 on a Saturday afternoon. A bulletin was broadcast almost immediately

its ENG facilities in what it said was a first for the state when it covered a trial from inside the courtroom. Under new canons of judicial ethics approved by the Alabama supreme court, the station was allowed to tape a first-degree murder trial in Mobile after all the parties involved gave permission and the judge approved.

A similar plan was advanced by co-owned WPLG-TV Miami and WJXT Jacksonville, Fla., which petitioned the Florida supreme court to amend the regulations barring such coverage. The court agreed to let the stations set up test coverage of both a civil and a criminal court trial in Tallahassee. The court will monitor the cases and the coverage to help it determine if current technology makes television coverage of trials feasible.

Concerned about rising crime in the

strike, stories were developed covering the positions of both sides and how the strike was affecting the students and community. Finally, when a new contract was ratified, KDKA-TV was there live.

KMOL-TV San Antonio, Tex., used its live capability to bring viewers a 90-minute public briefing on a proposed settlement in a \$150-million damage suit filed by the city against two gas companies for their pricing structure of utility rates. Even participants in the briefing watched the live television coverage from monitors placed on the desks, hearing both the live presentation and the comments of Martha Buchanan, the station's co-anchor and expert on the gas corporation law suit.

Film and tape were used together to capture the devastation left in Colorado by the Big Thompson Canyon flood for

Oklahoma City's Pam Olson and Jerry Adams



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

Another pace-setting "FIRST" scored by KWTN News! Award-winning reporter Pam Olson joins veteran newsman Jerry Adams at the anchor desk for KWTN's 6 P.M. edition of NEWSROOM 9 every weeknight.

Pam and KWTN News have been honored with a national finalist Emmy Award this year, plus winning a National Headliners Award, a Sigma Delta Chi Award and the Oklahoma Broadcasters Public Service Award.

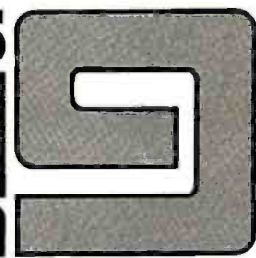
KWTN News also received four UPI and three AP awards this season for excellence in various categories of Oklahoma television news.

Pam and Jerry, and Oklahoma's largest broadcast news organization, combine the best of professionalism and personality in bringing Oklahomans NEWSROOM 9 at 6 P.M. every weeknight — Oklahoma City's only full-hour local newscast.

**THE
PACESETTER
in Oklahoma.**

NEWS

ROOM



KWTN Channel 9 Oklahoma City  A CBS Affiliate

Michael DeLier, General Sales Manager
David Whaley, National Sales Manager

Represented nationally by John Blair Company



Old reliable. Electronic cameras aren't everywhere, however. Charles Barthold, a nervy film photographer for WHO-TV Des Moines, Iowa, spent his day off the job chasing a tornado and brought back film remarkable for the sight and for its scientific insight. Storm experts say the footage confirms for the first time that some tornados are anticyclonic, that is, they move in a clockwise direction. He also recorded the simultaneous death and birth of separate tornados.

KMGH-TV's viewers in Denver. Film was used for the early coverage including aerial shots, and the station's Insta-Cam truck sent back reports of rescue and emergency operations nearly every half hour. The station's facilities were offered to and used by the governor to explain his request for federal aid and to assess the situation. Using the video tape and film shot all along the canyon—some places could be reached only in a four-wheel drive vehicle—KMGH-TV provided a special report interspersed with live updates on the rescue efforts and activities at relief centers.

When the Teton Dam collapsed, KGVO-TV Missoula, Mont., managed to turn out a half-hour program the same day even though the station is 300 miles from the dam. One reporter stayed on the phone taping eyewitness accounts while news director Larry Cooper flew to the scene in the station's plane. After filming aerial shots and interviews with civil defense officials and volunteers, he flew back to the station to put it all together.

Tornados are fairly common in the Midwest but WHO-TV Des Moines, Iowa, photographer Charles Barthold came up with some unusual footage. After hearing that a tornado had been sighted about 10 miles from his home, he drove ahead of the storm and filmed it coming toward him. As he filmed, the tornado seemed to be breaking up and, at the same time, a second was forming behind it. As it

approached he kept shooting and it passed by about 450 feet away, flattening one town and doing considerable damage to two others. Storm experts expressed great interest in the footage. One from the University of Chicago called it the second most violent storm captured on film and the first he'd ever seen showing the simultaneous death and birth of separate tornados.

The crash-landing of a jet at the Philadelphia International airport was one of the news stories covered by KYW-TV's relatively new ENG format. The plane came down at 5:14 p.m. and by 6:03 reporter Jim Hickey was reporting live from alongside the wreck that there were no deaths but that six people were seriously injured. Two other reporters were interviewing witnesses and Beverly Williams went to the hospital and taped a report which was rushed back to the station for the 7 p.m. report. She did her narration live from the hospital over the phone while watching the report play on a television set in one of the patients' rooms. At 11 p.m. the live unit was still on the runway as investigators began checking the fuselage, and anchorman Vince Leonard (himself a pilot) wrapped up the state of airport operations and the reactions of travelers to the accident.

The explosion of a grain elevator in February at the Port of Houston that threw chunks of concrete and steel for miles and killed 12 people got the ENG crew at KPRC-TV into action just over an hour later with reports through the afternoon and a live wrap-up on the early evening news. The station got another workout three months later when a tank truck filled with liquid ammonia broke through a guard rail and fell to the bottom level of the busiest freeway in Houston, exploding and releasing a cloud of ammonia gas that killed six and put more than 200 in the hospital. KPRC-TV carried reports on the traffic problems caused by explosion damage to the interchange supports and warnings from fire and civil defense officials during the after-

noon. At 6 p.m., film, video-tape and live reports were combined for a 20-minute summary.

Frank Luber, a reporter at WJZ-TV Baltimore had just finished a live report from east Baltimore during the 6 o'clock news when he heard on his police radio that snipers were firing at police in the western part of the city. Mr. Luber and two cameramen sped across town and stopped their van, unknown to them, directly in the line of fire. They took cover, decided not to use the bright TV lights and spent the next hour microwaving the battle between police and a 19-year-old man back to the station. The sniper had an arsenal that included over 500 rounds of armor-piercing ammunition, 12 high-powered rifles and several hand guns. By the time he was captured, he had killed one policeman, injured six others and one civilian.

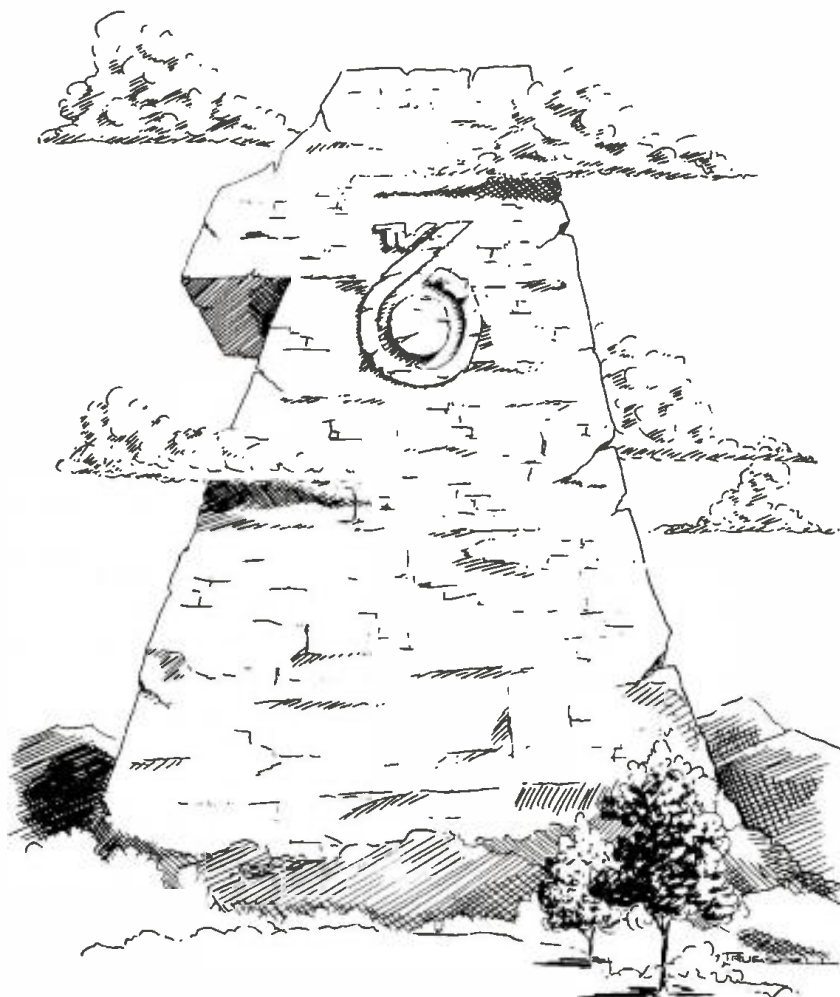
WTVJ Miami was on the spot when a convicted car thief killed a police officer in the parking lot of a beach hotel. The station was also at two of a string of fires set by arsonists. Because of fire restrictions, station personnel could not go behind fire lines. They subsequently attended a two-day seminar offered by the fire department which now enables them to go behind fire lines to show viewers what happens inside a burning building. Following their training, reporter Al Sunshine and photographer Jeff Forte produced a six-part consumer safety special ending with film shot inside a burning building to demonstrate escape procedures.

With the long lag between order and delivery time for microwave equipment, WTOL-TV Toledo, Ohio, looked for a way to speed up the process and get on the air live. The answer was found in Ohio Bell, from which the station leased a video van, microwave transmitter and personnel. The system began in November 1975 and continued until after the first of the new year when the station's own equipment arrived.

WCIA Champaign, Ill., is changing from film to ENG and instead of having a cameraman drive 90 miles each day to



Older reliable. There are some places ENG and film cannot go. Courtrooms in many states, for instance. So stations must rely on sketches like the one above, drawn by Diana Manning for WMT-TV Cedar Rapids-Waterloo, Iowa. Shown are defense attorney William Kunstler (l) and defendant Robert Robideau, at the trial of two American Indians accused of murdering two FBI agents.



We're the "One"

Out of ARB's "Top Ten" most watched programs, five of them are TV6 News at Ten newscasts!



DOUG MOORE



CARL ZIMMERMANN



TOM HOOPER

In fact, three of TV6's 10 P.M. newscasts rated higher than any CBS or NBC regular prime time series.

*SOURCE: May '76. Arbitron, Milwaukee, Program Audience Section, 10-10:30pm (Sun-Sat), Total People. Subject to the limitations of the survey.



EARL GILLESPIE



TOM SKILLING



ALBERT



Springfield, the state capital, it is installing a microwave system in downtown Springfield. The bureau there will have a complete ENG outfit that will give it the ability to send live feeds from Springfield to WCIA, to its sister station, WMBD-TV Peoria, or to both simultaneously. Also in the works is the installation of a microwave hop from the capitol allowing live broadcasts from the legislative chamber, the governor's office and the press conference room.

Since many stations have ENG, WISH-TV Indianapolis looked for something to put it one step ahead. In March the station entered into an agreement with National Jet Service for the exclusive use of a Lear jet for its news department. So far the station has gone to Washington for an inter-

view with Indiana Senator Birch Bayh when he withdrew from the presidential primary race, to New York and Kansas City for the Democratic and Republican conventions and to Philadelphia when Indiana University reached the NCAA basketball finals.

In Charlotte, N.C., WBTV had to cover a basketball game and the largest fire in the history of North Carolina on the same day. Using one of its "on the scene" ENG units, a story was taped on the fire and microwaved 93 miles back to the station in time for the 6 o'clock news. The station's second unit was 250 miles away at Chapel Hill taping the University of North Carolina-Wake Forest game. By chartering a plane, WBTV flew the game tape back to the studios in time to be edited and aired

in a special 30-minute expanded sportscast following the 11 p.m. news.

A little luck helps, too, in getting a scoop and WWLP Springfield, Mass., had that the day its film crew went out to do a story on the flooded Connecticut river. While on their way they heard a police report on a possible kidnapping including a description of the car involved. When the news team arrived at their filming spot at the base of a mountain, there was the car. They called the station which informed the state police. The cameras were rolling as WWLP followed the state police up the mountain. When the driver saw the police, he drove the car off the road and down the side of the mountain. The troopers pursued the car and finally succeeded in extricating the driver and the kidnap victim.

The bigger picture, the unseen picture: TV probes behind the daily news

Special units at stations not only dig into the news behind the news, but also spotlight vital issues that escape public notice

While stations are justifiably proud of their success in getting stories on the air before the competitors, they recognize the need for more than just spot news. The investigative reporting and documentaries produced by the news departments are helping to meet that need.

KABC-TV Los Angeles has what it calls its Contact Seven unit to handle complaints from viewers. One viewer wrote that his brother was being forcibly drugged in a state prison. A three-month investigation turned up complaints from both former inmates and men still in the institutions. The major issue centered on whether the inmates were indeed "psychotic," as claimed by the prison doctors. KABC-TV uncovered proof that one man had been declared not psychotic by the State Health Department, but had subsequently received heavy anti-psychotic medication for years from prison doctors. A former prison psychiatrist told the station that he was coerced by the prison administration into giving powerful drugs for administrative, not medical reasons. Almost an hour's worth of film was shot of inmates in a prison, many of whom were heavily dosed with drugs. The evidence gathered by Contact Seven was presented to the State Assembly Committee on Corrections, which joined the investigation. The committee later held hearings on the matter and plans to draft a bill to correct the situation. The station's televised reports spanned two weeks on the 5 p.m. news with approximately five minutes per night. The first seven segments were shown at the hearing and became part of the official testimony.

In June of 1975, WTTG Washington was tipped on possible widespread corruption in the handling of millions of dollars worth

of military meat contracts. The station learned that a meat shipment, which had passed inspection in Boston, was to be seized and shipped to Andrews Air Force base in Maryland for reinspection. The second examination of the meat was filmed by WTTG during which pieces of insects and clumps of animal hair were found in with the meat. Other inspections were made subsequently and the station ran continuing reports throughout the year on the investigation. It was eventually charged that inexperienced military inspectors were taking bribes and the result was full hearings on the situation on Capitol Hill.

Disdaining a "scattergun" approach, WPLG-TV Miami decided to concentrate all of its resources over a long period on a single local social problem that has also beset other areas. Public Affairs Director Alma Walker supervised the

project, an investigation of the performance of South Florida schools. The investigators conducted a school-by-school, grade-by-grade analysis of students' reading, writing and mathematical skills. The results, aired in a 10-part series followed by an hour-long prime-time special, *Why Johnny Don't Know*, revealed that almost 50% of Dade county's 190,000 students were below the level of their grades and that high school students without basic skills were being "socially promoted." Not content to let the story rest there, WPLG-TV went to work on *What Does Johnny Know?* as a follow-up. A team of reading supervisors and a noted Jacksonville educator joined the station in designing an on-air reading test for children and adults. The test, anchored by Glenn Rinker and Molly Turner, was to determine if viewers possessed what the experts believe is the degree of literacy needed to function in society. It tested vocabulary, word analysis, association and meaning. All area newspapers carried the test form as a public service and the station received 2,000 re-



Bringing it home. Democratic presidential candidate Jimmy Carter discusses the issues with KOIN-TV Portland, Ore., News Director Ted Bryant. The interview was packaged as part of a 90-minute special broadcast prior to Oregon's May primary.

WITH US, BEING NO.1 IS NOTHING NEW. IT'S A 27 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 27 years in a row.*

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

WTVJ MIAMI NEWS

* Audience data are estimates subject to qualifications contained in the pertaining survey reports.



THE TRANSITIONAL STORM.

PART II. THE REALITIES.

WHAT OPTIONS DOES THE ENERGY CRISIS LEAVE US?

The end of the fossil-fuel age is clearly discernible. The beginnings of some kind of *future-energy* age are not yet clearly established. We are in a "Transitional Storm."

But the thing to keep in mind about this storm is that it *is* a transition — not an end. We know from the laws of physics that there is *no* shortage of energy *per se*. Available energy sources are literally inexhaustible — heat from the sun, steam from the earth, deuterium from the sea, the winds, the tides, and more.

The challenge is to find *new* ways to capture the energy we need before the *old* fuels disappear.

THE REALITIES

There are those among us in the U. S. who argue that there is another solution — that we can solve the energy crisis by halting society's growth. But this just does not square with reality.

First, the world's population is still expanding. At the same time, individual desires for a satisfying life-style are also increasing. And recognizing human nature, this is certain to continue; the underprivileged will not sit quietly by and accept forever their have-not status.

Second, the world's supplies of fossil fuels

are indisputably finite. No matter how carefully we conserve them — and all of us must obviously conserve them — they will eventually be exhausted.

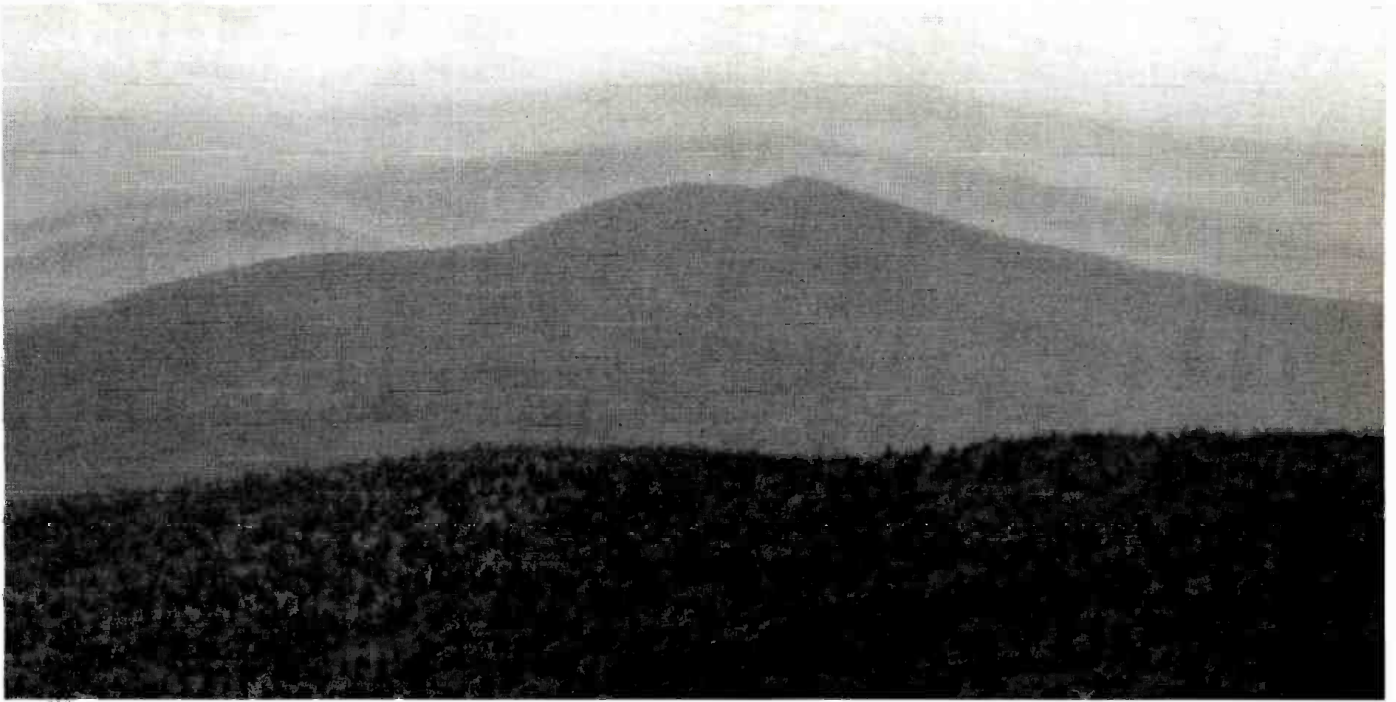
Take petroleum: There is no way to determine exactly how long the world's supplies of petroleum will last, because there is no way of knowing exactly how large the recoverable reserves are. But it is estimated that the world's recoverable oil cannot last more than 25 years at the present rate of use: an insignificant period of time when measured by the probable future course of human existence.

COAL AS AN OPTION

Coal reserves, though also finite, are vast. The U. S. has one of the largest known reserves of coal in the world — enough to last perhaps 500 years.

But the free use of coal for power generation, even with today's advanced methods of controlling emissions, is restricted by stringent air pollution standards, transportation problems, and other obstacles. These problems must be solved if coal is to meet an even more substantial part of the world's energy need.

Experiments are now in progress on ways to burn coal more cleanly. And the electric companies, the gas industry, the coal industry, the



petroleum industry and the federal government are researching ways to produce synthetic oil and gas from coal. This conversion has already proved feasible, but not yet commercially practical.

This research must go on. And with the public's support, it *will* go on. Coal, of necessity, must be substituted for oil and natural gas wherever possible if we are to stretch the fossil-fuel epoch to its absolute limit.

OTHER OPTIONS

Coal, however, is neither a total nor permanent solution to the energy crisis. We must speed the development of other sources of energy so we can move into the future-energy epoch as soon as possible.

Nuclear power is the most immediately available of those other sources.

Supplies of nuclear fuel for fission — specifically uranium — are adequate for the near future. But even beyond that, nuclear technology offers the promise that nuclear power could eventually fill most energy needs indefinitely, if necessary.

At present, about 9% of our nation's electricity is provided through nuclear fission; with public support and approval, this figure could rise to about 50% by the year 2000.

BEYOND FISSION

Present-day plants are merely the first step in the development of nuclear power.

Nuclear breeder reactors, now in an

experimental stage, produce more fuel than they consume. When perfected, they could vastly extend the life of nuclear fuels.

And nuclear fusion for power generation — also presently under research and development — offers the potential of a virtually unlimited source of power.

Because of nuclear power's present availability, construction of plants utilizing the principle of fission must go on. And because of nuclear power's future promise, experimentation with more advanced nuclear technology must also go on along with expanded research in other energy sources. Nuclear power, under adequate safety and environmental controls, must be there and waiting to play its full role in energy production before the last barrel of oil and the last ton of coal have been burned.

Meanwhile, still other sources of energy must be explored and developed: Energy from the sun... energy in substantial quantities from underground heat... perhaps even energy from the winds and tides. No practical potential source dare remain unexamined. Energy in usable form is the lifeblood of a civilized, industrialized society.

As Dr. Glenn Seaborg has said, "... the future of energy is the future of man. Without it, we become nothing. With it, we become whatever we wish to be."

**Edison Electric Institute
for the electric companies**

90 Park Avenue, New York, N.Y. 10016



The seamy side. To report first-hand on the life of a skid row bum, wwtv Detroit reporter Dwyane X. Riley (l) spent a week living in flophouses and cheap bars to capture the depressing life of an alcoholic. In San



Francisco, Evan White (r), posing as a social-security pensioner, talked to a local senior citizen about her poverty as part of his month-long KGO-TV San Francisco series on the Bay area's elderly poor.

quests for reprints. The Florida legislature then passed into law a bill mandating school systems to give annual basic skills tests to students at four grade levels and to provide remedial assistance to those testing below grade. Passing the test will be a requirement for graduation from a Florida high school. Over-all, WPLG-TV aired 57 stories totaling 17 hours, on the subject.

Some other tangible results that were the product of TV news work came in Ohio. A story by reporter Mel Martin of WTOL-TV Toledo on abuses by a computer dating service resulted in the largest judgment in a consumer case in Ohio's history and a new state law to prevent its happening again. Another piece of investigative work at that station was a story by Jim Proctor which revealed overcharges by a cab company for transporting handicapped school children. The result was a six-month investigation by school officials culminating in a \$17,000 refund to the school system and a change in the handling of that kind of transportation. Another WTOL-TV consumer story dealt with a counterfeit exercise device that was being sold through the mails. That brought legal action by the real manufacturer and an investigation by postal authorities.

WTVF Nashville is one of many stations using the flexibility afforded them with ENG in producing longer pieces. Chris Clark, that station's news director said, "Because the tape is reusable, we are now able to develop investigative pieces that require a lot of time to tape. If we had to shoot them on film, the cost would become a major factor." One story shot this way was a report on open marijuana smoking at rock concerts. WTVF used a light enhancer to tape open violations of the law and to show the indifference of police on duty to these actions. By using the enhancer on an electronic camera, the engineers could tell immediately if the exposure and focus were correct. The story resulted in new regulations governing rock concert promoters.

At WNAC-TV Boston, a consumer

reporter, Tanya Kaye, is also a lawyer and adept at explaining complicated legal jargon to the viewers. In January, as part of a series of reports on patients' rights, Ms. Kaye dressed as a hospital technician (but never identified herself as such) and walked into two of Boston's largest hospitals and obtained, upon request, patient records and files. After the report was aired, at least one Boston hospital revised its employee identification procedures. Ms. Kaye also tested the effectiveness of airport security systems. Posing as a passenger, she carried hand luggage containing a metal toy revolver through an airline security checkpoint at Boston's Logan airport. She was not stopped by airline personnel, even though, upon repeating the experiment for the cameras, the gun was clearly visible on the luggage scanning screen. After trying the experiment at two airlines, Ms. Kaye was forbidden by airport officials to continue filming.

The cost of staying healthy and an examination of a blood bank were the subjects of two documentaries produced by WTMJ-TV Milwaukee. I.J. Hudson investigated the costs of health care in a six-part series. The first four segments explained the different factors—hospitals, doctors, prescriptions and insurance—that contributed to rising prices. The last two covered what was being done to cut costs and some things that could be done, but weren't. Another WTMJ-TV study on health was Gary Schwitzer's, *Blood: The Human Gift*, that reported on the Milwaukee Blood Center, one of the few blood banks serving a major city that relies on donations to fill its quotas. After its showing, area donor clubs set higher goals and surpassed them.

Investigative reporting at WCCO-TV Minneapolis probed allegations of bribes, influence-peddling and other misconduct concerning the liquor licensing system in Minneapolis. The "liquorgate" reports pointed to the possibility of ties between the licensing system and city campaign

contributions. The series of reports, together with independent newspaper probes led to the naming of a special grand jury which will soon begin its own investigation. Another WCCO-TV project, begun before this year's tax deadline, was an investigation by consumer reporter Larry Schmidt of the performance of professional income tax preparers. Using a phony, but fairly complicated, tax case prepared with the help of the Society of Certified Public Accountants, he visited a variety of tax preparers, including some of the major national firms, paying to have the dummy tax return prepared. The study discovered "incredible discrepancies" in the various returns, leading the station to the conclusion that the public may be just as well off preparing its own returns. The probe led to a legislative hearing on a measure to license professional tax preparers.

In describing its approach to documentaries and investigative reporting, WBAL-TV Baltimore chooses the word "personalization." According to Ron Kershaw, news manager, "We don't ignore issues or institutions, but rather we let the stories be told through the people involved." The station produced 20 five-part mini-documentaries in the past year and one of the most difficult was on wife beating. In addition to a scarcity of statistics on the problem there was tremendous apathy in the community. After the report was aired, negative reaction came from men who often wondered why the station was "making such a big deal over nothing." *Buddy, Can You Spare A Dime?* was a report on alcoholism that focused on one person—he subsequently left a flop house and dried out as a result of the series. *Rita, Can You Hear Me?* took another personalized approach in showing the daily routines of a deaf 22-year-old actress, dancer and singer to spotlight the stigma some people attach to deafness.

This technique of focusing on an individual to report on a larger group was also used by Vicki Rogal of WUC-TV Pitts-

The People's Choice.



One television station has brought you the same anchorman night after night for 12 years.

Ever wonder why?

Jim Jensen is a pro. Professionalism and experience make the difference and that's why more viewers elect Channel 2 at six.

He's a winner and the ratings confirm it. Channel 2 News at six is No. 1 for the past year and one-half according to (both parties) Nielsen and ARB in Total Adults*.

No wonder more and more viewers are watching—Jim Jensen is the longest running anchorman in New York television news. And he's backed up by a winning ticket of editors and correspondents including 1975 Emmy winners Chris Borgen, Dave Monsees, and Ralph Penza.

Follow the leaders on Channel 2.

The nation's largest local early news audience.
Channel **2** News with Jim Jensen at 6pm.

*Source: A.C. Nielsen and Arbitron Total Adults. WCBS-TV, Mon-Fri, 6-7pm October 1974—May 1976 Average. Estimates subject to qualifications available on request.

burgh in a series called, *Pittsburgh's Homosexuals*. The series examined a day in the life of two acknowledged homosexuals—a male and a female—and the problems they face with their co-workers, lovers, the law and “straight” society in general.

Transvestites were the subject of a five-part WJZ-TV Baltimore report. Reporter Richard Sher spent months talking to men who cross-dress to assemble a story that explained this phenomenon.

Crime: The War We're Losing, a three-hour special on WCVB-TV Boston, grew out of a series of 52 editorials that spanned 18 months. The editorials by the station's editorial director, Philip S. Balboni, led to the creation of a statewide Crime Prevention Bureau, the passage of legislation banning the private practice of law by district attorneys and reform of the State Department of Youth Services. Another editorial campaign resulted in the removal of the commissioner of the Youth Services Department for incompetence, according to the station. The special consisted of a one-hour documentary followed by a two-hour open forum with leading crime experts and public officials. Film of robberies, of a criminal trial and of interviews

protection from the elements, of a county with two prisons, both condemned, from which escapes were commonplace, and of haphazard medical care and food preparation. Several weeks after it was shown, a committee was appointed by a county grand jury to study the possibility of building a new, centrally located jail.

Another crime presentation was produced by WMAQ-TV Chicago. This show was *Behind the Mask: Crime and the Black Community* and featured people in the black community who have either studied crime and its effects professionally, lived with crime in their neighborhood or worked directly in the field of law enforcement, corrections or criminology. Topics covered included the kinds of crime that exist in black neighborhoods and how it affects black families; the feelings of blacks toward “protection” from crime; a comparison of street crime with the white-collar variety, and a look at the question of what part racism plays in the American system of law enforcement and justice.

Investigative reporting is a way of life for WCKT-TV Miami. The news department there has done documentaries on such diverse topics as: progress made in clean-

film of patients leaving a doctor's office with drugs to sell. Focus presented its footage to the state's attorney and an Illinois Legislative Advisory Committee which took along the news team on a surprise investigation of the doctor's office. According to WBBM-TV, that trip resulted in film of the doctor (who had collected more than \$70,000 this year from Medicaid for selling drugs to addicted patients) carrying on his “business.” The next day Focus had his arrest as he sold drugs to undercover agents. Out of all this came three reports. The tape is now in the hands of the investigating committee as documentation of Medicaid fraud.

During May, WTOP-TV Washington ran a 14-part series on the graduating classes of three area high schools. It was designed to give viewers some insight into the 18-year-olds who were going to vote, go into the job world or go to college; to let them explain themselves, tell what was important to them and how they felt about important issues. Another of WTOP-TV's efforts was a month-long series by correspondent Mike Buchanan on “revolving-door” justice, where arrested criminals are released to commit more crimes. Other reports included an examination of the gun control controversy and a two-part study of the commitment of the *Washington Post* to the black community—rather unusual since it involved a critical look at the paper's employment policy, and the *Post* owns WTOP-TV.

A candid look at alcoholism was possible for WGN-TV Chicago when 16 patients at a rehabilitation center agreed to be filmed without restriction and without hiding their identities. Though the program basically followed the three-week rehabilitation of two alcoholics, *Grant Me the Courage* reflected the problems faced by an estimated 10 million alcoholics in the U.S.

Another insight into the lives of alcoholics was offered by WWJ-TV Detroit reporter Dwayne X. Riley who lived like a wino on skid row for a week, staying in flop houses and hanging out in the sleazy bars to capture the depressing lifestyle. He even spent an hour one day sprawled on a sidewalk as if in a drunken stupor, as people walked by him failing to offer help. Finally, two Detroit policemen happened upon him, made sure he was all right and helped him on his way.

Convinced that “too much of television's election effort occurs the day of the election,” the news department of KING-TV Seattle decided to do something before the election. The result was a series of three 30-minute programs that attempted to inform the electorate about candidates and issues. Called *Chautauquas*, each of the three shows included features such as “The Blackboard”—an explanation of complex issues; “Media Review”—a look at campaign advertising and spending, media selection and use by the candidates, and “The Money Segment”—a report on how money flows into a campaign and how it is spent.

A small item in the local newspaper in August 1975 on the deaths of five workers



Suffer the little children. In a girl's dormitory at the St. Michael's Home for Children on Staten Island, WABC-TV New York, reporter John Johnson interviews male and female wards of the state about alleged misconduct at the home. The station had to go to court to broadcast the documentary.

with prisoners and victims of crimes made up the documentary while the panel included Massachusetts Governor Michael Dukakis, Senator Edward M. Kennedy (D-Mass.), the state attorney general, a superior court judge and the state's chief justice. Due to the favorable press and public reaction, WCVB-TV reran the show a week later.

“A serious look at the county jails of Northeast Arkansas,” was how KAIT-TV Jonesboro, Ark., described its half-hour report, *Behind These Bars*. The product of four months work showed jails with holes in the walls for windows and no

ing up slums; existence of clinics providing fraudulent and unnecessary abortions; abuse of child labor laws; a fast-buck modeling agency; price-fixing of portable toilets; major American businesses attempting to trade with Cuba in spite of the U.S. embargo and a psychological examination of changing attitudes of racial and ethnic groups toward each other.

WBBM-TV Chicago has a concept it calls the Focus unit. This group—a producer writer, reporter and technical crew—chooses one story each day to be researched, written and taped for the 6 and 10 p.m. newscasts. One of its reports was



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in a pesticide plant started WXEX-TV Richmond, Va., on its investigation of the chemical, kepone, produced in nearby Hopewell, Va. Because of conditions at the processing plant, workers were exposed to the chemical which, it was discovered, resulted in sterility, slurring of speech, uncontrolled shaking of limbs. Kepone is also believed to cause cancer. WXEX-TV's first special told of the hospitalization of workers, the closing of the James River to commercial fishing due to the dumping of kepone waste materials, the conviction of the city of Hopewell by a federal judge for violating federal environmental pollution laws and more. Following the program the state passed a toxic substances act requiring chemical companies to report what toxic substances they manufacture, the procedures, tests and safeguards being used. Another documentary looked at the town of Hopewell and traced the history of the "chemical capital of the South." As a result of the exposure, both by WXEX-TV and other news media, there have been many lawsuits brought against the Life Science Products Co., the kepone manufacturer, Allied Chemical Corp. and other principals in its production. That's when legal problems started for the station. Allied issued subpoenas for about 45 Virginia news organizations, seeking a variety of information about kepone, for a change of venue in the trials due to pre-trial publicity. WXEX-TV and co-owned WLEE(AM) filed motions to quash the subpoenas and were joined by the Reporters Committee for Freedom of the Press. Although the subpoenas were approved, the judge exempted the two stations from disclosure of reporters' confidential sources. The important point, the stations feel, is that they decided what material should be considered confidential.

WTLV Jacksonville, Fla., became interested in the Jacksonville Electric Authority when it discovered that JEA had begun a \$2-million project without acquiring either permits or zoning variances. Subsequent investigation revealed that the publicly owned utility could produce neither a written authorization nor

minutes of a meeting showing authorization for the expenditure of public monies. Furthermore, reporters discovered that the JEA, as part of the project, was providing electrical installation to a private developer without a contract. The series involved 19 reports using both film and ENG and has resulted in the halting of construction by JEA and a grand jury investigation.

Two stations examined the intricate procedures involved in eye transplants. WCIX-TV Miami obtained permission to go inside an operating room to film a corneal transplant operation which ultimately restored the vision of a blind person. Also interviewed was a woman who had regained her sight through such an operation and who discussed the psychological experiences. The series, *The Gift of Sight*, urged viewers to consider donating their eyes to the eye bank. The eye bank reported a dramatic increase in inquiries about eye donations, and actual donation pledges ran much higher than normal for two months following the show. *Eyes of a Stranger* was a three-part series by KCRA-TV Sacramento, Calif., that followed the progress of a 19-year-old college student who had lost his eyesight and right hand in a dynamite explosion. It offered a chronology from the time he was put on a waiting list for a transplant, films of his operation, and a report three months later when the bandages were removed and he was able to see with 20-40 vision. To obtain footage of the actual surgery, a videotape camera was mounted on a surgeon's microscope, magnifying the view 16 times. After the series aired, the medical center reported an average of 100 calls a week for several weeks from people asking for donor cards.

Consideration of tougher handgun legislation came about after WRex-TV Rockford, Ill., examined the issue for over a month by interviewing police officials, prosecutors, handgun owners, and gun dealers. The documentary examined the extensive black market for handguns and showed the reporter buying an illegal gun in front of the county courthouse. With

the help of the local League of Women Voters, it conducted an opinion survey on the guns and gun control legislation.

WTAR-TV Norfolk, Va., introduced a documentary series it calls *Winds of Change* to "examine in depth the startling changes which are at work around us and which will radically alter life and society in our area." The first one-hour segment showed how successful oil exploration on the continental shelf will affect the state economically, environmentally, socially and politically. The second looked at the controversy involving medical malpractice insurance and the changes evolving in the health care system.

In an effort to spark citizen involvement and do something about violence, WTVJ Miami began a series on unsolved murder cases as part of its 6 p.m. *Ralph Renick Report*. Open murder cases were spotlighted and the station established a \$1,000 reward for information leading to the arrest and conviction of the person or persons responsible—or added \$1,000 to any reward already offered. Police reported the coverage resulted in new leads in at least three cases.

WALA-TV Mobile, Ala., uses its approach of "advocacy television" to reveal that the city commissioners spent thousands of dollars for an auditorium brochure without taking bids. The brochures were delivered with numerous errors and as a result of the story the city told the company it would not pay. After hearing complaints that an island on the shores of Mobile Bay was covered with trash, had many pot-holes in the roads, no lifeguards and improperly installed septic tanks, WALA-TV aired a series of reports. In four weeks the county commissioners cleaned the area up, put lifeguards on the beach, resurfaced the roads, cleaned up the drinking water and built a new \$35,000 boat-launching ramp. After two deputy sheriffs were ambushed, the station began a fund for widows and children of policemen killed in the line of duty. The fund has grown to nearly \$60,000 and is about to go statewide in scope.

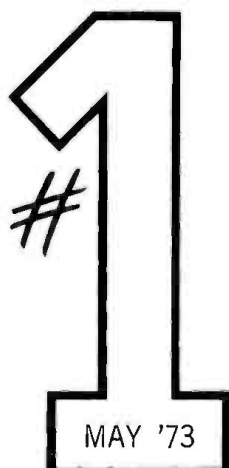
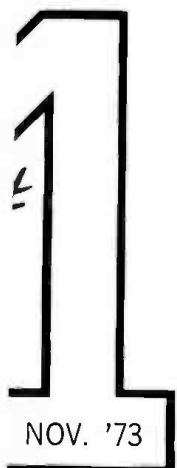
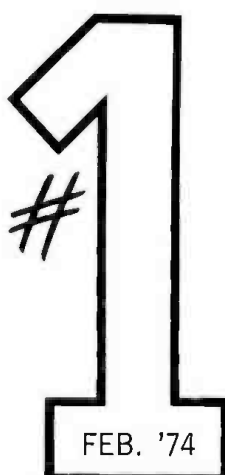
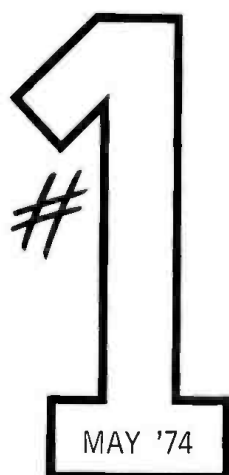
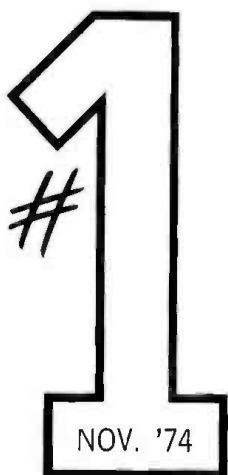
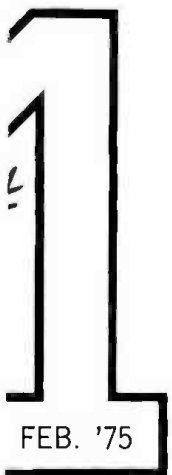
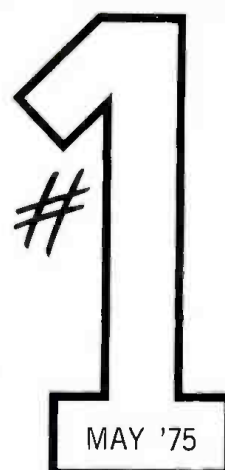
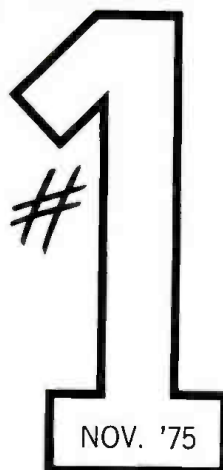
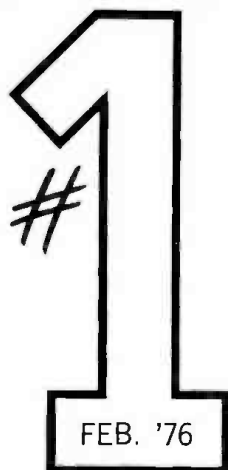
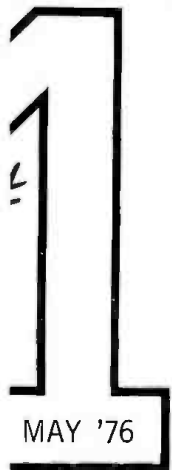
A viewer's tip led WSaz-TV Huntington,



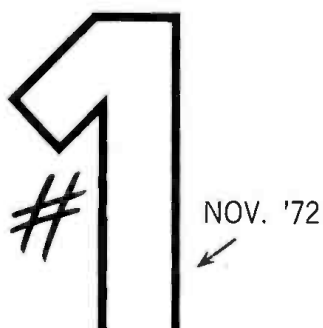
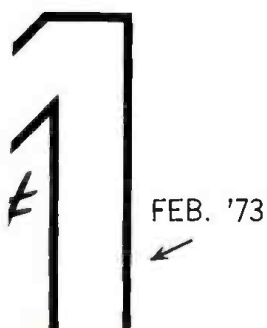
Controversy. Viewer feedback ran high after KDKA-TV Pittsburgh broadcast a documentary titled *Pittsburgh's Homosexuals* (l) which went through a day in the life of two acknowledged homosexuals and their relationships with friends, family and co-workers. WJZ-TV Baltimore's



five-part series *Transvestites* included a voice-over insert by the wife of transvestite "Linda Ann" (r) as part of the station's attempt to explain to the television audience why some men are motivated to dress as women.



It's a tradition for our 10 PM NEWS to be #1. In all the above Arbitron Estimates we were #1 in TV HOUSEHOLDS . . . TOTAL PERSONS . . . TOTAL WOMEN . . . TOTAL MEN . . . METRO RATING . . . ADI RATING. Need we say more?



TV 8
KCCI-TV • DES MOINES
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W.Va., to a story on the early life of Sara Jane Moore, who tried to shoot President Ford. News director Bob Brunner filmed interviews with acquaintances, neighbors, school officials and former classmates to put together a comprehensive portrait of Miss Moore as a child and young adult.

In the course of digging up facts and airing these in-depth stories, some stations have run into obstacles.

WABC-TV New York reporter John Johnson filmed an expose on conditions at the St. Michael's Home for Children. A month-long legal battle erupted over whether the station had the right to broadcast its account of alleged drug, alcohol, sexual and physical abuse at the home. The story was originally scheduled to air on March 10, but was prohibited by a tem-

porary restraining order issued by the New York Supreme Court resulting from charges of invasion of privacy by the home. WABC-TV took the case to the appellate division of the court where it received a favorable 4-to-1 decision. The show was telecast on April 20, with WABC-TV obscuring the faces of the children interviewed to protect their identities.

WHIO-TV Dayton, Ohio, encountered problems while it attempted to cover two murder trials. In the first, a judge banned the station from filming the defendant, the witnesses or the jurors in and around the courthouse or at the scene of the crime. After being told by the station through both private discussion and public editorials that WHIO-TV would not comply with the order, the judge withdrew it. The

other case was a kidnap-murder trial which the judge agreed to a defense motion that the pretrial hearings of one of the three suspects be closed to the public. The station filed a brief to open the hearings. The case was ultimately carried to Ohio Supreme Court where the station was upheld and the hearings opened.

In Florida, WCKT-TV Miami began a series of editorials and a document after the chief judge of the Dade County criminal courts barred TV cameras from the hallways outside courtrooms. He stated there was a possibility that noise, light, both outside a courtroom in recess, creating a disturbance. The result was approval by the state supreme court of a hearing on the prohibition of TV cameras which was also extended to include the print media.

Going places: local TV news knows no (market) bounds

Stations are sending their crews far from home, from Alaska to Antarctica, from Rome to Africa, to cover local angles in international happenings

Many stations have discovered that stories of local interest aren't always found in the local market. With increasing frequency, TV news departments are sending reporters and film crews not only to different parts of the country, but to different parts of the world for exclusive angles on stories.

Reports on the economy took news crews out of the studio and overseas to examine the impact there on their viewers' pocketbooks.

Our dependence upon oil, especially important to the Northern states, prompted two stations to send teams to report on the work progress on the Trans-Alaska pipeline.

On Aug. 14, 1975, KOMO-TV Seattle reporter John Sandifer and photographer Bill Bacon left to cover the attempts to free the ice-bound Arctic Marine Freighters Sealift. The Sealift consisted of 23 tugboats and 47 barges carrying a half billion dollars of supplies from Washington's Puget Sound to Prudhoe Bay, Alaska, needed to keep the pipeline construction on schedule. It had set out from Washington in late June and in mid-August had become trapped in Arctic ice—last cleared for navigation in 1931. The KOMO-TV team was supposed to spend a week to 10 days filing progress reports, but as the journey grew longer, so did the story. With average temperatures ranging from zero to 20 below their cameras were often frozen and batteries quickly exhausted.

Getting the film back to the station was another problem. Because of the remote locations it became necessary to rely on people leaving the area for the south to carry film back. Some of these impromptu couriers included Sealift crew-

men, tourists, airplane pilots and stewardesses. None of the film sent this way was lost; in fact the only mishap involved a shipment sent via commercial air freight.

To cap off their visit, which stretched out to five weeks, Messrs. Sandifer and Bacon produced a half-hour special on the tugboat crews called *Of Ice and Men*, which won a first-place award from the western Washington chapter of Sigma Delta Chi.

In Minneapolis, WCCO-TV sent a reporter/photographer team traveling the 800-mile length of the pipeline to report on its progress and on some of the Minnesotans working there on the *Black Gold Rush*. Then in April of this year, the stations aired *Minnesota's Pipe Dream*. This five-part series examined the implications of the threatened cutoff of Canadian crude oil supplies to the upper Midwest. Steve Johnson and Bob Manary spent several weeks in Seattle, Vancouver, Calgary and Edmonton tracing the present route of Canadian crude to Minnesota and the difficulties involved in replacing that sup-

ply which now makes up half the state's annual energy consumption.

An area of the globe just as cold, but in the opposite direction, was shown by WUAB-TV Cleveland accompanied a National Science Foundation trip to Antarctica. The resulting special, *Antarctica, the Back of the World*, showed the scientific work being done by Americans, historical and polar scenery.

The disappearance of a St. Louis woman prompted KSD-TV there to follow the search to Mexico. Sandy Fronczak, a travel agent, was last seen in Acapulco with an agent, Gary Semmelroth, who was later covered shot to death. KSD-TV covered the confused status and conflicting stories of the police investigation and weeks of searching by the woman's family. Mrs. Fronczak was never found.

The Wisconsin government has a program to attract industry and covering that state took WTMJ-TV Milwaukee to Europe. The state has a representative whose job is to persuade European companies to invest in plants in Wisconsin. In a six-part

documentary, reporter Hugh Carlson followed the representatives around Europe and evaluated the effect of his work on Wisconsin's economy.

Disasters and emergencies are always live copy and have television journalists out of their local environs.

The Guatemala earthquake was no exception. WCCO-TV Minneapolis started efforts by using local ham operators to contact Minnesotans in the country. The station also participated



A cold shoulder. Reporter John Sandifer sends one of his reports back to KOMO-TV Seattle from Alaska. Mr. Sandifer and cameraman Bill Bacon battled freezing winds, sporadic communications and scarce accommodations as they charted the progress of ships carrying supplies to the Alaska pipeline.



They've got a way with women.

Some are symbolic...like the Emmy Tom Snyder and Chuck Scarborough just won for the second consecutive year for "the most outstanding news show in New York!" But most are the practical kind. The ones you see running homes and businesses. In fact, NewsCenter 4 increased its' share of women 18-49, by 100% in the past twenty-four months.* So, take your pick...a gold statue, or women with gold in their pockets. We've got them both.

Chuck Scarborough at 5pm, Tom Snyder at 6pm

 **NewsCenter4**
WNBC-TV

*Nielsen, VIP Reports May 1974-May1976

Audience and related data are based on estimates provided by the rating services indicated, and are subject to the qualifications issued by these services. Copies of such qualifications available on request. Any projection of future performance represents NBC's evaluation based upon available information.



Follow them. WTHR Indianapolis dispatched reporter Paul Udell to the Central American country of Guatemala to cover relief efforts originating in Indiana. A similar effort was mounted by WCCO-TV Minneapolis.

the collection of emergency relief supplies and flew a news team along to produce a series of news reports and a half-hour documentary, *Aftershock!* In 1964, the station produced a documentary on the San Lucas Toliman mission in Guatemala, sponsored and staffed, in large measure, by Minnesotans, so the focus on this year's earthquake report was on how that area dealt with the disaster.

Another station that covered Guatemala was WTHR Indianapolis. That station went along with the Indiana relief mission to document that state's efforts in helping the earthquake-stricken region.

A week and a half after the earthquake that killed 23,500, KGO-TV San Francisco reporters Van Amburg, Rigo Chacon and cameraman Al Bullock got permission from the Guatemalan government to spend 45 hours in the country. They decided to focus on individual stories rather than statistics. In response to one story on a man whose life could be saved with \$300 of medical care, the station received more than \$11,000. So, in addition to saving the life of the man, KGO-TV and its viewers are rebuilding an entire village. The money purchased a dump truck, two cement machines, a tractor with a scoop for cleaning up the streets, corrugated aluminum roofing and the reconstruction of 300 homes.

The plight of Daniel Gearhart, an American mercenary in Angola from Kensington, Md., was unearthed and followed by Paul Berry of WMAL-TV Washington. Mr. Berry interviewed many people, including Mr. Gearhart's wife, and finally discovered that four Americans were missing and presumed captured by the Angolan forces. He also reported allegations that they had been recruited by persons with CIA support. His reporting and subsequent half-hour special led the Angolan government to give him permission to cover the trial of the mercenaries.

When he flew to Luanda, however, he was suddenly barred from the proceedings. To get the trial story, Mr. Gearhart's attorney came to WMAL-TV's studios afterward with an eyewitness account aired during a live interview.

Another WMAL-TV excursion took reporter Jim Clarke from London to Washington on the Concorde's inaugural flight. The trip was a natural follow-up to the daily stories on the political repercussions both within the federal government and among local governments trying to bar the Concorde from landing. The trip not only resulted in a series of exclusive reports for Washington-area viewers, but also in Mr. Clarke's becoming the pool TV reporter on the first flight. While in London he found that many Britishers have quickly adjusted to the different sound of the supersonic jet and do not find its noise levels disturbing. After landing in Washington he brought the plane's captain to the station's studios for a live interview and later produced an hour of discussion with the captain and opponents and proponents of the plane.

WPIX New York kicked off its *Editorial Reports* series of documentaries with a show called "Concorde, Bird of Prey or Bird of Paradise." The station's senior vice president, Richard N. Hughes, interviewed people in New York, Washington, London and Paris. He talked to government officials, aircraft industry observers and people who live in areas adjacent to the airports where the plane operates to look at "the claims and counterclaims, the effect on the environment, the economy, the people and the future of air transportation."

During the production of a four-part public affairs program, *You and the City*, which examined various urban problems, WTVJ Miami sent a two-person crew to San Francisco for five days to study that city's mass transit system and produce an hour-long segment on public transportation.

WBBM-TV Chicago reporter Bill Kurtis followed up some allegations that led him to Ireland for a story. He was tracking



On top of the story. Not only was Jim Clarke the only Washington area reporter to travel on Concorde's first flight from London to Washington, but the WMAL-TV correspondent ended up being the pool television reporter as well. His stories from London told of the English reaction to the supersonic plane.



When in Rome. WRC-TV Washington reporter Kelly Burke traveled to Rome to cover the elevation of Washington Archbishop William Baum to cardinal. Standing is the cardinal's aide, Monsignor Jim Gillis.

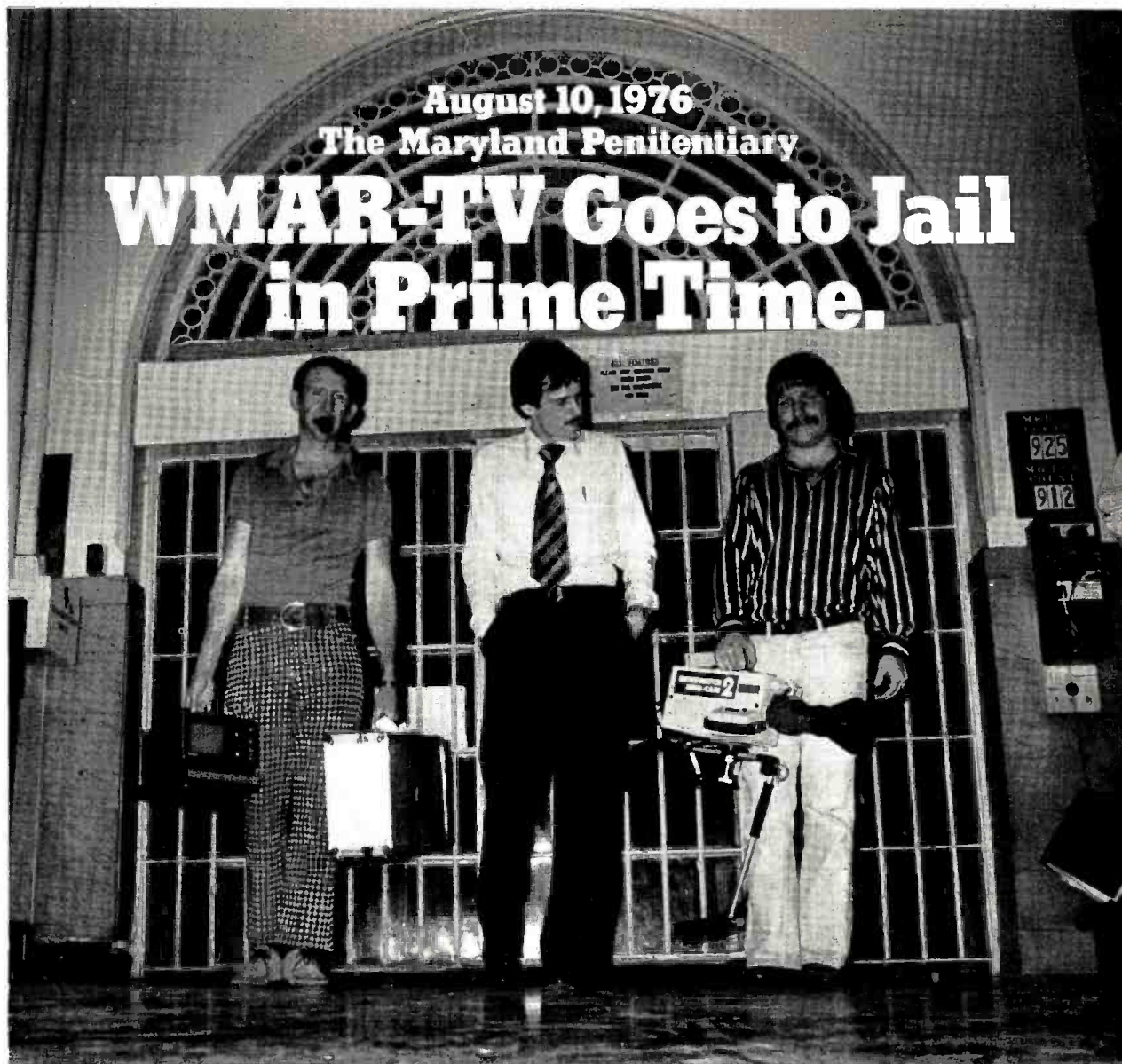
down accusations that Chicago Irish-Americans were sending money and guns to support the Irish Republican Army and ended up with a five-part story that the station said was the first American report of U.S. money going to the IRA. The British claimed the funds were being used to buy guns. The Irish-Catholics said the money was to support the families of men in internment camps.

A five-part series on a shark and tropical fish hunt by Chicago's Shedd Aquarium was filmed by a WGN-TV Chicago crew that spent 10 days aboard the aquarium's research boat off the Florida keys.

Religious stories took two stations to Rome. In the case of WJZ-TV Baltimore, the trip resulted in the second of a two-part series on the life and canonization of Elizabeth Bayley Seton, the first native-born American to achieve sainthood. Reporter Jerry Turner, producer/writer Darryl Rehr and two cameramen produced the first special on the life of the saint in Emmitsburg, Md., and at her birthplace in New York City. Interviewed during that program was 25-year-old Ann O'Neill Hooe, whose miraculous recovery from leukemia in 1952 is one of three miracles attributed to the intercession of Mother Seton.

The trip to Rome to cover the canonization ceremony ran into a snag when Italian customs officials impounded their camera equipment until, 24 hours later, a customs broker for ABC finally arranged for its release.

WRC-TV Washington made its trip to Rome for the ceremonies and events surrounding the elevation of William Cardinal Baum to cardinal of Washington. Reporter Kelly Burke presented 10 filmed reports during nine days on location in Italy and then re-assembled his crew and made arrangements to follow the new cardinal on his hastily planned trip to the area of northern Italy hit by an earthquake.



August 10, 1976
The Maryland Penitentiary
**WMAR-TV Goes to Jail
in Prime Time.**

Why go to jail? Because at WMAR-TV we believe local public affairs programs belong where the people are. And that means going where the issues are the most urgent and then airing the program where the most Marylanders would see it.

This time out that meant broadcasting part of our "Town Meeting" on capital punishment from the Maryland Penitentiary and then airing the program at our regularly scheduled prime time spot for public affairs, Tuesday, 8:00 to 9:00 PM.

That's why WMAR-TV went to jail in prime time. We wouldn't have felt right doing anything less.

**Where the People Are.
WMAR-TV, Baltimore.**

2

WMAR, Inc., Television Park, Baltimore, MD 21212 A CBS Affiliate Represented nationally by KATZ Television

Local telecasters add extra touches to point up their reporting efforts

Something for the old, something for the young, encouragement for dieters among the innovations offered

Something different—what stations strive for to set them apart, to give them a competitive edge—is highlighted in the following sampling of feature programs and unusual ideas.

KMSP-TV Minneapolis-St. Paul, offers special news programs for senior citizens and its young audience. *Senior Citizens Forum*, a weekly discussion program, features representatives from federal, state and county office and professionals and paraprofessionals discussing news, rules and legislation of interest and importance to elderly viewers. In *Young Issues*, three high school students from the Twin Cities area interview experts in a press conference setting on issues of the day concerned with youth.

WBNG-TV Binghamton, N.Y., broadcasts a half hour of news every Saturday at noon especially for children. *Action News for Kids* features an average of 15 film stories per show, including interviews and on-location stories done by a news team comprised of one adult announcer and seven youngsters between the ages of 8 and 14,

who also co-anchor the newscasts. The station also co-produces at least five documentaries a year for *Lickety Split*, a series (along with co-owned WOWK-TV Huntington, W.Va.; and WTAJ-TV Altonna and WLYH-TV Lancaster, both Pennsylvania) written especially for viewers between ages 6 and 12.

Consumer complaints get special attention each night at WKYC-TV Cleveland. The station says that it has processed more than 5,000 complaints in the last 12 months and saved consumers thousands of dollars. That segment of its news broadcasts receives an average of 500 letters per week.

Correspondent Bob Mayer of WTVJ Miami reports weekly between September and November on new cars he has driven for a week, autos ranging from subcompacts to a Rolls Royce. He gives a full consumer report on each vehicle including everything from workmanship to paint job.

A newscast plea by KMSP-TV Minneapolis-St. Paul co-anchor Julie Eckbert saved a Twin Cities drug center. After seeing the broadcast, principals of a large local firm donated \$10,000 to St. Paul's Team House, a center assisting 200 young drug addicts, which was down to its last dollar. The gift allowed St. Paul's to keep its doors open until dependable sources of funds could be found.

WJBK-TV Detroit launched two month-long campaigns for smokers and overweight viewers. Included in every news program during November 1975 were news stories on ways to trim excess pounds. Viewers were encouraged to write in for a free kit of weight-reduction infor-

That old college try. Even with the emphasis today on young faces in television news, KOMU-TV Columbia, Mo., must be a little extraordinary. This NBC affiliate on channel 8 has a 50-member news staff all of which—anchors, reporting, photographers, film editors and producers—are college journalism students. The station is owned by the University of Missouri and serves as a training ground for broadcast students in the university's journalism school. "We figure the best way to train TV journalists is to put them in a good commercial newsroom and make them produce," says News Director Leigh Wilson. Apparently it works, for the station airs more than two hours of news a day and 1976 KOMU-TV "graduates" were hired by stations in markets such as Los Angeles, Houston, Miami, Tampa, Oklahoma City and Des Moines.

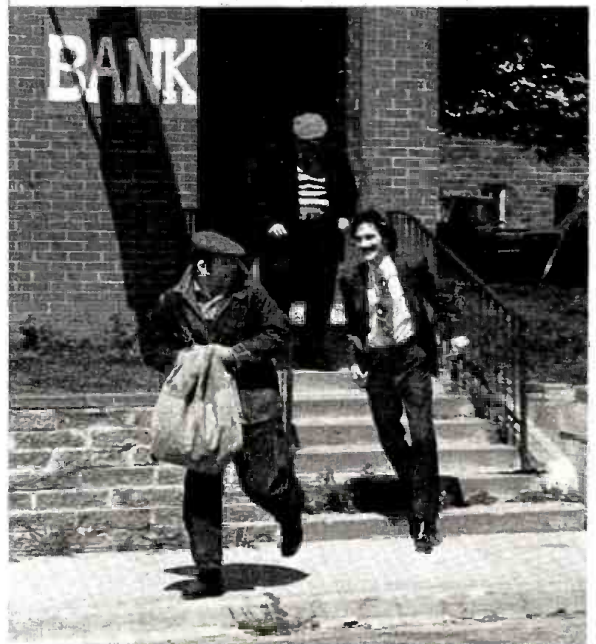
mation. The station received more than 130,000 requests for the kit. More than 30,000 requests for kick-the-habit information were received in response to the May project to help stop smoking.

Jim Brosemer, WTVJ Miami anchorman, invited viewers to join him when he decided to stop smoking. Over 30,000 people tried to "quit with jim" during the campaign which ran for five weeks as a part of the WTVJ late news telecast. The series was produced in cooperation with the local heart association and a cardiologist appeared weekly.

Hints on how to stop smoking are also offered at WKYC-TV Cleveland as part of its



Minute memories. An ambitious and unusual project was KSTP-TV St. Paul's *Minnesota Memories*. A series of 38 three-minute vignettes with historical flavor, an episode is included each night in the 6 and 10 p.m. news shows. The scenes above show the filming of one episode, "The Cream Can Gang" which tells the story of a gang of four bank robbers in the late 1930's. The episodes were all shot in authentic locations, often involving considerable traveling. The list of equipment used in the series



follows: a Ford van, an airplane for three days, two sound-on-film cameras with five lenses, four film magazines, two battery belts, two light meters, three tripods, 11 light kits, 11 microphones, four tape recorders, two walkie talkies, five still cameras with eight lenses, one day's use of remote van and crew and VTR, 40,000 feet of 16mm color film with processing and about 30 hours of video taping time with full crew at \$150 an hour.



KDFW-TV
DALLAS • FORT WORTH

Best of Health series aired twice weekly. The series concentrates on medical problems which are common to the viewer and has presented special editions on an open heart operation and has plans in the works to broadcast live a kidney transplant operation.

WKYC-TV regularly presents segments designed to help the viewer cope with the economy by interpreting events in the business world and helping the viewer find the best bargains in town. This spring the station instituted a weekly feature on gardening with hints for indoor and outdoor gardeners offered by a member of the Cleveland Garden Center staff.

For almost two years KRON-TV San Francisco has featured *Joe Carcione—the Greengrocer*, a daily 60-minute program in which Mr. Carcione, a local produce wholesaler, offers tips on buying fruits and vegetables. The program is also in syndication now.

Reporter Stephen Ray and cameraman Chris Michelswirth of KTVI St. Louis traveled with truckers to present *Truckin' With the Rubber Duckers*, a news special showing how the truckers live and drive, why they have emerged as folk heroes, and focused on the character of truck drivers in popular music.

Between January and June of this year WNAC-TV Boston reporter Mike Levitt covered stories in more than 100 cities and towns throughout the state in his capacity as the station's suburban reporter. He focuses on issues and events that may have their origins in one particular community, but which may be of significance to a wide range of suburban residents.

KOSA-TV Odessa, Tex., and KCAU-TV Sioux City, Iowa, employ area reporters who go on the road to find human interest film reports in their respective viewer areas.

KCAU-TV has instituted *Ask Us*, an opportunity for viewers to send in questions which are followed up by answers in the form of news stories.

KWGN-TV Denver advocates direct viewer involvement by accepting live phone calls during its prime-time newscasts. The "Speakout" line takes up to 20 calls in six to eight minutes on a pertinent question of the day posed by the news commentator.

Sampling public opinion is easier now for WPIX New York since it installed Instapoll, a device which enables the station to pose a question and get same-day results through the telephone. A question is taped and operators place up to 1,000 calls to a randomly selected group of people whose answers are recorded.

Story ideas from viewers which don't make top news stories are handled in a special way at WJRT-TV Flint, Mich., which takes a "nothing visual event or thing," films what the people involved are doing, adds voice-over and keeps the story length to 30 seconds with short scenes. It then adds music, stylized moving transitions tying at least three stories together, and adds opening and closing graphics. The result is an entertaining minute-and-a-half package.

News: the 'new messiah' for local TV as content gains ground over form

Spiffy anchormen are still important but no longer the key to success for a station's journalistic efforts; reporters and on-scene accounts backed by basic professional tenets are assuming greater up-front roles

For the past year a Washington-based research firm has been asking television news viewers why they watch the news. The answer given most often may come as a surprise to broadcasters whose budgets lean heavily toward opulent sets and anchormen's tailoring. The most-repeated reason for watching local news is: to see the news.

More than the anchorman, more than sports, more even than weather, more than on-camera banter or those earnest advisories on health, food or auto repairs, viewers want to see local reporting, especially on-the-scene coverage of news events.

That finding, turned up by surveys in nine major markets by William R. Hamilton & Staff, may give encouragement to the likes of Charles Kuralt, the CBS News on-the-road correspondent, who last fall attracted national attention for a blistering criticism of local news programs which he said were more concerned with cosmetics than with content (BROADCASTING, Sept. 29, 1975). Mr. Kuralt counseled broadcasters to quit putting their money into "glib, highly paid poseurs who wouldn't last two weeks as \$125-a-week cub reporters on the local newspaper" and instead hire competent journalists who cared more about news than about hairstyles. The audience, he said, would follow.

Mr. Kuralt may have been on the right track; if the readings of the Hamilton firm are accurate. Some stations, having per-

fected the look of their news, are concentrating more on its substance, and the audience is following.

That confirms what Pat Polillo has been saying for months. Mr. Polillo, a former news director at stations in San Francisco and Atlanta, now vice president, television news operations, for the Group W TV stations, sees the dawn of the millenium in local TV journalism.

"It's really not the kind of thing where everybody changes at the same time," he cautions, but he is certain "there really has been a change. The maturation process in local TV news—which has been slower than we would have liked—is beginning to catch up with the potential that it always had. As each year passes now, that is getting more and more evident."

What he is talking about is journalism. Stations do not have to put 60-second or 90-second limits on stories or cram 18 into a half hour, do not have to change their sets every six months or make jokes on the air. "We can cover the news now," Mr. Polillo says. There are "more people with more competence," in local TV news he says, with the result that there are more "good news stories done better than they've ever been done before, and more consistently."

Mr. Polillo draws a dissent, however, from Peter Herford, who as director of affiliate liaison at CBS News, is that network's resident expert on local TV news operations around the country. "I think the situation still exists that for every \$1 spent on cosmetics, you see only 50 cents spent on the news product," he says. "I would like to see it the other way around."

An indication of how far local TV has moved away from good journalism, Mr. Herford says, is the ever-shortening tenure of the news director. "The life expectancy of the news director now is two or three years," he says, adding that the local station is "like a sports team. The first thing they do when the team slips is fire the manager." The news director's "is an itinerant job now."

In pursuit of quick ratings, managers are demanding quick results from their news directors, have consequently built into the news director's job an instability that was not so pronounced 10 years ago. Mr. Her-



What they've found. William R. Hamilton (l) and Dennis Luther of William R. Hamilton & Staff, a Washington research outfit, have found that viewers don't care so much about the looks of their anchormen as they do about local reporting.

The reality of 5 footcandles.

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



ASA 125
Normal studio lighting
160 footcandles, $f/4$
Standard process



ASA 500
6 footcandles, $f/1.4$
Forced 2 stops



ASA 1000
100-watt bulb 6 ft.
over model's head.
5 footcandles, $f/1.4$
Forced 3 stops

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

Eastman Ektachrome video news film is capable of providing broadcast quality images down to 5 footcandles (with forced processing). And this can make the difference between picking up a good story beautifully—or having no story at all.
EASTMAN EKTACHROME Video News Film 7240 (tungsten), 7239 (daylight).

ASA 1000
2 candles
(not footcandles)
 $f/1.4$
Forced 3 stops



Film is good news.



Beneath the trim exterior of the new TR-600A beats the heart of an on-line editor.



Prepare for production now, not tomorrow.

Local programming and commercial production are looming larger on your station's horizon every day.

Is your tape capability equal to these growing opportunities?

It can be, at reasonable cost, with this new combination from RCA: a VTR with integral Time Code Editing. The RCA TR-600A with AE-600 option.

It's advanced, versatile, compact. And offers more built-in value than any other VTR-Editor combination on the market.

Two editing firsts.

AE-600 is the first Time Code Editing system built into a videotape recorder. Or available for later drop-in.

It's the first built-in Editor with microprocessor control. The system can include one record and up to 8 playback TR 600A VTR's, plus three more external devices.



Remote control facility

Fast lockup, flexible editing.

Lockup, color framing and sync take just 2 seconds (NTSC) or 4 seconds (PAL/SECAM). Speed that reduces editing time and cost.

AE-600 gives your tape editor the flexibility of combination or split audio and video edits. He can independently edit two audio channels. And he can make three independent edits—Audio A, Audio B, and Video—in the same tape pass. The ability to select from these editing modes is another way of saving time and money.

Super Highband/Pilot Tone.

Superior picture quality can be achieved with this TR-600 option. It automatically corrects banding and other errors at an exceptionally high level of accuracy. This means that consistently high quality pictures can be maintained by less skilled operators.

Efficient manual editing.

Here's reassurance if you wish to add AE-600 Editing later. Every TR-600A lets you perform quick and easy manual tape editing. Users tell us that the reel motor servo

These include Chrominance Amplitude Corrector, Velocity Error Corrector, Color Dropout Compensator, Automatic Color Framing (NTSC), Track Phasing, LED diagnostic system, guide and reel servos, a preloadable tape timer with LED timer display. And more.

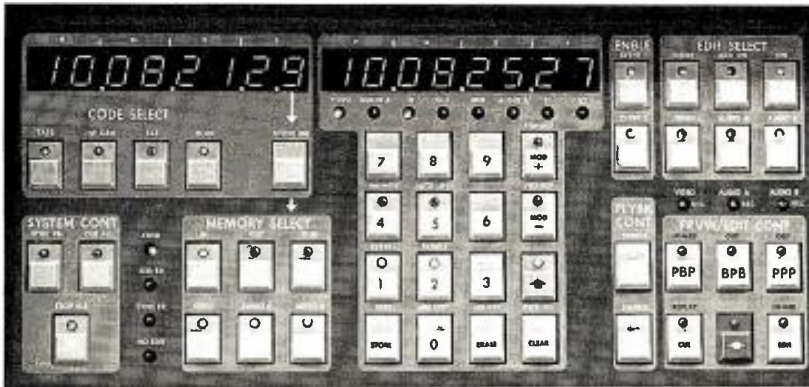
Now, let's review.

The VTR state of art is unquestionably exciting. But will the VTR and the time code editing system you buy today fulfill your future needs? It can, if it's RCA.

Consider. Only RCA delivers:

- A VTR with \$20,000 worth of accessories in a standard model
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- A VTR that equals or surpasses others in specs, features and versatility, yet costs less.

Ask your RCA Representative for all the details about the VTR with the heart of an editor: TR-600A with integral AE-600 on-line editing.



Adjustment of tone wheel phase is automatic, a "first" from RCA. Machine lockup to permit precise color framing before each edit is also automatic. And a Variable Capstan Control aids in lip sync.

TR-600A: the complete quad VTR.

We went back to quad VTR basics. Designed all-modular electronics. Built in many standard features that are costly extras on other quad VTR's. Incorporated AE-600 interface. And created the TR-600A. The complete quad. With surprising features for the money.

system is so stable that edit points can be manually located very close to any desired frame. A single frame electronic splicer and variable capstan speed control, both standard, enhance the TR-600A manual editing capability.

\$20,000 in accessories included.

Most desired features that could cost as much as \$20,000 to add to other VTR's are an integrated part of the machine.

RCA

ford thinks that regrettable. "You can't build a news department in six months or a year," he says, "but that seems to be what you have to do these days."

As Mr. Herford sees it, the common denominator at local TV stations is the proliferation of consultants and beautiful anchormen. He cannot be sure whether the discovery of the marketability of the beautiful anchor created the market for consultants, or the consultant caused the spread of the carefully coiffed anchor.

Whichever, both developments are to be deplored, Mr. Herford says.

Another appraisal of local TV news comes from Al Primo, veteran of several local TV stations and ABC TV news, who joined the ranks of news consultants six months ago with the founding of Al Primo TV News Service. Mr. Primo stresses the ascendancy of local TV news, as does Mr. Polillo, and even goes so far as to suggest that local TV is beginning to outstrip local newspapers journalistically. "We're going from 'rip 'n' read' over the last 20 years to meaningful journalism organizations," he says, "whereas newspapers are going from meaningful journalism organizations to 'rip 'n' read' operations."

Mr. Primo says the realization that well practiced journalism can make the difference in a station's ratings is nothing new. "It has always been a truism that the only difference is journalism." What's different, he says, is that "more TV sta-



"The maturation process in local TV news—which has been slower than we would have liked—is beginning to catch up with the potential that it always had." Polillo

tions are recognizing that now than ever before."

Mr. Primo claims credit for pioneering one form of TV journalism that the inter-

viewees in the Hamilton study prefer, the eyewitness report. In this form reporters go to the studio to report their stories live, mixing in a generous helping of on-scene stand-ups. The point is to demonstrate that the reporter was an eye witness to the news happening and thereby establish the credibility of his report.

Eyewitness news got its start at KYW-TV Philadelphia, when Mr. Primo was news director there from 1965 to 1968, he says. When he took over, there were 15 writers and reporters all doing stories for the anchor to read. Mr. Primo says he put these 15 to work either in front of or behind cameras and made an overnight success of the station's news. He repeated the formula, on a larger scale and with a larger budget, at WABC-TV New York, where he was news director from 1968 to 1972.

The eyewitness concept is only one development in an evolution that has been accelerated by the management discovery that stations can make money with news. "The fact of the matter is that when it became obvious that news was a real profit center, the breakthrough came," Mr. Primo says. By his reckoning that day was roughly 10 years ago.

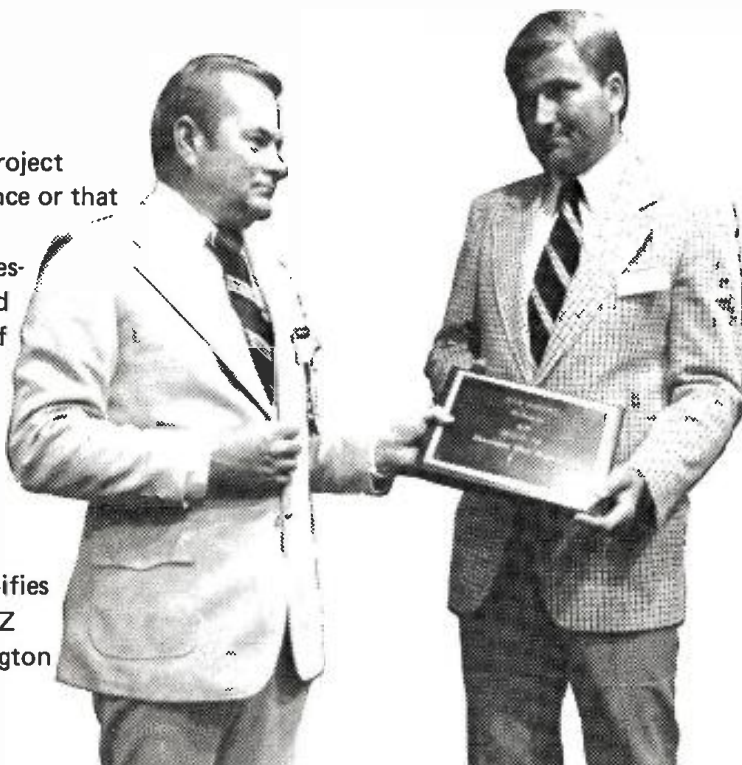
That was about the time consultants began to sprout around broadcast journalism. "What they were able to do," Mr. Primo says, "was to come in and treat cosmetically these ragtag operations." Their

ENTERPRISE

A dictionary would call it a "project undertaken that is of some importance or that requires boldness or energy".

When WSAZ television 3 Charleston News Director Bob Brunner filed a series of reports on the early life of presidential assailant Sarah Jane Moore, his boldness and energy was rewarded by the national Associated Press Broadcasters Association. He was also recognized by the West Virginia AP.

The APB Enterprise Award typifies the local and regional effort of WSAZ television 3 - the Charleston-Huntington market's leading news station.



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CHARLESTON-HUNTINGTON, WEST VIRGINIA

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WTVT NEWS... NATURALLY!

	<u>ADI*</u> <u>rating</u>	<u>ADI*</u> <u>share</u>	<u>DMA*</u> <u>rating</u>	<u>DMA*</u> <u>share</u>
M-F Noon - 1 p.m.	15	59	17	59
M-F 6 - 7 p.m.	23	42	23	42
Sat 6 - 6:30 p.m.	22	49	24	49
Sun 6 - 6:30 p.m.	24	59	25	56
S-S 11 - 11:30 p.m.	14	44	13	41

Exclusive live ENG, color weather radar, Tampa Bay Buccaneers NFL games and the largest, most professional informational staff in the nation's 17th television market** make WTVT the natural choice of viewers.

WTVT's dominance is complete in every demographic category for women and men*** making WTVT the natural choice of timebuyers. For the natural choice in the Tampa-St. Petersburg market, call your Katz representative. He'll give you details and avails . . . naturally!

*Arbitron and Nielsen, May, 1976, Program Audience Average Estimates.

**Arbitron, November, 1975, ADI Television Households Estimate.

***Arbitron and Nielsen, May, 1976, Total Survey Area, Average Quarter-Hour Estimates, Sunday through Saturday, 9 a.m. to Midnight.

All estimates subject to source and method limitations.

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WTVT, Tampa/St. Petersburg
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“I think the situation still exists that for every \$1 spent on cosmetics, you see only 50 cents spent on the news product.” *Herford*

advice on sets, graphics and personalities led to a “packaged news product that was very attractive to the audience and won ratings games.”

It was the swiftness of some of those ratings turnarounds that dazzled the industry and elevated the news consultants to reigning lords of local news. And although their reign continues still in some markets, their role is changing, both Messrs. Primo and Polillo agree. Indeed Mr. Polillo often quotes himself as saying: “Consultants are the old messiah. News is the new messiah.”

There is, however, evidence that old messiahs, in perhaps somewhat changing form, are alive and well. They are still there and their business is fine, report executives at McHugh & Hoffman and Frank Magid Associates, the two league leaders. Some of the others have dropped out of the picture or merged, while others such as Mr. Primo have just recently opened shop. Last count two years ago showed about 170 TV stations under contract with consultants and research services. Mitch Farris, director of TV consultancy for the Magid firm, which alone accounts for 75 TV stations, estimates that if that number were to be updated today, it would show an increase of about one-third in stations using consultants and research.

Their business is still growing, yet their visibility is not what it was two years ago when they were the center of a crisis in TV journalism. (BROADCASTING, Sept. 9, 1974). Consultants are beginning to blend into the landscape of local TV news.

Consultants and journalists appear for the most part at peace, but turn over enough newsmen in TV, and one or two will appear still smoldering with resentment at the intrusion of outsiders.

Mr. Herford is one who denies “the fundamental instability that the consultancy system has built into the news.” He argues

also that the excessive reliance on consultants tends to make many news shows look alike. Mr. Herford claims he can go into a new town, flip the dial on the TV set for a few minutes during the evening news, and tell instantly which stations have consultants, even name the consultant, so familiar are their trademarks. “I won’t buy the argument that consultants are tailoring to local markets,” he says.

The consultants such as McHugh & Hoffman and Magid, in their own defense, point out that the foundation for their recommendations is audience research. They only interpret the audience’s feelings, and thereby help the stations find the broadest viewership. Some, such as Mr. Magid, say they improve the product journalistically. Plainly they would all deny they hurt it.

In the end, they point out, it is not the consultants who call the shots in the newsrooms at local TV’s. It is the managers who hired them.

Perhaps there will always be some tension between research consultants and some journalists. The reason may be that consultants have tried to wed science and journalism, and that rankles some practitioners. “News is not a science,” said one former newsmen. “It is an art.”

Pat Polillo believes that fears about consultants come from misunderstandings. “All they really do,” he says, “is go out and research and come back with audience attitudes. They tell us what we couldn’t know by ourselves.”

In his opinion they are here to stay: “I think they’re a necessary part of doing business. They give you information on a regular basis that used to be bulletin flashes in the past.”

Two years ago, Mr. Polillo raised a question—made a prediction, really—designed to calm anticonsultant hysteria among some news directors then. “What happens,” he asked, “on the day that all three TV stations in a market have switched consultants, and everybody’s got their rating book in front of them, and they each know everything about talent, attitudes, news films, content, format, pacing?”

The answer was apparent then, but it is even more apparent now, he says. It is that “everybody has to start thinking for himself.” The competitive edge will not be provided by news consultants, he says. Rather it will come from good reporting, from “expertise and hard, hard work.”

Another development profoundly affecting content in local news is electronic news gathering. ENG is a part of the on-scene reporting respondents to the Hamilton studies prefer. But says William R. Hamilton, president of Hamilton & Staff, few of the subjects that said they watch local news for eyewitness reports, specified live stories—except in the top-10 markets where stations “promote the hell out of ENG.” In those areas, the viewers know what minicameras are.

Even those viewers, however, can be discerning in their tastes for spontaneity and swiftness, Mr. Hamilton says. They want to see immediately the effects of weather disasters and other stories that

lend themselves easily to visuals. But for the local zoning board meeting, they will settle for a summary from reporter or anchorman.

That observation is consistent with Mr. Polillo’s contention that although live capability makes for a good sales pitch now, it will not come to dominate a new art form.

“Live is just something that TV can do better than any other medium,” he says. “But live news is surface news.” The hallmark of the new TV journalism will be investigative reporting—and not just the kind where the reporter exposes a corrupt official, he says. His definition of investigative reporting includes trying to find out why anything does not work, or why prices are high.

“Those stations not involved in investigative reporting are going to be left behind,” Mr. Polillo says.

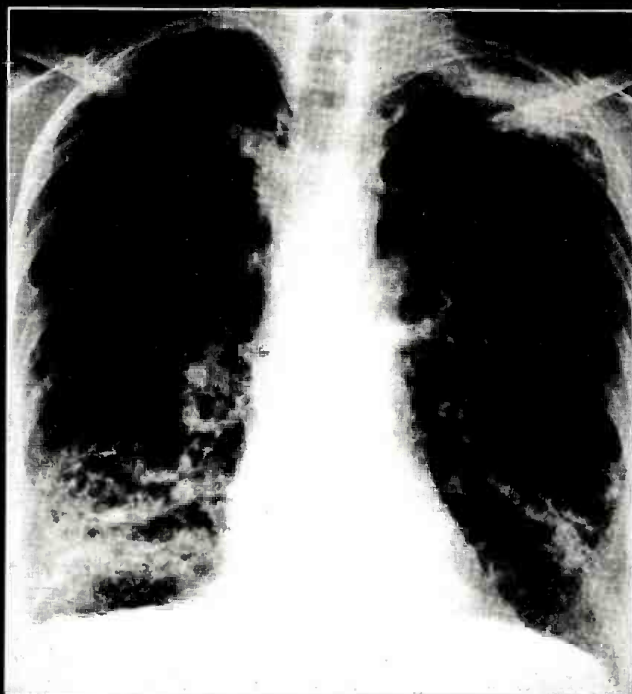
He sees ENG as an invaluable tool nevertheless. Mr. Polillo sees it as an editing device now lacking in film reporting. “You are sitting with your lives and fortunes in the hands of a few reporters and film editors,” Mr. Polillo says. “Tape can change that.”

It can change that with the addition of microwave, which can transmit a story back to the station while the reporter is doing it. The editor who assigned the story will be able to watch and, in essence, edit. “He can tell the reporter he blew it and to do it again,” Mr. Polillo says.

The Hamilton surveys of the reasons people watch news made an interesting discovery about people’s view of the anchorman, whose star status on the local journalism scene has been unshakable for years. Conventional wisdom would assume



“We’re going from ‘rip ‘n’ read’ over the last 20 years to meaningful journalism organizations, whereas newspapers are going from meaningful journalism organizations to ‘rip ‘n’ read’ operations.” *Primo*



A breathtaking close-up of what smoking can do for you.

Every year millions of people take up the habit. And every year tens of thousands die from it.

Despite convincing research, and the ever-present warning of the Surgeon General, cigarette sales are on the rise. And spiralling with them are lung cancer, emphysema, bronchitis and heart disease.

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We explored the effects smoking has on lung tissue. And the excuses smokers constantly give to defend their habit. Then we showed the various means one can use to break it.

"Smoking: What A Drag" was one of several reports and documentaries we created and produced locally in San Francisco. Others include "Fat Chance: The Weight Game" concerning the big business of fad diets and weight loss frauds. "Racing the Killer" a documentary on hypertension. And "Doctor Norris and the Whales" one man's lonely battle to stop the slaughter.

All were broadcast in

prime time. And more will follow them in the future. Because such specials are our effort to fulfill the responsibility we have as broadcasters. To present programming which reflects the cultural diversity and needs of our audience.

Not minority programming. But programming of, by and for the people who make us possible.

All of them.

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WABC-TV, NEW YORK; WXYZ-TV, DETROIT; WLS-TV, CHICAGO; KGO-TV, SAN FRANCISCO; KABC-TV, LOS ANGELES



audience information based on NSI estimates. Feb/March 1976 and May 1976 for New York, Chicago, Detroit, Los Angeles and San Francisco. Subject to qualification available upon request.

that if viewers vote for eyewitness news as their first reason for viewing, their second vote would go to the anchorman. Not so. A list of reasons people in the Hamilton surveys watch news looks something like this:

1. Eyewitness, on-scene reports.
2. Straightforward and direct news presentation, i.e., news delivered with sincerity and precision. "That sort of puts happy talk out in left field," says Dennis Luther, project director and senior analyst at Hamilton & Staff.
3. Weather report.
4. News that is helpful in day-to-day living.
5. Relaxed and informal atmosphere and news presentation.
6. Anchorman.
7. Weatherman.

"My feeling is," says Mr. Luther, "that three years ago, the anchorman would have ranked higher on the list. But the audience is realizing that it is really kind of a trade-off now. As the anchormen are getting better, the audience is looking for other things."

That is not to say, however, that the anchorman is on a downward trend. "He's not the only thing in town now, but he's still the captain of the ship," Mr. Hamilton says. "I don't think we're going to go much farther down in terms of his importance."

There certainly has been no perceptible decline in the average anchor's salary. If he works at a station in the top-10 mar-

kets, including at an independent, an anchor is probably making between \$100,000 and \$200,000 annually, according to Sherlee Barish, president of the New York-based Broadcast Personnel Agency. Those figures contrast with the \$50,000 average salary of the news director at a top-10 station.

An anchor makes up to \$55,000 in markets 10 to 20, Miss Barish estimates, and from \$18,000 to \$40,000 in markets 30 and a little below.

Mr. Polillo blames consultants for the prices of sought-after anchors, which he finds inflated. "But I buy it because I know it's a fact of life."

The day will come, however, Mr. Polillo adds, returning to a familiar theme, "when the news content and expertise is so formidable that it doesn't matter who's anchoring." The anchor will not be lost in the future Mr. Polillo sees. Rather he will grow to more closely approximate his counterpart in sports, the runner who runs the last leg of a relay. He will be the best and he will not be confined to a desk.

That the weather report shows up in third position, ahead of the anchor and ahead of sports, on Hamilton's reasons people watch local news confirms what news directors have always known about that segment of the news show: It may not involve much journalism, but a lot of people want it. "We all learned in Journalism One in school that that little weather box on top of the *New York Times* is not there for nothing," Mr. Primo says.

Weather—and sports—are usually the personality spots in a local newscast. Mr. Primo calls them the "playgrounds" of the news, particularly sports, which at bottom, he says, is nothing more than covering games grown people play.

But of the weatherman and the sportscaster, the former is usually the more memorable to the local TV audience. On the Hamilton list, sports does not show up until number 11, 15 or 16 out of the 17 reasons, depending on the market, Mr. Luther says. It would indicate, he says, that "you just don't have as high a level of interest in sports as you do in weather." He says viewer recognition of sports and weathermen can vary by as much as 20%; maybe 60% of respondents have a favorite weathercaster, but only 40% have a favorite sportscaster.

Mr. Luther believes that the statistics might also be taken to mean that stations have not done as much with sports as they could. "There is an interest in sports that has not been tapped yet."

He thinks, and Messrs. Polillo and Primo agree, that viewers' preference for the highly visual eyewitness form makes them impatient with lists of scores. What they would like more of is action.

The viewers want personality in their sports heroes, and they want it too in their sportscasters. Occasionally, one personality emerges to capture a market from the sports desk. Such seemed to be the case with Warner Wolf, formerly of WTOP-TV Washington, now with the ABC net-

We generate answers ...and a lot of electricity.

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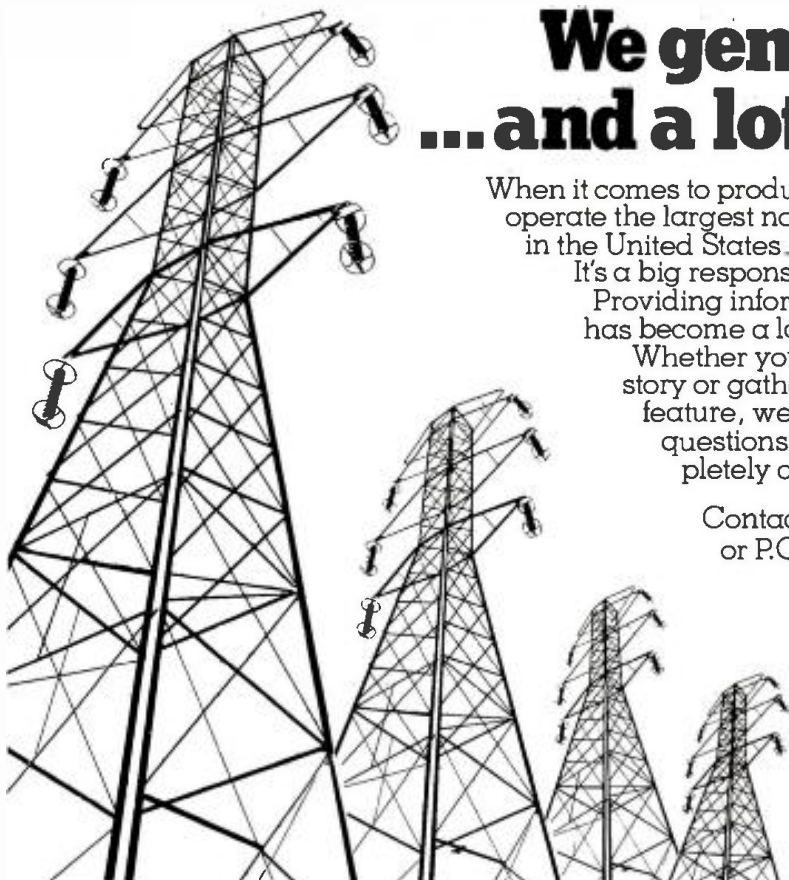
It's a big responsibility.

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Whether you're working on a breaking news story or gathering information for an extended feature, we're committed to answering your questions as quickly, accurately, and completely as we can.

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Much of the news Broadcasters report concerns events and people from around the world. And all we can do is report it. But, when the news is bad and it's at our doorstep, that's different. Then we're committed to work for remedial action in the community.

Bad news: Hell in jail Good news: Hope in jail

A KODE-TV investigative news-team, from Joplin, Missouri inspected at least 20 jails in their coverage area. Their resulting documentary-report exposed medieval-like conditions. Cells with no heating, unhealthy sanitation, poor food, rats and vermin, and permeating stench. Bad news — but our involvement broke the chain of neglect. Some of those jails are now closed, others are being improved, new ones are being planned and we've all been reminded of the fact that prisoners are human beings, too.



Bad news: Kids who need homes Good news: Homes that want kids

WREX-TV in Rockford, Illinois, had two boys on their "Tete a Tete" program, both without homes.

Jerry was in an institution, a twelve-year-old diabetic who needed a special diet and someone to teach him life hadn't dealt him an impossible hand. Ron was ten years old with slight mental and physical



handicaps. This searching and touching program brought many inquiries. And in December, Jerry got his home complete with mother, father, and brother. For Ron, the search for a real family continues.

Bad news: Cattle lost Good news: Justice found

For nearly ten years one Corydon, Kentucky farmer, Dorris Ray Duncan, sought state help in finding the source of salt that poisoned his streams and killed 16 of his cattle, a big loss to a small farmer. He came to WEHT-TV in Evansville, Indiana and asked for help. Our film story alerted Secretary John Hoffman of the Kentucky Department of Natural Resources. He visited the Duncan farm with environmental investigators and learned for himself that the contamination came from a nearby drilling operation. Damages are now being assessed and Mr. Duncan is elated.



The Gilmore stations — the more news we report, the more good news we make happen.



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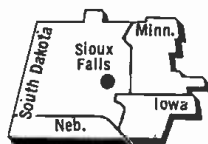
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If ever a market were made-to-order for the tv advertiser, that market is KELO-LAND. It is uniquely television-oriented. Its one-third million families live in 92 counties, embracing 74,000 square miles of four states. Yet its total coverage television facility, KELO-LAND TV, enables you to display your product to its entire population—as easily as though you had every man, woman and child assembled in one room. With the doors locked. By that, we mean the KELO-LAND market is virtually unpenetrable from the outside. Minneapolis stations can't get in. Omaha stations can't get in. KELO-LAND is a market apart. In a class by itself. No advertising campaign is a national campaign without it.

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KELO-TV SIOUX FALLS, S.D.
and satellites KDLO-TV, KPLO-TV

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work. But that happens more often with the weather segment, Mr. Hamilton says, where the weathercaster is usually a "zany or different type of personality."

The prevailing fashion in sportscasters in recent years has been the former athlete, preferably male and handsome. "I don't think being a jock is essential," says Mr. Polillo, "but it helps." Mr. Herford singles out Tom Brookshire at WCAU-TV Philadelphia as a good example of an ex-athlete who has succeeded in sportscasting.

The fashion in weathermen, Mr. Polillo sees, is the meteorologist. The late Louis Allen of WTOP-TV Washington was a good example. Mr. Allen, who had his own weather consulting service, died last May after about 20 years as top weatherman in the city. For his replacement, WTOP-TV went to another meteorologist, Gordon Barnes, formerly of the CBS Radio Network.

Up to now, weathermen have often come from the ranks of staff announcers or other local broadcast personalities. The trend toward meteorologists, however, Mr. Polillo sees as healthy. It is another element in the movement toward more expertise.

But Mr. Primo is not as sure. "I don't think people are going to want to know how the weather is reported at the weather bureau, and what the latest satellites are doing," he says. "People aren't interested in that sort of thing."

Mr. Herford, too, is dubious about the meteorologists' TV role. "You can always tell one," he says. "He doesn't speak English." In his view, meteorologists tend to load their presentations with too much scientific detail.

When all other things are equal between news operations in a market, a weatherman or a sportscaster can tip the scale for a station. Competition for specific personalities can be "cutthroat," Mr. Herford says, "as bad as it is for anchormen."

The salaries for sportscasters and weathermen are similar, according to Miss Barish. She says they make from \$35,000 to \$75,000 in the top-10 markets, from \$25,000 to \$75,000 in markets 10 to 20. Below that salaries vary; Miss Barish has a job order on her desk now from a station in a market in the 50's that is willing to pay \$30,000 for a weatherman.

There are other trends that ought to be mentioned here.

One over which there is considerable controversy is minority employment in local news. In the Senate, Communications Subcommittee Chairman John Pastore (D-R.I.) complains on every occasion the FCC is before him that broadcasting is a white male-dominated business. That is no less true in local TV newsrooms.

But it's not for lack of trying, Miss Barish contends.

The demand for minorities both in front of and behind the camera far outstrips the supply at the moment, she says. "We just don't get that many that are qualified." Miss Barish says it is a myth that blacks and minorities have to be better than

whites to land the same jobs; all they have to be is equal. And their salaries are identical to whites'. "If a market pays \$18,000 for a reporter, it doesn't matter what color they are—or what sex," says Miss Barish.

There are few minorities and women now in the top news spots, such as news director. Two women that are, are Pauli Crooke, news director at KBCI-TV Boise, Idaho, and Pat Stevens, KGUN-TV Tucson, Ariz. "I wish we could find more, because there are jobs for them," Miss Barish says.

Although it does not qualify yet as a trend, at least a social note should be given two recent moves from the network back to the local scene. David Schoumacher, formerly a correspondent with ABC News, is now anchor at WMAL-TV Washington, where he is so far winning high marks for his journalism performance. To Mr. Polillo, Mr. Schoumacher is a symbol: "You don't say he's a sweet man, or that he's a good looking. You say he's impressive. That's the wave of the future."

The second network-to-local move was by CBS correspondent Connie Chung to the top anchor spot at KNXT(TV) Los Angeles. She began there the last week in July.

For a network correspondent, the move to a local station is usually a step down in the broadcast journalism pecking order. But it can be a step up in salary, as it was for both Mr. Schoumacher and Miss Chung.

Another trend is toward longer newscasts at the local level. Here, market size has not been a significant constraint. Small-market stations are moving to an hour program in the early evening; large ones have gone to as much as two hours. Two-hour news just began last month in Washington at WRC-TV, the NBC station there. WRC-TV hopes the longer format will give it a competitive edge over the two network affiliates in town, both of them consistently beating WRC-TV in the ratings. Yet at the same time, and on the other coast, another major station, KNXT, has cut its two hours news back to one hour, also for competitive reasons.

It is not known whether two hours are the limit for local evening news. Messrs. Hamilton and Luther think it probably is. Their research shows, they say, that people will not watch news beyond a certain point in early evening, particularly in warm weather. And if the networks follow the local stations' lead with moves to full-hour news themselves, Mr. Luther expects there to be "a point of diminishing returns" at the local level.

The over-all impression is of progress in local TV journalism. "There's an awful lot of bad out there in the local markets," says Mr. Primo. "But the desire to get good is there too." Even Mr. Herford, the most openly critical among those quoted here, believes the TV news product is improving. His only question, he says, is, "Why can't it improve faster?"

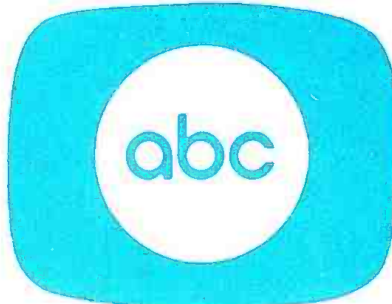
However fast, local TV journalism's day in the sun is approaching, Mr. Polillo is sure. And people will recognize it because "the morning newspaper will be, preempted by the 11 o'clock newscast." ■

KTVI

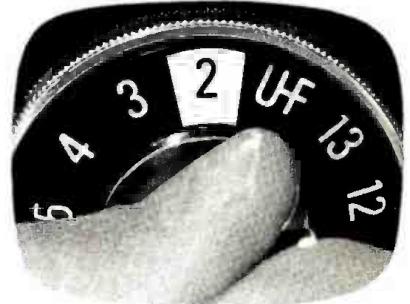
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(SFX: Theme Music, "Let us be the one you turn to.")



(Music Under) Ralph Hansen: We're proud to be affiliated with the number one network.



But, that's just one of many reasons we're the one to turn to.



Channel Two is first in news film coverage.



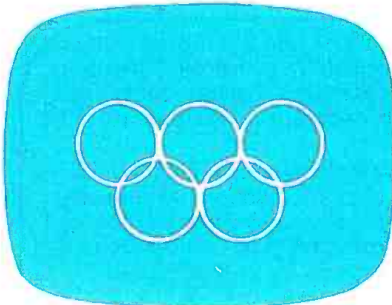
And, the KTVI news team, headed by Gene Tuck brings the St. Louis scene to life.



Larry, Nancy, Duane, Robin and the whole group keep you in touch with what is *really* happening.



There are going to be some exciting new faces joining our national news, too . . . (she'll be with us October 4!)



Plus, all the great programming that's ABC alone.



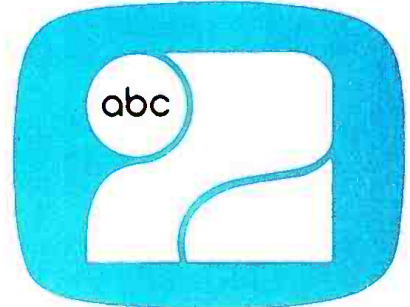
Top rated prime time shows like "Baretta".



And, sensational new ones including "The Bill Cosby" Show.



The best movies and more make . . .

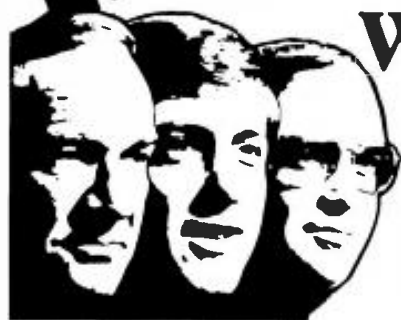


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Represented by Blair TV

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COMMUNICATIONS AND
INFORMATION HANDLING

NRBA forecasts big turnout at convention

It counts on San Francisco, busy agenda and major exhibit to attract the radio crowd

The National Radio Broadcasters Association said last week it expects an attendance of 2,000 at its annual conference and exposition in the Hyatt Regency Embarcadero hotel in San Francisco, Sept. 19-22. Exposition space is already sold out (BROADCASTING, Aug. 16), and the exhibit hall will be open at 1:30 p.m., Monday-Wednesday, with tours offered at 2:30 p.m. on Tuesday and Wednesday.

Highlights of the conference agenda:

Sunday, Sept. 19: 9 a.m., registration; 12 noon, NRBA board meeting; 6:30 p.m., cocktail reception; 8:30 p.m., Armstrong Awards/FM Pioneers dinner.

Monday, Sept. 20: 8 a.m., registration; 9 a.m., general session; 9:45 a.m., four concurrent sessions: "Small Market Sales Ideas that Produce Big Results" with Kenny Belfore, KTOK(AM)-KAFG(FM) Oklahoma City; Robert Harvit, WBTH(AM) Williamson, W.Va.; Phil Hoover, WDIF(FM) Marion, Ohio; David A. Rodgers, KWT-AM-FM Salinas, Calif., and Stephen Trivers, WQLR(FM) Kalamazoo, Mich. "Management Moxie that Motivates" with James Connor, WWSH(FM) Philadelphia; Jack Gennaro, WFHR(AM)-WWRW(FM) Wisconsin Rapids, Wis., and Bruce Johnson, Starr Broadcasting, New York. "Programming Album-Oriented Rock, Progressively better" with William Compton, KDKB-AM-FM Phoenix; Jack Crawford, WKDA-AM-FM Nashville; John Gorman, WHK(AM)-WMMS(FM) Cleveland; Michael Harrison, Radio & Records, Los Angeles; Jeff Pollack, KBPI(FM) Denver; Ed Romig, KEEN(AM)-KOME(FM) San Jose, Calif., and Norm Winer, WBCN(FM) Boston. "Engineering the Quality Sound" with Ed Butterbaugh, CKLW-AM-FM Windsor, Ont.; Bruce Earl, SRO, Los Angeles; Edward Edison, Hammet & Edison, Los Angeles; Robert Kanner, KFRC-AM-FM San Francisco; Harry Maynard, FM Guide, New York; John McCarthy, KFOG(AM) San Francisco, and Jacques Verdier, KNBR(AM) San Francisco.

Luncheon, 12 noon. 3:15 p.m., six concurrent sessions: "Sales: New Nonbroadcast Ways to Produce Revenue" with Robert Herpe, WPLR(FM) New Haven, Conn.; Thomas Holter, WLVE(FM) Baraboo, Wis., and Lewis Latto, WAKX-AM-FM Duluth, Wis. "Management: Good Housekeeping Through Good Systems" with Joseph Coons, Paperwork Systems, Bellingham, Wash.; Dennis Doelizsch, WDDD(FM) Marion Ill.; Samuel Hassan, WILY(AM)-WRXX(FM) Centralia, Ill.; Timothy Ives, WJBC(AM)-WBNQ(FM) Bloomington, Ill., and Gunther

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Paul Fine, Producer
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Paul Fine, Cameraman
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Paul Fine, Cinematographer
Holly Fine, Film Editor
Clyde Roller, Audioman



WMAL-TV

Len Deibert, Board of Governors Award

I Got the Spirit "News Packages"
Wes Sarginson, Producer
Pete Hakel, Cinematographer
Richard Ringuette, Film Editor

Send in the Clowns "News Packages"
Holly Fine, Producer

They Walk Alone "News Packages"
Pete Hakel, Cameraman

Meisse, WVNO-AM-FM Mansfield, Ohio. "Programming: Country and Western that Reaches City Americans" with Jay Albright, KUZS-AM-FM Bakersfield, Calif.; Cliff Haynes, KNEW(AM) Oakland, Calif.; Craig Scott, WJJD-FM Chicago, and Hal Smith, KLAC(AM) Los Angeles. "Promotion: Large Market Ideas that Get Big Response" with Robert Ardrey, WIOF(FM) Waterbury, Conn.; Isabelle Lemon, KNBR(AM)-KNAI(FM) San Francisco, and Carolyn Von Moren, KGO(AM) San Francisco. "Research and Ratings" with Ted Dorf, WGAY-AM-FM Washington; Larry Manuel, Arbitron Radio, New York; Richard Roslow, The Pulse Inc., New York, and James Seiler, Media Statistics Inc., Silver Spring, Md. Sixth session is engineers' tour of exhibits.

Cocktail reception and auction, 5:30 p.m.

Tuesday, Sept. 21: 8:30 a.m., NRBA annual membership meeting; 9 a.m. morning eye-opener hosted by Torbet-Lasker Inc. 9:45 a.m., five concurrent sessions: "Sales: How to Change Radio Station vs. Rep to Station Plus Rep" with Francis Boyle Jr., Eastman Radio, New York; Robert Duffy, The Christal Co., New York; Herb Hahn, Selcom Inc., New York; Alan Torbet, Torbet-Lasker, New York, and Robert Williams, McGavren-Guild, New York. "Management: Financing for Acquisition and Expansion" with Richard Casper, WINZ-AM-FM Miami; Barry Dickstein, Aetna Business Credit, Hartford,

Earthy periods. The Eastern convention of the National Religious Broadcasters, scheduled for Aug. 30-31 in a suburb of Philadelphia, has been canceled. According to Ben Armstrong, NRB executive secretary, the decision was made after more than two dozen American Legionnaires died of an undiagnosed disease following a convention in Philadelphia.

Conn.; Ted Hepburn, R.C. Crisler & Co., Cincinnati; Thomas Schattenfeld, Arent, Fox, Kintner, Plotkin & Kahn (law firm), Washington; J. Roger Sullivan, Citibank, New York, and Jack Thayer, NBC Radio, New York. "Programming: Top-40" with George Johns, WNAP(AM)-WIBC(FM) Indianapolis; Gerry Peterson, KCBQ(AM) San Diego; John Sebastian and Gary Stevens, KDWB(AM) Minneapolis; Michael Spears, KFRG-AM-FM San Francisco, and Todd Wallace, Radio Index, Phoenix. "Block-Buster Promotion on a Firecracker Budget" with Mr. Ardrey of WIOF; Lee Bayley, Drake-Chenault Enterprises, Canoga Park, Calif.; George Kravis II, KFMJ(AM)-KRAV(FM) Tulsa, Okla., and Ron Vaughn, KYNO-AM-FM Fresno, Calif. "Engineering: Six Answers to the Four-Channel Question" with Lou Dorren, Quadracast Systems, San Mateo, Calif.; Bruce Earl, SRO; James Gabbert, KIOI-AM-FM San Francisco; Jerry LeBow, Sansui Electronics, New York; Jerry Plemmons, KQED-FM San Francisco, and Emil Torick,

CBS Technology Center, Stamford, Conn. Luncheon, 12 noon. 3 p.m., FCC/legal afternoon with commissioners, staff chiefs and counsel. 5:30 p.m., cocktail reception and auction.

Wednesday, Sept. 22: 9 a.m., eye-opener (no details announced); 9:45 a.m. four concurrent sessions: "Success Stories from Successful Formats" with Eric Anderson, WNOE-AM-FM New Orleans; Edward Argow, KFAC-AM-FM Los Angeles; Murray Green, WNBE(AM)-WFBQ(FM) Indianapolis; Harvey Levin, KNEW(AM) Oakland, Calif., and Bernard Mann, WGLD-AM-FM High Point, N.C. "Management: Employment Practices" with George Malti, Farrand, Malti, Spillane & Cooper (law firm), San Francisco; Garry Mathiason, Littler, Mendelson, Fastiff & Tichy (law firm), San Francisco, and Carl Venters Jr., WPTF(AM)-WQDR(FM) Raleigh, N.C. "Programming: Beautiful Music Makes Beautiful Sounds on the Cash Register" with Bob Chandler, WGAY-AM-FM Washington, Richard Ferguson, WEZN(FM) Bridgeport, Conn.; Kenneth Mellgren, WJIB(FM) Boston; James Schulke, Schulke Radio Productions, South Plainfield, N.J.; and Marlin Taylor, Bonneville Broadcast Consultants, Tenafly, N.J. "Engineering: Facing the AM Stereo Facts of Life" with Thomas Gluyas, RCA Broadcast Systems, Camden, N.J.; William Hayes, Communications Associates, Hicksville, N.Y.; Harold Kassens, A.D. Ring & Associates,

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First Team News on WBEN-TV. Try it on for buys.

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Company	Period/Ended	Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
ABC.....	6 mo. 6/30	629,637,000	+23.8%	30,410,000	+47.1%	1.74	508,239,000	20,665,000	1.20
CBS.....	6 mo. 6/30	1,045,699,000	+15.7%	75,305,000	+29.6%	2.64	903,327,000	58,102,000	2.03
Comcast.....	6 mo. 6/30	5,155,066	+25.4%	303,018	+66.7%	.18	4,109,421	181,746	.10
Doyle Dane Bernbach.....	6 mo. 6/30	30,058,000	+13.7%	2,795,000	+57.8%	1.54	26,445,000	1,771,000	.98
Foot, Cone & Belding.....	6 mo. 6/30	31,540,000	+14.3%	2,299,000	+57.2%	.99	27,595,000	1,462,000	.69
Fuqua.....	6 mo. 6/30	255,429,000	+10.5%	7,700,000		.85	231,092,000	(982,000)	(.13)
Kaiser Industries.....	6 mo. 6/30	517,412,000	- 2.0%	27,058,000	-45.1%	.88	527,892,000	49,258,000	1.59
Meredith Corp.....	Year 6/30	192,407,000	+19.1%	14,100,000	+125.3%	4.60	161,476,000	6,258,000	2.08
Times Mirror.....	28 wks. 7/11	473,913,000	+24.1%	31,360,000	+77.3%	.93	381,744,000	17,680,000	.52
Washington Post.....	26 wks. 6/27	179,008,000	+18.0%	11,529,000 ¹	+112.2%	2.55	151,587,000	5,433,000	1.44

¹Gain on sale of WCKY(AM) Cincinnati in February (BROADCASTING, Feb. 23) increased net income by about \$1,800,000 or 40 cents per share.

*Change too great to be meaningful.

Washington; Mr. LeBow of Sansui and Norman Parker, Motorola Inc., Chicago.

Luncheon, 12 noon. 3:15 p.m., three concurrent sessions: "Sales: 101 New Co-Op Ideas that Work" with George Francis Jr., WAYS(AM) Charlotte, N.C.; William McGee, Broadcast Marketing Co., San Francisco; Doug Robinson, Doug Robinson Advertising, Sacramento, Calif.; Thurman Worthington, WKEZ(FM) Norfolk, Va. "Programming: There's Nothing Middle-of-the-Road in MOR" with Kerby Confer, WLYC(AM)-WILQ(FM) Williamsport, Pa.; Gary Edens, KOY(AM) Phoenix; Robert Henley, WGN(AM) Chicago; James Hilliard, WIBC(AM)-WNAP(FM) Indianapolis; Cullie Tarleton,

WBT-AM-FM Charlotte, N.C. "Engineering: ... FCC Field Inspection" with Phil Kane and Ney Landry, FCC district office, San Francisco, and Richard Parks, Zack Electronics, San Francisco.

Closing cocktail reception and final auction, 5:30 p.m.

Media briefs

New call for pioneer. WHEN-TV Syracuse, N.Y., last week shifted to its new call letters, WTVH. Change was necessitated when Meredith Broadcasting Group sold its Syracuse AM outlet, WHEN, to Park Broadcasting Co. in May. Ch. 5 WTVH remains at

980 James Street while WHEN(AM) will move to new location by first of year. WHEN-TV signed on Dec. 1, 1948.

Obsolete call letters. In special report on football (BROADCASTING, Aug. 9), Jim Crum of WLWC(TV) Columbus, Ohio, was listed as color commentator for Cincinnati Bengals coverage by WLW(AM) Cincinnati. WLWC call letters were changed earlier this year to WCMH-TV.

KVDO-TV sale fight. Intercontinental Ministries Inc. has appealed FCC approval of Corvallis TV Cable Co.'s sale of KVDO-TV Salem, Ore., to State Board of Education for \$200,000 (BROADCASTING, March 15). Intercontinental Ministries, along

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with number of local residents—444 letters and petitions signed by 5,382 persons were received—had opposed sale on number of grounds that included fact that board of education planned to drop religious programming station carried in prime time.

WDIA licensee challenges credibility of renewal opponents

**Sonderling questions intent
of petitioners, similarity
of 11 affidavits and composition
of county association involved**

Sonderling Broadcasting Corp. has complained to the FCC that the petitioners who tried to block renewal of license for Sonderling's WDIA(AM) Memphis last month (BROADCASTING, July 12) are not who they may seem to be.

Sonderling said the petition to deny "purportedly" filed by Alfred (Skip) Robinson, individually and on behalf of the United League of Marshall County and the North Mississippi Coalition for Better Broadcasting, is a scheme dreamed-up "apparently" by "persons whose 'interest', if any, is in obtaining 'reasonable attorney fees' and reimbursement of costs.

Sonderling said the real petitioners are apparently lawyers connected with North Mississippi Rural Legal Services Inc. and the National Conference of Black Lawyers. The attorneys did not even imply that they had submitted the petition on behalf of Robinson and the citizens groups, Sonderling said, nor was it indicated within the petition that the petitioners were submitting it "by counsel" or "by their attorneys."

Sonderling said 11 attached affidavits supporting the petition were "allegedly notarized" the day before they were due at the commission, by the same notary public.

Eight of the affidavits, Sonderling said, "are—except for the names—identical, word-for-word, line-for-line, sentence-for-sentence, paragraph-for-paragraph, and page-for-page." Sonderling said the other three affidavits were worded differently but were identical in content with one another and the other eight. All 11, Sonderling said, "were obviously typed on the same typewriter."

As a petition filed on the last possible due-date, Sonderling said, it is "incurably deficient" in its allegations of programming deficiencies and employment discrimination. Charges that WDIA's programming fails to meet the needs of the northern Mississippi area, Sonderling said, are "unsupported by any factual allegation" and petitioners' complaints that the station does not inform its listeners that public service announcements are available free-

of-charge "borders on the ridiculous."

Egmont Sonderling, president and chairman of the board of Sonderling, said in an affidavit attached to the opposition that because of his station's national reputation of "enhancing and enriching the black heritage" in WDIA's service area, the petition to deny came as a "great shock and surprise."

Mr. Sonderling said that a first glance of the petition, when received at WDIA, revealed charges and allegations which "are so far out of line and contrary to the facts" that Sonderling officials could not help but wonder about the motivation of the petition.

One statement that caused "serious doubts" as to the validity of the petition was the identification of the United League of Marshall County, Mr. Sonderling said. The petition called United League an association with a membership "in excess of 5,000 citizens" of Marshall county, Miss. Mr. Sonderling said it is "rather difficult to believe" that in a county with a population of 25,000, of whom 15,173 are black and one-third of these are children, that the league has a membership of 5,000 black adults.

Communications types back Hartke campaign

**Pastore heir fighting for
re-election, nets \$7,000 from
cable-, broadcast-related firms**

Senator Vance Hartke (D-Ind.)—said by Indians to be in the "run of his life" against an election challenge by former Indianapolis Mayor Richard Lugar ("Closed Circuit," Aug. 2)—can count both broadcasters and cablecasters among his financial supporters. Mr. Hartke is next in line to succeed retiring Senator John O. Pastore (D-R.I.) as chairman of the Senate Communications Subcommittee.

While Senator Hartke's bid for a fourth term has brought heavy support from the railroads and labor unions, some \$7,000 also has been raised from those involved in the communications field.

Among his financial supporters, as reported to the Federal Election Commission by the Committee for the Re-election of Senator Hartke: the National Association of Broadcasters affiliated Television and Radio Political Action Committee, \$1,200; Metromedia Chairman John C. Kluge and his wife, Yolanda, \$1,000 each; Warner Communications Chairman Steven J. Ross, \$1,000; Jay Emmett, Emanuel Gerard and David H. Horwitz, Warner executive vice presidents, \$250, \$500 and \$250 respectively; Burt Harris, president Harris Cable and Harriscopes Broadcasting, \$200; William Kenny, executive director, New England Cable Television Association, \$200; National Cable Television Association's affiliated National Cable Television Political Action Committee, \$200; Russell Karp, president, Teleprompter, \$100; Len Hockstet-



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Most people don't even think about it, including engineers, but the electric power for the lights, cameras and transmitters in many locations throughout the United States comes from coal.

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America is richly blessed with this abundant natural energy resource, enough coal to last 300 to 500 years.

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*Source:
Federal Power Commission

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KTPK #1 ADULTS 18+ IN TOPEKA, KANSAS*

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**GREAT
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Using our automated modern country music program service, KTPK (FM) ranked Number One in adults 18+ in Topeka, according to the April/May 1976 Arbitron. Our GREAT AMERICAN COUNTRY format competed with "live" as well as other automated stations in the market, but still captured a solid first in all adult demographic categories: 18+, 18-49, 25-49, 25-64 and 35-64! We'd welcome an opportunity to help you dominate your market, too.

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

I'm particularly interested in your _____ format.

NAME _____

PHONE _____

TITLE _____

STATION _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

*Audience estimates for KTPK (FM) average quarter hour adults 18+, April/May 1976 Arbitron, Mon.-Sun., 6 a.m.-Mid., metro survey area, and subject to qualifications issued by rating service.

ter, consultant, Interpublic Group of Companies, \$100; John B. Kelley, vice president, Avco Corp., \$100; William A. Geoghehan, Pierson, Ball & Dowd (communications law firm), \$100; U.S. Independent Telephone Association's affiliated Communications Political Action Committee, \$600.

FCC stands firm on WFAB license denial

**United Broadcasting turned down
in plea for reconsideration of
decision over fraudulent billing**

United Broadcasting Co. of Florida has been unable to budge the FCC from its decision to deny United's renewal application for WFAB(AM) Miami. The fraudulent billing that was involved, the commission said, merits denial.

United had argued, in a petition for reconsideration, that the commission had erred in imputing willful conduct to it and to its employees in finding a violation of the fraudulent billing rules. It also said denial of renewal was an overly harsh remedy and that the commission appeared biased in its decision.

The commission, in its original decision in the case, on Sept. 30, 1975, had held that neither WFAB nor United, which is headed by Richard Eaton, had taken the precautions necessary to prevent Crown Trading Co., one of the station's major accounts, from engaging in various forms of fraudulent billing.

And this month it said the record fully supported that conclusion. Indeed, it said that, in ignoring warnings and shielding itself from its oversight responsibility in the billing area, the licensee was guilty, virtually, of intentional wrongdoing.

The commission also said its decision was in accord with its frequently repeated policy involving fraudulent billing cases.

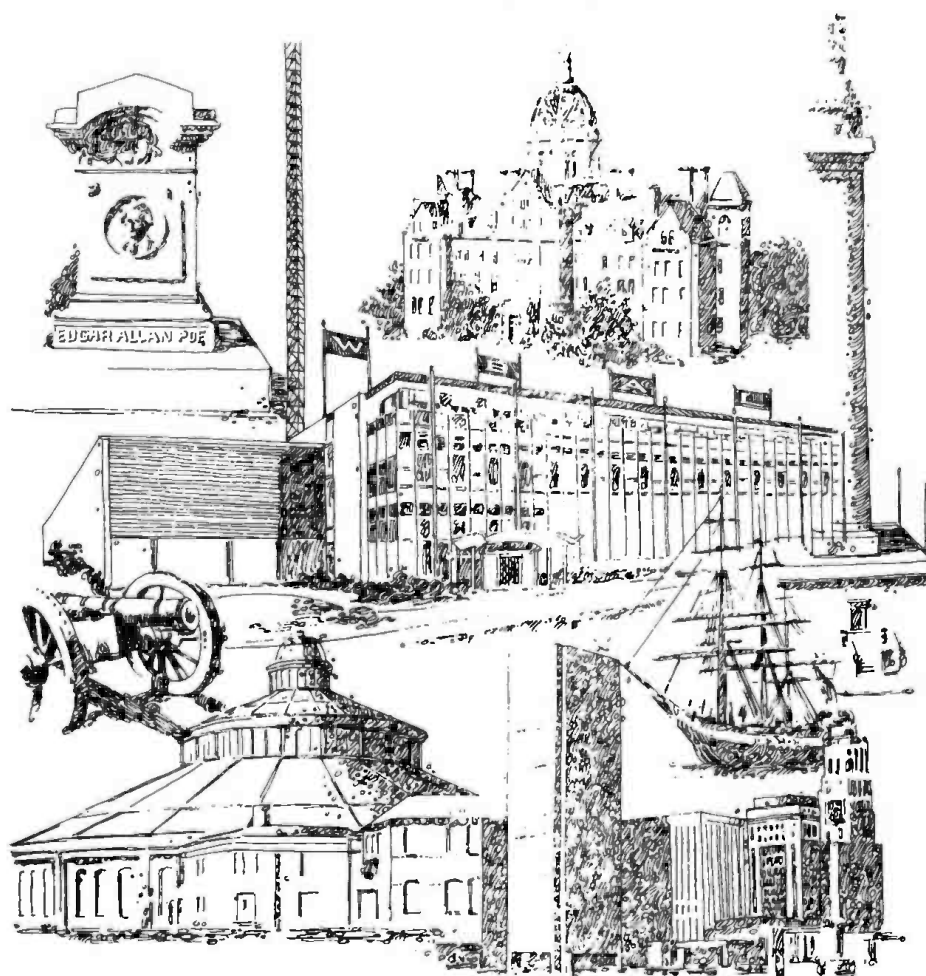
Beaufort revocation appealed by licensee who wants to sell

WSIB(AM) Beaufort, S.C., has appealed an FCC decision revoking its license on charges of misrepresentations to the commission in an attempt to conceal fraudulent billing (BROADCASTING, July 19). It also asked the commission to reconsider its disapproval of a sale of WSIB.

The appeal, in the District of Columbia Circuit Court of Appeals, will seek review of the misrepresentation findings.

WSIB said the commission should allow the sale of the station so that "the less privileged—principally the black community" in Beaufort, S.C., could be provided uninterrupted service.

WSIB said that contrary to the FCC decision, station owner Charles E. Bell Sr. would not unduly profit from the sale



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Baltimore, Md.

Judged to have best used newfilm in their day-to-day coverage of
the events surrounding and affecting the community they serve.

In Baltimore, the Best is Action News

WBAL TV A Division of the Hearst Corporation Represented by Blair Television

because of substantial investments he has already made in WSIB and legal costs incurred in the license-revocation proceeding.

WSIB also asked the commission for an investigation into an alleged news leak in BROADCASTING which revealed the revocation of its license several weeks before the FCC issued its public notice.

Changing Hands

Announced

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

■ **WLSB-AM-FM** Big Stone Gap, Va.: Sold by Gap Broadcasting Co. to Big Stone Broadcasting Corp. for \$321,500. Seller is owned by William H. Wren Jr. who has no other broadcast interests. Buyer is owned by J.D. Nicewonder Jr. (75%) and Charles Gary Rakes (25%). Mr. Rakes is nephew of Mr. Nicewonder's wife and is present advertising manager of WLSB-AM-FM. Mr. Nicewonder has coal, engineering, real estate and other business interests in and around Clintwood, Va. WLSB is 1 kw daytime on 1220 khz. WLSB-FM is on 93.5 mhz with 120 w and antenna 1210 feet above average terrain.

■ **WKWF(AM)** Key West, Fla.: Sold by Mary S. Spottswood to Key West Broadcasting Inc. for \$235,000. Seller is executrix of estate of husband, John M. Spottswood, and has no other broadcast

interests. Buyer is owned by E. Stratford Smith (85%), John M. Spottswood Jr., William B. Spottswood and Robert A. Spottswood (5% each). Mr. Smith is general partner in Washington law firm of Smith & Pepper and owns 43.5% of WLOU(AM) Louisville and WSTM-FM St. Matthews, both Kentucky. Spottswoods are sons of Mrs. Spottswood. Buyers are also applicants for assignment of construction permit for FM in Key West. WKWF is on 1600 khz full time with 500 w.

■ **KKAR(AM)** Pomona, Calif.: Sold by Bassett Broadcasting Corp. to JATO Communications Inc. for \$17,500 plus assumption of more than \$200,000 in debts and liabilities. Seller is owned by Joseph J. Bassett (80%) and Kenneth C. Reeth (20%) and is requesting waiver of FCC's "three-year" rule for sale of financially troubled station which was purchased Sept. 28, 1973. Buyer is owned by Jack L. Siegal (49.99%), Allan Kaufman (49.99%) and two minority stockholders. Mr. Siegal is self-employed broadcast consultant in Los Angeles and Mr. Kaufman is president of La Jolla, Calif., investment firm. KKAR is 250 w daytime on 1220 khz.

■ Other sales reported at the FCC last week include: **WNUS(AM)** West Springfield, Mass.; **WREV(AM)** Reidsville, N.C.; **KTHE(AM)** Thermopolis, Wyo. (see page 89).

Approved

The following transfers of station owner-

ship were approved last week by the FCC:

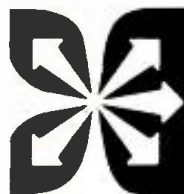
■ **KOAA-TV** Pueblo-Colorado Springs: Sold by Sangre de Cristo Broadcasting Corp. to Sangre de Cristo Communications for \$4,050,000. Principals in seller are Mahlon T. and Helen White (28.2% each) and William Grant (20%), who have no other broadcast interests. Buyer is owned by Evening News Publishing Co., which owns *Charleston* (S.C.) *News & Courier* and *Post*, KDBC-TV El Paso, Tex., and newspapers in Maryland, Virginia and Buenos Aires. KOAA-TV is NBC affiliate on channel 5, with 100 kw visual, 15.1 kw aural and antenna 1,310 feet above average terrain.

■ **WYOO(AM)** Richfield, Minn.: Sold by Fairchild Industries Inc. to Radio 980 Corp. for \$625,000 plus \$35,000 noncompetition covenant. Seller, publicly traded aero-space manufacturer, also owns **KLIF(AM)** Dallas and, subject to approval by the commission, sold **WYOO-FM** (BROADCASTING, Feb. 23) and purchased **KDTX(FM)** Dallas (BROADCASTING, Dec. 22, 1975). Buyer is subsidiary of Entertainment Communications Inc. (Joseph M. Field, principal) which also owns **KBRG(FM)** San Francisco, **KLEF(FM)** Houston and **KTAC-AM-FM** Tacoma, Wash. WYOO is on 980 khz with 5 kw full time.

■ **KVFM(FM)** San Fernando, Calif.: Sold by Pacific Western Broadcasting Corp. to Budkley Communications Inc. for \$501,000. Principals in seller are John J. Shepard and Gilbert Gans. Mr. Shepard has interests in **WLAV-AM-FM** Grand Rapids, Mich., and **KITT(FM)** San Diego. Mr. Gans also has interest in **KITT** as well as **KQAM(AM)**-**KSAQ(FM)** San Antonio, Tex., and, with Bernard Mann, in **WGLD-AM-FM** High Point, N.C. Buyer (Richard D. Budkley Jr. and Stanley G. Warwick, principals) also owns **KGIL(AM)** San Fernando, Calif., **WDRC-AM-FM** Hartford, Conn.; **KKHI-AM-FM** San Francisco, and **WWTC(AM)** Minneapolis. KVFM is on 94.3 mhz with 3 kw and antenna 72 feet below average terrain.

■ **WMMM(FM)** Arlington Heights, Ill.: Sold by Community Broadcasters Inc. to Northwest Community Broadcasting Inc. for \$500,000. Seller is owned by James G. Flannery who has no other broadcast interests. Buyer is owned by Bennett P. Trapani and Jack P. Whisler, both of whom have banking, commercial leasing, real estate and other business interests in Arlington Heights and other Illinois communities. WMMM is on 92.7 mhz with 3 kw and antenna 300 feet above average terrain.

■ Other sales approved by the FCC last week include: **KMYO-FM** Little Rock, Ark.; **KORJ(FM)** Garden Grove, Calif.; **KKAM(AM)** Pueblo, Colo.; **KCHE-AM-FM** Cherokee, Iowa; **WKYR(AM)** Burkesville, Ky.; **WMIK-AM-FM** Middlesboro, Ky.; **KASO(AM)** Minden, La.; **KUDI(AM)** Great Falls, Mont.; **WNCC(AM)** Newton, N.C.; **KLPM(AM)** Minot, N.D.; **WARR-FM** Bowling Green, Ohio; **WBFD(AM)**-**WAKM(FM)** Bedford, Pa.; **WATT(FM)** Johnstown, Pa.; **KORC(AM)** Mineral Wells, Tex.; **KMIO(FM)** Sinton, Tex. (see page 89).



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\$425,000**

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8-23

Cheers, boos greet NAB's petition for more exclusivity

Broadcasters and cable operators filed differing opinions with the FCC on a petition for rulemaking instituted by the National Association of Broadcasters asking for expansion of syndicated program exclusivity protection against cable television systems.

NAB's petition seeks to expand the extent of exclusivity now provided to television stations in the top-50 markets to all television stations and to expand the zone of exclusivity from 35 miles to 55 miles in the below-100 markets.

Cablecom-General Inc. said the pre-release and run-of-the-contract protection now provided for the top-50 market stations and the lesser exclusivity protection provided to the second 50 markets is unnecessary for smaller market stations. Cablecom said that "no proof exists as to substantial broadcast harm" to small market stations not protected by syndicated program exclusivity.

Cablecom said the most recent FCC data on broadcast financial revenues showed "smaller market stations even exceed the percentage profit increases and best year ever for the television broadcast industry in general."

The Association of Maximum Service Telecasters Inc., however, said that the FCC's deletion of leapfrogging limitations and the relaxation of other rules has "clearly and dramatically increased the amount of duplicative syndicated programming" that can be imported via distant signal into second 50 and below top-100 markets.

The National Cable Television Association Inc., said that the FCC did not add exclusivity protection to smaller market stations in the 1972 rules because program suppliers receive most of their revenues from top-50 markets and that the number of distant signals permitted in smaller markets is strictly limited. The FCC added, said NCTA, that smaller markets are also protected by the existing network programming rules.

NCTA said it supported the NAB petition "to the extent that it urges the commission to institute a rulemaking proceeding." NCTA's idea of a proper rulemaking, however, concerns "the total deletion" of syndicated program exclusivity protection.

NCTA said the rules are "unnecessarily burdensome" to cable operators and that the present exclusivity protection to local broadcasters is no longer needed because of the commission's signal carriage and network nonduplication rules.

Many broadcasters, however, agreed with Nationwide Communications Inc.,

licensee of WBAY-TV Green Bay, Wis., WXEX-TV Petersburg, Va. and WATE-TV Knoxville, Tenn., that smaller market television stations "suffer the dilution" of their audiences because of cable carriage of their syndicated programs. Nationwide said small market stations often do not even purchase the best syndicated programs "for fear of such dilution."

Springfield Television Broadcasting Corp., licensee of WWLP(TV) Springfield and WRLP(TV) Greenfield, both Mass., and WKEF(TV) Dayton, Ohio said that as the licensee of top-50, second-50 and below-100-market stations it "can attest" that adverse consequences for stations not provided complete syndicated program exclusivity protection "are neither conjectural nor hypothetical." Springfield said the consequences "are very real and practical and affect, almost daily, the stations' program decisions and operations."

Springfield said the commission will ultimately have to decide the issue on public interest grounds rather than on the interests of individual broadcasters. In considering the public interest, Springfield said, the commission should consider that extension of exclusivity protection to all television stations would not deprive audiences of any program service. Cable television systems would be prohibited only from carriage of programs broadcast by local television stations, Springfield said. CATV systems could still carry programs not carried by local television sta-

tions, thus assuring diversity of programming.

In a related development, the FCC granted a request by the NAB to extend the date for filing responses to its petition for rulemaking from Aug. 13 to Sept. 10.

Canada agrees to talk about cable deletion of U.S. ads

But its bill to discourage Canadian advertising in U.S. is said to be here to stay

The deletion of commercials from American television broadcasts carried by Canadian cable companies may be subject to negotiation, the Canadian secretary of state for foreign affairs, indicated last week. As for the bill passed by Canada's Parliament denying tax credit for Canadian advertising purchases on U.S. television stations, it is "not negotiable."

The word was delivered by the Canadian secretary, Allan J. MacEachen, after a conference with U.S. Secretary of State Henry Kissinger in Washington. They agreed that a lower-level meeting of U.S. and Canadian officials will be held in a month or so

MIDWEST DAYTIMER \$300,000

Owner wants to retire and play golf.
29% down, eight to ten years on
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Harvey Glidden will make a
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Hang Glider Pilot
Harvey Glidden has found a
way to break up drive-time . . . and
make it profitable. Let Harv
guide your listeners with word/sound
pictures up the highway
of life with a smile. Perfect for
markets with real traffic problems—
it gives listeners something to
laugh about in a traffic jam. Perfect
for markets that never had a
traffic jam—it gives listeners
something to laugh about.
13 weeks of hang glider reports—all
sixty seconds or less—tailored
to your market—using your well
known buildings in your city for
take-offs—reporting over your
streets and using your call-letters.
Harvey's hangin' in there, waitin'
to get up on your air . . . and
believe us . . . his landings in your
market will make quite an impact!

Call or write for demo tape...

Syndication Corporation

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

to talk about the commercial deletion policy, which has been in effect in Calgary and Edmonton, Alberta, since last year but unimplemented elsewhere pending resolution of the dispute between the two countries.

The forthcoming meeting would be a continuation of talks begun in Ottawa last January between Canadian officials and a U.S. delegation headed by FCC Chairman Richard E. Wiley (BROADCASTING, Jan. 19).

The bill to withdraw tax credits for Canadian advertising on U.S. stations is, said Mr. MacEachen, a "fact of life" that Parliament has no intention of amending. It will become effective when the government decides that Canadian television stations can accommodate Canadian advertising demands.

Mr. MacEachen was not much moved by reports of a U.S. Senate bill giving the President authority to ban imports of feature films, television programs and phonograph records from any country that is judged to discriminate against U.S. broadcasting stations. The bill would also empower the President to impose a 50% export tax on U.S. broadcast products bought by the offending country. The Canadian secretary said he thought it would have little effect on Canadian production.

The bill was first described in a letter sent to Mr. Kissinger by 18 senators, led by Warren G. Magnuson (D-Wash.), chairman of the Communications Committee, wanting negotiations with Canada (BROADCASTING, Aug. 2).

Duplicating cable import allowed in WCHS-TV area

**FCC says potential adverse effect
is outweighed by Galaxie's
need to bring in distant signal**

The FCC has conditionally granted certificates of compliance for the operation of cable systems in 18 West Virginia communities to Galaxie Cablevision Corp. of West Virginia and said Galaxie is not subject to network nonduplication protection requirements.

Galaxie's proposed service to the 18 communities in Fayette and Kanawha counties had been protested by CBS affiliate WCHS-TV Charleston, W. Va., because Galaxie intends to import the more distant signal of CBS affiliate WDTV(TV) Weston (Clarksburg), W. Va., which duplicates WCHS-TV's network programming.

The FCC said it would allow Galaxie to import WDTV's signal in lieu of an independent station. The commission said there are no independent TV stations in West Virginia and Galaxie does not have financial resources to import more distant independent signals.

The commission said that after considering the estimated number of subscri-

bers and the populations of the communities, the potential adverse economic impact to WCHS-TV did not outweigh Galaxie's need to make up for its inability to import the independent signals "to which its subscribers are entitled."

According to FCC rules, the commission said, cable systems which serve fewer than 1,000 subscribers (computed on a headend basis) do not have to provide network programming exclusivity protection to local broadcasters whenever the financial considerations are undue with respect to such small systems, and when the economic impact to local broadcasters "would generally be negligible."

If Galaxie exceeds the 1,000-subscriber level, the commission said, it may be required to quit importing the WDTV signal. The FCC invited WCHS-TV to file a complaint if it finds evidence in the future that Galaxie is exceeding the level.

The commission also said that it had received complaints from a competing cable operator, Rock Cablevision Inc., that Galaxie is conspiring with two other local cable systems to force Rock out of the competition in a 40-mile stretch of the Kanawha Valley. The FCC did not support Rock's allegations and added that the anti-trust issues were already in litigation in the Southern District Court of West Virginia. The commission said the complex anti-trust matters are beyond the scope of its limited cable certifying process. The process operates on a "go-no-go" basis, the FCC said, and since Galaxie's applications are consistent with FCC rules, they would be granted, subject to the final outcome of the local court proceeding.

Cable briefs

Renamed. Vikoa Inc., Acton, Mass., has changed its name to Acton Corp. to reflect fundamental changes in company during past year. With purchase of three snack food businesses in Baltimore, St. Louis and Louisville, Ky., cable comprises only 20% of revenues while food subsidiaries provide 65%.

Vacancy. Joseph Taylor, National Cable Television Association board member representing district nine (New England, Connecticut, New York divisions) has resigned because he has relocated outside that district. Temporary replacement is expected before next board meeting Sept. 20-21; names of candidates are being solicited until Sept. 1. Permanent replacement to fill Mr. Taylor's term (which runs until April 1978) will be elected at February 1977 NCTA convention. Mr. Taylor, previously employed by Teleprompter in Manhattan, now works for Ohio Valley Cablevision, Glasgow, Ky.

Meeting of minds. Representatives of state regulatory bodies will meet with FCC Chairman Richard E. Wiley and other commission officials Sept. 7 to discuss pole attachment controversy between utilities and cable operators.

Delete. Belgian court has ruled that cable systems must eliminate commercials from foreign signals brought into country. Ruling, suspended pending appeal from cable companies, could have major impact on possibility of commercial TV there. Advertisements currently are prohibited on Belgium's two state-run channels. If ruling is overturned, it would provide fuel for backers of proposed third—and commercial—channel. They argue commercials cannot rightly be banned from conventional TV if they are brought to screen via cable.

Booming business. GTE Sylvania's CATV Equipment & Installation Operation, based in El Paso, has expanded its manufacturing facilities, engineering and system design groups to meet demand for its broadband equipment. Total manufacturing and warehousing area now is up to 50,000 square feet and production work force up 60%. Sales of Sylvania broadband equipment during first half of 1976 were said to have increased 136% over same period last year.

Pay cable nearing D.C.

Metropolitan Washington area residents will have another chance to be within range of a cable system offering first-run movies. Later this month, Gaithersburg (Md.) CATV plans to begin such offerings, picking up by multipoint-distribution-service offerings of Washington's Marquee Entertainment, via multipoint distribution transmitted from the tower of WDCA-TV, ch. 20 in Washington. A double feature from Marquee Entertainment will be transmitted nightly. John Panagos, the system's owner, has also applied to the FCC to operate an earth station using a yet-unauthorized \$35,000 horn antenna (by Antennas for Communications); a conventional 10-meter dish, he said, would cost \$120,000. If approved, he would offer the area's second pay-cable service. Warner Cable Corp. currently operates a pay channel in another Washington suburb, Reston, Va.

ACLU protests FCC ban on cable obscenity

The American Civil Liberties Union has appealed the FCC's "clarification" of cable television rules designed to bar transmission of obscene or indecent material on access channels. The clarification, issued in connection with draft legislation that would prohibit the transmission of such material by radio, television or cable television, says that cable operators not only must have rules prohibiting the presentation of obscene or indecent material on access channels, but must also take steps to keep such material off the system (BROADCASTING, June 7). The ACLU says it is seeking court review on the ground that the clarification violates the Communications Act and the First Amendment of the Constitution.

Broadcast Advertising®

Bates sees growth for spot TV despite rate rises

But it's customizing spot plans for every client to match needs with high costs, scarce avails

Ted Bates & Co., New York, concludes in a study that spot TV is still an efficient buy compared with other media, even though spot rates have risen sharply.

In projecting cost-per-thousand estimates for women, 18 and over, for the 1976-77 season, Bates comes up with these figures: newspapers, \$7 (per 1,000 lines); Monday-to-Friday late fringe network TV, \$3.65; spot TV early/late fringe, \$3.45; late evening network TV news, \$3.10; prime network TV, \$3.30; early evening network TV news, \$2.70; spot radio 60's, \$2.45; daytime spot TV, \$2.25; women's service magazines, \$2.15; daytime network TV, \$1.65 and network radio 60's, \$1. Costs for TV are based on 30-second announcements.

Despite grumbling by some advertisers and agencies, Bates, which placed about \$45 million in spot TV last year, expects the medium to grow. It forecasts that by 1980 58% of TV's total volume will be in spot. (Spot now accounts for 51% of total TV advertising.)

The report, prepared under the direction of Walter Reichel, senior vice president and executive director of media and programs, notes that Bates is now making recommendations on a client-by-client basis to cope with increasing costs in spot television and with the difficulties encountered in confirming orders.

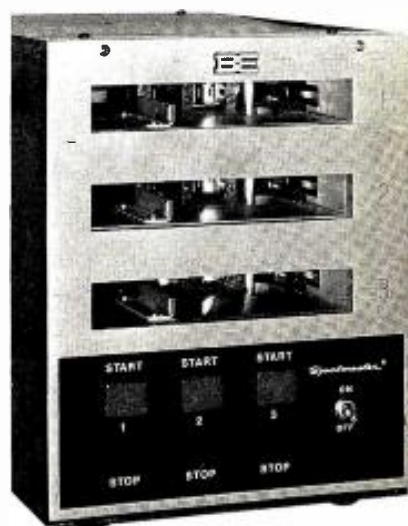
Assessing spot TV's prospects, Bates conjectures that some advertisers may reduce their use of the medium by shifting some funds to other media. It speculates that new advertisers, particularly retailers, may become disenchanted because of escalating costs and recent "chaos in the marketplace." But its over-all evaluation is that spot TV will continue to grow.

Bates attributes the climb in prices in spot TV to adjustments from the depressed rates that existed from 1971 to 1975 because of the loss of cigarette advertising, the enlargement of inventory resulting from the move to the 30-second announcement from the minute as the basic unit, and the 1975 recession. Bates indicated that spot TV costs probably will rise in 1977, but not as sharply as in 1976.

Lemongello turns sour

Peter Lemongello, a New York singer who tried to advertise his way to stardom by purchasing television commercials promoting his record album (BROADCASTING, April 12), has run into a roadblock. Mr.

Spotmaster® 5300 Multi-Deck



The most up-to-date multi-deck cart machine in the industry is now available for immediate delivery.

The 5300 provides these Spotmaster exclusives:

Phase Lok III head bracket — the most accurate technique available for head-to-tape positioning.

A unique cartridge guidance system — insures accurate, positive cartridge positioning.

Total modularity — the complete electronic and mechanical package is accessible and removable.

Rear panel LED displays — duplicate front panel functions; a significant aid in servicing and adjustment.

After sale service — backed by eight regional service centers in the U.S. and Canada.

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new low price**

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We Don't Have A "Funny" Anchorman

What we DO have is more early evening news viewers than BOTH other Columbus stations COMBINED*

Maybe it's because News Director, Dick McMichael, never lets the news get mixed up with the entertainment on WRBL-TV. Viewers know they get the news STRAIGHT...and it's all news, presented by authoritative reporters who dig...who know their area and its people. Their experience totals 167 years of broadcast journalism. This professional combination has delivered more viewers than both other Columbus early evening newscasts combined, in book after book, year after year, after year.



COLUMBUS, GEORGIA

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CONTINENTAL

*ARB May '76 - Columbus, Ga. TSA Total Persons

All audience data subject to limitations and qualifications described by rating service.

FM claims 40% of big- market audience

A special Arbitron Radio study shows FM audience shares have doubled in the top-10 radio markets in six years.

Covering the period from April 1970 to April 1976, the study reveals that average FM shares grew from 20.1 to 40.0. In contrast the average AM shares during the period fell by almost 30%, from 71.2 to 51.5.

In two markets—Dallas-Fort Worth and Washington—FM shares actually were higher than AM, according to Arbitron.

For Dallas-Fort Worth, the FM share for April/May 1976 was 48.5 while AM registered a 45.1, while for Washington the FM share was 46.2, as against 44.9 for AM outlets.

During the period covered by the study (1970-1976), the number of FM stations meeting the listing requirements for inclusion in the market reports climbed by 31%. Since 1966 Arbitron has used uniform measurement standards to survey both the AM and FM radio audiences.

	Stations reported		Audience share		Average station share	
	Total	FM	FM	AM	FM	AM
New York						
1970	39	16	23.4	69.1	1.5	3.0
1974	37	19	33.2	56.9	1.7	3.2
1975	42	21	36.4	53.9	1.7	2.6
1976	40	21	39.7	51.9	1.9	2.7
Los Angeles						
1970	36	13	21.2	69.7	1.6	3.0
1974	48	21	33.9	58.2	1.5	2.2
1975	47	20	35.3	57.1	1.8	2.1
1976	47	20	38.6	54.2	1.9	2.0
Chicago						
1970	30	12	13.3	78.6	1.0	4.4
1974	32	16	27.8	63.6	1.7	4.0
1975	34	19	31.6	60.0	1.7	4.0
1976	32	17	35.1	56.3	2.1	3.6
Philadelphia						
1970	25	10	19.7	68.3	2.0	4.6
1974	27	13	34.5	53.3	2.7	3.8
1975	27	14	39.7	50.5	2.8	3.9
1976	26	13	40.7	47.4	3.1	3.6
San Francisco						
1970	29	14	21.3	67.6	1.5	4.5
1974	38	19	29.6	60.1	1.6	3.2
1975	41	22	32.6	57.5	1.5	3.0
1976	42	21	34.6	56.5	1.6	2.7
Detroit						
1970	28	17	20.8	70.0	1.2	6.4
1974	34	20	38.4	53.1	1.9	3.8
1975	34	20	41.1	52.2	2.1	3.7
1976	32	19	44.2	47.4	2.3	3.6
Boston						
1970	27	9	19.0	72.7	2.1	4.0
1974	34	13	31.6	60.5	2.4	2.9
1975	31	13	38.8	52.6	3.0	2.9
1976	33	13	39.0	51.9	3.0	2.6
Washington						
1970	31	12	27.5	65.0	2.3	3.4
1974	32	14	39.4	51.7	2.8	2.9
1975	30	14	40.7	49.2	2.9	3.1
1976	33	15	46.2	44.9	3.1	2.5
Dallas/Ft. Worth						
1970	30	13	20.5	72.0	1.6	4.2
1974	31	15	37.5	57.4	2.5	3.6
1975	31	15	38.2	55.7	2.6	3.5
1976	29	15	48.5	45.1	3.2	3.2
Pittsburgh						
1970	30	12	14.7	79.2	1.2	4.4
1974	30	12	30.2	62.4	2.5	3.5
1975	32	13	29.8	62.6	2.3	3.3
1976	32	14	33.6	59.0	2.4	3.3

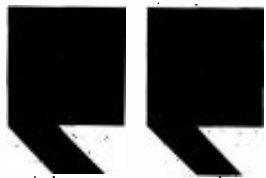
Lemongello and his firm, Lemongello Associates, have been sued by Triad Media, New York, a media buying service which claims it is owed \$95,290, primarily for payment to New York, Las Vegas and Los Angeles TV stations.

The New York State Supreme Court has issued an attachment order for \$95,290 against Mr. Lemongello and his firm. His legal counsel would not comment last week on the case pending litigation, but

confirmed the attachment order has been issued by the court. He said such a practice is common in this type of case.

Mr. Lemongello has said that his firm has spent about \$400,000 on TV since last winter to promote his album. He has obtained a recording contract with Private Stock Records, has performed a number of concerts in the New York area and has made appearances on various national television programs.

Ed DiGiullo Speaks Out:



The ENG 'emperor' has no clothes!

**Like the Chowchilla kidnapping story,
most fast-moving news situations
simply do not lend themselves
to live ENG coverage.**

For all the hoopla and hyperbole attending the selling of ENG as the only way for television news to go, a more sobering view of electronic news gathering has come into focus during the past year.

Actually, in the broadest, fullest meaning of the term, electronic journalism (EJ or ENG) has been with us ever since the inception of television news, doing what it alone can do so superbly well — transmitting live coverage of important, meaningful news events, special Senate hearings, political conventions, debates, elections, major sports events, and every other kind of news situations that warranted going live during prime time television. From the fall of McCarthy to the fall of Nixon, so to speak.

What is novel about ENG is the lightweight, more portable, new electronic camera and transmission equipment.

However, put to the test as a news gathering tool in a fast-moving, fast-breaking situation which is not planned or controlled in terms of location and time, even the new ENG equipment often fails to live up to its potential for immediate, live transmission.

For example. If ever a story appeared to cry out for 'immediacy and live coverage,' it was the story of the Chowchilla children's kidnapping. Especially during the first two days, and up to the moment when the children returned safely to their homes.

And yet, there was no ENG live coverage! For a variety of reasons: the remoteness of the areas involved, the inability to establish line-of-sight microwave transmission, and the heavy expense entailed in using costly telephone transmission lines.

Interestingly, as the story was breaking late Thursday night, July 15th, network

ENG crews did not even bother to show up at the dry creekbed where the abandoned Chowchilla school bus was first discovered. That part of the story was *exclusively* covered by CP-16 camera crews from KMJ-TV (Fresno), whose quick thinking and ability to move rapidly gave us newfilm from the scene, shot at low light levels with EK 7240 video news film and force-developed two stops — film which was then picked up by the networks!



Ed DiGiullo, President of Cinema Products Corp., chairing the "Newsgathering for Television" session at the SMPTE conference in Los Angeles.

At the Livermore quarry where the children and their driver had been buried, for all the complex transmission paraphernalia that was brought to this remote location, once again (as in Chowchilla itself) ENG coverage was reduced to merely recording the scene on tape.

So bamboozled is the public about ENG's much-vaunted immediacy and live coverage capability, that ENG is being credited with covering many events it did not cover.

And so we pick up a misleading report even in a responsible publication like Newsweek (July 19, 1976) to the effect that 'When Lynette (Squeaky) Fromme attempted to assassinate President Ford in Sacramento last September, ABC and CBS minicams were there.' They may have been there all right, but for all their much publicized 'immediacy, versatility

and speed,' they did not record the story, neither live nor taped! Actually it was the CP-16 camera crews from KQVR-TV (Sacramento) that provided the nation and the world with *exclusive* footage of the assassination attempt!

Too bad Lynette Fromme was not more accommodating to 'do her thing' where the minicams were set-up and ready. Too bad Chowchilla is not located in downtown Los Angeles. We might then have had some live ENG coverage of the most dramatic news stories of the year.

But the fact is that the ENG 'emperor' has no clothes! Like the Chowchilla kidnapping story, most fast-moving news situations simply do not lend themselves to *ringside-seat live ENG coverage*.

What price 'immediacy' when there is rarely an event newsworthy enough to interrupt scheduled programming? When 99 times out of 100, ENG equipment is used merely to record events on tape?

To be sure, if you are in a market where live coverage is truly a competitive factor (and there aren't many such markets), then do give serious consideration to the acquisition of at least one complete quality ENG outfit with van and microwave transmitting capability — if your station can afford it.

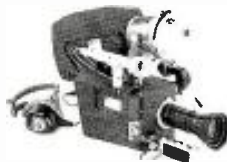
But before you commit yourself to a capital outlay of \$200,000 or more per complete minicam outfit — do consider what a reliable and efficient CP-16R/A newfilm camera can accomplish at about one twentieth of the cost!

16mm newfilm is still the mainstay of a balanced, rational news gathering operation.

This is one in a series of 'open letters' to the TV news industry — to station owners, managers, chief engineers, news directors, controllers and accountants — dealing with the role of ENG in relation to film in a news gathering operation.

If you have any question concerning the issues raised in these 'open letters,' please feel free to call me directly at Cinema Products.

Ed DiGiullo



cinema E-products
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Technology in the service of Creativity
2037 Granville Avenue, Los Angeles, California 90025
Telephone: (213) 478-0711 ■ Telex: 69-1339 ■ Cable: Cinevideo

Meter competition begins on coasts

Arbitron starts in Los Angeles, promises New York next month in challenge to Nielsen service

Arbitron Television is moving to compete more directly with A.C. Nielsen, launching a metered television rating service for Los Angeles on Aug. 14 and pledging to have a similar facility in New York by the start of the 1976-77 season next month ("Closed Circuit," Aug. 16).

Arbitron has started to deliver daily reports in Los Angeles, and weekly reports are scheduled to begin this week. The company has four clients in Los Angeles—KABC-TV, KMEX-TV, KNBC(TV) and KNXT(TV)—for its diary service but has signed no customers yet for the metered operation. (KMEX-TV is a Spanish-language station.)

For diary clients in Los Angeles, according to Arbitron, the cost is from \$80,000 to \$100,000 per year. For the package of diary and meter reports, the fee will range from \$170,000 to \$200,000 (with network-affiliated stations paying more than the independents). The advantage of taking both is that the diary service supplies demographic information.

There are 275 homes in Los Angeles with meters and the figure will be increased to about 450 in a few months. Arbitron said that in six months of testing, the meters proved 99% accurate in comparisons with minute-by-minute viewing diaries kept by meter engineers.

The Arbitron meters were designed by Anaconda Co. Refinements in the design were made by Control Data Corp., owner of Arbitron, which is manufacturing the devices in a plant in La Jolla, Calif. Arbitron said the meter is self-diagnostic,

capable of noting such irregularities as a malfunctioning set; one kept on an abnormally long time or one that has been tampered with. The meter is eight inches long, four inches wide and two and a half inches deep.

Arbitron clients in the New York area for the diary service are WABC-TV, WNBC-TV, WCBS-TV and WXTV(TV) Paterson, N.J., a Spanish-language station. The company said they now pay from \$115,000 to \$180,000 annually, and the price for the combination package of diary and meter will run from \$215,000 to \$265,000.

Los Angeles subscribers to the diary are also receiving the metered service. The diary contract expires on Oct. 1, at which time a new agreement must be signed.

The Los Angeles and New York undertakings are viewed as initial steps in what Arbitron officials hope will be a national metered service to compete with Nielsen's. They have no target date for that, saying it all depends on industry acceptance. But Arbitron is considering moving into other large markets, such as Chicago, San Francisco and Pittsburgh.

Corporate types for TVB

Eight industry executives have agreed to appear on the agenda of the Television Bureau of Advertising's workshop on corporate advertising to be held at the Biltmore hotel in New York on Sept. 14.

Participants will be Waldo E. McNaught, director of public relations and institutional operations, General Motors Corp., Detroit; Walter L. Olesen, manager of advertising and promotion, Xerox Corp., Stamford, Conn.; John H. Chase, vice president, corporate relations, Transamerica Corp., San Francisco; John L. Lowden, director of advertising and sales promotion, International Telephone &

Telegraph Corp., New York; Robert S. Eisenhower, vice president, corporate relations, Textron Inc., Providence, R.I.; Stephen N. Bowen, director of advertising, TRW Inc., Cleveland; John C. Laffin, director of advertising, Rockwell International, Pittsburgh, and Harold W. Hoffman, general manager, advertising, U.S. Steel Corp., Pittsburgh.

Acushnet tees up its claim

The Acushnet Co., New Bedford, Mass., has accepted a suggestion of a panel of the National Advertising Review Board and henceforth will include in its TV and print advertising the words, "off the tee," to clarify claims of "maximum distance" for its Titleist golf balls.

This case was the second case in recent weeks involving golf ball advertising. The NARB ruled two weeks ago that TV commercials for the Spalding Top-Flite golf ball were "misleading," and, as in the Titleist case, deplored the lack of industry-wide definition of "distance" and of standardized tests (BROADCASTING, Aug. 16).

Advertising Briefs

New location. Sawdon & Bess, New York, retail television advertising agency, has moved to new offices at 444 Madison Avenue, New York 10022. Telephone: (212) 751-6600.

More space. McDonald & Little, Atlanta, has moved its offices to 400 Colony Square, Suite 2200. According to agency's president, firm has grown at rate of 50% per year since it opened in Atlanta in 1969 and new quarters has 40% more space.



Olympian move. Though Peters Griffin Woodward will not be in its new headquarters in the Olympic Tower, 645 Fifth Avenue, New York 10022, until today (Aug. 23) some early arrivals were at the offices last week. At left: Lon King, vice president, creative services, stops in to see Grayce Galioto, personnel director, and her Herman Miller "Action" furniture with its flip-top reference files, pin-up panels, and work surfaces using vertical space. Right: John Lehman, vice president and sales manager, New York Mid-America sales team and Darnell Vipperman, secretary, are



shown in a modern office that stresses convenience and economy of space. PGW will occupy the entire 17th floor of the Olympic Tower, probably the most prestigious apartment-office complex in New York, with executive, sales, accounting and creative functions grouped in easily accessible areas. The new facility features a new solid-state computerized telephone system and all-new electronic audio/video hookups. (PGW's telephone—(212) 826-600—will remain the same). PGW has signed a 10-year lease, reportedly for more than \$2.5 million.

The Great Health Care Stakes

Odds favor higher medical care costs if prescription drug prices are arbitrarily cut. A gamble? Yes, considering the following:

Drugs markedly reduce the costs of hospitalization, surgery, psychiatry, intensive care, and other forms of health care.

Examples:

1. Polio vaccines eliminated iron lungs, lengthy hospital stays, and saved thousands of potential victims.¹
2. Since drugs to treat mental illness were introduced, the number of patients in mental hospitals has been more than cut in half: from 558,000 in 1955 to about 225,000 in 1974.²
3. Antibiotics save millions of lives and billions of health care dollars.³
4. Drugs that cure tuberculosis closed most sanatoriums.⁴

The stakes are these: new drugs to fight cancer, viral infections, heart ailments, psychoses and other diseases. But —

- New drugs come only from research, a very sophisticated form of roulette.
- Most new drugs are discovered by U.S. research-oriented pharmaceutical companies.⁵
- Their research funds come from current prescription drug sales.
- For every drug that's a winner, there are thousands of other

promising chemical compounds that never make it to the gate.

- Cutting drug prices arbitrarily is a sure-shot loss for research investment.

What may be gambled away is much of the future progress in health care for the sake of short term savings.

Dr. Louis Lasagna, a leading clinical pharmacologist, puts it this way:

"It may be politically expedient, for the short haul, to disregard the health of the United States drug industry, but its destruction would be a gigantic tragedy."⁶

One last point: Between 1967 and 1975, according to the U.S. Bureau of Labor Statistics Consumer Price Index, the cost of all consumer items rose 61%, and medical care costs increased 69%, while prescription drug costs increased only 9%.

1. *Pharmacy Times*, March 1976, pp 36-39.

2. "Health in the United States," U.S. Department of Health, Education, and Welfare, 1975, p. 40.

3. National Health Education Committee, "Facts on the Major Killing and Crippling Diseases in the United States," 1971, p. 5.

4. Lambert, P.D. and Martin, A. (National Institutes of Health), *Pharmacy Times*, April 1976, pp 50-66.

5. deHaen, Paul, "New Drugs, 1940 thru 1975," *Pharmacy Times*, March 1976, pp. 40-74.

6. Lasagna, L., *The American Journal of Medical Sciences*, 263.72 (Feb.) 1972.

LEDERLE LABORATORIES,
A Division of American Cyanamid Company,
Pearl River, New York 10965



Programing

TV networks to shoot works as season opens

**Front-loading, cross-pollination
could give Nielsen ratings fits**

Irwin Segelstein, NBC-TV's executive vice president of programs, says he can't recall any other season when the prime-time competition was as fierce as the one that kicks off on all three networks with

the official starting date of Sept. 20.

The rivalry will be go-for-broke right from the opening gun, and the ferocity that will be displayed in the battle for Nielsen points is nowhere more evident than in the kinds of front-loading the networks will demonstrate during the first month of the season.

ABC, for example, is stuffing *The Captain and Tennille* (Monday, 8-9 p.m., NYT) variety series (which is running into clearance problems among ABC affiliates) with guests of the caliber of Bob Hope, Redd Foxx and Jackie Gleason during its first few weeks.

The Six Million Dollar Man (ABC, Sunday, 8-9 p.m.) starts off with an episode on

the search for Bigfoot, which will conclude on the next Wednesday's *Bionic Woman* (8-9 p.m.). This process is known as cross-pollination (interchanging characters between two or more series to build viewer interest) and is slowly catching on as television's vogue word for 1976.

ABC's *Happy Days* begins the season with a 90-minute episode introducing Roz Kelly (playing a character named Pinky Truscadero) as a love interest for the Fonz (Henry Winkler). The first 60 minutes are scheduled for Tuesday, Sept. 21 (8 to 9 p.m.), the final 30 for the following Tuesday in the show's regular slot (8 to 8:30 p.m.).

Two-hour episodes will give what Fred



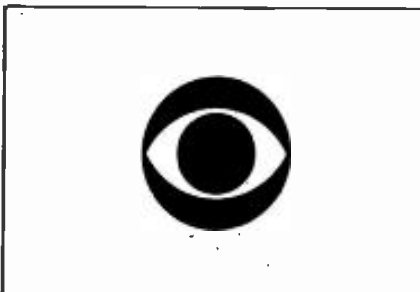
Nancy Walker



Cos



Charlie's Angels



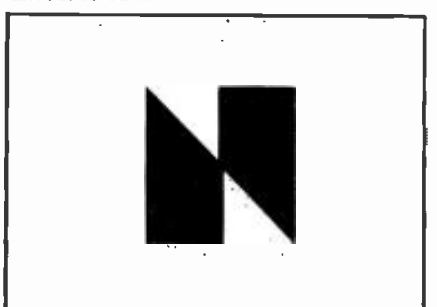
Executive Suite



All's Fair



Spencer's Pilots



Gibbsville



Best Sellers



Gemini Man

Silverman, the president of ABC Entertainment, hopes are strong send-offs to three returning 60-minute series: *Starsky and Hutch*, *Streets of San Francisco* and *Rich Man, Poor Man—Book II*. ABC has scheduled two blockbuster theatrical movies, "Butch Cassidy and the Sundance Kid" (Paul Newman and Robert Redford) and "The Way We Were" (Barbra Streisand and Robert Redford), for September, along with the made-for-TV-movie sequel to "Rosemary's Baby" (the baby boy being now grown up and, although sired by Satan, a good person who's on the run from an evil group of devil worshippers—it's a pilot for a potential *Six Million Dollar Man*-type series for the TV network,

according to Mr. Silverman).

CBS's frontloading includes early-season playoffs of such big-grossing theatrical movies as "Chinatown" (Jack Nicholson and Faye Dunaway), "Brannigan" (John Wayne), "Play It Again, Sam" (Woody Allen), "Paper Moon" (Ryan O'Neal and Tatum O'Neal) and "Death Wish" (Charles Bronson).

CBS's *M*A*S*H** starts with a 60-minute episode on Tuesday, Sept. 21 (9-10 p.m.), and the next night *All in the Family* also premieres with a 60-minute entry focusing on Archie Bunker's "affair" (which concludes with a 30-minute episode the following Wednesday in *Family*'s regular time 9 to 9:30 p.m.).

Hawaii Five-O (CBS, Thursday, 9-10 p.m.) kicks off with a two-hour program filmed in Hong Kong, and Mary Tyler Moore will appear as Mary Richards on the second *Phyllis* (Monday, Sept. 27, 8:30-9 p.m.) of the season.

NBC's early-season heavy artillery includes a two-hour premiere episode of the World War II adventure series, *Baa Baa Black Sheep* (Tuesday, Sept. 21, 8-10 p.m.; the following week it reverts to its regular 8 to 9 time period), 90-minute kickoffs for the returning *Little House on the Prairie* (Wednesday, Sept. 22, 8-9:30 p.m.) and the only Western series on the air, *Quest* (Wednesday, Sept. 22, 9:30-11 p.m.), and a two-hour episode that will



Mr. T and Tina



Holmes and Yoyo



The Captain and Tennille



Delvecchio



Ball Four



Alice



Van Dyke and Company



Serpico



Snip



Quest



Baa Baa Black Sheep



The Big Event

Opposing viewpoint. KWGN-TV Denver was just about deserted at 2 a.m. Saturday, Aug. 7, except for the engineers running the tape of *Don Kirschner's Rock Concert*, when a woman walked into the master control room. She said something like, "You're not going to show this," and started to pull video tape off the VTR. The technicians called police, who came and took her to a hospital where she is under observation. The show went on after a loss of about three minutes of tape.

launch the nine-hour miniseries, *The Captains and the Kings* (Thursday, 9-11 p.m.), which will then be played off in the weekly *Best Sellers* time period (Thursday, 10-11 p.m.).

Two other returning NBC series will double their lengths to hypo audience interest: *Sanford and Son* (Friday, 8-8:30 p.m.) starts with a 60-minute segment shot in Hawaii, and *Police Woman* makes its new-season debut with a two-hour show (Tuesday, Sept. 28, 9-11 p.m.).

NBC's theatrical movie line-up is dominated by the two-part telecast of "Gone With the Wind" early in November, but right off the bat two big disaster movies will take dead aim at the Nielsens: "Earthquake," which will be telecast in two parts on separate Sundays (Sept. 26 and Oct. 3), and "Airport '75" (slated for Monday, Sept. 20). Other early movies include "Big Jake" (John Wayne), "Breakout" (Charles Bronson) and the made-for-TV "Dawn: Portrait of a Teen-Age Runaway."

Multipart made-for-TV movies on which Irwin Segelstein is high include "Sibyl" (Sally Field as a woman whose personality contains more than a dozen different identities) and "The Moneychangers," a six-and-a-half-hour film based on Arthur Hailey's best-seller.

With a weekly *Big Event* time slot (Sunday, 9:30-11 p.m.) to fill, NBC has special projects coming out of its ears—everything from a four-hour celebrity-filled salute to NBC's 50th anniversary to a three-hour wallow in nostalgia based on the "Life Goes to the Movies" coffee-table volume.

■ **Front-loading, hypoing, cross-pollinating, counterprogramming:** These kinds of gimmicks will dominate the prime-time schedules for the first few weeks of the season. But all three programing heads—Mr. Silverman at ABC, Mr. Segelstein at NBC and Bud Grant, CBS's vice president for programing—say the network that will end up in first place when the dust settles will be the one that has the most popular regularly scheduled series, the programs that win their time periods week in and week out.

For example, Mr. Grant says CBS's best new series is *Delvecchio* (Sunday, 10-11 p.m.), starring a young character actor, Judd Hirsch, who plays a big-city detective

with a law degree. But the show is up against the last hour of the *ABC Sunday Movie* and against the last hour of NBC's *Big Event*. So Mr. Grant's strategy is to "whet people's appetites" by previewing *Delvecchio* on Thursday, Sept. 9 (9-10 p.m.), against weak competition and then riding out the expected low Sunday ratings for a few weeks until ABC's movies begin to thin out and NBC's events start diminishing in bigness.

Conversely, Mr. Grant says he won't feel at all squeamish about giving a quick hook to a series that is neither an artistic success nor a winner in the Nielsens. Waiting in the wings at CBS and ready for full-time duty as early as October are Lorimar Productions' hard-action hour, *Hunter* (title still tentative), starring James Franciscus and Linda Evans as undercover agents involved in *Mission: Impossible*-type assignments; CBS's in-house production *The Andros Targets* (Bob Sweeney is executive producer), which follows the fortunes of an investigative reporter for a newspaper like the *New York Times* (it's based on the career of *Timesman* Nicholas Gage); *Mad's House*, a half-hour sitcom from Paramount Pictures Television starring Maureen Stapleton as the proprietress of a boarding house filled with crackbrained tenants, and a half-hour variety show featuring the Jackson Five (which had a disappointing summer tryout; the new version will focus on the three most talented Jacksons, Michael, Randy and Janet, Mr. Grant says).

Mr. Segelstein says he's not going to flex a quick trigger finger this fall. Because of all the front-loading, "I don't contemplate fast cancellations," he says. But, he adds, "I'm ready for all contingencies." Three sitcoms are available for instant placement on the schedule, should they be needed, he says: *The MacLean Stevenson Show* (a Monty Hall production), about the tribulations of a family man who tries early retirement; *Sirota's Court*, from Universal Pictures Television, starring Michael Constantine (*Room 222*) as a night-court judge, and Aaron Ruben's *CPO Sharkey*, with Don Rickles as a Sgt. Bilko-type chief petty officer.

Fred Silverman's inclination is also, he says, to give a series a chance to find its audience before yanking it. But "we've got the projects to choose from, to meet any and all of our programing needs," he adds. His rundown includes Bud Yorkin's *What's Happening*, a sitcom about black high-school students, which is scoring big ratings in its summer tryout so far; a *Happy Days* spinoff focusing on the Fonz's love, Pinky Truscadero; and three other sitcom spinoffs featuring Lt. Fish from Danny Arnold's *Barney Miller*; Horshack from Jimmie Komack's *Welcome Back, Kotter* and Epstein from that same series. Two hot prospects for ABC in the 60-minute form include Lorimar's *Eight Is Enough* (a newspaperman with eight children) and Ed Friendly Productions' *The Young Pioneers*, about post-Civil War homesteading out West by a young married couple.

MCA gets into novels-for-TV act via syndication

It may produce at least one miniseries along the lines of 'Rich Man'; may do more; 19 stations, including three network affiliates, are backing

A consortium of television stations—16 independents and three network affiliates—and MCA TV are two-thirds of the way toward a decision to produce one or more miniseries for first-run, prime-time broadcast. Should it come to pass, it would mark the most ambitious effort to date to produce "quality" entertainment off the networks.

Those stations already aboard account for 40% of U.S. TV homes. In dollar terms, they would produce two-thirds of the revenues needed to support such a series. How many additional stations would be needed to bring the list to par would, of course, depend on their market sizes.

These miniseries, said Lou Friedland, the president of MCA TV, "will be budgeted to deliver the type of casting" and "the production quality" of a *Rich Man*, *Poor Man*, Universal's novel-for-television that scored huge national Nielsens on ABC-TV last winter and fetched big prices when MCA sold it to the ABC-owned stations earlier this month.

The charter 19 stations have already committed themselves to put up substantial sums of money for what could end up as television adaptations of two best-selling novels that MCA's Universal Pictures Television would turn into a pair of six-hour made-for-TV movies, according to various sources familiar with the negotiations.

The independent stations most active in this project, which MCA has dubbed "Operation Prime Time," are WPIX(TV) New York, KCOP(TV) Los Angeles, WGN-TV Chicago, KTVU(TV) San Francisco and KSTW-TV Seattle. The three network-affiliated stations included among the first 19 signees are WIICTV Pittsburgh (an NBC affiliate), WDAF-TV Kansas City (NBC) and WPRI-TV Providence, R.I. (CBS).

"In today's climate, we won't have any trouble getting advertisers," says Levitt Pope, the president of WPIX.

It still hasn't been worked out yet, the sources say, whether the stations will try to get national sponsors to buy chunks of the two series, or whether the stations will get to sell all the minutes to local or national-spot advertisers in each individual market.

Also, Mr. Friedland says MCA hasn't decided yet which novels are to be used in Operation Prime Time. But if all goes according to schedule, he adds, the first program in the project could make it on the air as early as May 1977.

By running it in May, the consortium

Sperry and Hutchinson:
The furniture people,
carpeting people,
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In this our 80th year, Sperry and Hutchinson, a \$559 million company, continues to grow. In our Furnishings, Services and Green Stamp divisions, 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.

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Buck Creek Industries
Daystrom Furniture

The Gunlocke Company
Homecrest Industries
Interlock Furniture
Lea Industries
Pontiac Furniture

SERVICES DIVISION

Bayly, Martin & Fay
The State National Bank of Connecticut
Hens & Kelly
Magna Laboratories

might have a better shot at lining up network-affiliated stations in some of the big markets that are still unrepresented in the project, like Philadelphia, Boston and Baltimore. Win Baker, the president of Group W's five owned TV stations, says he's "interested" in the project and is "actively considering" it for his stations in those three markets. Mr. Baker suspects, however, that the three networks, fearing that the MCA project could get big numbers, might lay in blockbuster programming on the nights the miniseries would run. Even though there are no plans to send the miniseries out on a simultaneous feed, most stations would probably try to program it on one given night. Mr. Baker concludes, to reap the national publicity that would be generated by the show.

In addition to the MCA miniseries, Mr.

Pope says other deals are pending with other major studios for original prime-time projects that could be signed before the year is out. Exploratory talks have already been held by the consortium with Twentieth Century-Fox, Warner Bros., United Artists, Norman Lear's T.A.T. Communications and Lee Rich's Lorimar Productions, according to various sources.

ABC will try the format for a children's miniseries

A six-part novel for television, *Little Vic*, will be presented on the ABC Owned Television Stations this fall adapting that format to the division's children's programming effort. *Little Vic*, based on the book by Doris Gates, will be produced by Daniel Wilson Productions, New York.

Other children's programming on the

owned stations, under the umbrella title of *Wide World of Adventure* will include 18 documentaries produced by Avatar Inc. with the Encyclopaedia Britannica Educational Corp. and 20th Century-Fox, plus locally produced specials. *Wide World of Adventure* is scheduled for prime access time or late Sunday afternoon airing, beginning Sept. 20.

Revised for rerun. Original 12 hours of *Rich Man, Poor Man*, have been bought by the ABC Owned Television Stations for telecast this fall in a revised 90-minute format within the five stations' afternoon movie time periods. Subsequently the films will be carried on three consecutive weekends in a two-hour form during Saturday and Sunday late movie time segments.

Fates & Fortunes

Media

Herb Saltzman, VP/general manager of WOR(AM) New York, has resigned, ending 21-year association with station, because of "basic differences in management policy." Named to



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Saltzman



Devlin

succeed Mr. Saltzman is **Rick Devlin**, VP/general manager of WKLO(FM) New York, which like WOR(AM) is owned by RKO General.

New executive promotions, Orion Broadcasting, Louisville, Ky.: **H. Lee Browning**, VP/general manager, WAVE-TV Louisville, named station president; **James M. Caldwell**, VP/general manager, WAVE(AM) there, appointed station president; **Kelly Atherton**, VP/general manager, WFIE-TV Evansville, Ind., named president; **Lew Van Nostrand**, executive VP/general manager, WMT Inc. (WMT-AM-FM-TV) Waterloo, Iowa, appointed president; **Jerry Bretey** WMT Inc. VP, named VP/general manager and **Robert Southard**, general manager, WFRV-TV Green Bay, Wis., named station president.



Donaghy

James Donaghy, project manager of ABC's Management Information Systems department, New York, named director of television systems, ABC Television there.

Gus Lucas, manager of prime-time and sports audience analysis, ABC TV planning, New York, appointed associate director of audience analysis.

Roy Rothstein, manager of

daytime/children's/late-night/news audience analysis, named associate director of marketing and operations research. **Stephen Vause**, audience analysis supervisor, named audience analysis manager, succeeded by **Frank Campisil**, senior research analyst. **Carroll Carrington**, supervisor of program/primary research, appointed manager of program/primary research. **Art Platzman**, supervisor of news and special projects, named assistant for special projects to Marvin Mord, VP, research services.

David Dodds, sales manager, Gateway Communications's WBNG-TV Binghamton, N.Y., appointed general manager of co-owned WLYH-TV Lancaster, Pa., succeeding **Donald Snyder**, who was transferred to WBNG-TV as general manager (BROADCASTING, Aug. 16).

Brendan T. Burke, compensation administrator, NBC personnel, New York, named placement manager.

Clyde G. Payne, general manager, WBKO(TV) Bowling Green, Ky., elected president of new licensee, Bluegrass Media Inc. **W. Randy Odil**, WBKO sales/station manager, elected VP.

Bernie W. Thompson, general sales manager, WKLO(AM)-WCSC(FM) Louisville, Ky., named president/general manager.

Frank E. Brosseau, VP/general sales manager, WCSC-TV Charleston, S.C., appointed VP/general manager. KQTV(TV) St. Joseph, Mo.

Hal Smith, operations/program director, KLAC(AM) Los Angeles, named VP/general manager, KNEW(AM) Oakland, Calif. Both are Metromedia stations.

Fred Barber Jr., station manager, WMAL-TV Washington, joins WRAL-TV Raleigh, N.C., as general manager.

Thomas G. Fisher, associate general counsel/assistant secretary, Meredith Corp., Des Moines, Iowa, appointed general counsel and will continue as assistant secretary.

Chuck Betyeman, commercial manager, WFMV-FM Blairstown, N.J., joins WLRB(FM) Rehoboth Beach, Del., as general manager.

The safety of 3,840,600 square miles of America's coastal waters, all major ports and our inland waterways is the responsibility of a group of people that wouldn't even fill Yankee Stadium.

The Coast Guard's job is big. And growing every day. The men and women in the Coast Guard are equal to the task. But all too often the job they do goes unnoticed.

Saving lives is a tradition with the Coast Guard. It's the one thing we do that everybody knows about. Probably because the 3000 or so people we rescue every year tell that story for us. But there are other missions the Coast Guard is equally dedicated to. And performs equally well.

The Coast Guard is the watchdog of our maritime resources. We have sophisticated monitoring equipment

that helps us locate oil spills and track down the offending vessels that cause them. We even get in on the clean-up from time to time. And if waterfowl and finned inhabitants of the sea could talk, our conservation efforts would be well-known worldwide.

As vessel traffic in major ports increases, so does our job in safely guiding ships out to sea and in from it. We're designing, installing and operating innovative vessel traffic systems. And with them, we're significantly improving the capability of our ports to safely accommodate growing maritime commerce—commerce necessary to fuel our nation's economy. Increased inspections of foreign and domestic vessels in our coastal waters has added yet another dimension as our responsibility for intercepting narcotics smugglers expands.

Finally, the Coast Guard will be overseeing and enforcing adherence to the new 200 mile fishery conservation zone. One more part of the good job we do.

Quietly.

We're a small service with a big service to perform, but we're not complaining.

What we really want to do is put out the good word about the Coast Guard to young people who can help us do our good work. Because we need more of them to help us do it. So the next time you hear about something new that we're doing, you may even want to pass it on yourself.

The Coast Guard.

M. Ray Sullivan, branch manager, National Bank of South Carolina, Columbia, joins WFA-TV Montgomery, Ala., as business manager, succeeding **Jack Quick**, promoted to planning/development director of owner, Cosmos Broadcasting, Columbia, S.C.

Jack Lee, program manager, WTMJ(AM)-WTKI(AM) Milwaukee, named general manager, WEMP(AM)-WNUW(FM) there.

Robert Burns Taylor, operations manager, WHAS-TV Louisville, Ky., named station manager.

Timothy J. Bennett, promotion manager, WITI-TV Milwaukee, named advertising/promotion/press information director, WLS-TV Chicago.

Thomas J. Smidt Jr., advertising/public relations manager, KWGN-TV Denver, joins KOA-AM-TV-KOAF(FM) there as communications manager.

Doug Dickens, program director, WSIX-FM Nashville, named operations manager, WSIX-AM-FM.

Barry Turner, VP/general manager, KQIL(AM) Grand Junction, Colo., joins Mutual Broadcasting System, Washington, as station relations regional manager.

David Madsen, graduate, University of Nebraska, Lincoln, joins KMEG(TV) Sioux City, Iowa, as promotion director.

Robert Yeager, director of community relations, WHEC-TV Rochester, N.Y., appointed business manager/personnel director.

Frank Alioto, press information director, WBT(TV) Charlotte, N.C., named director of

promotion, WTLV(TV) Jacksonville, Fla.

Newly elected board members, National Public Radio, Washington: **Consuello J.K. Burrell**, noncommercial KIPC-FM Albuquerque, N.M.; **Donald E. Forsling**, noncommercial WOI-AM-FM Ames, Iowa, and **Wayne Roth**, noncommercial KCFR-FM Denver.

Newly elected officers, Missouri Public Radio Association: **Ted Eldridge**, noncommercial KBIA(FM) Columbia, president; **Rollie Stadlman**, noncommercial KXCV(FM) Maryville, VP and **Tim Jones**, noncommercial KUMR(FM) Rolla, secretary/treasurer.

Stevie Stelger, in public affairs department, KPHO-TV Phoenix, joins noncommercial KAET(TV) Tempe, Ariz., as public affairs coordinator.

Lamont A. McLoughlin, WOHO(AM) Toledo, Ohio, news director, joins noncommercial WGTE-FM-TV there as development director.

Broadcast Advertising



Bernbach



Daly

William Bernbach has relinquished his duties as chief executive officer of Doyle Dane Bernbach Inc., New York, but will continue as chairman of executive committee. Succeeding him as chief executive officer is **Joseph R. Daly**, DDB board chairman. Mr. Bernbach, who became 65 on Aug. 13, founded agency in 1949 with Ned Doyle and Maxwell Dane, both of whom have retired. Mr. Bernbach will continue to take active role at agency, particularly on creative side, under 10-year contract.

Richard A. Joslin, VP/associate creative director, BBDO, New York, named VP, creative director, BBDO, Boston.

Dennis M. Keane, VP/account supervisor, Dancer-Fitzgerald-Sample, New York, appointed senior VP.

Eugene Mandarino, executive art director; **Joseph McGowan**, account supervisor, and **Jack Smith**, associate creative director, Leo Burnett, Chicago, named VP's.

John M. Llewellyn, account executive, NBC-TV Spot Sales, New York, named manager, Eastern Television Spot Sales, NBC-TV. He succeeds **Hilary Hendler**, named director (BROADCASTING, June 14).

Mel Harris, director of research, Metro TV Sales, New York, named VP.

W. Shackford Brown, advertising supervisor, Uniroyal Tire Division, Uniroyal Ltd., Toronto, joins D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., as account executive. **Danny S. Freels**, freelance copywriter for Rodgers & Bell Advertising, Southfield, Mich., and **Stephan F. Baer**, graduate, University of Missouri, Colum-

bia, join DM&M as copywriters. **John Springer**, DM&M writer/producer, named public relations director.

Tim Brooks, manager, night-time program research, NBC-TV, New York, joins Television Advertising Representatives there as associate director of research/marketing. **Sherri Slewing**, TVAR account executive, Chicago, transferred to New York office. **Rob Friedman**, special representative, New York, and **Dick Morby**, local salesman, KYW-TV Philadelphia, join TVAR Chicago as account executives.

Joseph M. Friedman, manager, Boston office of Telerep Inc., joins Avery-Knodel, San Francisco, in same post.

Richard Levy, VP/executive art director, Needham, Harper & Steers, New York, appointed group creative director.

Jan Hummel, buyer for Adcom, in-house agency for Quaker Oats, Chicago, joins Lee King & Partners there as buying supervisor.

Janice Mock, broadcast production secretary, Tracy-Locke Advertising and Public Relations, Dallas, promoted to broadcast production business manager.

Ronald B. Mitchell, VP, Interpublic Group of Companies, New York, appointed VP, client services, Abramson/Himelfarb, Washington-based advertising/marketing/public relations firm.

Nancy Siegel, project supervisor, Young & Rubicam, New York, joins Carl Ally there as research supervisor.

Bob Van Cleave, account executive, WXYZ-TV Detroit, joins WWJ-TV there as local sales manager, succeeding **Nick Spain**, named sales manager of sports and special events.

Richard C. Arbuckle, general sales manager, WMAK(AM) Nashville, appointed to same post, WSIX-AM-FM there.

Ken Hege, local sales manager, WCSC-TV Charleston, S.C., appointed general sales manager, succeeding **Frank Brosseau** (see "Media").

Peter S. Crawford, account executive, WHDH(AM) Boston, named local sales manager.

Judy D. Currier, KLOK(AM) San Jose, Calif., local sales manager, named general sales manager.

Teddy Reynolds, research director, WTOP-AM-TV Washington, appointed WTOP-TV marketing services director.

Marilyn Berg, traffic assistant, KTLA(TV) Los Angeles, joins KTTV(TV) there as sales traffic manager.

Programing

Bridget Potter, director of prime-time development, East Coast, ABC Entertainment, assumes expanded responsibilities in that post. She will report to Michael Eisner, senior VP, prime-time production and development, effective with promotion of **Dennis Doty** from VP, prime-time program development, New York, to VP-prime-time variety programs, Los Angeles (BROADCASTING, Aug. 9). **Jo Ann Emerich**, assistant to producer, *As the World*

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SHOULD THE GOVERNMENT DEREGULATE THE MOTOR FREIGHT INDUSTRY?

A Study by Researchers at the University of
Miami Concludes Poor Service and High Shipping Costs Would Result

At first blush, deregulation of any industry sounds like an attractive idea. You get rid of red tape, delays, and interference. And what industry doesn't want that?

But in the case of the motor freight industry, deregulation is a two-edged sword. You may cut some red tape, but careful study shows that you'll also end up cutting schedules to smaller communities...cutting service to parts of large markets...and cutting the throats of many small businesses.

One Year University Study

Operating under a grant from the Dana Corporation/ATA Foundation, Inc., three professors at the University of Miami; Doctors, Nicholas A. Glaskowsky, Jr.; Brian F. O'Neil, and Donald R. Hudson, spent nearly a year in research, study, and evaluation of proposed changes in regulation governing the motor freight system in the United States. They not only studied available statistics and reports but spent a large part of their time actually out in the field interviewing, observing, and participating in industry and regulatory activities.

Study Now Completed and Published

Major conclusions of what they term a "skeptical" look at arguments both pro and con include the following:

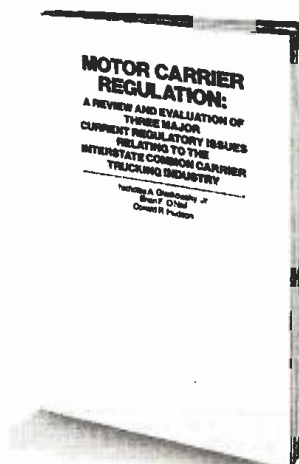
- Free entry and exit policies would end for-hire motor carrier service to thousands of small communities.
- Deregulation would cause poor service for many shippers in large markets because of traffic selectivity on the part of motor carriers.

- Rate bureaus provide a forum for input by shippers into determination of their transportation prices—a procedure unique to regulated transportation.
- Backhaul authority for non-regulated carriers contains a great potential for discrimination among shippers by carriers.
- The current "question" on a rate making zone of reasonableness is something of a sham.

Thoroughly documented and written in a highly readable manner, this authoritative study is one of the most complete, and unbiased discussions of the deregulation problem offered to date. It takes no stand other than that of logic and common sense. Anyone concerned with the trucking industry's impact upon the public good should read it from cover to cover.

Copies Available

If the question of efficient, dependable, economic motor freight service is of interest to you, we invite you to write for your personal copy of the complete study for review or background. Use the coupon or write on your letterhead. The ATA Foundation, Inc., 1616 P Street, N.W., Washington, D.C., 20036



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Please forward my review copy of the study on
deregulation of the motor freight industry.

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Turns (ABC), named manager of daytime programs, East Coast, ABC Entertainment.

Rick Simmons, producer/director, Louisville Productions, division of WHAS Inc., Louisville, Ky., named operations VP **Tom Bornhauser**, WHAS-TV salesman, appointed Louisville Productions sales VP.

Alan Rowley, director, WHO-TV Des Moines, Iowa, named production manager.

Gene Kelly, air personality, WCAS(AM) Cambridge, Mass., joins WROR(FM) Boston as production manager.

Meryl Comer, co-anchor, WTTG(TV) Washington, joins WMAR-TV Baltimore as hostess/producer of 2's *Company*, new locally produced program including 35 minutes of interviews, live minicam news reports and features covering women's activities.

Jean Shepherd, WOR(AM) New York personality and author/humorist, named recipient of Mark Twain award for 1976, awarded by International Platform Association for substantial contribution to American humor.

Jim Campbell, assistant news director/producer, WKBN-TV Youngstown, Ohio, named sportscaster, succeeding **Don Gardner**, semi-retired.

Bud Schweska, music director, WPAT-FM Paterson, N.J., joins WNEW(AM) New York in same capacity.

Kenneth R. Peach, from noncommercial WSOU(FM) South Orange, N.J., named program director, WADB(FM) Point Pleasant, N.J.

Ellen Darst, marketing coordinator, New England area, Warner/Elektra/Atlantic Corp., Boston, joins WBCN(FM) there as music coordinator.

Patricia Barey, program administrator, non-commercial WTTW(TV) Chicago, joins noncommercial KATV(TV) Tempe, Ariz., as director of program production.

Sharon Gaipman Garrett, assistant director of programing, noncommercial KETC-TV St. Louis, promoted to assistant director of programing and development.

Broadcast Journalism

John O'Regan, overnight news manager, CBS News, New York, appointed associate producer, *CBS Morning News with Hughes Rudd and Bruce Morton*, succeeded by **David Kooistra**, assistant editor, New York desk.

David Margulies, reporter, WGR-TV Buffalo, N.Y., joins NBC News Beirut bureau in same capacity.

Richard L. Tillery, assistant news director/assignment editor, KETV(TV) Omaha, named news director, NTV Network, Kearney, Neb., responsible for news operations of Nebraska stations KHGI-TV Kearney, KCNA-TV Albion, KWNB-TV Hayes Center and KSNB-TV Superior.

Mark Londner, reporter, WCKT(TV) Miami, named to same post, NBC's WKYC-TV Cleveland and NBC News bureau there.

Sheldon Hoffman, news services director, NBC, New York, appointed news director,

NBC's WMAQ-TV Chicago, succeeding **Ed Planer**, named day news producer, NBC-TV's *Today* (Mon.-Fri., 7-9 a.m.).

Rudy Ruderman, producer, NBC Radio news, New York, named financial reporter, NBC Radio's News and Information Service there.

Ted Feurey, assistant news director, WCBS(AM) New York, appointed director of news operations, co-owned KCBS(AM) San Francisco.

Robert Morse, news director, WCAU-TV Philadelphia, rejoins WHAS-AM-TV-WNNS(FM) Louisville, Ky., as VP of news.

Ralph R. Doty, completing second term in Minnesota state senate, appointed executive news director/anchor, KBJR-TV Superior, Wis. Mr. Doty is not seeking re-election.

Bob Aaron, WTVN-TV Columbus, Ohio, assignment editor, assumes additional duties as news operations manager. **Kathy Baird**, assistant news producer, named news producer.

David Andrews, newscaster, WVMT(AM) Burlington, Vt., joins WEAV(AM)-WGFB(FM) Plattsburgh, N.Y., as news director, succeeding **Leon Kelly**, who is recovering from stroke.

Ramona Logan, news intern, KAKE-TV Wichita, Kan., named reporter, KOCO-TV Oklahoma City.

Stuart Campbell, reporter/news producer, WFBC-TV Greenville, N.C., promoted to producer. **Tom Miller**, reporter, assumes additional responsibility as assignments editor.

Al Augustine, newsman/talk host, WOKY(AM) Milwaukee, joins WLVA(AM) Lynchburg, Va., as news director.

Jerry Ammons, freelance producer/writer/narrator/commercial announcer, rejoins WSOC(AM) Charlotte, N.C., as afternoon co-anchor as station changes to news format. Also added to WSOC news staff are **Betsy Jane Ballard**, graduate, Purdue University, Lafayette, Ind., as morning news editor/midday anchor; **Jon Anthony**, from WRMF(AM) Titusville, Fla., as morning co-anchor and **Carl Ross**, newscaster from WMID(AM)-WGRF(FM) Atlantic City, N.J., as afternoon drive-time editor/early evening newscaster. **Mike Cloer** and **Roger Fowler**, WSOC air personalities, become midday/afternoon co-anchor and overnight reporter, respectively.

Kayla Burton, reporter, KFII(AM) Wichita, Kan., named assignment editor.

Cathy Lasiewicz, graduate, University of Missouri, Columbia, joins KAIT-TV Jonesboro, Ark., as reporter/anchor.

Renee Paperner, KSLQ(FM) Roanoke, Va., news writer/reporter, named anchor of all-night newscasts/night news editor.

Byron Holden, news director, WTAL(AM) Tallahassee, Fla., named reporter, WHOO-AM-FM Orlando, Fla.



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Equipment & Engineering

David S. Newborg, manager, antenna product management, RCA Broadcast Systems, Camden, N.J., appointed manager, radio station equipment product management.

Robert L. Curwin, direct sales engineer, Cohu electronics division, Bedford, Mass., named Eastern regional office manager there.

Richard M. Osgood, VP, business development, GTE Sylvania electronic components group, Waltham, Mass., appointed VP, planning and business development, GTE consumer electronics products business, position including over-all responsibility for GTE Sylvania CATV equipment & installation operation in El Paso.

Fred Scobey, engineering VP, Deluxe General, division of Deluxe Laboratories, Hollywood, named senior VP.

Cable

Joseph J. Ostuni, engineering director, Magnavox CATV, Manlius, N.Y., named director of terminal (pay TV) development, succeeded by **Martin M. Zelenz**, advanced development engineer.

Anthony S. Esposito, director of taxation/governmental affairs, Empire State Chamber of Commerce, Albany, N.Y., appointed executive director of New York State Cable Television Association there.

Allied Fields

Patrick A. Kennedy, account executive, A.C. Nielsen, Northbrook, Ill., named VP.

John T. Murphy, president of Avco Broadcasting Co., and **Thomas H. Quin**, general partner in O'Connor and Hannan, of Minneapolis-Washington, have been renominated by President Ford to board for International Broadcasting. Mr. Murphy, on board since June 10, 1975, and Mr. Quin, since April 29, 1974, will serve new terms ending April 28, 1979.

Frank Crennan, executive VP/general manager, KOFY(AM) San Mateo, Calif., joins brokerage firm of W.R. (Ike) Twining, San Francisco. Mr. Crennan has spent 19 years in ownership and management of KOFY. KSOL(FM) San Mateo and KOMY(AM) Watsonville, Calif.

Patricia L. Brown and **Stephen R. Bell**, associates of Washington law firm, Wilkinson, Cragun & Barker, named partners. **Charles I. Appler**, WC&B law clerk, named associate.

John F. Hogan, general manager, New York office of Rumrill-Hoyt Public Relations, elected executive VP.

Carol Stevens, executive in charge, creative services, motion pictures for television, ABC-TV, New York, joins Rogers & Cowan, New York-based public relations firm, as VP in charge of television division worldwide.

Sydney W. Head, professor of communications, Temple University, Philadelphia, awarded Fulbright-Hays grant as senior lecturer, University of Ghana in Legon for 1976-77 academic year.

Arch MacDonald, editor/commentator/reporter, WCVB-TV Boston, appointed senior lecturer in journalism, Suffolk University there.

Deaths

Retired Major General **Harry C. Ingles**, 88, president of RCA Global Communications from 1947 to 1953 and director of RCA Corp. and subsidiary, NBC, from 1947 to 1969, died Aug. 14 at Fernwood nursing home, Bethesda,

Md. In World War II he was chief signal officer of the Army.

Fred Smith, 88, first managing editor of *The March of Time*, weekly re-enactments of major news stories introduced on CBS Radio on March 6, 1931, died Aug. 14 in St. Luke's hospital, New York. The program was undertaken by *Time* magazine to spur advertising sales. Results were quickly evident, as recounted by Mr. Smith in an article in BROADCASTING, Nov. 1, 1931. Mr. Smith broke into radio at WLW(AM) Cincinnati. He is survived by his wife, the former Marjorie Garrigue, and a daughter, Marjorie Smith Mendel.

Winston Hibler, 65, producer, Walt Disney Productions, Burbank, Calif., died Aug. 8 at St. Joseph's Medical Center there after long illness. During his 34 years with Disney, he collaborated on and produced 20 motion pictures and many shows for television series, *The Wonderful World of Disney*. Survivors include his wife, Dorothy, one daughter and two sons.

Allen E. Wolin, 62, president, Key Communications, operator of KATZ(AM) St. Louis, died after heart attack Aug. 16 at his home in Great Neck, N.Y. He is survived by his wife, Laura, two daughters and two sons.

Lloyd G. Bloom, 60, veteran Seattle broadcaster, died in Los Angeles Aug. 11. His radio career began in 1934 as actor at KJR(AM) Seattle. In 1944 he joined KOMO(AM) there where he filled various positions, including actor, writer

and producer (and director at KOMO-TV) until his death. He is survived by his wife, one son and one daughter.

Donald K. Taylor, 59, retired chief of news and current affairs, Voice of America, Washington, died of cancer Aug. 17 at George Washington University Medical center there. Beginning in 1967 he aided in VOA central news operation and earlier had been chief of agency's news division and public affairs office for U.S. Information agency. Survivors include two sons and one daughter.

Gene Stuart, 47, freelance sports announcer who specialized in hockey coverage, died of cancer at his home in Orange, Conn., on Aug. 14. Earlier he had worked as personality for several stations including WABC(AM) New York and WAVZ(AM) New Haven, Conn. He is survived by his wife, Estelle; son, Glenn, and daughter, Wendy Wayne Luciani.

Thomas C. Sawyer, 70, director of Catholic Television Center, Boston, for past 11 years, died after heart attack there Aug. 8. Survivors include his wife, Mary, one daughter and three sons.

William Redfield, 49, television, radio, motion picture and theatrical actor for 40 years, died in New York Aug. 7 of respiratory ailment complicated by leukemia. In past two years he acted in more than 80 plays of *CBS Radio Mystery Theater*. He is survived by his wife, Lynda; son, Adam and daughter, Liza.

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JACKSONVILLE, FLORIDA

The Broadcasting PlaylistTM Aug 23

Contemporary

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a 10a	10a-3p 3p	3-7p 7p	7-12p 12p
1	1 Don't Go Breaking My Heart (4:23) Elton John & Kiki Dee—Rocket/MCA	1	1	1	1
5	2 Let 'Em In (5:08) Paul McCartney & Wings—Capitol	3	2	2	3
3	3 You'll Never Find Another Love ... (3:36) Lou Rawls—Phila. Int'l.	2	3	3	2
2	4 Afternoon Delight (3:10) Starland Vocal Band—Windsong	4	4	5	5
4	5 You Should Be Dancing (3:23) Bee Gees—RSO/Polydor	5	5	4	4
8	6 (Shake, ...) Shake Your Booty (3:06) K.C. & Sunshine Band—T.K. Records	8	6	8	6
9	7 I'd Really Love To See You ... (2:36) England Dan & John Ford Coley—Big Tree	6	7	9	7
7	8 Kiss and Say Goodbye (2:24) Manhattans—Columbia	7	7	6	8
11	9 Heaven Must Be Missing an Angel (3:28) Tavares—Capitol	9	11	10	13
12	10 This Masquerade (3:17) George Benson—Warner Bros.	11	10	11	9
14	11 A Fifth of Beethoven (3:02) Walter Murphy—Private Stock	10	9	12	12
17	12 Play That Funky Music (3:12) Wild Cherry—Epic	14	17	7	10
10	13 Rock N' Roll Music (2:26) Beach Boys—Reprise	13	12	14	11
25	14 Lowdown (3:15) Boz Scaggs—Columbia	12	13	16	14
18	15 Turn the Beat Around (3:21) Vicki Sue Robinson—RCA	15	16	13	20
29	16 Summer (3:59) War—United Artists	16	15	18	15
19	17 With Your Love (3:33) Jefferson Starship—Grunt	17	21	15	17
22	18 If You Leave Me Now (3:40) Chicago—Columbia	18	14	19	16
20	19 Baby, I Love Your Way (3:28) Peter Dinklage—A&M	21	22	17	21
6	20 Get Closer (3:45) Seals & Crofts—Warner Bros.	19	19	21	19
23	21 Say You Love Me (3:58) Fleetwood Mac—Reprise	22	18	20	18
15	22 Got to Get You into My Life (2:27) Beatles—Capitol	20	20	22	22
13	23 I'm Easy (2:59) Keith Carradine—ABC	23	23	24	23
24	24 Devil Woman (3:21) Cliff Richard—Rocket	24	24	23	24
27	25 A Little Bit More (2:56) Dr. Hook—Capitol	25	25	26	25
33	26 Still the One (3:42) Orleans—Asylum	26	26	25	27
16	27 Love Is Alive (3:24) Gary Wright—Warner Bros.	27	27	27	29
38	28 Wham Bam Shang-A-Lang (3:32) Silver—Arista	31	28	29	28
26	29 You're My Best Friend (2:49) Queen—Elektra	29	30	31	33
30	30 Young Hearts Run Free (3:51) Candi Staton—Warner Bros.	30	31	30	31
31	31 Crazy on You (4:06) Heart—Mushroom	40	29	32	26
28	32 Let Her In (3:03) John Travolta—Midland Int'l.	28	40	28	42
37	33 Don't Stop Believin' (3:24) Olivia Newton-John—MCA	32	37	34	32
34	34 I Can't Hear You No More (2:49) Helen Reddy—Capitol	35	32	33	34
—	35 She's Gone (3:24) Hall & Oates—Atlantic	37	33	37	35
32	36 More, More, More (3:02) Andrea True Connection—Buddah	36	35	36	38
36	37 If You Know What I Mean (3:43) Neil Diamond—Columbia	34	38	*	40
—	38 Get Away (3:38) Earth, Wind & Fire—Columbia	39	39	38	37
39	39 The Boys Are Back in Town (3:26) Thin Lizzy—Mercury	33	*	35	*
—	40 Superstar (3:00) Paul Davis—Bang	*	*	39	36

Playback

One man's opinion. Being first in Second City is good enough for WLS(AM) Chicago Music Director Jim Smith. "The East and West Coasts turn their lists faster," Mr. Smith told "Playback" last week. "But we're content to be followers. Some stations try to shape the tastes of their audience. We're more comfortable playing what they like," he explains. WLS is highly research-oriented; sales locations in a five-state area are contacted every week, helping the station to measure preferences in its wide coverage area. The loss of major rock competitor WCFL(AM) Chicago to a beautiful music format has solidified WLS's position as number one rocker in that part of the country. What does he like on the chart this week? "We're having an immediate success with the new Chicago record, *If You Leave Me Now* [Columbia]. They haven't had a true hit single since 1973 with *Feeling Stronger Every Day* and *Just You and Me*." WLS also added *Magic Man* (Mushroom) by Heart, whose *Crazy on You* is already on its list. **Disk man's holiday.** Just off the edge of "Playlist" at 43 is *Disco Duck* (RSO) by Rick Dees (a WMP(AM) Memphis disk jockey) and His Cast of Idiots.

Country

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a 10a	10a-3p 3p	3-7p 7p	7-12p 12p
5	1 I'm a Stand By My Woman Man (2:57) Ronnie Milsap—RCA	1	1	2	1
8	2 You Rubbed It in All Wrong (2:32) Billy "Crash" Craddock—ABC/Dot	1	2	1	1
1	3 Golden Ring (3:01) George Jones & Tammy Wynette—Epic	3	5	4	5
6	4 I Wonder If I Ever Said Goodbye (3:30) Johnny Rodriguez—Mercury	6	3	6	4
3	5 Misty Blue (2:36) Billie Jo Spears—United Artists	4	6	3	6
4	6 Bring it on Home to Me (2:20) Mickey Gilley—Playboy	5	4	5	8
2	7 Say It Again (2:56) Don Williams—ABC/Dot	7	7	7	3
7	8 One of These Days (3:03) Emmylou Harris—Reprise	9	9	8	7
9	9 Cowboy (3:10) Eddy Arnold—RCA	8	8	9	9
14	10 Here Comes That Girl Again (2:54) Tommy Overstreet—ABC/Dot	11	11	10	12
12	11 Teddy Bear (5:03) Red Sovine—Starday	10	10	13	10
11	12 Rocky Mountain Music (3:32) Eddie Rabbitt—Elektra	12	13	11	11
15	13 I Met a Friend of Yours Today (3:09) Mel Street—GRT	13	14	12	15
10	14 The Letter (2:53) Conway Twitty & Loretta Lynn—MCA	14	15	15	13
18	14 If You've Got the Money ... (2:05) Willie Nelson—Columbia	18	12	14	14
25	16 I Don't Want to Have to Marry You (3:03) Jim Ed Brown & Helen Cornelius—RCA	16	17	16	18
—	17 Afternoon Delight (2:56) Johnny Carver—ABC/Dot	15	21	19	20
—	18 Here I Am Drunk Again (2:27) Moe Bandy—Columbia	19	18	18	21
—	19 See You on Sunday (3:33) Glenn Campbell—Capitol	24	16	16	16
13	20 Love Revival (2:58) Mel Tillis—MCA	17	22	20	19
16	21 Solitary Man (2:39) T.G. Sheppard—Hitsville	21	19	21	22
17	22 Save Your Kisses for Me (3:04) Margo Smith—Warner Bros.	22	20	24	25
—	23 Can't You See (3:43) Waylon Jennings—RCA	20	25	22	17
—	24 Here's Some Love (2:59) Tanya Tucker—MCA	23	23	23	24
20	25 In Some Room Above the Street (3:10) Gary Stewart—RCA	*	24	25	23

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day at which it appears. A (▲) indicates an upward movement of five or more chart positions.

As compiled by BROADCASTING for the period Aug. 9 through Aug. 13 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

TV application

■ Columbus, Ohio—Christian Voice of Central Ohio seeks ch. 28 (554-560 mhz); ERP 2089 kw vis., 80.7 kw aur., HAAT 994 ft.; P.O. address: 4400 Reynoldsburg-New Albany Rd. New Albany, Ohio 43054. Estimated construction cost \$115,800; first-year operating cost \$590,910; revenue \$750,000. Legal counsel Donald E. Ward, Wash.; consulting engineer Cohen & Dippel. Principals: Applicant is nonstock corporation with 16 trustees, and is licensee of WCVO(FM) Gahanna, Ohio. Ann. Aug. 5.

TV action

Broadcast Bureau granted following CP modification to extend completion time to date shown:

■ KINY-TV Juneau, Alaska to Jan. 30, 1977 (BMPCT-7629).

AM applications

■ Alpharetta, Ga.—North Fulton Broadcasting seeks 1400 khz, 1 kw-D, 250 w-N. P.O. address: 5561 Aven Rd. NE, Marietta, Ga. 30060. Estimated construction cost \$73,169; first-year operating cost \$97,310; revenue \$143,000. Format: MOR. Principals: Ronald R. and Ann Marie Baker (40% each) and Kenneth Leslie Wilson and William Ray Dorminey (10% each). Mr. Baker is salesperson and consultant for Broadcast Communications Associates, where Mr. Dorminey is also in sales. In Atlanta. Mr. Wilson is general sales manager for WIGO Inc. in Atlanta. Ann. July 15.

■ Icard township, N.C.—Jimmy R. Jacumin seeks 1580 khz, 5 kw-D. P.O. address: Box A, Icard, N.C. 28666. Estimated construction cost \$16,000; first-year operating cost \$89,651; revenue \$100,000. Format: MOR. Principal: Jimmy R. Jacumin has interests in engineering and machine company, and in real estate. Ann. July 7.

■ Sun Prairie, Wis.—Car-Mel Broadcasting seeks 1190 khz, 500 w-D. P.O. address: 301 Broadway, Sun Prairie 53590. Estimated construction cost \$70,542; first-year operating cost \$54,295; revenue \$80,000. Format: Pop. Principals: Carl Como Tuter and Melvin J. Andre (50% each). Mr. Tuter and Mr. Andre both have interest in Total Radio, licensee of WYNE(AM) Appleton, Wis.; and, through its subsidiary, Sun Broadcasting, licensee of WYXE(FM) Sun Prairie. Mr. Tuter also has interest in WBOO(AM) Baraboo, Wis. Ann. July 7.

AM actions

■ Southwest City, Mo.—George C. Lackey. Broadcast Bureau granted 1140 khz, 250 w-D. P.O. address: Box 27, Southwest City 64863. Estimated construction cost and first-year operating cost \$39,084; revenue \$66,000. Format: C&W. Principals: Mr. Lackey is former announcer for KGLC(AM) Miami, Okla. and WMBH(AM) Joplin, Mo. (BP-20040). Action July 23. Broadcast Bureau granted following CP modifications to extend completion time to date shown:

■ KHUM Eureka, Calif. to Dec. 1 (BMP-14185); WDG Y Minneapolis to Jan. 1, 1977 (BMP-14208).

AM licenses

Broadcast Bureau granted following licenses covering new stations:

■ WLBO Morgantown, Ky. (BL-14160); WBFC Stanton, Ky. (BL-13982).

FM applications

■ Goleta, Calif.—Goleta Communications Corp. seeks 106.3 mhz, 360 w, HAAT 885 ft. P.O. address: 523 W. Sixth St., Suite 625, Los Angeles 90014. Estimated construction cost \$76,183; first-year operating cost \$70,700; revenue \$50,000. Format: MOR. Principals: Stephen D. Gavin, John H. Michel, and Emmett W. Shipman (22.2% each); and Stephen W. Shipman, Donald E. Burke and Phillip M. Hawley (11.1% each). Mr. Michel has interests in farm products and in vehicle and equipment leasing company. Emmett Shipman has interests in restaurants. Ann. Aug. 9.

■ Goleta, Calif.—Spanish-American Wireless Talking Machine Broadcasting Co. of Goleta seeks 106.3 mhz, 3 kw, HAAT 482.97 ft. P.O. address: No. 12 Elena St., Ocean Park, San Juan, P.R. Estimated construction cost \$25,720; first-year operating cost \$39,870; revenue \$54,000. Format: MOR. Principals: Angel F. Bocanegra (51%), Brian Donnelly (32%), and three other stockholders. Mr. Bocanegra is engineer-consultant with subsidiary of ATT. Mr. Donnelly owns Communications Engineering Consultants and Manufacturers Representatives. Ann. Aug. 5.

■ Redding, Calif.—Carroll E. Brock seeks 104.3 mhz, 22 kw, HAAT 3538 ft. P.O. address: 3350 Watt Ave., Sacramento, Calif. 95821. Estimated construction cost \$72,474; first-year operating cost \$82,560; revenue

\$84,000. Format: Adult music. Principal: Carroll E. Brock has interests in mining, oil and geothermal exploration companies, companies which operate ice skating arenas and restaurants, banking, and manufacturing. Ann. July 29.

■ Malden, Mo.—Tri County Broadcasting Co. seeks 92.7 mhz, 3 kw, HAAT 182 ft. P.O. address: Box 379, Malden 63863. Estimated construction cost \$28,634; first-year operating cost \$10,590; revenue \$18,000. Format: Standard pop. Principal: Richard J. Wiethan is president of Tri-County Broadcasting. Ann. July 7.

■ Omaha, Neb.—Webster-Baker Broadcasting Co. seeks 96.1 mhz, 100 kw, HAAT 420 ft. P.O. address: 1940 One First National Center, Omaha. Estimated construction cost \$201,440; first-year operating cost \$145,163; revenue \$350,000. Format: Beautiful music. Principals: William B. (50%) and son John W. (25%) Webster, and Joe Baker (25%). Messrs. Webster have really interests. Mr. Baker worked at KMTV(TV) Omaha as account executive, general sales manager and program director until recently. Ann. Aug. 5.

■ Scottsbluff, Neb.—Hilliard Co. seeks 92.9 mhz, 100 kw, HAAT 1,950 ft. P.O. address: 6 Brookwood Rd., Lexington, Me. 02173. Estimated construction cost \$17,225; first-year operating cost \$75,708; revenue: none given. Format: MOR. Principals: Gerlad Williams and Neal P. Correll (50% each). Mr. Williams has interest in U.S. Broadcasting Corp., licensee of WNUS(AM) Springfield, Mass., and is on-air-personality at WBZ(AM) Boston. Mr. Correll owns Masscasting, radio and television commercial production organization. Ann. July 7.

■ Plymouth, N.H.—Camelot Inc. seeks 105.3 mhz, 94 kw, HAAT 1,950 ft. P.O. address: 6 Brookwood Rd., Lexington, Me. 02173. Estimated construction cost \$17,225; first-year operating cost \$75,708; revenue: none given. Format: MOR. Principals: Gerlad Williams and Neal P. Correll (50% each). Mr. Williams has interest in U.S. Broadcasting Corp., licensee of WNUS(AM) Springfield, Mass., and is on-air-personality at WBZ(AM) Boston. Mr. Correll owns Masscasting, radio and television commercial production organization. Ann. July 7.

FM actions

■ Lamar, Colo.—KLMR Inc. Broadcast Bureau granted 93.3 mhz, 100 kw, HAAT 229 ft. P.O. address: c/o Gordon Stafford, Box 890, Lamar, Colo. 81052. Estimated construction cost \$86,611; first-year operating cost \$36,020; revenue \$60,000. Format: Easy listening. Principal: KLMR Inc. owns KLMR(AM) Lamar; Dennis Behan is president, Gordon Stafford is general manager (BPH-9747). Action Aug. 4.

■ Morton, Ill.—Morton-Washington Broadcasting Co. Broadcast Bureau granted 102.3 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 3498, Peoria, Ill. 61614. Estimated construction cost \$90,108; first-year operating cost \$81,000; revenue not given. Format: MOR. Principals: Leroy S. and Helen M. Demanes (45% each) and Bud Carter (10%). The Demanes own management consulting firm, cemeteries in Illinois and Minnesota and with Bud Carter, own weekly newspaper in Peoria. Mr. Carter has been employed by various broadcast stations in Missouri, Kansas and Illinois (BPH-9650). Action July 28.

■ Liberty, Ky.—Radio Station WKDO. Broadcast Bureau granted 105.5 mhz, 3 kw. P.O. address: Box "B", Liberty 42539. Estimated construction cost \$25,500; first-year operating cost \$8,800; revenue \$12,000. Format: Standard pops. Principal: Carlos Wesley owns and is general manager of Radio Station WKDO(BPH-9438). Ann. July 13.

■ Germantown, Tenn.—Omni Broadcasting. Broadcast Bureau granted 94.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 79 S. Mendenhall Rd., Memphis 38117. Estimated construction cost \$64,054; first-year operating cost \$112,780; revenue \$162,000. Format: contemporary pop. Principals: Sam C. Phillips (65%), Bill H. Thomas (20%), et al. Mr. Phillips has interests in WXOR(AM)—WQLT(FM) Florence, Ala.; WLIZ(AM) Lake Worth, Fla., and WHEE(AM) Memphis. Mr. Thomas has interests in Florence stations and is WHEE general manager (BPH-9578). Action July 27.

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Broadcast Bureau granted following CP modifications to extend completion time to date shown:

- ***WBHM** Birmingham, Ala. to Dec. 30 (BMPED-1410); **KBAZ** Bisbee, Ariz. to Dec. 28 (BMPH-14861); **KDEL-FM** Arkadelphia, Ark. to Oct. 8 (BMPH-14870); ***KEPC** Colorado Springs to Dec. 15 (BMPED-1406); ***WMNR** Monroe, Conn. to Feb. 11, 1977 (BMPED-1407); ***WPFW** Wash. to Jan. 22, 1977 (BMPED-1409); **KVGB-FM** Great Bend, Kan. to Nov. 15 (BMPH-14864); **WFTA** Fulton, Miss. to Nov. 1 (BMPH-14869); ***WCEP** Raleigh, N.C. to Dec. 31 (BMPED-1414); **KLUF-FM** Lufkin, Tex. to Sept. 30 (BMPH-14863); **KRMQ** Provo, Utah to Feb. 12, 1977 (BMPH-14865); **WIXV** Front Royal, Va. to Jan. 15, 1977 (BMPH-14860); **WMUM** Marathon, Fla. to Nov. 15 (BMPH-14873); **WCLV** Cleveland to Feb. 1, 1977 (BMPH-14874).

FM starts

- **KPLL-FM** Pella, Iowa—Authorized program operation on 103.3 mhz, ERP 100 kw, HAAT 370 ft. Action July 30.
- ***WCRH** Williamsport, Md.—Authorized program operation on 94.5 mhz, ERP 20 kw, TPO 3.87 kw, HAAT 240 ft. Action July 16.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

- ***WBCL** Ft. Wayne, Ind. (BLED-1499); **WXKE** Ft. Wayne, Ind. (BLH-7051); **WBDC** Huntingburg, Ind. (BLH-6974); ***WJEL** Indianapolis, Ind. (BLED-1432); **WHRZ** Providence, Ky. (BLH-7024); **WGUD** Pascagoula, Miss. (BLH-7081); ***WEVL** Memphis (BLED-1531); ***WSWM** Memphis (BLED-1447); **Bay City**, Mich. (To be used with **WNEM-TV** Bay City) (BLQ-410); **Syracuse**, N.Y. (to be used with **WHEN-TV** Syracuse) (BLQ-406).

Ownership changes

Application

- **WNUS(AM)** West Springfield, Mass. (1490 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of U.S. Broadcasting Co. from Gerald Williams (50% before; none after) to Morton L. Bardfield (none before; 50% after). Consideration: \$500 for stock and assumption of liabilities and loan of about \$30,000 to U.S. Broadcasting. Buyer: Mr. Bardfield has interests in realty, security systems, and Mort's Grille Inc. Ann. Aug. 10.

Actions

- **KMYO-FM** Little Rock, Ark. (95.7 mhz 26 kw)—Broadcast Bureau granted assignment of license from Victor Broadcasting Co. to Pulaski Broadcasting for \$325,000. Seller: Cliff B. Ford, also licensee of **KSOH(AM)** Little Rock, is selling for financial reasons. Pulaski is owned by Joseph Mullen (34%), Richard L. Brady (22%), David J. Phillips (13.2%) and James Scanlon (30.8%). Mr. Mullen is management consultant; Mr. Brady is salesman for **KSOH**; Mr. Scanlon owns **KCAT(AM)** Pine Bluff, Ark., and is applicant for **FM** in Clarksdale, Miss.; Mr. Phillips is vice-president of Mann Media, licensee of **KALO(AM)-KEZQ(FM)** Little Rock (less than 1% owner). Mann Media is selling Little Rock stations (BALH-2277). Action Aug. 6.
- **KORJ(FM)** Garden Grove, Calif. (94.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from West Coast Media to K-Orange Broadcasting for \$312,500. Seller: Assignor owns **KDIG(AM)** San Diego, Calif. Buyers are Richard W. Gay (10%), Jack W. Flammer, Victor K. Hardin and Ned Lewis (30% each). Mr. Gay is retired banker; Mr. Flammer is grain merchant and owns partially golf club manufacturer. Mr. Hardin has car and marine interests. Mr. Lewis has meat packing interests (BALH-2282, BASCA-744). Action July 21.
- **KVFM(FM)** San Fernando, Calif. (94.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Pacific Western Broadcasting to Buckley Communications for \$501,000 (includes assumption of liabilities and noncompetition covenant.) Seller: Pacific is selling due to losses; other broadcast interests owned by individual owners include: John J. Shepard, part owner of **WLAV-AM-FM** Grand Rapids, Mich. and **KITT(FM)** San Diego; Gilbert Gans partly owns Mann Media, licensee of **KALO(AM)-KEZQ(FM)** Little Rock, Ark. (presently has applications for sales pending); Pacific also owns **KQAM(AM)-KSAQ(FM)**

San Antonio, Tex. Principal in buyer is Richard D. Buckley Jr. (60%) and has minor interests in **KGIL(AM)** San Fernando, **KKHI-AM-FM** San Francisco and **WWTC(AM)** Minneapolis (BALH-2276, BASCA-741). Action July 30.

- **WCJB(TV)** Gainesville, Fla. (ch. 20)—Broadcast Bureau granted assignment of license from Minshall Broadcasting Co. to Community Broadcasting Service for \$1,870,000 plus \$500,000 covenant not to compete. Seller: Owned by William E. Minshall (74%) and six other minority interest stockholders. Mr. Minshall has no other broadcast interests, but will be available as part of noncompetition fee as consultant to buyer for ten years. Buyer: Owned by Diversified Communications of Camden, Me., which also owns **WABI-AM-TV-WBGW(FM)** Bangor, Me.; **WAGM-AM-TV** Presque Isle, Me.; New England Cablevision Co., and various publishing and communications interests. Diversified is controller by Horace A. Hildreth, former governor of Maine, and five members of Hildreth family. Action July 28.

- **KCHE-AM-FM** Cherokee, Iowa (AM: 1440 khz, 500 w-D; FM: 102.3 mhz, 3 kw)—Broadcast Bureau granted transfer of control of C&H Broadcasting from J. Alan Cramer and Charles Hutchinson (100% before; none after) to Sioux Valley Broadcasting (none before; 100% after). Consideration: \$280,000. Principals: J. Alan Cramer and Charles K. Hutchinson have no other broadcast interests. Principals in buyer, which also owns **KCOG-AM-FM** Centerville, Iowa, are Michael G. O'Connor, Paul Ahrens and Ed Bock (BTC-8030). Action July 30.

- **KJCT(FM)** Wichita, Kan. (95.1 mhz, 100 kw)—Broadcast Bureau granted assignment of license from JACO Inc. to Sandern Co. Principals: Sandern Co. is subsidiary of JACO, which is owned by Mack Sanders and has other broadcast interests (BALH-2310, BASCA-752, BALRE-3045, BALST-305). Action July 29.

- **WKYR(AM)** Burkesville, Ky. (1570 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of WKYR Inc. from Robert W. Gallaher (51% before, 26% after) and Edward M. Johnson (49% before, 25% after) to Howard E. Poindexter (none before, 24.5% after) and Silas A. Norris (none before, 24.5% after). Grantees pay \$18,000 cash with options to purchase additional stock worth \$17,000 (BTC-8078). Action July 29.

- **WTOW(AM)** Towson, Md. (1570 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from Gore Broadcasters Inc. to Gore Broadcasting Inc. Principals: For business reasons, licensee is being assigned from Gore Broadcasters to Gore Broadcasting, which owns 100% of former's stock. There will be no other changes in station (BAPL-479). Action July 16.

- **WYOO(AM)** Richfield, Minn. (980 khz, 5 kw-U)—Broadcast Bureau granted assignment of license from Fairchild Minnesota to Radio 980 Corp. for \$660,000. Seller: Subsidiary of Fairchild Industries (licensee of **KLIF(AM)** Dallas) also owns **WYOO(FM)** Richfield. FM is also being sold. Fairchild is seeking purchase of **KDTX(FM)** Dallas. Radio 980 is owned by Entertainment Communications which owns **WAYL(FM)** Minneapolis-St. Paul, **KBRG(FM)** San Francisco, **KLEF(FM)** Houston, **KTAC-AM-FM** Tacoma, Wash. and applicants for interest in **WEPP-AM-FM** Pittsburgh (BAL-8660). Action Aug. 2.

- **KBK(FM)** Lexington, Mo. (106.3 mhz, 3 kw)—Broadcast Bureau granted transfer of control of KLEX Inc. from Gerald F. Doran (33.4% before; none after) to Kenneth E. Meyer (33.3% before; 66.7% after). Principals: On April 26, application was granted selling positive control of KLEX Inc. to Kenneth Meyer through purchase of stock from Gerald Doran. Through inadvertence, transfer application included only **KLEX(AM)** Lexington. Present application and grant concern transfer of **KBK**, also licensed to KLEX Inc. (BTC-8079). Action July 15.

- **KUDI(AM)** Great Falls, Mont. (1450 khz, 5 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Frontier Broadcasting to Sun River Broadcasting for \$325,000. Buyer is owned by Thomas E. Ingstad. Mr. Ingstad has controlling interests in **KKXL(AM)-KKDQ(FM)** Grant Forks, N.D. and minority interests (along with family) in **KWAD(AM)-KKWS(FM)** Wadena, Minn. and **KBMW(AM)-KKWB(FM)** Breckenridge, Minn. and **KOVCI(AM)** Valley City. Ingstad family has other radio holdings in Minnesota and Dakotas (BAL-8680). Action July 30.

- **KLPM(AM)** Minot, N.D. (1390 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from Minot Broadcasting to KLOH Inc. for \$240,000. Seller: Principals in seller are Dorothy Masse, Madeleine Sutherland (43.09% each) and Leslie E. Maupin (13.81%). They have no other broadcast interests. Buyer is group owner also selling **KLOH-AM-FM** Pipestone, Minn. (BAL-8657, BALRE-3003). Action July 30.

- **WARR-FM** Bowling Green, Ohio (93.5 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Portage Valley Broadcasters to Multi-Market Media for \$135,000. Seller: Subsidiary of Ohio Radio Inc., is principally owned by Robert W. Reider and is licensee of **WKTN-FM** Kenton, **WLKR-AM-FM** Norwalk, and **WRWR-FM** Port Clinton, all Ohio. Buyer is owned by Stephen E. Dinkel, Richard M. Slaughter and Glen T. Cerny. Mr. Dinkel is general sales manager of **KSLQ(FM)** St. Louis. Mr. Slaughter is sales executive there and Mr. Cerny is public relations director for Boston Minutemen, professional soccer team (BALH-2283). Action July 21.

- **WERE(AM)** Cleveland (1300 khz, 5 kw-U)—Broadcast Bureau granted transfer of control of Cleveland Broadcasting Inc. from Cleveland Broadcasting (100% before; none after) to Oliva-Neuhoff Broadcasting (none before; 100% after). Consideration: \$3.1 million. Principals: Seller, publicly owned, is licensee of **WRYT(AM)** Boston, **KFAC-AM-FM** Los Angeles, and **KJTV(TV)** Bakersfield and **KROY(AM)** Sacramento, both California, and owns **McGavren-Guild-PGW**, New York, station representative firm. Buyer is owned by Paul Neuhoff, present **WERE** vice president and general manager, and George Oliva Jr., who owns **WPAX(AM)** Thomasville and **WSIZ(AM)** Ocala, both Georgia, and **WIPC(AM)** Lake Wales and **WAKA(AM)** Gainesville, both Florida (BTC-8045). Action July 30.

- **KRBB-AM-FM** Sallisaw, Okla. (AM: 1560 khz, 250 w-D; FM: 95.9 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Big Basin Broadcasters from executors of estate of Wheeler Mayo; Paul and Levey Demaree (100% before; none after) to Demaree Enterprises (49% before; 100% after). Consideration: \$165,740. Principals: Sellers include Mayo family and Demaree brothers. Wheeler Mayo is deceased. Buyers are Paul and Levey Demaree (50% each). Levey Demaree also has interest in **KFAY(AM)-KKEG(FM)** Fayetteville, Ark. (BTC-8053). Action July 30.

- **WATT(FM)** Johnstown, Pa. (92.1 mhz, 175 w)—Broadcast Bureau granted assignment of license from Community Broadcasters to Bland Group for \$120,000. Sellers: W. Ronald Smith (51%), sales manager of **WHAG-TV** Hagerstown, Md., and Warren Adler (49%) who has interests in **WHAG(AM)-WQCM(FM)** Halfway, Md., and has sold, subject to FCC approval, **WAYE(AM)** Baltimore for \$650,000 (BROADCASTING, March 15). Principals in buyer are William C. and Gail E. Bland who also own **WNCC(AM)** Barnesboro, Pa. (BALH-2289). Action July 29.

- **KORC(AM)** Mineral Wells, Tex. (1140 khz, 250 w-D)—Broadcast Bureau granted assignment of license from White Fuel Corp. to First IV Media for \$165,000 and \$86,000 noncompetition agreement. Seller: White Fuel owns 20% of **KAUZ-TV** Wichita Falls, Tex. and W. Erle White, president, is 25% owner of company applying for ownership of **KROD-TV** El Paso. Buyers, Richard C. Klement and Billy Ray Hill (50% each), own **KMWT-FM** Mineral Wells and **KGAF-AM-FM** Gainesville, Tex. and various other business interests (BAL-8677). Action July 21.

- **KMIO(FM)** Sinton, Tex. (101.3 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Sinton Broadcasting Co. to Cathexis: **KNCN** Inc. for \$124,500. Sellers are having financial difficulty with station, which has been silent since May 1975. Buyers are Bruce B. Baxter III (73%), Ira Littman and Richard K. Brown (13.5% each). Mr. Baxter is investor; Mr. Littman was general manager of **KMIO** and is now consultant; Mr. Brown was program director at station and now works for Cathexis. Action Aug. 5.

Facilities changes

TV action

- **WHCT-TV** Hartford, Conn.—Broadcast Bureau granted modifications of CPs to change ERP to 708 kw vis., 61.7 kw aur. and trans., and to extend completion

date to Feb. 5, 1977 (BMPCT-7647, BMPCT-7627). Action Aug. 5.

AM action

■ KNCB Vivian, La.—Broadcast Bureau granted CP to change frequency to 1320 khz (BP-20036). Action July 29.

AM start

■ Following station was authorized program operating authority for changed facilities on date shown: KBBS Buffalo, Wyo. (BP-19853). July 29.

FM applications

■ KIQO Atascadero, Calif.—Gateway Broadcasters seek modification of CP to change power and ant. height from 50 kw, 215 ft., to 3.6 kw, 1430 ft., and change site. Ann. Aug. 12.

■ WLJE Valparaiso, Ind.—Porter County Broadcasting Corp. seeks CP to change power and ant. height from 2.7 kw, 235 ft. to 1.6 kw, 400 ft., and change site. Ann. Aug. 12.

■ *KTCU-FM Fort Worth—Texas Christian University seeks CP to change from 89.1 mhz (ch. 206), 10 w. to 88.7 mhz (ch. 204), 3 kw, ant. height 125 ft. and change site. Ann. Aug. 12.

FM actions

■ KLRB Carmel, Calif.—Broadcast Bureau granted modification of license covering change of studio location to The Barnyard Carmel Rancho Blvd., Carmel, and to operate by remote control from proposed studio site (BRCH-1298). Action Aug. 10.

■ KFAT Gilroy, Calif.—Broadcast Bureau granted modifications of CP to change ant.: ERP 1.15 kw; ant. height 2580 ft.; remote control permitted (BMPH-14971). Action July 30.

■ KPOL-FM Los Angeles—Broadcast Bureau granted CP to change trans. location to Flint Peak in San Rafael Hills, 1 mile S. by road to intersection of Linda Vista Rd. & Figueroa St., Glendale, Calif.; change remote control location to studio location at 5700 Sunset Blvd., Los Angeles; install new ant.; make change in ant. system; ERP 49 kw (H&V); ant. height 720 ft. (H&V) (BPH-10097). Action Aug. 11.

■ KBXL-FM Caldwell, Idaho—Broadcast Bureau granted CP to install new auxiliary trans.; install new ant.; ERP 37 kw; ant. height 250 ft.; remote control permitted; condition (BP11-9859). Action Aug. 11.

■ KJNA Jena, La.—Broadcast Bureau granted modifications of CP to change ant.; make change in ant. system; ERP 3 kw (H&V); ant. height 300 ft. (H&V); remote control permitted (BMPH-14872). Action Aug. 11.

■ WPOC Baltimore—Broadcast Bureau granted CP to install new ant.; ERP 16 kw (H&V); ant. height 860 ft. (H&V); remote control permitted (BPH-10096). Action Aug. 11.

■ Christian Broadcasting Academy, Albuquerque, N.M.—Broadcast Bureau granted change of main studio location of FM educational station to 5400 Phoenix Ave. N.E., Albuquerque (BPED-2101). Action July 27.

■ WGNA Albany, N.Y.—Broadcast Bureau granted modifications of license covering change of studio location, to Old Troy Road, East Greenbush, N.Y.; operate by remote control from proposed studio location (BMLH-542). Action Aug. 10.

■ WDAS-FM Philadelphia—Broadcast Bureau granted CP to install new ant.; ERP 50 kw (H&V); ant. height 185 ft. (H&V); conditions (BPH-9710). Action Aug. 10.

■ WBB1-FM Abingdon, Va.—Broadcast Bureau granted CP to install new circularly polarized ant.; ERP 1.8 kw (H&V); ant. height 370 ft. (H&V); conditions (BPH-10098). Action July 30.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KFLG Flagstaff, Ariz. (BPH-9498). July 29; KGHQ-FM Hoquiam, Wash. (Dkt.-20437). July 27; KPLX Fort Worth, Tex. (BPH-9537). Aug. 4; KXO-FM El Centro, Calif. (Dkt.-20242). Aug. 3; KYFM Bartlesville, Okla. (BPH-9850). July 29; WMMS Cleveland (BPH-9911). Aug. 2; WNGC Athens, Ga. (BPH-9092). July 27; WSGS Hazard, Ky. (BPH-8999). Aug. 3; WTIC-FM Hartford, Conn. (BPH-9527). Aug. 3; *WMHS-FM Morrison, Ill. (BPED-1988). Aug. 3.

In contest

Case assignments

■ Otsego and Plainwell, Mich., **FM proceeding**: Allegan County Broadcasters and Robert B. Taylor, respectively, competing for 100.9 mhz (Docs. 20864-5)—Commission designated ALJ James F. Tierney to serve as presiding judge; set prehearing conference for Sept. 20 and hearing for Nov. 3. Action Aug. 9.

■ Wash., **TV proceeding**: Lee W. Cowan, trustee in bankruptcy, et al. (Docs. 20859-61)—Commission designated ALJ Chester F. Naumowicz Jr. to serve as presiding judge; set prehearing conference for Sept. 28 and hearing for Nov. 10. Action July 26.

Procedural rulings

■ Selma, Ala., **AM proceeding**: Vogel-Hendrix Corp. (Doc. 20722)—ALJ John H. Conlin set hearing for Dec. 2. Action Aug. 5.

■ Fallbrook, Calif., **FM proceeding**: Major Armstrong Memorial Stereocasters (MAMS) and Max L. Burdick Jr., competing for 107.1 mhz (Doc. 20696-7)—ALJ John H. Conlin continued without date hearing scheduled for Aug. 10. Action Aug. 5.

■ San Francisco, **TV proceeding**: Lincoln Television Inc. (KTSF-TV) and Leon A. Crosby (KEMO-TV) (Doc. 20633-4)—ALJ Lenore G. Ehrig denied request by Lincoln to file appeal; denied pay Television's petition for limited intervention and request for permission to file appeals; revised protective order released July 9; by separate action, granted request by Kingsley H. Murphy Jr. and extended to Aug. 6 time for filing responsive pleadings to Lincoln's petition to enlarge issues. Action July 28.

■ San Jose, Calif., **FM proceeding**: United Broadcasting Co. (BKAY San Jose) and Public Communications Inc., competing for 100.3 mhz (Docs. 20611-2)—ALJ James K. Cullen set hearing conference for Aug. 12. Action July 27.

■ Orlando, Fla., **TV proceeding**: Mid-Florida Television Corp., Central Nine Corp., Florida Heartland Television, Comint Corp. and TV 9 Inc. compet-

ing for ch. 9 (Docs. 11803, 17339, 17341-2, 17344)—Commission partially set aside June 26, 1975, action and reinstated comparative ascertainment and proposed programing issues. In June 26 action, commission reopened proceeding in response to ruling by U.S. Court of Appeals that set aside FCC's grant of CP to Mid-Florida. Court remanded case to commission for further proceedings. In reopening proceedings, Commission noted that all applicants' ascertainment surveys and program proposals were made more than eight years ago, before adoption of FCC's Primer of Ascertainment of Community Needs, which changed basic ground rules for such efforts. It said public interest would be served best by deleting existing ascertainment and proposed programing issues and giving all applicants 90 days to file amendments reflecting their current ascertainment efforts and program proposals. In response to motion by Comint for clarification of mandate, court issued further order stating that terms of its remand order did not authorize FCC to eliminate any part of previous record with respect to special comparative ascertainment and proposed programing issues. Court did allow that FCC could delete special issues as originally framed if that should be necessary to avoid two sets of findings with respect to evidence concerning earlier and more recent ascertainment efforts and program proposals. Commission concluded that special comparative issues which FCC deleted by remand order should be reinstated. In separate, but related action, commission granted immunity to Jane White, witness said to possess information related to case. Action Aug. 5.

■ Gary, Ind., **AM proceeding**: Northwestern Indiana Broadcasting Corp. (Doc. 20604)—ALJ Chester F. Naumowicz ordered that hearing resume on July 29 in lieu of July 28. Action July 26.

■ Jackson, Mich., **TV proceeding**: Jackson Television Corp. and Television Associates Inc. (Doc. 20673)—ALJ Lenore G. Ehrig granted motion for continuance by Jackson and continued to Sept. 21 hearing presently set for July 26. Action July 23.

■ St. Louis, **TV proceeding**: Midwest St. Louis Inc. and New Life Evangelistic Center, competing for ch. 24 (Doc. 20820-1)—ALJ Joseph Stirmer set certain procedural dates; rescheduled hearing for Dec. 1; by separate action, granted motion by Midwest and extended time for initiation of discovery to Aug. 6. Action Aug. 5.

■ Rochester, N.H., **FM proceeding**: J. Sherwood Inc. and Strafford Broadcasting Corp., competing for 96.7 mhz (Docs. 20618-9)—Review Board, on request of J. Sherwood Inc. added issues against Strafford Broadcasting Corp. Additional issues include determination of certain aspects of efforts made by Strafford to ascertain needs and interests of its proposed community of license, and whether Strafford prepared and distributed inaccurate coverage map for its station WWNH(AM) Rochester, and if so, effect on its basic and/or comparative qualifications to be licensee. Action Aug. 3.

■ Mt. Holly, N.J., **AM proceeding**: WJZZ(AM), seeking renewal, and John J. Farina and John H. Vivian, competing for 1460 khz, (Docs. 20738-9)—ALJ Thomas B. Fitzpatrick cancelled present procedural schedule; set certain new procedural dates; set hearing for Nov. 1 at Mt. Holly; by separate action, granted motion by West Jersey and extended to Aug. 18 time in which to respond to Mt. Holly's motion to enlarge issues. Action July 28.

■ WHAM(AM)-WHFM(FM) Rochester, N.Y., **renewal proceeding**: Rust Communications Group (Doc. 20477)—ALJ Reuben Loznér scheduled prehearing conference for Aug. 24 and cancelled hearing set for Aug. 23. Action Aug. 4.

■ Greensboro, N.C., **TV proceeding**: WFMY Television Corp. (Doc. 20835)—ALJ Lenore G. Ehrig granted motion by Triangle Telecasters, licensee of WRDU-TV Durham, N.C. to extent that Aug. 4 prehearing conference is cancelled and Sept. 4 hearing is converted to prehearing conference. Action July 27.

■ WJAI Eaton, Ohio, **FM proceeding**: Great Trails Broadcasting Corp. (Doc. 20832)—ALJ David I. Kraushaar set certain procedural dates; set hearing for Oct. 26; granted motion by Group One Broadcasting Co. for order directed to applicant to produce certain documents for inspection and copying, subject to caveat counsel for Great Trails expressed during prehearing conference and subject to condition that documents will be made available at law offices of Kooten and Burt, Wash., counsel for Great Trails. Action Aug. 5.

Summary of broadcasting

FCC tabulations as of June 30, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,450	4	25	4,479	46	4,525
Commercial FM	2,772	0	48	2,820	127	2,947
Educational FM	814	0	31	845	68	913
Total Radio	8,036	4	104	8,144	241	8,385
Commercial TV	700	1	7	708	56	764
VHF	509	1	3	513	10	523
UHF	191	0	4	195	46	241
Educational TV	231	9	13	253	15	268
VHF	90	3	5	98	6	104
UHF	141	6	8	155	9	164
Total TV	931	10	20	961	71	1,032

*Special temporary authorization

**Includes off-air licenses

Joint agreement

■ **Silver City, N.M., TV proceeding:** New Mexico Broadcasting Co. and Hubbard Broadcasting (Docs. 20730-1)—ALJ Thomas B. Fitzpatrick approved joint petition for approval of agreement and for other relief by New Mexico Broadcasting and Hubbard Broadcasting; dismissal agreement is approved; authorized reimbursement in amount of \$1,500; dismissed with prejudice application of New Mexico and granted application of Hubbard; terminated proceeding. Action July 26.

Initial decision

■ **KTVO-TV Kirksville, Mo., facilities changes proceeding:** KTVO Inc. (Doc. 20100)—ALJ Lenore G. Ehrig denied application of KTVO Inc. to change facilities of its station KTVO-TV(ABC), ch. 3, Kirksville, Mo.—Ottumwa, Iowa. KTVO, Inc. sought to relocate station trans., increase ant. height, increase aural power and relocate main studio. In initial decision released June 12, 1975, Judge Ehrig ruled that granting application would impair ability of UHF station KCBJ(ABC) Columbia, Mo., and of prospective UHF television stations in area to compete effectively. In order released Dec. 22, 1975, Review Board remanded proceeding for taking of additional engineering evidence based on FCC's new propagation curves. Judge Ehrig said based on revised field strength curve rules, there would be no Grade B overlap between KTVO-TV and KCBJ and therefore no adverse impact on existing UHF station. However, she said, KTVO-TV's proposed service contours would still overlap contours of numerous allocated but not operating UHF stations. In conclusion, Judge Ehrig said, grant to KTVO's application would have adverse impact on development of UHF allocations; would violate rules without justification for waiver, and would create significant net "white area" (unserved area) without countervailing public interest benefits. Ann. Aug. 9.

Review board decision

■ **Stamford, Conn., AM proceeding:** Western Connecticut Broadcasting Co. (WSTC(AM) Stamford) and Radio Stamford Inc., competing for 1400 khz (Docs. 19872-3)—Review Board denied petition by Radio Stamford to enlarge issues against Western Connecticut Broadcasting Co. In attempt to have case reopened, Radio Stamford sought addition of news suppression issue (record in proceeding was closed by order of ALJ Lenore G. Ehrig released Feb. 4, 1976). It argued that both WSTC and commonly owned Stamford *Advocate* failed to give news coverage to March 1, 1976, fire-bombing of Stamford *Advocate* Building, which houses *Advocate*. It said such failure was "blatant" suppression of news information. Review Board said to add issues in proceedings would have necessitated reopening case and it is FCC standard that petition to reopen record "must be supported by newly discovered evidence;" that facts relied on "must show that the petitioner could not with due diligence have known or discovered such facts at the time of the hearing;" and that "the new evidence would, if true, affect the decision." Board concluded that Radio Stamford did not meet those standards. Action Aug. 3.

FCC decisions

■ **Homewood, Birmingham, Ala., TV proceeding:** Chapman Radio and Television Co. and Birmingham Broadcasting Co. (Doc. 15461, 16761)—Commission has denied petition by Birmingham Broadcasting Company for disqualification of ALJ Reuben Lozner as presiding judge in Homewood-Birmingham ch. 21 case. At May 11 prehearing conference, Judge Lozner noted that BBC's attorney was listed as one of witnesses for BBC at hearing scheduled for May 17. Judge Lozner asked whether this attorney intended to testify as witness and continue as BBC's counsel. After receiving affirmative answer, judge called attorney's attention to Code of Professional Responsibility of the American Bar Association, which deals with propriety of attorney's acting both as witness and counsel for client in proceeding. Judge Lozner then recommended that attorney consider matter, determine his course of action, and advise judge of his decision prior to hearing. On May 12, BBC filed its motion to disqualify, requesting Judge Lozner to withdraw on grounds of personal bias. Commission said review of record disclosed no basis for disqualification. Action Aug. 5.

■ **Camilla, Ga., FM proceeding:** Enterprise Broadcasting and Capel Broadcasting Co., competing for 105.5 mhz (Docs. 20245-6)—Commission upheld Review Board's decision released last Oct. 30 granting application of Enterprise Broadcasting for new station

and denying competing application of Capel Broadcasting Co. In initial decision released July 7, 1975, ALJ Ernest Nash denied Capel's application on ground that Capel was not financially qualified. Judge Nash also concluded under comparative issue that Enterprise would be entitled to comparative preference because of greater coverage; Capel would be entitled to preference for greater broadcast experience and greater participation in community affairs of its principal Charlie L. Browne; and Enterprise would be preferred under diversification criterion because its principals have no broadcast interests, while Capel owns WCBL, only AM station in Camilla. Review Board said that while it agreed with ultimate conclusions reached by Judge Nash, it was not of view that record evidence supported disqualification of Capel under financial issue. It said proceeding must be resolved on basis of standard comparative issue. It noted Judge Nash based his ultimate result on preferences to Enterprise under coverage and diversification criteria as opposed to preferences to Capel for broadcast experience and civic participation of Browne. Board said judge erred in failing to give Enterprise preference for integration and in giving Capel significant preference for greater broadcast experience. Action Aug. 5.

Complaints

■ Total of 74,761 complaints from public was received by commission in fiscal year 1976, compared to 65,054 in fiscal year 1975. Complaints, comments and inquiries received in fiscal year 1976 totalled 95,683, slightly fewer than all-time record of 96,710 set in fiscal year 1975.

Fines

■ **KXO(AM) El Centro, Calif.**—Broadcast Bureau ordered licensee to forfeit \$1,000 for failure to provide political candidates station's lowest unit charge for run-of-schedule announcements; and for failure to make entries on program logs showing political affiliation of candidates. Action July 22.

■ **KRFD(FM) Marysville, Calif.**—Broadcast Bureau ordered licensee to forfeit \$200 for failing to keep maintenance log and to have operators sign operating log as required. Action Aug. 11.

■ **WCKC Milton, Fla.**—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$250 for failing to maintain maintenance log. Action July 29.

■ **WULF(AM) Alma, Ga.**—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$1,000 for failing to limit operation in 1000 w. mode to those times specified in station authorization. Action Aug. 10.

■ **WBBK Blakely, Ga.**—Broadcast Bureau notified licensee of apparent liability for forfeiture in amount of \$250 for failing to make required entries in operating log. Action Aug. 11.

■ **WKDZ-AM-FM Cadiz, Ky.**—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$500 for failing to properly inspect, man and measure facilities. Action July 22.

■ **WLKN(AM) Lincoln, Me.**—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$500 for operating with excessive ant. input power, for improperly logging trans. operating data and failing to maintain maintenance log. Action July 22.

■ **KGRC(FM) Hannibal, Mo.**—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$100 for failing to log daily tower lighting inspections. Action July 29.

■ **KHMO(AM) Hannibal, Mo.**—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$1,000 for failing to limit operation in 5 kw mode to those times specified in station authorization, failing to make required entries in operating and maintenance logs and failing to make daily observations of tower lights. Action Aug. 9.

■ **KNIM-AM-FM Maryville, Mo.**—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$1,000 for operating with excessive ant. input power; allowing third class operator, not endorsed for broadcast operation to be in charge of transmitting equipment; and allowing same nonendorsed operator to be in charge of transmitting system of FM station. Action July 29.

■ **KBOV(FM) Butte, Mont.**—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$500 for failing to calibrate meter at six month intervals when determining power by direct method; and for using a 67 khz subcarrier for telemetry purposes without required Subsidiary Communications Authorization. Action July 22.

■ **KRNY-AM-FM Kearney, Neb.**—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$800 for failing to make equipment performance measurements; logging meter reading entries while meter was defective; failing to enter in maintenance log weekly calibrations of remote meters against corresponding instruments at transmitter site; failing to make equipment performance measurements; and failing to maintain station maintenance log. Action July 29.

■ **WHOT(FM) Youngstown, Ohio**—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$450 for failing to calibrate at least once each calendar week all remote meters against corresponding meter at trans.; and failing to make frequency measurement of stereo pilot subcarrier at intervals not exceeding 40 days. Action July 29.

Other actions

■ **WWBC Cocoa, Fla.**—Broadcast Bureau granted request for waiver of rules to identify as Cocoa-Merritt Island, Fla. Action July 22.

■ **WOWO(AM) Ft. Wayne, Ind.**—Broadcast Bureau granted renewal of licence to Westinghouse Broadcasting Co., conditioned on conclusion of proceedings in *United States v. Westinghouse Electric Corp.*, and *Appalachian Power Co. v. General Electric Co.*, et. al.; and that licensee shall immediately notify commission of final disposition of each case. Action July 30.

Allocations

Petitions

■ **Taylor Communications, Clay Center, Kan.**—Seeks assignment of ch. 265A to Clay Center (RM-2732). Ann. Aug. 9.

■ **Galen O. Gilbert, Dallas**—Seeks assignment of ch. 240A to Sulphur Springs, Tex. (RM-2733). Ann. Aug. 9.

■ **KIML(AM) Gillette, Wyo.**—Seeks assignment of ch. 245 or 264 to Gillette (RM-2731). Ann. Aug. 9.

Actions

■ **Ridgecrest, Calif.**—Broadcast Bureau proposed assignment of FM ch. 285A (104.9 mhz) as second FM assignment of Ridgecrest. Ridgecrest now is assigned ch. 224A (92.7 mhz). Action was in response to petition by Kitchen Productions for assignment of either ch. 244A or 285A to Ridgecrest-Inyokern area. Assignment was opposed by Space/Time Broadcasting Co., applicant for ch. 224A at Ridgecrest. It argued that assignment of second FM channel to Ridgecrest would cause severe economic harm to existing AM stations in community. Bureau said review of Space/Time petition revealed that discussion of economic, sociological and governmental activity in Ridgecrest was lacking. It said Space/Time would have opportunity to include more information in its comments to notice of proposed rulemaking in this proceeding (Doc. 20888). Action Aug. 6.

■ **Muncie, Ind.**—On request of Ball State University, Broadcast Bureau terminated proceeding involving its petition for rulemaking requesting assignment of ch. 17 to Muncie, and its reservation for noncommercial use, since Ball State now is licensee of ch. 49 in Muncie and no longer desires ch. 17 assignment (RM-1784). Action July 15.

■ **Elizabethtown Broadcasting Co., Elizabethtown, Ky.**—Broadcast Bureau denied petition by Elizabethtown Broadcasting Co. proposing assignment of FM ch. 221A (92.1 mhz) to Elizabethtown, as that community's second FM assignment. Elizabethtown (pop. 11,748) is 40 miles south of Louisville, Ky. (pop. 316,472). Since ch. 221A assignment to Elizabethtown would be short-spaced with ch. 220(91.9 mhz) assigned to Louisville and operated as educational station by

Louisville Free Public Library, Elizabethtown Broadcasting proposed substitution of educational ch. 213 (90.5 mhz) for 220 at Louisville. Bureau noted that on June 22, it granted CP to University of Louisville to operate unlimited time noncommercial educational FM station on ch. 213 at Louisville, conditioned on outcome of this rulemaking. It pointed out that ch. 213 was only channel now available in Louisville area for noncommercial educational FM station. Since University's application and proposal to assign ch. 221A to Elizabethtown and to substitute ch. 213 for 220 at Louisville are mutually exclusive, Bureau said it must consider them together. Bureau found that population of Louisville warranted third educational FM station. In view of relative size and need of two communities, and commission's special interest in development of noncommercial educational service, Bureau concluded that possibility of providing Louisville with another educational voice outweighed need for second commercial FM assignment at Elizabethtown. Action July 29.

■ **Marksville, La.**—Broadcast Bureau proposed assignment of FM ch. 221A (92.1 mhz) as second FM assignment to Marksville. Action came in response to petition by Clifton Mayeux. Marksville (pop. 4,519), seat of Avoyelles Parish (pop. 37,751), is about 62 miles north of Lafayette, La. It is served by KAPB-AM-FM, licensed to Avoyelles Broadcasting Corp. Action Aug. 6.

■ **Granger-Hunter, Utah**—Broadcast Bureau proposed assignment of FM ch. 274 (102.7 mhz) to Granger-Hunter, as its first aural service. Action came in response to petition by Albert E. Guthrie. Granger-Hunter (pop. 9,029, according to the 1970 census) is about 12 miles southwest of Salt Lake City and is in Salt Lake county (pop. 458,607). Although Granger-Hunter has no local aural service, it receives radio service from Salt Lake City's eleven AM and seven FM stations (Doc. 20890). Action Aug. 9.

Rulemaking

Petitions

■ **Checkpoint System Inc. and Blonder-Tongue Laboratories Inc. et al., Barrington and Old Bridge respectively, both N.J.**—Seek amendment of rules to require certain additional information from applicants for equipment authorizations (RM-2734). Ann. Aug. 9.

■ **Utilities Telecommunications Council, Wash.**—Seeks amendment of rules to delete requirement for prior notification of filing of applications (RM-2735). Ann. Aug. 9.

Translators

Actions

■ **W56AO Mount Pocono area, Pa.**—Broadcast Bureau granted CP for new UHF TV translator to rebroadcast WDAU-TV, ch. 22, Scranton, Pa.; TPO 100 w (BPPT-2983). Action July 21.

■ **K11HV Green Mountain Reservoir and Troublesome, Colo.**—Broadcast Bureau granted CP for VHF TV translator to add Parshall, Colo. to present principal community; change type trans.; increase power and make changes in ant. system (BPT-TV-5523A). Action July 21.

■ **Everett, Wash. King's Garden Inc.**—Broadcast Bureau dismissed application (BPFT-312) for new FM translator station on 105.5 mhz (ch. 288) to rebroadcast programming of KBIQ(FM), 105.3 mhz (ch. 287) Edmonds, Wash. Action July 29.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Aug. 11 (stations listed are TV signals proposed for carriage):

■ **TV Service Co., 1216 Lancaster Ave., Reading, Pa. 19607, for (borough of) Wernersville, Pa. (CAC-06968):** WTPA, WHP-TV, Harrisburg, Pa.; WSBA-TV York, Pa.; WGAL-TV, WLYH-TV, Lancaster, Pa.;

WTF-TV Hershey, Pa.; WPHL-TV, KYW-TV, WPVI-TV, WTAF-TV, WCAU-TV, Philadelphia, WKBS-TV Burlington, N.J.

■ **Gulf Coast Cable Television, 6700 Third St., Bellaire, Tex. 77401, for West University Place and Southside Place, both Tex. (CAC-06969-70):** KHOU-TV, KPRC-TV, KTRK-TV, KDOG, KUHT, Houston, Tex.; KTVT Ft. Worth, Tex.; WTCG Atlanta; KWEX-TV, KLRN-TV, San Antonio, Tex.

■ **San Joaquin Cable TV, 487 W. Shaw Ave., Fresno, Calif. 93704, for (specified unincorporated areas of) Fresno county, Calif. (CAC-06971):** KFSN-TV, KJEO, KMJ-TV, KAIL, KMTF, Fresno, Calif.; KMPH Tulare, Calif.; KFTV Hanford, Calif.; KBHK-TV, KEMO-TV, KQED, San Francisco; KTVU Oakland, Calif.; KVIE Sacramento, Calif.

■ **PGR Enterprises, for (town of) Appalachia, (town of) Big Stone Gap, Norton, (town of) Wise, and (unincorporated areas of) Wise County, all Va. (CAC-07011-15):** Requests certification of existing operations.

■ **Moline Cable TV, for Moline, Kan. (CAC-07016):** KTEW, KOTV, KTUL-TV, KOED-TV, Tulsa, Okla.; KARD-TV, KAKE-TV, Wichita, Kansas; KOAM-TV Pittsburg, Kansas; KPTS, KTVH, Hutchinson, Kansas; KTVJ Joplin, Mo.

■ **Cablecom-General, for Concordia, Kan. (CAC-07017):** KMBC-TV Kansas City, Mo.

■ **Mound City Cablevision, Box 9532, Raytown, Mo. 64133, for Mound City, Mo. (CAC-07001):** KQTV St. Joseph, Mo.; KMTV, KETV, Omaha; WDAF-TV, KCMO-TV, KMBC-TV, KCPT, KBMA-TV, Kansas City, Mo.; KCII-TV, WHO-TV, Des Moines, Iowa; KOLN-TV Lincoln, Neb.

■ **Teleservice Corp. of America, for Helena and West Helena, both Ark. (CAC-07002-3):** WTUV Tupelo, Miss.; KTVT Ft. Worth, Tex.; KXTX-TV Dallas.

■ **Cox Cable of Virginia Beach, for Virginia Beach, Va. (CAC-07018):** WTAR-TV Norfolk, Va.; WAVY-TV, WYAH-TV, Portsmouth, Va.; WVEC-TV, WHRO-TV Hampton, Va.; WTTG, WDCA-TV, Washington, WTCG Atlanta.

■ **Cox Cable of Portsmouth, for Portsmouth, Va. (CAC-07019):** WTCG Atlanta.

■ **Cox Cable of Norfolk, for Norfolk, Va. (CAC-07020):** WTCG Atlanta.

■ **Wyoming Televents, for Gillette and (unincorporated areas of) Campbell county, Wyo. (CAC-07021-2):** KIVV-TV Lead, S.D.

■ **Buffalo Televents, for Buffalo, Wyo. (CAC-07023):** KIVV-TV Lead, S.D.

■ **Alert Cable TV of North Carolina, for (town of) Carrboro, N.C. (CAC-07024):** WFMY-TV Greensboro, N.C.; WGHP-TV High Point, N.C.; WRAL-TV Raleigh, N.C.; WTVB, WRDU-TV, Durham, N.C.; WUNC-TV Chapel Hill, N.C.; WTTG Washington; WRET-TV, Charlotte, N.C.

■ **Ellsworth Cable, 123 North Douglas, Ellsworth, Kan. 67439, for Ellsworth, Kan. (CAC-06993):** KCKT Great Bend, Kan.; KSNB-TV Superior, Neb.; KAYS-TV Hays; KPTS, KTVH, Hutchinson; KAKE-TV Wichita, all Kan.; KBMA-TV Kansas City, Mo.

■ **Teleprompter of Newburgh Cable Corp., for (towns of) Newburgh, Cornwall, New Windsor; Newburgh, (town of) Marlboro, and (village of) Cornwall, all N.Y. (CAC-06994-99):** WTEN Albany, N.Y.

■ **Satellite Systems Corp., Drawer 490, Marquette, Mich. 49855, for (unincorporated areas of) Sumter county, S.C. (CAC-07000):** WBTW Florence, S.C.; WIS-TV, WOLO-TV, WNOK-TV, WRLK-TV, Columbia, S.C.; WRJA-TV Sumter, S.C.; WRET-TV Charlotte, N.C.; WTCG Atlanta.

■ **Better TV of Bennington, for Bennington, North Bennington, Shaftsbury, and Old Bennington, all Vt. (CAC-06985-88):** WSBK-TV Boston.

■ **South Hills TV Cable Co., 5110 W. Liberty Ave., Bethel Park, Pa. 15102, for Peters township, Pa. (CAC-06989):** KDKA-TV, WTAE-TV, WHIC-TV, WQED, WQEX, WPGH-TV, Pittsburgh; WUAB Lorain, Ohio; WOR-TV New York WTRF-TV Wheeling, W.Va.; WSTV-TV Steubenville, Ohio.

■ **Television, for North Little Rock and Sherwood, both Ark. (CAC-06990-91):** WTCG Atlanta.

■ **Cable Communications Systems, Box 777, Hector, Minn. 55342, for Springfield, Minn. (CAC-06992):** KTCa-TV, KSTP-TV, KMSP-TV, St. Paul; WCCO-TV, WTCN-TV, Minneapolis; KAAL Austin, Minn.; KSFY-TV Sioux Falls, S.D.; KEYC-TV Mankato, Minn.

■ **Potomac Valley Television Co., for Cumberland, Corriganville, Rawlins, Mt. Savage, La Vale, Eckhart, Ellerslie, Bowling Green, Creashtown, all Md. and Wiley Ford, Ridgeley, and Ft. Ashby, all W.Va. (CAC-06972-83):** WBFF Baltimore.

■ **Clear Channels Cable TV Co., for (borough of) Freeport, Pa. (CAC-06984):** WUAB Lorain, Ohio; WOR-TV New York.

■ **Communicable of Texas, for Kermit, Tex. (CAC-07004):** Requests certification of existing operations and to add KXTX-TV Dallas.

■ **Newchannels Corp., for Troy, N.Y. (CAC-07005):** Requests certification of existing operations.

■ **OkeAirCo, for Okeechobee and Okeechobee county, both Fla. (CAC-07006-07):** Requests certification of existing operations.

■ **Tele-Media Company of Van Wert, for (village of) Paulding and Jackson township, both Ohio (CAC-07008-9):** WXIX-TV Newport, Ky. and delete WKBD-TV Detroit.

■ **Warner Cable of DeKalb/Sycamore, for Sycamore, Ill. (CAC-07010):** Requests certification of existing operations.

Certification actions

■ **Henderson, Ky. Henderson All Channel Cablevision—CATV Bureau granted application for certificate of compliance to add signals of *WVUT Vincennes, Ind., and WGN-TV (Ind.) Chicago, to existing cable system and denied objection by WFIE Inc., licensee of WFIE-TV Evansville, Ind. (CAC-6629).** Action July 30.

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Call letters

Applications

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New AM	
KKAY	LaFourche Valley Enterprises, White Castle, La.
New FM's	
*KVPR-FM	White Ash Broadcasting, Fresno, Calif.
*WMEM-FM	University of Maine, Presque Isle, Me.
*KWIT-FM	Western Ohio Tech Community College, Sioux City, Iowa
*WHPW	West Virginia Educational Broadcasting Authority, Huntington, W. Va.
*WVPN	West Virginia Educational Broadcasting Authority, Charleston, W. Va.
*KAMU-FM	Texas A&M University, College Station, Tex.
KJNP-FM	Evangelistic Missionary Fellowship, North Pole, Alaska
KWCX	Coppertone Communications, Willcox, Ariz.
KRFS-FM	Valley Broadcasting Co., Superior, Neb.
WTAZ	Morton-Washington Broadcasting Co., Morton, Ill.
WAKS-FM	Wake County Broadcasting Co., Fuquay-Varina, N.C.
*WXYC	Student Educational Broadcasting, Chapel Hill, N.C.
Existing AM's	
WXIV	WKTP South Paris, Me.
KWWW	KMEL Wenatchee, Wash.
KUPL	KPOK Portland, Ore.
WGRC	WKOW Spring Valley, N.Y.
KTAB	KBZB Odessa, Tex.
WMGC	WIXY Cleveland
WOIO	WOIO Canton, Ohio
Existing FM's	
KLEN-FM	KVVO-FM Cheyenne, Wyo.
WDEK	WLBK-FM DeKalb, Ill.
WWWL	WBUS Miami Beach, Fla.
WHAJ	WHIS-FM Bluefield, W.Va.
WFMG	WGHN-FM Grand Haven, Mich.
WKIO	WAWR-FM Bowling Green, Ohio

Grants

Call	Assigned to
New TV	
WFMZ-TV	Merantha Broadcasting Co., Allentown, Pa.
New AM	
WYMC	Purchase Sound Inc., Mayfield, Ky.
New FM's	
*WAMF	Florida A&M University, Tallahassee, Fla.
*WSWC	Independent School District No.833, Cottage Grove, Minn.
KDXT	Rex K. Jensen, Missoula, Mont.
WKZY	Alpine Broadcasting Co., Escanaba, Mich.
KNOT-FM	Parkell Broadcasting, Prescott, Ariz.
KUBC-FM	Woodland Broadcasting Co., Montrose, Colo.
*WNON-FM	Catawba College, Salisbury, N.C.
*WCXL	Broadcast Workshop Inc., Kettering, Ohio
KRCT	Crockett County Broadcasters, Ozona, Tex.
KCWB	Central West Broadcasting Co., Ballinger, Tex.
Existing AM's	
WBIC	WGSE New Bern, N.C.
WFXV	WAFI Middleboro, Ky.
WRGC	WMSJ Sylva, N.C.
WRNN	WCRM Clare, Mich.
WVLV	WJWD Lebanon, Pa.
Existing FM's	
WXRO	WBEV-FM Beaver Dam, Wis.
WJAO	WTOT-FM Marianna, Fla.
WWCS	WARK-FM Hagerstown, Md.
WNWZ	WBFB Rochester, N.Y.

■ Lake Township, Mich.—Commission granted Muskegon Cable TV Co. certificate of compliance for new cable television system at Laketon township, community outside all television markets. Muskegon requested authority to carry signals of WOTV(NBC), WZZM-TV(AB), *WGVC Grand Rapids; WKZO-TV (CBS) Kalamazoo; WUHQ-TV(ABC) Battle Creek; WKBD(TV) (Ind.) Detroit; WSNS (Ind.), WGN-TV (Ind.), Chicago; and *WMVS Milwaukee. Carriage of WMVS was opposed by Grand Valley State College, licensee of WGVC. It argued that carriage of WMVS would erode local support of WGVC and would have adverse impact on WGVC and since Laketon system is part of technically integrated system, portions of which are within first 50 television market of Kalamazoo-Grand Rapids, signal carriage on Laketon system should be governed by more restrictive carriage rules for major market systems. With only WGVC's assertions that it would suffer adverse economic impact, commission said it was not convinced it should depart from presumption that current rules best serve public interest in promotion of widest possible dissemination of educational and public television programming. Commission also found that WGVC failed to submit any data in support of its request that more restrictive signal carriage rules be applied in this case. However, commission said, since it was concurrently clarifying type of showing it requires to bar carriage of consistent educational stations, it would grant WGVC additional 30 days to submit evidence against carriage of WMVS, and allow Muskegon 15 days to respond. Action July 14.

■ Versailles, Mo.—Versailles Totalvision—CATV Bureau granted application for certificate of compliance to extent that cable system may carry signals of KYTV (NBC), *KOZK, KMTC (ABC), Springfield; KOMU-TV (NBC), KCBJ-TV (ABC), Columbia; KRCG (CBS) Jefferson City; and KBMA-TV (Ind.) Kansas City, Mo., and granted objection by Mid-America Television Co., licensee of KMOS—TV Sedalia, Mo., to extent that it opposed carriage of WDAF-TV (NBC), KCMO-TV (CBS), Kansas City, KOLR(CBS) Springfield and KPLR-TV (Ind.) St. Louis, Mo. (CAC-05785). Action July 30.

■ Farmington, N.M.—Teleprompter Cable Systems—CATV Bureau granted application for certificate of compliance (CAC-03777). Action July 30.

■ People's Cable Co., New Pittsford, N.Y.—Commission granted application of People's Cable Co., for certificate of compliance for new cable TV system at village of Pittsford, N.Y. System will carry following signals: WROC-TV (NBC), WHEC-TV (CBS), WOKR (ABC), *WXXI Rochester, N.Y.; WOR-TV (Ind.), WPIX (Ind.), New York City; WGR-TV (NBC), WBBN-TV (CBS), WKBW-TV (ABC), Buffalo, N.Y.; and WSYR-TV (NBC), Syracuse, N.Y. Since, according to rules only Rochester and New York City signals may be carried on system, commission also granted People's request for waiver of signal carriage rules to permit carriage of Buffalo and Syracuse stations.

■ Asheville, N.C., Thoms Broadcasting Companies—CATV Bureau granted application for certificate of compliance to add signals of WTTG (Ind.) and WDCA-TV (Ind.), Wash., to existing cable system and denied objections by Wometco Skyway Broadcasting Co., licensee of WLOS-TV (ABC) Asheville, N.C., and Spartan Radiocasting Co., licensee of WSPA-TV (CBS) Spartanburg, S.C. (CAC-6192). Action July 30.

■ Idabel, Okla.—Commission granted certificate of compliance to Idabel Cablevision, operator of cable system at Idabel, located outside all television markets. Idabel will carry television signals of KTBS-TV (ABC), KSLA-TV (CBS), Shreveport, La.; KTLA-TV (NBC) Texarkana, Tex.; KTVT (Ind.) Ft. Worth; KTVY(NBC), KOCO-TV (ABC), KWTW (CBS), Oklahoma City; KTEW (NBC) Tulsa, Okla.; KTEN (NBC/ABC) Ada, Okla.; and KFSM-TV (NBC/ABC) Ft. Smith, Ark. Commission denied opposition to Idabel's application for certification by Cablecom-General, operator of competing cable television system serving Idabel. Action Aug. 5.

■ Fairmont, W.Va., Teleprompter of Fairmont—CATV Bureau granted application for certificate of compliance for existing cable system and dismissed ob-

jection by Northern West Virginia TV Broadcasting Co., licensee of WBOY-TV Clarksburg, W.Va. (CAC-5391). Action July 30.

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Teleprompter Cable Communications Corp., for Richland, Wash. (CAC-03590); General Electric Cablevision Corp., for Grand Rapids, Mich. (CAC-05330); Western TV, for Evanston, Wyo. (CAC-06032); Centre Video Corp., for Brentwood borough, Pa. (CAC-06280); Classic Cablesystems Corp., for Whitehall (village of), N.Y. (CAC-06302); Sentinel Communications of Muncie, Indiana, for Delaware county, Ind. (CAC-06434); Cheaha Cablevision, for Talladega, Ala. (CAC-06464); Cablecom-General, for Commerce, Okla. (CAC-06546); Cablecom-General, for Miami, and North Miami, both Okla. (CAC-06547-48); Alpine Cablevision, for Banner Elk (town of), N.C. (CAC-06555); Tennessee-Carolina Cable Co., for Elk Park (town of), N.C. (CAC-06556); Athena Cablevision Corp., of Knoxville, for Knoxville, Tenn. (CAC-06612); Texas Cablevision, for Winters, Tex. (CAC-06613); Warner Cable of Pittsfield/Dalton, for Dalton, Mass. (CAC-06628); Hawaiian Cable Vision Corp., for Lahaina district, Hawaii (CAC-06634); Lake Charlevoix Cable TV, for Boyne City, Mich. (CAC-06701); Valley Cablevision Co., for Paul Valley and Wynnewood, both Okla. (CAC-06707-9); Lake Charlevoix Cable TV, for East Jordan, Mich. (CAC-06745); Bluffton Cable Co., for Bluffton, Ind. (CAC-06663); Idaho Video, for Wendell, Idaho (CAC-06747); American Cablevision Co., for Iron Mountain and Breitung township, both Mich. (CAC-06755-6); American Cablevision Co., for Kingsford, Mich. and Aurora, Wis. (CAC-06757-8); Complete Channel TV, for Shorewood Hills (village of), Wis. (CAC-06763); Perry Cablevision, for New Lexington, Ohio (CAC-05854); Dean's Cable Communications Co., for McCracken, Kan. (CAC-05863); Texas Lakes Cablevision, for Mabank, Tex. (CAC-06430); Martinsville Cablevision, for Martinsville, Henry county, Fieldale, and Collinsville, Va. (CAC-06458-61); Teleprompter Florida CATV Corp., for Holiday Country Club Community, Fla. (CAC-06480); Teleprompter Florida CATV Corp., for Riviera Beach, Golfview, Haverhill, Lake Clarke Shores, Mangonia Park, Palm Beach, (unincorporated areas of) Palm Beach county, Palm Springs, West Palm Beach, Lake Worth, Atlantis, Boynton Beach, Delray Beach, Gulf Stream, Lantana, Manalapan, and South Palm Beach, all Fla. (CAC-06481-97); Cablecom-General, for Joplin and Webb City, Mo. (CAC-06552-3); Wilderness Cable Co., for Winfield, W.Va. (CAC-06573); Kennedy Cablevision, for Reidsville, Ga. (CAC-06610); Frederick Cablevision, for Frederick, Okla. (CAC-06622); Rockland Cablevision, for village of West Haverstraw, village of Haverstraw, town of Haverstraw, and town of Stony Point, N.Y. (CAC-06658-61).

Other actions

■ International Cable, Buffalo, N.Y.—Commission authorized International Cable (IC) to carry signals of Toronto; independent stations CFTO and CBLT, as local stations on its 10 cable systems in Buffalo, top-50 market, without their carriage being counted against systems' quota of distant independents. FCC also authorized IC to carry CHCH-TV (Ind.) Hamilton, Ontario, Can. as bonus independent, and to add second independent of its choice, if it notifies commission within 30 days of signal it intends to carry. IC's systems are in Amherst, Williamsburg, town of Tonawanda, village of Kenmore, Bladell, Cheektowaga, Sloan, Hamburg, Lackawanna and West Seneca, N.Y. Action July 28.

In contest

■ Port Jervis, N.Y., Cable TV proceeding: Port Video Corp. (Doc. 20876)—ALJ Chester F. Naumowicz Jr. designated ALJ Thomas B. Fitzpatrick to serve as presiding judge; set prehearing conference for Sept. 9 and hearing for Oct. 12. Action July 26.

Rulemaking

■ Commission deleted rules concerning regulation of cable television subscriber rates. It said deletion of rules will enable local authorities to decide whether subscriber rates should be regulated and will best facilitate experimentation in types of rate controls exercised (Doc. 0681). Action July 29.

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

General Manager wanted for successful Kentucky AM/FM. Exceptional opportunity. EOE. Box U-57, BROADCASTING.

General Manager wanted for small Midwest AM/FM. Must be strong on sales. EOE. Box V-176, BROADCASTING.

General and sales manager. Principal station of long established communications organization. Unusual permanent opportunity now because of recognized lack of experienced people on their way up. Should be a final move to a stable, respected organization. You will be rewarded fairly for your contribution to continued growth through improvement and expansion. Successful experience in personal sales, sales training and supervision is essential. Best business area in the country but not a resort. We are serious. Please don't contact us unless you are. Send complete resume, requirements and brief summary of your operating policies. A personal visit will then be arranged. All letters will be acknowledged. Box V-224, BROADCASTING.

General Manager wanted for full time AM, no. 1 in market. Seasoned, experienced general manager with proven track record. Career opportunity. No job hoppers. Send resume to D. Stone, Box 1260, Nashville, TN 37202. Salary open.

Top rated medium market Northern California station near San Francisco needs sales manager. Must have some sales management experience and the desire and ability to motivate and personally perform to the "nth" degree. Beautiful living conditions, top income. Please call Rick Davenport, 312-693-6171, Ron Curtis & Company.

High potential radio station in rich Texas market needs sales manager. Position will quickly lead to general management. Low 20's first year. Contact Mr. Davenport, 312-693-6171.

HELP WANTED SALES

\$13,000-\$18,000 sales earning opportunity at Gulf Coast MOR radio station. Requires aggressive self starter, minimum 3 years radio sales experience. Excellent benefits and environment, joining staff of professionals. You will be sales person no. 3. Send resume to Box V-161, BROADCASTING.

Radio sales for St. Louis with track record managing now or capable. Top opportunity unique situation. Good starting salary. Box V-179, BROADCASTING.

Local Sales manager. Strong local sales background for a group-owned, VHF, net affiliate. Prestige operation in a growing, 3-station, southeastern market. Unusual opportunity for an aggressive professional who can supply innovative leadership. An Equal Opportunity Employer. Send resume, references and salary requirements in complete confidence to Box V-195, BROADCASTING.

Combination Job (everything) Small town New York State. Some sales or air experience preferred or willing to learn. Hardworking. Box V-208, BROADCASTING.

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

Upstate New York small market MOR. All around job including airshift. Experience or will train hard worker. Guaranteed salary. Box V-216, BROADCASTING.

Leading southeastern AM/FM operation seeks experienced sales person. Established list paying 14K per year. Equal Opportunity Employment. Send resume to Box V-220, BROADCASTING.

HELP WANTED SALES CONTINUED

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

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

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

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

Account executive to handle important list of local accounts. Excellent earnings potential with top facility. Must have good record in sales. WSAV, Savannah, GA.

Aggressive, creative, salespersons for New York and Chicago offices. Ability to sell concepts and develop new business essential. Looking for style, drive, initiative. Will consider outstanding trainees with Media background. Salary plus commission. Income range first year \$15,000-20,000. Send pitch, resume to Marv Roslin Inc. 509 Madison Ave. NY, NY 10022.

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

HELP WANTED ANNOUNCERS

Two announcers and one newperson needed immediately for placement at one of several AM/Stereo FM facilities owned by Northern New England based group. Salary based on experience/ability to \$180.00 per week. Send resume, salary requirement to Box V-154, BROADCASTING.

Morning personality, Penna. M.O.R., to sell afternoons. Salary, commission, profit sharing, gas, list. Box V-211, BROADCASTING.

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

Looking for ambitious, rich voiced announcers with some board experience and strong on news. Send tapes and resume to Frank C. Carman, KLUH AM/FM, Box 389, Salt Lake City, UT 84110.

Unique individual who can handle both top 40 and progressive formats with believability. Heavy production. Kaleidoscope news service says we're the best small market radio station in the country. Join a winning team. Tapes and resumes to Bob Sherman, WCLG, Box 885, Morgantown, W.V. 26505.

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

WIOS Radio AM. Tawas City Michigan. Small Market. Northeastern Mich. Automated contemporary MOR format. Good production required. Tape, resume to: John Carroll WIOS Tawas City, MI.

New contemporary FM stereo seeks announcer, newperson, and sales pro. Chuck Betyeman, GM, WLRB, Box 254, Rehoboth Beach, DE 19971.

HELP WANTED ANNOUNCERS CONTINUED

Immediate. Experienced full time staff announcer needed, for Maine's newest and highly successful FM-stereo beautiful music station in Bangor. Production/ interview skills a must. Tape and resume ASAP to Program Director, WPBC FM, 27 State Street, Bangor, ME 04401.

One of the first Bonneville MOR programmed stations needs pleasant sounding announcer. Some production and copy writing. Send tape and resume to Mr. Reilly, WWOM, Box 5146, Albany, NY 12205.

We are seeking a special caliber of person, who has some knowledge of the fundamentals of communication. Prior experience is not required, but a first ticket is, for those of you who want to learn our brand of radio, call or write Broadcast Enterprises, Box 968, Powell, WY 82435.

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

HELP WANTED TECHNICAL

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

Chief Engineer wanted for AM/FM combination in one of midwest's finest medium sized cities. Need knowledge and experience on non-directional AM, Stereo FM, automation. Equal Opportunity Employer. Send resume to Box V-76, BROADCASTING.

Chief engineer for upper Midwest directional AM daytime. Must also have announcing and news skills. Group operation, Equal Opportunity Employer. Box V-142, BROADCASTING.

Chief engineer, northeast. Must have good knowledge of audio and be able to run a one-man engineering department. Equal Opportunity Employer, group ownership, all benefits. Send resume to Box V-143, BROADCASTING.

Electronic Communication Technician. 1st Class FCC license. studio and remote recording, maintenance, no air work. Minimum one year experience, salary \$767.00 per month. Midwest university station. Equal Opportunity Employer. Send resume to Box V-148, BROADCASTING.

Chief engineer, Eastern Penna. 1,000 watt, 3-station group owner, all the benefits. Box V-210, BROADCASTING.

Chief engineer with directional experience for Ohio four tower AM. Studio maintenance and transmitter duty required. Box V-242, BROADCASTING.

Chief engineer AM/FM, University Community, stations fully automated with top equipment. Meticulous maintenance required. Excellent profit sharing plan and fringes. Rocky Sisson, Operations Manager, KASI-KCCQ, Ames, IA. 515-232-1430. E.O.E.

Immediate opening for experienced, hard-working, take-charge chief engineer for well equipped 5kw AM and 3kw stereo FM in Minneapolis-St. Paul metro market. Some air work helpful but not required. Salary open. Contact Box Smith, WIXK, New Richmond, WI 54017.

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

Experienced Chief Engineer for WRUN/WKGW, Utica, N.Y. Contact Hal Vester, WRUN, Utica, NY.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer. Contemporary station, excellent facilities, good pay. Must know directional AM, studio maintenance. Relaxed, high morale station in beautiful area. Rush resume to WTKO, Box 10, Ithaca, NY.

Chief engineer, Transmitter and studio maintenance for 100 kw stereo FM station in southcentral Missouri. Starting salary \$11,440-\$13,730. Liberal fringe benefits. Send inquiries to Ron Powell, Parker Hall, Univ. of MO, Rolla, Rolla, MO 65401. UMR is an OE.

Chief engineer, University radio-TV department which operates public FM radio station and CCTV. Bachelor's degree and three years experience or equivalent combination. First Class license. Annual salary \$14,332. Send complete resume with first letter by Aug. 27. For complete job description write or all Personnel Services, University of Montana, attention Philip Hess, Chairman, Radio-TV Department, Missoula, MT 59801. Phone 406-243-4931. The University is an Equal Opportunity Employer and encourages minority and female applicants.

HELP WANTED NEWS

Full time news station in major market needs news person with first phone. Good benefits, minimum two years experience. Midwest. Send resume and salary requirements to Box V-139, BROADCASTING.

Radio newperson. Aggressive Mid-South medium market AM/FM College market needs news reporter with strong emphasis on local news and local actualities. Resume, references to Box V-226, BROADCASTING.

News director for small market radio station in central Illinois. Must be aggressive, and willing to do it all—gather, write, deliver. If you want to work, we want to talk with you! Salary negotiable. We'll contact you! An Equal Opportunity Employer. Send resume to Box V-239, BROADCASTING.

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

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

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

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

News director wanted for medium market station near Chicago. Seeking degreed, experienced individual who is dedicated, aggressive and can handle the challenge and demands of a rapidly growing operation. Tape and resume to WBYG, Box 183, Kankakee, IL 60901.

Contemporary newperson for new AM. Experience preferred. Hard work, professional delivery and judgement required. Opening September 10. Tape and resume to John Galanses, WGFT, Central Tower, Youngstown, OH 44503.

News director for MOR news leader in market of 300,000. You'll head a two man department and anchor morning news. Strong delivery, writing and gathering a must, along with the ability to get involved in the community. Excellent salary and benefits. Send tape, resume, writing samples and salary requirements to Mike Buxser, P.D., WGNT, Box 1539, Huntington, W. V. Prefer applicants from nearby states. No calls.

HELP WANTED NEWS CONTINUED

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

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

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

News Director for 5 KW eastern station. Experienced news person to dig, write and deliver local newscasts authoritatively. Opportunity for PBP. Good pay and fringe benefits with established adult operation. Equal Opportunity/ Affirmative Action Employer. 215-696-3690.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production Director, full time. No air shift involved. Voice, experience at writing and producing creative commercials and promos a must. If your first love is production, but you're trapped on the air, you may be what we want. Excellent facilities, benefits. Medium market, midwest. If you don't have at least 2 years commercial experience, don't apply. Equal Opportunity Employer. Resume to Box V-158, BROADCASTING.

Our top 40 station is making a transition to automation soon and we need to replace key people who will be moving on. If you've got ideas and motivation, we'd like to talk to you. Box V-194, BROADCASTING.

Radio station operations manager. WCMU-FM, Central Michigan University. Daily on-air classical music shift plus coordination of radio operations, i.e. scheduling equipment and studios, logging, traffic, tape and supply inventory. Qualifications include on-air radio experience and working knowledge of classical music. Related bachelor's degree or equivalent and valid 3rd class FCC license required. Minimum salary \$10,900. Apply by September 3 to: Thomas M. Hunt, WCMU-FM, Anspach 155, Central Michigan University, Mt. Pleasant, MI 48859. A non-discriminatory educational institution and employer.

KSO/KGGO, Des Moines wants a production/continuity person. Send tapes, resume, and salary requirements to Perry St. John, Stoner Broadcasting, 3900 N.E. Broadway 50317.

SITUATIONS WANTED MANAGEMENT

Just left Kentucky C&W AM after 15 years owner-manager. Total 20 years experience all facets. Seeking Southern location, preferably Florida as manager, asst. mgr., or program director. First phone. Box V-131, BROADCASTING.

Looking for a manager for your small market operation. If you can stay out of my way I will set up dictatorship to put money in both our pockets. Experienced street fighter, 27, married, available for right deal. Stock options preferred. Also can bring other hired guns. Reply to Box V-145, BROADCASTING.

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

SITUATIONS WANTED MANAGEMENT CONTINUED

MGR./G.S.M. (Small or medium market). Proven record as A.E. Young, aggressive, knowledgeable. Will develop sales campaigns. Ready to move into management. First ticket. Permanent future in Southeast. Box V-171, BROADCASTING.

Are you looking for a GM who will handle sales, programming, and administration the way you would? I will! Great references and track record. Box V-246, BROADCASTING.

Eleven years experience, first phone. John Bowles, 606-293-0770.

SITUATIONS WANTED SALES

Experienced salesman! Good radio background and over 5 years on the street! Box V-128, BROADCASTING.

Over 10 years experience, sales manager, early 30s, family, professional in P.B.P., sales, management, college degree. Will relocate. Box V-167, BROADCASTING.

Creative professional street fighter wants Texas or southwest major market. Box V-205, BROADCASTING.

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

Desire to re-enter broadcasting. 29, family, vet, degree, First, 7 years jock, 4 years non-media sales. Southwest or south only. Box V-247, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

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

New York City air personality available for Jazz-oriented format. 6 years experience as host and producer of Jazz program which has included interviews w/Stan Kenton, Charles Mingus, Bill Evans and many other Jazz artists. Box V-103, BROADCASTING.

Any market, any format. Experienced, dependable, stable, no problems. Dave, Box V-132, BROADCASTING.

Experienced DJ, 1st phone, exc. news, production, board, sports announcer. B.A. Like silly putty, easily molded to your needs. West or Northwest market. 415-726-6217 or Box V-147, BROADCASTING.

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

Female announcer/news. Prefer northeast, south, southeast MOR-contemporary/modern country. Third, 2 years experience. Box V-183, BROADCASTING.

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

Broadcast school grad looking for first job. 3rd phone endorsed. Will relocate. Box V-221, BROADCASTING.

Experienced jock, 22, 3rd, MOR or Rock, production, news, sales, PBP. Prefer Indiana or Michigan, consider all. Box V-222, BROADCASTING.

News oriented staff announcer available. Good interviewer 1st/2 yrs. Conscientious. Desire album rock. Box V-231, BROADCASTING.

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

Good tight dependable DJ with third and three years experience interested in moving this fall. Box V-235, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Entertainer with 7 years experience. Bright and dependable. Seeking medium or large market position. 219-749-9342 or 219-638-4129.

Philadelphia and surrounding areas: experienced broadcaster seeks airshift, production or news gig. 215-256-6330. John LaMonica.

Northeast, Florida, Top-40, contemporary nite-man. 1 year experience. 3rd endorsed, and college. Worked Cocoa Beach market. Call 305-721-0582.

Creative experienced announcer, production, copy, news, seeks on air position. Ken Windheim, 99 Swezey St., Patchogue, N.Y. 11772. 516-475-4122.

B.A. Broadcasting, 3rd, married, one year experience: announcing, news, sports, production, copy, sales. Bob Axtell, 424 River Run Drive, Macomb, IL 61455. 309-833-2663.

Hard working family man with first 5 years exp. seeking opportunity to get back into radio. Mike Valgus, 1474 Sacramento no. 305 S.F. CA. 415-775-7633. willing to start at the bottom of the totum pole.

Young dynamic person with 2 years college control board experience. One year in radio journalism. At home with top 40 rock, soul C&W, jazz, and classical. 3rd phone. Will relocate. Write Joshua Landis, 116 E. 7th St. NY, NY 10009.

Christian College-Vocational training. Over 2 years P.D. experience. Dependable, competent, 3rd endorsed. Single. Doug Olson 605-886-6415. After 3 p.m.

Experienced announcer, salesman, first phone, mature. Call Frank at 912-246-0285.

Small market. I'm ready to work. 3 yrs experience. Top 40/rock announcer, 3rd endorsed. Will relocate. 919-346-9009. Paul Hunner.

Smart, hardworking, married. Currently mornings and production director medium market northeast. Copy, interest in sales, will do it your way. Prefer top 40, reasonable money. K. Fowler, 716-637-6780.

Attention program directors: Hard-working, reliable young announcer, good voice, seeking challenging position. DJ, news, sports, production. Ready now. Ron Cumberland, 2214 Broadway no. 18, San Diego, CA. 92102, 714-238-1700.

Sportscaster strong PBP; DJ, sales, 3 years experience. 1st phone. Prefer Washington, Oregon. Contact Steve Query, 303-925-7383, evenings 303-925-2516.

Top 40 or AOR. AC jock with brains, good pipes, prod. ace, plus potential to get numbers. Med. up. 617-872-5532.

Amazing perspacacity! That's what he's got. The indefatigable Mike Ward goes on. A legend prospers. Too big for small markets. Call Mike soon. 716-833-1806.

Crazy but sincere. Creative original humor. 5 years. Top rating. First phone. Stable. Strong production. Experienced all phases. MOR or contemporary. Medium or major. 805-238-5873.

Married, contemporary/MOR personality needs a job by 8/30/76. Want to grow with good organization. Have 1st. 4/years experience. B.A. pending. Salary open. Resume, check avail. Steve Ambrose, 410 Pier-son Dr., State College, Pa. 16801. 814-238-7371. Will relocate in Pa., Ohio, Va., W. Va., Md., N.Y., N.J. & Del.

Versatile female, 3rd endorsed, hardworking, melodious voice, four years college experience. Barbara Kiley, 261 Sunset, Glen Ellyn, IL 312-469-5918.

DJ, 3rd endorsed, tight board, excellent commercials and news, ready now! Anywhere. Glenn Miller, c/o U. Martine, 7600 S.W. 133 Court, Miami, FL 33183. 305-595-1342.

Announcer, veteran, B.A., 3rd endorsed, 2 years experience. Will relocate. Call Mike 717-489-8919.

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

SITUATIONS WANTED ANNOUNCERS CONTINUED

DJ, news, sports, talented college grad does it all. Smart, energetic, 3rd endorsed. All I lack is commercial experience. Please give me a chance. Jeff Demas, 6740 E. Livingston, Reynoldsburg, OH 43068. 614-864-2110.

6 year pro. 3 at current station. All formats. Will relocate for better family support I know I'm worth. Air, sales, programming, news, engineering, 1st. 904-761-6920 anytime. Leave message.

Looking for sports play by play in small or medium size market. 5 years experience covering college and high school sports. College graduate. Also experienced in news and disc jockey work. Phone: 317-398-8978.

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

Want employment with future in Rocky Mountain region or Northern California. 2 years experience, 1st phone. MOR/B. Band/Old Time. Call 612-471-9580.

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

SITUATIONS WANTED TECHNICAL

Presently employed 1st. Class chief engineer member SBE, technical school grad. Military electronics experience. At present position 10 yrs. Experienced maintenance in AM-24 hr. FM Stereo, STL, Radar. Will consider assistant engineer position. Prefer eastern or southern states. Box V-212, BROADCASTING.

First phone in metro New York area with nothing to do. Some studio maintenance, board work. Perfect assistant chief. For resume write: Mike Swetz, 1031 East 231st Street, Bronx, NY 10466, 212-654-7874.

B.S.E.E., 1st Public FM experience, maintenance, proofs. Desire full-time engineering position. 213 450-3243.

I am currently an engineer at a major market station. I have worked with, and learned from, the big boys. Now I want to do it myself. MOR, top 40, rock. Also, sports. 3rd, no air experience. Jim 911 Linwood St. Hyattsville, MD 20783, 301-559-0463 evenings.

Director of engineering for medium market stations available for challenging position in radio or related field. Top qualifications in directionals, audio, rules, facilities design & construction, automation, all phases of engineering. Will relocate anywhere in the world for the right job. Salary \$16,000 up, depending on demands of position. Gary Breed 815-874-7691 eves. 815-399-2233 days.

SITUATIONS WANTED NEWS

News director 20 years experience wants Iowa or other midwest permanent location. Box V-153, BROADCASTING.

ND-Ed-motivator looking for medium market growth opportunity. Covered city hall to statehouse, politics, court and consumer. Tape, phones, documentary. Invest in a stamp. Box V-165, BROADCASTING.

Medium market all-news changing format. Young aggressive news director available. Seeking advancement. Also very strong in sports. Box V-166, BROADCASTING.

Executive branch press official (female) desires reporting, writing or producing job not in government. Former TV reporter, Capitol Hill press assistant producer. Washington or Baltimore area. Box V-182, BROADCASTING.

News department lagging in good street reporting? Professional reporter, writer, anchor can provide energy, solid experience. Box V-223, BROADCASTING.

News director, 15 years radio experience, seeks new challenge. Box V-225, BROADCASTING.

SITUATIONS WANTED NEWS CONTINUED

Sportscaster: persevering for first commercial break. 3 years college radio PBP football, basketball hockey, baseball, sports talk shows. 3rd endorsed B.S. sociology, private school teaching-coaching since 1973 graduation. Available now, will relocate Peter Cooney, Tanager Road, Attleboro, MA 617-222-4796.

Experienced radio-TV sports personality. Excellent PBP on all sports. Will relocate. ph. 701-746-5926.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Country music PD employed at one of the nation's most successful medium market operations. Wants to help your team win. Box V-69, BROADCASTING.

Heavy network experience, videotape including electroic news gathering. Announcing, presently employed five years network management. Single seeking position in TV or radio, to utilize my solid background for you. Box V-196, BROADCASTING.

Black announcer ready for P.D. Rigid format experience. Small-medium markets desired. Hurry! Box V-203, BROADCASTING.

Automation wiz, general manager chief engineer out-standing credentials. Box V-204, BROADCASTING.

Announcer seeks move to PD position. Currently employed in major market. Young, aggressive, looking for solid operation with good future. Box V-207 BROADCASTING.

Presently working in med. market. Ownership change due. I am looking. Will consider all markets 3rd phone. Box V-241, Broadcasting.

Talented beginner wants job in radio, excellent appearance and writing skills, 20 years old, 2 years college. Jim Maxwell, 6130 Longmont, Houston, TX 77057 713-781-1218.

Wayne Shayne, G-98 Cleveland. Program director. 16 years rock experience. Seeks programming position. 216-333-9687.

Graduate of broadcasting school seeks permanent position at medium size station. Have 3rd class license. Contact Glenn Raley, 1 Donegal Lane, Rolling Meadows, IL 60008. A.C. 312-359-4412.

AOR (progressive) PD/MD. Excellent knowledge of music, programming, and the research, promotions, advertising, and PR needed to sell your station to adults, 18-34. Six years in radio plus BBA. Excellent ratings and references. Top 40 positions also considered. Greg Thomas 512-442-7606.

TELEVISION

HELP WANTED MANAGEMENT

Promotion Manager needed for South Florida growth station. Experience required. Equal Opportunity Employer. Reply Box V-206, BROADCASTING.

General manager for west coast small market TV station. Write: Box V-214, BROADCASTING.

HELP WANTED SALES

Wanted aggressive local television Account Exec. with Agency experience. Management opportunity in Miami Market on a successful Ind. Mail Resume: Michael G. King 2832-M Sterling Road, Hollywood, FL. 33020.

Can you sell? TV sales pay good commissions plus on air opportunities. Send resume-picture. Dick Brian or Fred Adams, P.O. Box 2220, Florence, AL 35630.

HELP WANTED TECHNICAL

Maintenance engineer with experience in remotes and supervision for TV station in top 10 market with very active remote schedule. Applicant must have FCC first class and 5 to 10 years experience. Box V-197, BROADCASTING.

Wanted: person with first class FCC license & transmitter experience. Experience desired. An Equal Opportunity Employer. Contact Ray Hathaway, WCTI-TV, Box 2325, New Bern, N.C. 28560.

HELP WANTED TECHNICAL CONTINUED

Opportunity for qualified engineer to operate VTR's, camaras, transmitter. Position requires FCC First and some technical training. Contact Bill Vanscyoc, WJKS-TV, 9117 Hogan Road, Jacksonville, FL 32216.

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

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

Transmitter supervisor to maintain remote control UHF transmitter. Minimum 5 years maintenance experience on RCA TTU 50-60. FCC first class license required. Contact chief engineer at WTOG-TV, St. Petersburg, FL, 813-576-4444. An Equal Opportunity Employer!

Television control room technician. Prefer FCC First licensee with 3/4 inch cassette, color camera and VTR experience. Salary 200.00 wky. WZTV Nashville, TN. 1-615-385-1717 C.E.

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

Maintenance engineer live in Texas. Southwest largest video tape facility needs maintenance engineer familiar with Ampex 2000, 1200, RA 4000 and Norelco PC 70 cameras. Please send resume to MCI Productions, 9816 Harwin, Houston, TX 77036 or call Bill Denton 713-785-0420.

Closed Circuit TV technician. Thorough knowledge and experience in TV maintenance and operation. Rush resume to Robert Hunyard, Altgeld Hall, Northern Illinois University, DeKalb, IL 60115. Phone collect 815-753-0171.

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

Director Engineering. Public VHS-TV FM direct staff of five. Plan satellite earth station facilities. Modern equipment. Write for details to: Don Upham, general manager, KUAC University of Alaska, Fairbanks 99701. The University of Alaska is an Equal Opportunity Employer.

Equipment maintenance technician. Responsible for audio-visual equipment maintenance in library of specialized communications college. Assist in maintenance of 1" TV facilities and AM radio station. Experience with maintenance of A.V. equipment, helical scan videotape equipment, portable camera, TV studio broadcast systems, AM radio. Mechanical aptitude and ability to work with faculty and students. 2 year technical degree preferred. Sal. \$9,000. Call 262-2010 ex. 284 (Ms. Hasday) by August 27, 1976.

Assistant chief capable of planning, developing, and maintaining transmitting facilities for UHF California station. Call Loren Foster, 209-527-3060. An Equal Opportunity Employer.

HELP WANTED NEWS

Major midwestern vacationland area station currently seeking mature, strong-voiced anchor for prime nighttime newscasts. Need one who knows how to win and hold loyal news audiences with network style commitment and delivery. Just plain readers shouldn't apply. Send letter, resume and salary expectations to Box V-116, BROADCASTING.

Western medium market, ABC affiliate needs sports dir to head up one person dept. Will create film/mini-cam vtr pieces and deliver segments in two daily newscasts. Audition tapes will be requested. Send resume to Box V-141, BROADCASTING.

Top rated news operation in Florida is looking for a Director for 11 news for a Monday through Friday shift. Fast pace show filled with visuals. Other duties would include public affairs and commercial production. Experience required. Salary open. Applications from women and members of minority groups encouraged. Reply to Box V-151, BROADCASTING.

Reporter. Cover and write daily news assignments. On camera stand-ups and voice overs. Must have exceptional ability to communicate on camera. TV news experience preferred. Send resume and cassette VTR to Jeff McCracken, News Director, KFSN-TV, 1777 G Street, Fresno, CA 93706. Capital Cities Communications, Inc. is an Equal Opportunity Employer.

Wanted: enterprising people with imagination to shoot, write, edit and report news in human terms. Contact Gil Fryer, News Director, WDTB-TV, Panama City, FL. AC 904-769-2313. Equal Opportunity Employer.

Meteorologist or perhaps even a weatherman. Must be a solid pro who knows what he's talking about. Contact: News Director, WYTV 3800 Shady Run Rd., Youngstown, Oh 44502. Equal Opportunity Employer.

Sports director for TV leader in active sports market. Professional, experienced reporter for super fans. Immediate opening in a fine city and station. Send auditions to P.O. Box 4432, Madison, WI 53711.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Public affairs director Florida market. Good solid reporting background required. Applications from women and member of minority groups encouraged. Box V-152, BROADCASTING.

Art director needed for top 20 market, group owned network affiliate. An Equal Opportunity Employer. Send resume to Box V-228, BROADCASTING.

Cinematographer-producer, midwest net affiliate. Experience in commercial production necessary. Equal Opportunity Employer. Box V-230, BROADCASTING.

Promotion manager. Experienced in all areas of station advertising, audience and sales promotion, rating analysis, including establishing department operating budget. Mail resume to KTVY, Tom Partridge, 500 E. Britton Road, Okla. City, OK 73114. Equal Opportunity Employer.

Producer-director: ability, imagination and willing to work and learn. An Equal Opportunity Employer. Contact Ken Harris, Production Manager, WCTI-TV, P.O. Box 2325 New Bern, N.C. 28560.

Producer-reporter, WSRE-TV. Minimum qualifications: High school, 4 years experience or a B.A. in broadcasting, journalism or related field and 2 years experience. Acceptable on-air voice and appearance. ENG experience helpful, contribute to nightly Public Affairs Program. Annual salary \$10,961.00. Position available September 1, 1976-August 31, 1977. Apply: Personnel Department, Pensacola Junior College, 1000 College Boulevard, Pensacola, FL 32504. Application deadline September 3, 1976. Female and minorities encouraged to apply. Equal Opportunity Institution.

Creative commercial producer-director with strong experience in film and VTR production techniques. Ability to work with top national agencies. Base pay plus talent fees. Send resume and tape to Senior Producer, WVUE-TV, New Orleans 70185. Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

Broadcast electronics faculty position: to teach the final year of a Bachelor of Science program. The subjects to be taught include two-way communications, Radio Transmitters (AM and FM), CATV, and Color Television Transmitters. Bachelor of Science degree required plus significant work experience. Apply to: M.R. Halsey, Head, Electrical and Electronics Department, Ferris State College, Big Rapids, MI 49307, 616-796-9971, ext. 208. An Equal Opportunity/Affirmative Action Employer.

Broadcast Services Writer/producer. Bachelor's degree in related field or equivalent professional experience with at least two years experience in cinematography or broadcast news media. Skill in script writing, 16mm filming, editing and film production techniques required. University of Oklahoma Health Sciences Center, 405-271-2323.

Media Production Specialist. Duties to include the production of motion pictures, instructional filmstrips, and slide presentations, with some teaching responsibilities in cinematography. Master's degree in the field preferred; however, experience and skills are the most important attributes for this position. Salary negotiable. Resume to Dr. Charles Anderson, Director of Media Services, Academic Complex 153, Western Kentucky University, Bowling Green, KY 42101. Application should be received no later than two weeks after this notice appears. Western Kentucky University is an Equal Opportunity Employer.

TV producer-director with B.A. and 3 years experience that wants to supervise a 3 person TV section in a University Media Department. Must be able to produce and direct TV programs and other media presentations, schedule and supervise work assignments, and coordinate operations. Starting salary \$12,000-\$13,000. Send resume to Instructional Media Laboratory, University of Wisconsin-Milwaukee, P.O. Box 413, Milwaukee, WI 53201. An Equal Opportunity Employer.

Lighting director/studio supervisor for midwestern PTV and production center. Responsibilities include lighting for public affairs, instructional and range of cultural programs, supervision of two full-time and twenty part-time staff and management of extensive studio and remote facility. Minimum experience: three years TV lighting and two years supervision. B.A. preferred. Salary \$14,000. Send resume to Mark Smukler, 821 University Ave., Madison, WI 53706. An Equal Opportunity Employer.

Wanted prod. manager for medium market CBS V. Advancement opportunity for experienced Prod/Dir. or small market production manager. Strong management and proven creative commercial ability necessary. Background must include video tape and film, studio/location work from conception to final product. Equal Opportunity Employer. 614 282-0911 Ext. 240 9-5 weekdays.

SITUATIONS WANTED MANAGEMENT

Former network executive with extensive key market general management success seeks opportunity and tough challenge; can provide unique references and background story; will relocate; for immediate interview, reply Box V-137, BROADCASTING.

Government official in top administrative post with 18 years experience in all aspects of radio and television broadcasting desires to return to private business and is seeking television and/or radio station management position. Midwest preferred. Box V-198, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

3 yrs radio/3 TV weather/booth annncr. Station PR. Young personality, looks sharp; miles of achievements in community involvement. Offer must include shot as talk show host. Box V-218, BROADCASTING.

Professional, 20 years, sports, weather, news, directing. Excellent voice and appearance. 609-883-8990.

SITUATIONS WANTED TECHNICAL

First phone, solid state, excellent background. XMTR or maint. Florida, east coast. Box V-127, BROADCASTING.

SITUATIONS WANTED TECHNICAL CONTINUED

Top TV cameraman seeks major market station. 1st phone with 9 years studio experience. Resumes available upon request. Reply to Box V-174, BROADCASTING.

Available immediately. Completed training program and worked as summer replacement in technical operation of major market network station. Willing to relocate. Box V-219, BROADCASTING.

Experienced chief engineer, BSEE, good at manpower and money management as well as equipment. Don't smoke or drink. Present salary is mid 20's in a top 5 market. Box V-229, BROADCASTING.

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

First phone, college and broadcast school graduate, 25, seeks production technician position. Opportunity to learn my first concern. Mature, dependable, will travel. Box V-236, BROADCASTING.

SITUATIONS WANTED NEWS

Reporter Top 75 experience, field reporting PBP, production. BA Journalism, VTR available. Currently full time radio, want back into TV. Box U-164, BROADCASTING.

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

Cameraman with film and ENG experience. Presently employed in major market. Seeks new challenge. Box V-130, BROADCASTING.

25 year old, attractive, experienced female television anchor-reporter-producer in 30's market with background in state government and congressional campaigns seeks a reporter or anchor position with a smaller market. Box V-146, BROADCASTING.

Anchor, 8 years experience, 31, also produce & report with ENG. Top 50 markets. Box V-234, BROADCASTING.

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

News photographer with 8 yrs newspaper, 3 yrs TV seeks position as general assignment photographer. Vehicle is 2 way radio equipped VHF-high band. Film and VTRs are available. Any area OK, prefer SW or Texas area. J.L. Keener 4337 Clyde Park SW 49509.

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

Cal-State Fullerton grad. BA Comm. Journalism background. Third phone, brdcast end. Seeking position radio-TV news announcing, reporting, production. Willing to relocate. Tape/resume on request. Tim Collins, 5395 De Camp Ct., Riverside, CA 92504.

Anchor, Medium-Small market. Top 25 market experience. Young. Smooth delivery. Experienced reporter. 217 352-4560.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Production work, news or sports, live, tape, or film, sought by 1976 Temple University graduate with experience. B.A. in R/TV production and management. Available now. Bill Seesselberg, 1726 Kenyon Avenue, South Plainfield, NJ 07080. 201 753-5305.

Puppeteer, four years TV experience. Larry Frost, 2662 So. Marion, Denver, CO 80210. Call 303 733-7110.

Charles Soffer 8910 Abbott Ave., Surfside, FL 33154. 305 864-0605. All phase of television productions, 3rd endorsed. Internship experience. Recent graduate. Resume. Will travel.

CABLE

HELP WANTED NEWS

Part-time editor for video/cable newsletter aimed at business market. Must be knowledgeable in field. Would have general editorial responsibilities including creation of stories and other chores necessary to produce news-packed biweekly. Send resume to Box V-144, BROADCASTING.

WANTED TO BUY EQUIPMENT

Wanted RCA VTR TR4, TR3 (LB) SCM Enterprises, P.O. Box 23, Grenloch, NJ 08032.

Used cart machine consoles, 5KW AM transmitters. We are ready to make decisions today. Telephone 305 423-8299, Broadcast Equipment Corporation.

FOR SALE EQUIPMENT

TG-3 Solid state black and white sync. generator with genlock. Recently removed from service. Best offer. Box V-201, BROADCASTING.

BTA-5T1 RCA 5 KW AM transmitter in service on 1310 Khz. WNIC, Dearborn, MI 48126, 313-846-8500.

For sale: TR-22 high band color VTR, CEI-280 studio camera, two studio camera pedestals, TK-27 color film camera. Write WXON-TV, P.O. Box 2020, Southfield, MI 48037, or call 313 355-2901.

Test equipment: GR-916-AL Bridge, complete S450, Singer-Empire NF-105 Field Strength Meter 150khz to 1000mhz with all plug-ins \$1,250. Communication Radio Service, Charlotte, N.C. 704-597-1464.

Tektronics 1L20 Spectrum Analyzer, 545-B Mainframe, 1A1 Scope plug-in, manuals. Best offer. I.B.C., Inc., Box R-181, Freeville, NY 13068. Phone 607-273-2970.

AM Transmitters: Good selection of used 1 KW, 500 Watt, 250 Watt, and a few good 5 KW AM transmitters. Communication Systems, Inc., Drawer C, Cape Girardeau, MO. 63701. Phone 314-334-6097.

One million dollar color mobile unit. The very best of everything including (8) complete Norelco PC-100A camera chains with lens, CDL Switcher, Audio Ampex 1200B Hi Band Quad Recorder/Play plus HS-100 Slo-Mo, 1972 40' Air Ride Trailer with Mack Tractor. 1-205-956-5800. Call for details, brochure and appointment to inspect.

2 ITA-AM-5000A-10M and 1 very late model (less than 6,000 hours) 5 KW AM transmitters. 1 Westinghouse FM-10, 10 KW and 1 three year old 20 KW FM transmitters. Contact Bud Aiello 301-589-7100.

Color television equipment liquidations, our specialty. appraisals, consultation, auctioneering. Maze, Box 6636, Birmingham, AL 35210. 205 956-5800.

Ampex 2000B videotape recorders, Two VTR's in exceptional condition. Equipped with Amtec, Colortec, Velocity Comp., Auto Chroma, Head Optimizer, Editor, Auto Comp., Venturi Va-cuum, Oversize Reel Mod., Dual remote control, 3M dropout compensator, and modifications for CMX and EECO interface cards. Manuals, spare heads and parts available. Asking \$58,500 each. Contact Rod Hall: 213 577-5575.

Ampex 350 and 351 audio recorders. Excellent condition. Have fourteen recorders at \$650.00 each. Package price considerations. Contact Rod Hall: 213 577-5575.

Ampex 440-2, excellent condition, priced to sell—\$1800. Phone 318 757-4200.

Norelco PCP-90 with 5 to 1 lens, base station, tripod and dolly. 100 feet of cable between backpack and camera. 500 feet triax. 312 829-8839.

COMEDY

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

Contemporary comedy! Most usable deejay service available! Hundreds have renewed! Freebie! 5804-B Twineing, Dallas, TX 75227.

COMEDY CONTINUED

FRUITBOWL is not for comedians: it's for personality pro's who use humor on their shows. Check the difference yourself, with free trial subscription. FRUITBOWL, Dept. "C", Box 382, Fair Oaks, CA 95628.

OBITS, No hype. You be the judge. Free comedy sample! OBITS. 366-C West Bullard, Fresno, CA 93704.

ACME RADIO CO. brings it all, news, humor, sports, trivia, much more. Published weekly for radio personality who wants more than gags or news service rewrites. Free sample, 1660 First Ave., Marion, IA 52302.

MISCELLANEOUS

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

For Sale Private record collection. Over 7,000, all categories LP's, 45's, oldies, new mint bid. Ed Gould 1258 Pickwick Flint MI 313-233-0822.

Wanted P I-OR guaranteed result advertising 24 hour ABC-1000 watt. Send proposition. KFRO-1370, Box 792, Longview, TX 75601.

PROGRAMING

The best "CB Radio" feature going! 2-min, current, factual, interesting! Demo! "CB Update", Box 3208, Mankato, MN 56001.

PLACEMENT SERVICE

ATTN: broadcasters! I have qualified trained personnel, with 3rd phone, endorsed, to fill any entry level position in either radio or TV. Save time & placement fees (there isn't any!) Call me immediately, or write David Privitera, Director of Placement, Advanced Training Center, Tonawanda, NY 14150. 716 835-4410.

INSTRUCTION

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45326 Telephone 513 791-1770.

FCC license. New course material, new low prices. Free home study catalog. Genn Tech. 5540 Hollywood Bv., Hollywood, CA. 90028.

1st Class FCC, 6 wks, \$450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications. 11488 Oxnard St., N. Hollywood, CA 91606.

Announcing & radio production. Learn at Omega State Institute.

FCC First Class license. Prepare for your test at Omega State Institute.

Omega State Institute. Quality resident training in Chicago at 237 E. Grand Ave. Successful placement. Vet approved. Call or write for course catalog. 312-321-9400.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin Sept. 13, and October 25. Student rooms at each school.

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

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

Get your first to get there first! Don Martin School of Communications! Since 1937, training broadcasters for Broadcasting! 1st phone training using latest methods and completely equipped transmitter studio. Call or write for details and start dates. Don Martin School, 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. Call 213-462-3281 or 213-657-5886.

Free booklet demonstrates "Job Power" of our FCC 1st class license preparation. Write Announcer Training Studios (A.T.S.), 152 West 43 St., New York City, 10036 (Vets benefits). 212-221-3700.

INSTRUCTION CONTINUED

Cassette recorded first phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia, Chicago, Los Angeles. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266. Telephone 213 379-4461.

Institute of Broadcast Arts. 75 East Wacker Drive, Chicago. 4730 West Fond du Lac, Milwaukee. Current FCC license updates. Approved for Veterans benefits, financing available. Lowest prices in the Midwest, 312 236-8105 or 414 445-3090. Results guaranteed.

RADIO

Help Wanted Sales

Account Executive with sales management potential for 100,000 Watt FM station in the Southeast or a 5,000 Watt AM station. Must be disciplined and aggressive with good follow through. Proven radio sales success a must. If you're not a professional, don't apply. Will receive established accounts and full benefits including profit sharing, in one of the top 75 markets. Send full particulars to Box V-240, BROADCASTING.

KSTT/WHIT DAVENPORT

Top rated station looking for aggressive and experienced salesperson. Good benefits and active list. Send resume to Melvin W. LaForce, KSTT, P.O. Box 3788, Davenport, Iowa 52808. Equal Opportunity Employer.

TOP SALES REPS—SYNDICATION
—ALL REGIONS. CALL ON RADIO STATIONS.
SELL AMERICA'S MOST CELEBRATED
MOVIE REPORTER— REX REED
HIGH COMMISSION. GOAL: 400 MARKETS.

Write: President
641 Productions
641 Lexington Avenue
New York, N.Y. 10022

Help Wanted Announcers

56/KLZ Denver - one mid-day opening remains for PERSONALITY experienced person. Current drive people considered for this choice 10-2 PM slot in great market at great station. Send tapes and resumes to D. Ianni, General Manager, Radio Station KLZ, 2149 South Holly Street, Denver, Colorado 80222 EEO.

Help Wanted Technical

Director of Engineering
Expanding radio group offers unique opportunity to ambitious Chief Engineer with exceptional technical and management qualifications. Candidates must be thoroughly familiar with all phases of AM/FM and enjoy building new state of the art facilities. Little Rock or Tulsa base. Send resume and salary requirements to Ronald E. Curtis, Suite 635, O'Hare Plaza, 5725 E. River Road, Chicago, Illinois 60631. All replies answered.

Situations Wanted Management

GM/GROUP EXEC
Excellent record suburban and regional. 25 years all phases. Reputation strong leadership, sales, personnel development. Energetic, late forties. Prefer greater NY or Philadelphia area (not active in market now.) GM, group trouble shooter, etc. **BOX V-164, BROADCASTING.** Complete confidence.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Situations Wanted Announcers

Seeking announcing position in Arizona. Six years experience. First, 26 years old. Can handle rock, country, mor. Presently working as a civilian with an AFRTS station. Will be available for a personal interview during September. Write now for tape, resume, etc.

H.D. Angel
Box 354
APO San Francisco, Ca. 96555

Situations Wanted Programing, Production, Others

Black programer. Excellent administrator. Successful in all phases of radio. Extensive knowledge of FCC rules and regulations. Have been in charge of handling community ascerntainments. Top numbers in medium and major markets. College background. Age 30, 14 yrs. experience. Have developed and successfully won with three different formats. Musical background covers classical, mor, pop, progressive and naturally soul. At present, owner of own programing consultant company. Have found this to be a hard nut to crack. Would like to become a resident P.D. or O.M.

Box V-217, BROADCASTING.

TELEVISION

Help Wanted Management

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

GENERAL MANAGER

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

Help Wanted Sales

VIDEO SWITCHER SALES:
Locate L.A. area, willing to travel West Coast. Like to sell quality products. Video technical background essential.

Write: Nubar Donoyan
3700 N.E. 53rd Avenue
Gainesville, FL 32601
Tel.: 904-378-1581

Help Wanted News

Assignment Editor w/2-yrs. desk experience. Prove to me you can make my newscasts look different than the competition's. Midwest network V. Excellent salary & Benefits.

Box V-213, BROADCASTING.

Situations Wanted Management

TELEVISION EXECUTIVE
Creative administrator with 20 years experience in station (including O & O) production, programing, news, and management. Experience in agency programming syndication. Seeks station or group operation that can utilize skills. Now employed. Excellent references.
Box V-248, BROADCASTING.

Placement Service

RADIO-TELEVISION CATV
Looking For A Job?
Mail Us Your Resume Now!
William J. Elliott, Jr.
& Company, Inc.

205 Datura Street
Suite 444 M
West Palm Beach, Florida 33401
305-659-4513

Miscellaneous

SPORTSCASTERS!

Widely-used stat sheets and spotting charts for football, basketball and hockey ... plus other aids. Super sports greeting cards, too. Free brochure. SuperStat, PO Box 7, Conklin, N.Y. 13748.

TRIAD MEDIA ASSOCIATES, INC.
The buying service who brought you **PETER LEMONGELLO** would like to create a media success for you.

Call 212-794-9696
or write
Triad Media Associates, Inc.
518 East 89th Street
New York, New York 10028
WE SPECIALIZE IN INTRODUCING
NEW PRODUCTS VIA MAIL ORDER.

FACING ASCERTAINMENT?

18 tested ideas on how to handle it, plus 176 pages on answering your market's needs & issues

IN OUR VIEW \$12.95

2019 Monroe Box 261
Belmont, CA 94002

(refund if not satisfied)

Programing

THE SHADOW • THE LONE RANGER • FIBBER MCGEE & MOLLY
THE GREEN HORNET • GUNSMOKE • DRAGNET • GANG BUSTERS
We have moved!
CHARLES MICHELSON, Inc.
RADIO DRAMA SERIES
9350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546

stories of

"THE WHITE HOUSE
AND PRESIDENCY"

narratives now in syndication by Bob Mead, former radio-TV Advisor to the President. Formated for two inserts. Excellent for MOR, All-news, etc ... Samples available.

Box V-249, BROADCASTING.

Radio Consultants

THINKING OF A FORMAT CHANGE!

If you have a power FM or excellent AM facility, we have a proven format that will make you money. Call now for more information. Strictly confidential. RON LEPPIG, LEPPIG COMMUNICATIONS 312-255-4091.

Buy-Sell-Trade



CHARGE-A-TRADE

Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs.

FREE BOOKLET AVAILABLE • CALL TOLL FREE 800-327-5555 (except Florida)

3081 E. Commercial Blvd., Ft. Lauderdale, FL 33308 (305) 491-2700
FT. LAUDERDALE • MIAMI • ORLANDO • N.Y. • ATLANTA • GREENVILLE S.C. • GOSPORT

Wanted To Buy Stations

"Interested in purchasing a full-time AM station in a community of 18,000 to 40,000 in the following areas: New York, New Jersey, Connecticut, New Hampshire, Massachusetts, Pennsylvania, Maryland, or Virginia."

Box V-199, BROADCASTING.

For Sale Stations

UHF television station in Northeast, full color, network affiliated. Financially qualified buyers only. No brokers.

Reply Box V-41, BROADCASTING.

5,000 WATTS
FULL TIME EAST
TOP 50 MARKET

Billing in excess of \$500,000.

Profitable

Principals Only

Reply to Box V-74, BROADCASTING.

SOUTHWEST

Growing market. AM-FM. Gross near \$250,000. Price \$600,000. 29% down.

Box V-227, BROADCASTING.

"Medium size southeastern fulltime Class II AM priced at under twice gross at \$575,000. Real estate owned and included. Terms preferred are cash. Indicate financial qualifications first letter.

Box V-237, BROADCASTING.

"Major 5 kw fulltime facility in southwest growth market available for \$2,300,000. Price is 2x revenues plus excess value of two real estate parcels. Present operations are profitable. Trend is up substantially. Qualified principals only need apply. For complete details write.

Box V-238, BROADCASTING.

CALIFORNIA: Suburban Class A FM with population in excess of one and a half million in stereo countour. High income area with all the amenities. Financial qualifications a must before further information. Priced at \$400,000 with 29% down and terms on balance.

William A. Exline, Inc.

31 CARROLL COURT, SAN RAFAEL, CA 94903
(415) 479-0717

MEDIA BROKERS - CONSULTANTS

For Sales Stations Continued

"WIOQ(FM) Philadelphia, Pa., will be sold in a sealed bid auction on September 27, 1976. Pertinent data, including financial statements, equipment lists, information pertaining to leases and personnel, as well as details of the terms required of prospective bidders or purchasers, are available to qualified prospects through R.C. Crisler and Company at the address listed below.

All assets shall be sold free and clear of encumbrances and liens and the terms of all offers considered shall be cash at the closing. The sale is subject to final approval of the Federal Communications Commission's transfer of a valid and current license to the successful high bidder.

For full information about the station and details of the terms of Public Sale, please contact:

R.C. Crisler & Co.
580 Walnut Street
Cincinnati, Ohio 45202
513/381-7775"

Do you need cash?

I will buy your transmitter site for cash and lease it back to you. AM FM TV anywhere.

John Grandy

Western Business Brokers

773 Foothill Boulevard

San Luis Obispo, California 93401

805-541-1900

Major Market Radio
\$4,500,000 Cash
California

AM-FM	\$600,000
AM	\$550,000
AM	\$160,000

Mid West

AM \$185,000

John Grandy

Western Business Brokers

773 Foothill Boulevard

San Luis Obispo, California 93401

805-541-1900

SOUTH CENTRAL

Old established fulltimer in fast growing market. Present billings \$385,000—absentee owned. Good cash flow, but room for significant improvement. Management Available.

Price: \$700,000 cash.

George MOORE
& ASSOCIATES

6116 No. Central Expressway Suite 712
Dallas, TX 75206 (214) 361-8970

"For Sale—Radio station in Liberty, Texas. Located in prosperous, fast growing area Northeast of Houston. \$150,000 cash price or \$195,000 terms with \$50,000 down. Contact Gene Newman in Hartselle, AL 205-773-2558."

For Sale Stations Continued

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

BUSINESS BROKER ASSOCIATES
615-894-7511

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington

Contact:

William L. Walker
Suite 508, 1725 DeSales St. N.W.
Washington, D.C. 20036
202-223-1553

appraisals

PAUL KAGAN
ASSOCIATES, INC.
100 MERRICK ROAD ROCKVILLE CENTRE N.Y. 11570 (516) 764-5516



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC

1705 Lake Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

MEDIA BROKERS APPRAISERS

RICHARD A.

Shahen INC
435 NORTH MICHIGAN • CHICAGO 60611

312-467-0040



Mid. Atl.	Major	AM/FM	\$4,400K	Terms
Mid West	Small	AM/FM	200K	\$58
North	Metro	Fulltime	625K	Cash
West	Small	AM/FM	289K	29%
S.E.	Small	Daytime	215K	\$63

Atlanta—Boston—Chicago—Dallas
New York—San Francisco



CHAPMAN ASSOCIATES

nationwide service

1835 Savoy Drive, Atlanta, Georgia 30341

BROADCASTING'S CLASSIFIED RATES

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

The Publisher is not responsible for errors in printing due to illegible copy type or print clearly all copy!
Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

Rates, classified listings ads:

—Help Wanted. 50c per word—\$10.00 weekly minimum.

(Billing charge to stations and firms: \$1.00).

—Situations Wanted. 40c per word—\$5.00 weekly minimum.

—All other classifications. 60c per word—\$10.00 weekly minimum.

—Add \$2.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$25.00 per inch.

—All other \$45.00 per inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Stock Index

	Stock symbol	Exch.	Closing Wed. Aug. 18	Closing Wed. Aug. 11	Net change in week	% change in week	High	Low	1976	PIE ratio	Approx. shares out (000)	Total market capitali- zation (000)	
Broadcasting													
ABC	ABC	N	37 5/8	37	+	5/8	+	1.68	38 1/2	19 7/8	33	17,519	659,152
CAPITAL CITIES	CCB	N	52 1/4	52 1/4				.00	55 1/8	42 1/4	15	7,759	405,407
CBS	CBS	N	59	59 1/4	-	1/4	-	.42	60 3/8	46 3/4	13	28,313	1,670,467
COX	COX	N	35 1/2	35 1/2				.00	37 3/4	28 3/4	14	5,861	208,065
GROSS TELECASTING	GGG	A	11 3/4	11 3/4				.00	12 3/8	10	8	800	9,400
KINGSTIP COMMUN.	KTVV	O	3 1/2	3 1/8	+	3/8	+	12.00	3 1/2	2 1/4	13	461	1,613
LIN	LINB	O	16 5/8	16 3/8	+	1/4	+	1.52	17 3/4	9 5/8	9	2,382	39,600
MOONEY	MOON	O	2 3/8	2 3/8				.00	3 7/8	2 1/4	4	425	1,009
RAHALL	RAHL	D	5 1/2	5 1/4	+	1/4	+	4.76	5 3/4	4 1/2	11	1,297	7,133
SCRIPPS-HQWARD	SCRIP	D	27 1/4	28 1/2	-	1 1/4	-	4.38	28 1/2	20 1/2	8	2,589	70,550
STARR**	S8G	M	4 1/4	4	+	1/4	+	6.25	5	2 1/2		1,202	5,108
STORER	S8K	N	30 3/4	28 3/4	+	2	+	6.95	30 3/4	15 7/8	11	3,902	119,986
TAFT	TFB	N	28 7/8	29 1/2	-	5/8	-	2.11	31 1/2	23 1/4	10	4,070	117,521
									76,580		3,315,011		

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	3 5/8	3 3/8	+	1/4	+	7.40	4 3/4	2	8	1,258	4,560
AVCO	AV	N	13 3/8	13 1/2	-	1/8	-	.92	14 1/2	4 1/2	2	11,541	154,360
BARTELL MEDIA**	BMC	A	1	1				.00	1 1/4	1/2		2,257	2,257
JOHN BLAIR	BJ	N	11 1/4	11	+	1/4	+	2.27	11 1/4	5	9	2,403	27,033
CHRIS-CRAFT**	CCN	N	4 7/8	4 7/8				.00	6 3/8	4 5/8		4,162	20,289
COMBINED COMM.	CCA	N	17 1/4	17 1/2	-	1/4	-	1.42	20	12 5/8	10	6,269	108,140
COWLES	CWL	N	11 1/8	11 1/8				.00	11 3/8	6 1/8	15	3,969	44,155
DUN & BRADSTREET	DNB	N	25 7/8	26 1/4	-	3/8	-	1.42	33 3/4	24 5/8	16	26,581	687,783
FAIRCHILD IND.	FEN	N	10 1/8	10	+	1/8	+	1.25	11 1/2	6 1/8	14	5,708	57,793
FUQUA**	FOA	N	8 7/8	8 3/4	+	1/8	+	1.42	9 3/4	4 1/2		8,844	78,490
GANNETT CO.	GCI	N	38 3/4	37 1/2	+	1 1/4	+	3.33	40	32 7/8	20	21,108	817,935
GENERAL TIRE	GY	N	23	22 3/4	+	1/4	+	1.09	23 1/4	17 5/8	6	21,853	502,619
GLOBE BROADCASTING**	GLBTA	O	2 1/2	2 1/2				.00	2 7/8	1 1/2		2,783	6,957
GRAY COMMUN.	O	6 1/2	6 1/4	+	1/4	+	4.00	6 1/2	6		5	475	3,087
HARTE-HANKS	HMN	N	25 3/8	25 1/2	-	1/8	-	.49	25 3/4	17 1/8	13	4,381	111,167
JEFFERSON-PILOT	JP	N	29 7/8	29 5/8	+	1/4	+	.84	31 1/4	25 5/8	12	24,078	719,330
KAISER INDUSTRIES	KI	A	16	16				.00	16	8	8	27,598	441,568
KANSAS STATE NET.	KSN	O	3 7/8	3 3/4	+	1/8	+	3.33	4 7/8	3	5	1,815	7,033
KNIGHT-RIDDER	KRN	N	35	35 7/8	-	7/8	-	2.43	37	28 7/8	15	8,305	290,675
LEE ENTERPRISES	LNT	A	16 1/2	16 5/8	-	1/8	-	.75	25 1/2	15 3/8	11	3,352	55,308
LIBERTY	LC	N	18 5/8	18 3/8	+	1/4	+	1.36	18 5/8	9 1/2	7	6,762	125,942
MCGRAW-HILL	MHP	N	16	16				.00	17	12 3/4	11	24,700	395,200
MEDIA GENERAL	MEG	A	16 3/4	16 3/4				.00	19 1/2	14 1/4	8	7,276	121,873
MEREDITH	MDP	N	15 1/2	15 1/4	+	1/4	+	1.63	17 5/8	10 1/4	4	3,064	47,492
METROMEDIA	MET	N	28 3/8	28 7/8	-	1/2	-	1.73	29 3/4	15	10	6,721	190,708
MULTIMEDIA	MMED	O	20	20				.00	20	14 1/4	12	4,390	87,800
NEW YORK TIMES CO.	NYKA	A	14 1/8	14 3/4	-	5/8	-	4.23	17 3/8	11 1/2	13	10,931	154,400
OUTLET CO.	OTU	N	15 1/8	16	-	7/8	-	5.46	19	12 7/8	5	1,433	21,674
POST CORP.**	POST	O	11	11				.00	11	8		873	9,603
REEVES TELECOM**	RBT	A	2	2				.00	2 1/4	1 1/8		2,376	4,752
ROLLINS	ROL	N	23 3/8	23 1/2	-	1/8	-	.53	27 3/8	20 3/4	15	13,404	313,318
RUST CRAFT	RUS	A	9 1/8	8	+	1 1/8	+	14.06	9 7/8	5 5/8	7	2,291	20,905
SAN JUAN RACING	SJR	N	8	8 1/4	-	1/4	-	3.03	9 1/4	7 1/4	6	2,509	20,072
SCHERING-PLOUGH	SGP	N	54 1/8	54	+	1/8	+	.23	59 3/4	47 1/2	20	54,023	2,923,994
SONDERLING	SDB	A	11 1/2	12 3/8	-	7/8	-	7.07	13	6 3/4	5	729	8,383
TECH OPERATIONS**	TO	A	2 3/4	2 3/4				.00	4 3/4	2 3/4		1,344	3,696
TIMES MIRROR CO.	TMC	N	21 1/2	21 3/4	-	1/4	-	1.14	23 3/4	18 1/4	14	33,895	728,742
WASHINGTON POST CO.	WPD	A	40 1/2	39 5/8	+	7/8	+	2.20	40 1/2	21 3/4	15	4,546	184,113
WOMETCO***	WOM	N	11 5/8	11 3/4	-	1/8	-	1.06	13	8 7/8	8	8,634	100,370
TOTAL									378,641			9,603,576	

Cablecasting

ACTON CORP.*	ATN	A	3 1/4	3 1/8	+	1/8	+	4.00	3 3/4	1 1/8	27	2,608	8,476
AMECO**	ACD	O	1 1/2	1/2				.00	1/2	3/8		1,200	600
AMER. ELECT. LABS**	AELBA	O	1	1				.00	2 1/8	3/4		1,672	1,672
AMERICAN TV & COMM.	AMTV	O	20 3/4	20 1/2	+	1/4	+	1.21	21 3/4	13 1/2	22	3,330	69,097
ATHENA COMM.**		O	1/4	1/4				.00	1/2	1/8		2,125	531
BURNUP & SIMS**	BSIM	O	3 1/4	3 3/4	-	1/2	-	13.33	6 1/2	3 1/4	65	8,349	27,134
CABLECOM-GENERAL	CCG	A	4 1/8	5 7/8	-	1 3/4	-	29.78	8 1/8	4 1/8	4	2,560	10,560
CABLE INFO.		O	5/8	5/8				.00	1	1/4	3	663	414
COMCAST		O	3 1/8	3 1/8				.00	3 1/8	1 7/8	39	1,708	5,337
COMMUN. PROPERTIES**	CDMU	O	3 5/8	3 7/8	-	1/4	-	6.45	3 7/8	1 7/8		4,761	17,258
COX CABLE	CXC	A	16 3/4	16 1/8	+	5/8	+	3.87	17 3/4	13	19	3,560	59,630
ENTRON	ENT	O	1 5/8	1 5/8				.00	1 3/4	1 1/2	2	979	1,590
GENERAL INSTRUMENT	GRI	N	15 1/2	15 3/4	-	1/4	-	1.58	17 5/8	8 1/4	65	7,178	111,259
GENEVE CORP.	GENV	O	9 1/2	9 3/4	-	1/4	-	2.56	10	6 1/2	63	1,121	10,649
TELE-COMMUNICATION	TCOM	O	4	4 1/4	-	1/4	-	5.88	5 1/4	2 7/8	80	5,181	20,724
TELEPROMPTER**	TP	N	7 5/8	7 3/4	-	1/8	-	1.61	9 3/8	5 3/4		16,634	126,834
TIME INC.	TL	N	63 1/2	63	+	1/2	+	.79	69 1/2	57 7/8	13	10,065	639,127
TOCOM	TOCM	O	2 5/8	2 3/4	-	1/8	-	4.54	3 1/4	1 5/8	9	617	1,619
UA-COLUMBIA CABLE	UACC	O	14 1/2	13 1/4	+	1 1/4	+	9.43	14 1/2	9	14	1,700	24,650
UNITED CABLE TV**	UCTV	O	2 1/4	2 1/8	+	1/8	+	5.88	3	1 5/8		1,879	4,227
VIACOM	VIA	N	10 1/8	9 3/4	+	3/8	+	3.84	11 3/4	7 7/8	11	3,701	37,472
TOTAL												81,591	1,178,860

	Stock Symbol	Exch.	Closing Wed. Aug. 18	Closing Wed. Aug. 11		Net change in week	% change in week	High	1976 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Programing												
COLUMBIA PICTURES	CPS	N	5 1/2	5 1/4	+	1/4	+	4.76	7 7/8	4 1/2	6	37,114
DISNEY	DIS	N	48 7/8	50 1/2	-	1 5/8	-	3.21	63	48 7/8	22	1,515,613
FILMWAYS	FWY	A	6 3/4	7	-	1/4	-	3.57	10 1/4	5 1/4	6	14,316
FOUR STAR			1/2	5/8	-	1/8	-	20.00	5/8	3/8	5	333
GULF + WESTERN	GW	N	19	19 1/2	-	1/2	-	2.56	26 7/8	19	4	571,102
MCA	MCA	N	29 3/4	31 1/8	-	1 3/8	-	4.41	79 1/8	29 3/8	5	515,984
MGM	MGM	N	13 1/4	13 1/8	+	1/8	+	.95	15 3/4	12 7/8	7	173,601
TELETRONICS INTL.	D		7 1/2	7 5/8	-	1/8	-	1.63	9 5/8	3 3/4	13	6,277
TRANSAMERICA	TA	N	13	12 7/8	+	1/8	+	.97	13	8 1/4	10	844,311
20TH CENTURY-FOX	TF	N	10	10				.00	15	8 7/8	6	75,580
WALTER READE**	WALT	O	3/8	3/8				.00	3/8	1/8	19	1,611
WARNER	WCI	N	19 7/8	19 3/8	+	1/2	+	2.58	24	17 1/2	31	337,894
WRATHER	WCO	A	5 1/8	5	+	1/8	+	2.50	5 1/8	3 1/8	10	11,500
TOTAL											197,932	4,105,236

Service

88DD INC.	88DD	O	20 3/4	20 1/2	+	1/4	+	1.21	21	16 3/4	8	2,513	52,144
COMSAT	CO	N	27 1/8	26 1/8	+	1	+	3.82	31 3/4	23 7/8	6	10,000	271,250
DOYLE DANE BERNBACH	DOYL	O	13 1/2	13 1/4	+	1/4	+	1.88	13 1/2	8 7/8	8	1,816	24,516
FOOTE CONE & BELDING	FCB	N	13 1/2	13 3/4	-	1/4	-	1.81	14	10 1/4	7	2,332	31,482
GREY ADVERTISING	GREY	O	12 1/4	12 1/4				.00	12 1/4	6 7/8	6	1,104	13,524
INTERPUBLIC GROUP	IPG	N	24	23 3/4	+	1/4	+	1.05	26 5/8	16 3/8	7	2,290	54,960
MARVIN JOSEPHSON	MRVN	O	7 3/4	7 5/8	+	1/8	+	1.63	10 3/8	6 3/4	8	1,952	15,128
MCI COMMUNICATIONS**	MCIC	O	1 7/8	2	-	1/8	-	6.25	3 3/8	1 3/8	8	15,826	29,673
MOVIELAB	MOV	A	1 1/2	1 5/8	-	1/8	-	7.69	2 5/8	1	6	1,409	2,113
MPO VIDEOTRONICS**	MPO	A	4 1/4	4	+	1/4	+	6.25	4 1/4	2 3/8	5	537	2,282
NEEDHAM, HARPER	NDHMA	O	7 3/4	7 3/4				.00	7 3/4	5 5/8	5	816	6,324
A. C. NIELSEN	NIELB	O	19 3/8	19 5/8	-	1/4	-	1.27	24 5/8	16 3/4	12	10,598	205,336
OGILVY & MATHER	OGIL	O	26 3/4	26 3/4				.00	27 1/2	17	9	1,805	48,283
J. WALTER THOMPSON	JWT	N	13 1/8	12 7/8	+	1/4	+	1.94	13 7/8	7 7/8	11	2,649	34,768
TOTAL											55,647	791,783	

Electronics/Manufacturing

AMPEX	APX	N	8 1/2	8 5/8	-	1/8	-	1.44	9 1/4	4 3/4	14	10,885	92,522
ARVIN INDUSTRIES	ARV	N	15 1/4	15 1/4				.00	16	9 5/8	8	5,959	90,874
CETEC	CEC	A	1 1/2	1 1/2				.00	2 3/4	1 1/4	9	2,244	3,366
COMU, INC.	COM	A	2 1/2	2 3/8	+	1/8	+	5.26	3 5/8	2	13	1,617	4,042
CONRAC	CAX	N	22 1/8	22 1/2	-	3/8	-	1.66	29 1/8	20	8	1,427	31,572
EASTMAN KODAK	EASKD	N	97 1/4	95 7/8	+	1 3/8	+	1.43	116 3/4	93 5/8	25	161,347	15,690,995
FARINON ELECTRIC	FARN	O	11	10 1/2	+	1/2	+	4.76	11 1/2	7	22	4,059	44,649
GENERAL ELECTRIC	GE	N	55 1/2	55 1/2				.00	58 3/4	46	16	184,427	10,235,698
HARRIS CORP.	HRS	N	52 1/4	54	-	1 3/4	-	3.24	54	33 3/4	13	6,066	316,948
HARVEL INDUSTRIES	HARV	O	5	5				.00	6 1/2	4	13	480	2,400
INTL. VIDEO CORP.**	IVCP	D	1 3/4	2	-	1/4	-	12.50	3 1/8	1 1/8	8	2,701	4,726
MICROWAVE ASSOC. INC	MAI	N	20	20 3/8	-	3/8	-	1.84	21 7/8	13 3/4	13	1,320	26,400
3M	MMM	N	63 3/4	62	+	1 3/4	+	2.82	63 3/4	52 1/2	26	114,240	7,282,800
MOTOROLA	MOT	N	52 3/8	54 1/2	-	2 1/8	-	3.89	57 3/4	41 1/4	29	28,323	1,483,417
N. AMERICAN PHILIPS	NPH	N	32 1/2	32 3/4	-	1/4	-	.76	33	19 7/8	10	12,033	391,072
OAK INDUSTRIES	OEN	N	10 5/8	10 7/8	-	1/4	-	2.29	12 1/4	7 1/4	14	1,639	17,414
RCA	RCA	N	28 7/8	28 7/8				.00	30	18 7/8	18	74,728	2,157,771
ROCKWELL INTL.	ROK	N	29 1/8	29 1/4	-	1/8	-	.42	32 1/2	23 3/8	9	31,200	908,700
RSC INDUSTRIES	RSC	A	1 1/2	1 5/8	-	1/8	-	7.69	2 1/2	1 3/8	8	3,440	5,160
SCIENTIFIC-ATLANTA	SFA	A	17 3/8	17 1/4	+	1/8	+	.72	18 5/8	10 1/4	14	1,601	27,817
SONY CORP.	SNE	N	9 5/8	9 3/8	+	1/4	+	2.66	9 7/8	7 1/4	29	172,500	1,660,312
TEKTRONIX	TEK	N	63 3/4	64 3/4	-	1	-	1.54	66 1/4	44 1/4	20	8,671	552,776
TELEMATON	TMT	O	5/8	5/8				.00	1	1/2	1	1,050	656
VARIAN ASSOCIATES	VAR	N	14 1/8	14 1/4	-	1/8	-	.87	17 1/4	12	12	6,838	96,586
WESTINGHOUSE	WX	N	17 1/8	16 7/8	+	1/4	+	1.48	17 3/4	13	8	87,498	1,498,403
ZENITH	ZE	N	32 3/4	32 3/4				.00	38 1/4	23 5/8	19	18,799	615,667
TOTAL											945,092	43,242,743	

GRAND TOTAL 1,735,483 62,237,209

Standard & Poor's Industrial Average 117.1 117.1 -

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

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

*Vikoa Inc. changed name to Acton
Corp. effective Aug. 16.

*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.

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

Less active stocks. Trading in the following issues is too infrequent for weekly
reporting. This listing reports the amount and date of the last known sale:

CCA Electronics	1/8	11/20/74
Concert Network	1/4	6/4/75
Elkins Institute	1/8	11/20/74
Heritage Communications	3	3/8/76
Lamb Communications	1 1/4	3/6/74
Tele-Tape	1/4	2/5/75
Universal Communications	1/4	4/2/75
Woods Communications	1/2	1/29/75

Mr. Christian at the helm of the Marsteller agency

Richard C. Christian has been working for the same boss for 27 years. Fresh out of Northwestern University with an MBA degree in 1949, he was hired as a senior marketing analyst for the Rockwell Manufacturing Co., Pittsburgh, by William A. Marsteller, vice president for marketing. They've been together ever since.

Constancy had its rewards. Today Mr. Christian serves as board chairman of Marsteller Inc., New York and Chicago, a fast-stepping agency whose billings will exceed \$190 million this year. And last May an already distinguished career took on further cachet: Mr. Christian was elected chairman of the American Association of Advertising Agencies.

Mr. Christian's unwavering ascent through an advertising career began with a brief flirtation with the idea of becoming a sports writer. At Miami University in Oxford, Ohio, he was a wire service sports correspondent. "But someone told me about that time that sports writers made only around \$35 a week and I decided to forget it," he says. "I was turned on to marketing by Joseph Seibert, who taught the subject at Miami and convinced me I should take my master's in marketing at Northwestern."

He took his professor's advice, gained his master's degree and in 1949 a serendipitous meeting with Bill Marsteller took place. Eighteen months later Mr. Marsteller decided to open his own marketing consultancy firm in Chicago and invited Mr. Christian to join him.

"I accepted," Mr. Christian says, "and four months later we became an advertising agency. Rockwell asked us to take on an \$800,000 account."

Over the years Mr. Christian has functioned at Marsteller as a media buyer, media director, account executive, executive vice president, president and, since last January, as board chairman. Mr. Marsteller is chairman of the executive committee and chief executive officer of the agency.

Mr. Christian says that Marsteller was launched as an industrial advertising agency and this activity still persists, though in recent years the company has moved steadily and inexorably into the consumer advertising sector. And, he added significantly, the catalyst for the consumer thrust has been broadcasting, especially TV. "Our agency started with \$800,000 in billings and we could hit \$195 million this year," he says. "We have about doubled our billings every five years."

Mr. Christian has played a key role in Marsteller's dramatic growth. A tall,



Richard Carlton Christian—board chairman, Marsteller Inc., New York and Chicago; b. Nov. 29, 1924, Dayton, Ohio; U.S. Army infantry, 1943-46; BS in business administration, Miami University of Ohio, 1948; MBA in marketing, Northwestern University, Evanston, Ill., 1949; senior marketing analyst, Rockwell Manufacturing Co., Pittsburgh, 1949-51; has served Marsteller Inc. since 1951 as media buyer and account executive, 1951-53; media director, 1953-58; executive vice president, 1958-60, president, 1960-76 and board chairman since Jan. 1, 1976; m. Audrey Bongartz, 1949; children—Mrs. Ann Carra, 24; Richard C. Jr., 23.

trimly built man with a cheerful, even-tempered manner, Mr. Christian is regarded as a superb administrator and a gifted organizer.

Bill Marsteller, who spotted him 27 years ago and has never let him go, lauded Mr. Christian for his all-around knowledge of marketing, advertising and public relations and for his skill at organizing his assignments and those of his key staffers.

"But what I can say definitely about Dick is that once he says a job is going to be finished by a certain time, it is finished," Mr. Marsteller comments. "He expects other people to be as dedicated and thorough as he is—and, of course, he is sometimes disappointed."

Mr. Christian likes to say that Marsteller doesn't really have a headquarters office, but the big sparks fly from New York, which has the largest billings, and Chicago, where Mr. Marsteller and Mr. Christian are based. The agency has other offices in the U.S. in Los Angeles, Pittsburgh and Washington, and because of its impressive billings abroad, maintains branch offices in Toronto, Brussels, Geneva, Frankfurt, London, Paris, Stockholm, Stuttgart, Hong Kong, Kuala Lumpur, Singapore and Tokyo.

"I'd say about 25% of our billings is international," Mr. Christian says, "and some of our accounts are active in radio and television. Worldwide, we have a staff of about 850 people." Broadcast billings at Marsteller have grown gradually over the year and should reach about 15% of the total by the end of the year, according to Mr. Christian. Among the agency accounts that have invested in television and radio are Clark Equipment Co., Massey-Ferguson, Chemical Bank, Dannon, Lanier Dictating (with Stiller and Meara on the commercials), Admiral Television and Louis Sherry.

Mr. Christian's devotion to advertising is evidenced by, other than his 27 years in the business, his professional affiliations. He is a past director of the American Marketing Association; is president of the National Advertising Review Council; is a trustee of the James Webb Young Fund for Education in Advertising at the University of Illinois; is a past trustee of Northwestern University, and, of course, is the chairman of the American Association of Advertising Agencies.

He has been active in the AAAA for about 20 years. He is convinced that the association has had in the past and will continue to have in the future a salutary effect on the agency business. He confesses there are a number of problems that plague agencies today, including agency profitability, government relations and self-regulation, but feels they are not insurmountable.

"One of our most important problems is to learn how to manage our agencies more efficiently," he pointed out. "Our margin of profit has ranged from 3% to 4.5%, and that is much too small. We are going to have a series of seminars on this topic during the next year."

Another goal of Mr. Christian's stewardship is to improve communications with the various advertising media associations, such as the Radio Advertising Bureau and the Television Bureau of Advertising. He feels such meetings can result "in exchange of ideas and opportunities that can help one another."

As board chairman of the AAAA, Mr. Christian can tap the resources of the association's staff of 55 and of more than 650 advertising agency executives who serve on more than 30 committees. There were 413 agencies enrolled as members of the association at mid-August.

Mr. Christian has spent some time away from business, playing golf and tennis and fixing up antique automobiles. But he says his "real hobby" is his family. His daughter, Ann, is producer of *AM Pittsburgh* on WTAE-TV there and his son, Richard C. Jr., is studying for his master's degree in film production at Northwestern.

Renewal chaos

Two developments reported in this publication a week ago are certain to increase the incidence of ulcers in broadcasting when their implications become evident. Representative Richard Ottinger (D-N.Y.) has introduced a broadcast-licensing bill that would fulfill the dreams of every outsider with an eye on a piece of the broadcasting action. The House Communications Subcommittee has hired Barry Cole as a consultant for hearings on license-renewal legislation to be held Sept. 14-15. Either turn of events could start broadcasters reaching for the Maalox bottle and ordering another case.

A sampling of Mr. Ottinger's proposals is adequate to demonstrate his intention of dismantling the American radio and television system. The bill would automatically revoke the license of a station changing format during a license term; would stagger license-renewal dates within states and cities (thus giving protestors the chance to pick off renewal applicants a few at a time); require the FCC to set quantitative minimums for news, public affairs, local originations in general and for free program and spot time to be used by religious, charitable, educational and other community interests; fix a percentage of profits to be spent on the required programing; require licensees to pay the legal expenses incurred by petitioners to deny the licensees' renewals; require the government to pay the legal expenses of public participants in FCC rulemakings; expose station transfers to competitive applications, with assignment to interim operators while the comparative hearings proceed; authorize "any party in interest" to file a petition to revoke any license at any time, but why go on? It is the formula to deliver broadcasting to the Everett Parkers, Nicholas Johnsons, Al Kramers and their recruits.

It cannot be coincidence that Mr. Ottinger was inspired to present his bill in time for consideration at the forthcoming House Communications Subcommittee hearings, which were ostensibly called to consider more reasonable reforms in the renewal process. Broadcasters could place more confidence in the subcommittee's ability to treat the bill with appropriate objectivity if Dr. Cole had not been hired as the native guide through the thicket of renewal reform. His record suggests that if Dr. Cole leads the way, the Communications Subcommittee will wind up lost in a jungle.

Dr. Cole spent several years as the FCC's alleged specialist on license-renewal procedures and proved himself the champion of maximum bureaucracy. His selection by the subcommittee can only mean that its staff is being cast more rigidly in the antibroadcasting turn of mind that was exemplified in its report on cable regulation issued earlier this year. That report came out during the terminal illness of the late Chairman Torbert Macdonald (D-Mass.). Lionel Van Deerlin (D-Calif.), Mr. Macdonald's successor, is in good health. Broadcasters will hope he is also alert to his staff's composition and inclinations.

Distant thunder

Broadcasters must face the very real possibility that government regulation will be significantly tightened if Jimmy Carter becomes President of the United States and Benjamin L. Hooks chairman of the FCC. Mr. Carter, as was noted on this page a week ago, is on record with his intention, if elected, to take an active interest in television programing and to appoint harsh regulators to the FCC. Mr. Hooks, as reported elsewhere in last week's issue, is on record with a regulatory philosophy that precisely fits Mr. Carter's specifications.

The implication in the statements of both men is that the public

has been wronged by the American broadcasting system. Mr. Hooks, the first black to be a member of the FCC, understandably feels that minorities have been particularly wronged. Whatever their emphasis, the two men seem to agree that the existing broadcasting establishment needs to be radically altered by a reign of consumerist regulation of programing, operations and ownership.

Mr. Carter's credentials as a television critic are open to question. In the past year, at least, he is said by associates to have watched virtually no programing except news. For a presidential candidate to field a trendy question about television violence with what he perceives to be a trendy statement of intention to cut it down to size is to raise concern about the kind of hip shots that would come from the White House if Mr. Carter became the occupant.

Mr. Hooks, in his four years on the commission, has had a chance to study broadcasting in detail. His statements that were quoted a week ago suggest that his general evaluation of radio and television performance is distorted by his impatience with the progress being made to accommodate minorities. Undeniably there has been discrimination in broadcasting, as in all other sectors of the national economy, but the remedy does not call for the regulatory excesses that have been proposed.

Perhaps Mr. Carter will be able to broaden his knowledge and Mr. Hooks, his perspectives. If not, broadcasters can't say they weren't warned.

Turnaround

The trend, as observed in this week's special report, is away from laugh-it-up television news biz and toward serious television journalism. It is a trend that will be welcomed by all whose interest in TV extends beyond the next ratings.

There was a danger for a while that in the competition for audience, station managers would write it in concrete that pizzazz must take priority over information. It appears now that audiences will reject pizzazz and tune into information, when the choice is offered.

This is not to say that news must be dull. The market is placing no premium on ugly anchormen or drab sets. It is to say that viewers have known all along what some managers forgot: What's going on outside the studio is of primary interest.



Drawn for BROADCASTING by Jack Schmidt

"Hey, Ed. Fella wants to know if we're authorized to broadcast from Mars."



WHIO-TV TRAVELS

At WHIO-TV, news teams are logging thousands of miles annually to bring local news to Daytonians. Toronto...Chicago...Honolulu...Kansas City...Topeka...Washington D.C....Atlanta...Portland...New York are some of the cities WHIO-TV reporters and photographers have visited in recent months, covering newsmakers and issues that affect Dayton.

Besides the Presidential conventions and election, WHIO-TV's Newscenter 7 teams have crossed the state and nation to report on other issues, such as San

Antonio's river corridor plan and Toledo's gun control law — both timely topics in Dayton. And when judges in two Ohio cities closed murder trials to the media, WHIO-TV successfully went to court to preserve public hearings.

WHIO-TV: traveling to bring local news home.



WHIO-TV
Dayton

WSB TV-AM-FM
Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

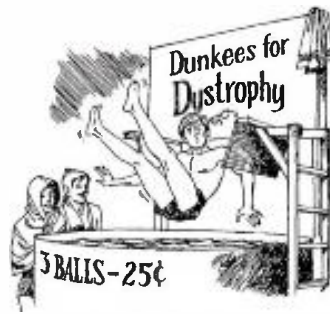
WIICTV
Pittsburgh

COX
Broadcasting

KTVU-TV
San Francisco-Oakland

WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles



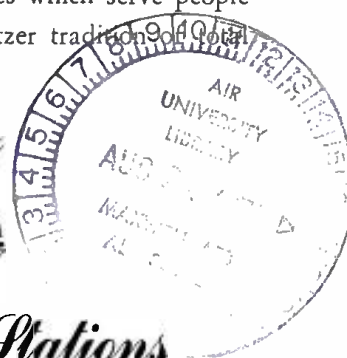
“Dunkees for Dystrophy”

To help raise money for those afflicted with muscular dystrophy, a group of television and radio personalities along with Helen Boosalis, Mayor of Lincoln, Nebraska, were asked by the local Fetzer television station to be the prize of the popular carnival game—the Dunking Machine.

These civic-minded leaders were placed on a perch above a tank of water. Baseballs were thrown at the “bull’s-eye” target by ticket purchasing game players. All afternoon, turn by turn, the “Dunkees for Dystrophy” took surprise, splashing spills into the water.

The activity caused a few sore throwing arms, a few black and blue bruises and a few water-soaked celebrities. But the activity created a sizable sum of dollars used to fight muscular dystrophy.

Promoting community activities which serve people in need is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WWTW Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac
		WWAM Cadillac	KMEG-TV Sioux City