

Family viewing held unconstitutional
The post-election prospect in Washington

Broadcasting Nov 8

The newswweekly of broadcasting and allied arts

Our 46th Year 1976

NEWSPAPER

Oct. 19, 1976--- The night KOB-TV cried "Blood!"

10:00 PM

United Blood Services of Albuquerque had an urgent need for 20-25 blood donors for a patient undergoing emergency surgery.

10:05 PM

They contacted KOB-TV while *EYE-WITNESS NEWS* was in progress and anchorman Jim Wilkerson immediately broadcast the need for donors.

10:25 PM

Donors were arriving at the blood bank and within two hours 46 blood

donations, more than enough, were accepted for patient use.

In a letter of appreciation, Donald F. Keller, Director of Donor Recruitment and Community Relations for United Blood Services, cited the station, saying, "The professionalism, responsiveness and dedication... of your news department is in keeping with the highest order of public service excellence."

Well done, KOB-TV. We're proud that you're part of the Hubbard Broadcasting 50-year tradition of award-winning service to the public.



United Blood Services of Albuquerque

Hubbard Broadcasting INC.

KSTP-TV Minneapolis-St. Paul	KSTP-AM Minneapolis-St. Paul	KSTP-FM Minneapolis-St. Paul	KOB-TV Albuquerque	KOB-AM Albuquerque	KOB-FM Albuquerque	WTOG-TV Tampa-St. Petersburg	WGTO-AM Cypress Gardens
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36112LIBRA B5184RZK DEC/79
A U LIBRARY
US AIR FORCE
SERIAL ACQ SECTION
MONTGOMRY AL 36112

The Magic MusicSM Story.

Now available in syndication!

You've probably heard about Greater Media's Magic Music programming by now.

They tell us it's the first brand-new idea in music formats for radio in a lot of years. And it's a big fat success.

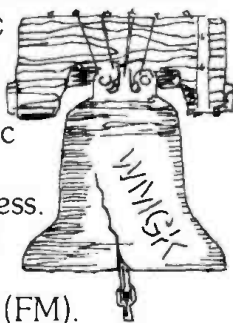
We started it about a year ago in Philadelphia when we launched WMGK (FM). First response: mail pull the likes of which we had never seen. Next response: fast buying action from agencies and advertisers who just liked what they heard.

After that: big numbers in key demos in our first ARB (Oct/Nov '75). The "Sold Out" sign went up then and it's been up again and again. Especially since our second (Jan/Feb '76) and our third books (Apr/May '76) showed us moving up even higher in the top ranks of Philadelphia radio.

This past spring we put our Magic Music programming on our WMJC (FM) in Detroit.



It happened all over again. Instant mail pull. Instant advertiser reaction. A spectacular leap to the top rungs in our first ARB (Apr/May '76); confirmation of this



new leadership by Pulse (Mar-May '76).

Then: "Sold Out" city!

Now all's well at Greater Media.

Right?

Well, yes. Except we're learning what they mean when they say "imitation is the sincerest form of flattery."

We're being flattered like hell.

Enter our friendly lawyers. How do we protect our trademark rights? Tell the world the way it is, they say: "Magic Music is Greater Media's exclusive



Service Mark which identifies its unique and original blend of soft, contemporary music and distinguishes it from anybody else's." And tell them that "The Magic is the Music" and the other similar phrases created by us to identify our stations and their services are original and exclusive, too.

Consider yourself told, world.

And consider this, too: Magic Music programming, as created by Greater Media, is not available from any program service or syndicator.

But, take heart. We're now offering it ourselves to a limited number of stations for a Jan. 1 start. Interested? Call John Dew at (201) 247-6161.

*Magic Music is an exclusive Service Mark of Greater Media, Inc.



GREATER MEDIA, INC.

96 Bayard St., New Brunswick, N.J. 08901 (201) 247-6161

SUBSIDIARY AND AFFILIATED COMPANIES

WGAY AM-FM, Washington
WHND AM-WMJC FM, Detroit
WPEN AM-WMGK FM, Philadelphia
WTCR AM-WHEZ FM, Huntington, WV - Ashland, KY
WESO AM-FM, Southbridge-Webster, MA
GREATER NEW ENGLAND CABLE TV
GREATER MOTOWER, INC., Detroit

GREATER NEW YORK MEDIA:
WCTC AM-WQMR FM, New Brunswick, NJ
WGSM AM-WCTO FM, Long Island, NY
SENTINEL-SPOKESMAN-RECORDER NEWSPAPERS, East Brunswick, NJ
GREATER JERSEY PRESS, INC., East Brunswick, NJ
GREATER NEW YORK RADIO SALES, New York

The Week in Brief

FAMILY VIEWING THROWN OUT □ A federal judge in Los Angeles declares the concept a violation of First Amendment rights of writers and producers. Two networks will appeal. **PAGE 20.**

THE COMING OF CARTER □ What will the next President mean to broadcast regulation? No one's certain, except that things will surely change in Washington. **PAGE 21.**

DIFFERENCE ON THE HILL □ The elections mean a change also in Congress, as some important senators are not re-elected. Hartke, who was next in line for Senate Communications Subcommittee chairmanship, is out and Hollings may be in. **PAGE 24.**

TWO FOR CABLE □ FCC will get moving on possible overhauls of syndicated exclusivity rules and refranchising requirements. **PAGE 26.**

ABC News photo



LONG NIGHT FOR THE NETWORKS □ ABC, CBS and NBC stayed with the election-night drama until they could call it, in the early hours of Wednesday morning, a victory for Jimmy Carter. Television put on an impressive display of technical and graphics expertise to bring the story to the viewers, but the viewers weren't there in the numbers hoped for. Some 120 million, about the same that watched the very predictable Nixon-McGovern race, made up the total audience. **PAGE 26.**

NIS TO SHUT DOWN □ NBC decides its "\$10-million" risk on the News and Information Service is a bad one. It will be terminated in 1977 after two years of operation. **PAGE 34.**

EEO QUESTIONS □ Appeals court judges, listening to arguments in NOW employment cases against two stations, make protracted inquiry as to where FCC's responsibility should end and EEOC's should begin. **PAGE 38.**

ABC STILL FIRST □ The network takes the Nielsens for sixth straight week with NBC second and CBS third. **PAGE 44.**

NATAS RESTRUCTURING □ A massive overhaul of the academy and its Emmy award procedure is voted by the trustees. **PAGE 44.**

TVB TIME IN D.C. □ A record attendance is expected this week in Washington for the bureau's 22d annual membership meeting. **PAGE 46.**

O&M GETS BIGGER □ Scale, McCabe, Sloves, with \$30 million in broadcast billings, is to be acquired by Ogilvy & Mather, already with TV-radio billings in the \$190-million range. **PAGE 46.**

MOMENTUM □ Radio Advertising Bureau maps its plans and activities to keep the growth of radio advertising going in '77. **PAGE 48.**

OPEN POCKETS □ OTP's Probst proposes to use open UHF channels for government services. **PAGE 50.**

MAKING THE RULES □ Broadcasters give FCC suggestions on requirements for station operators, and most believe they should be minimal. **PAGE 51.**

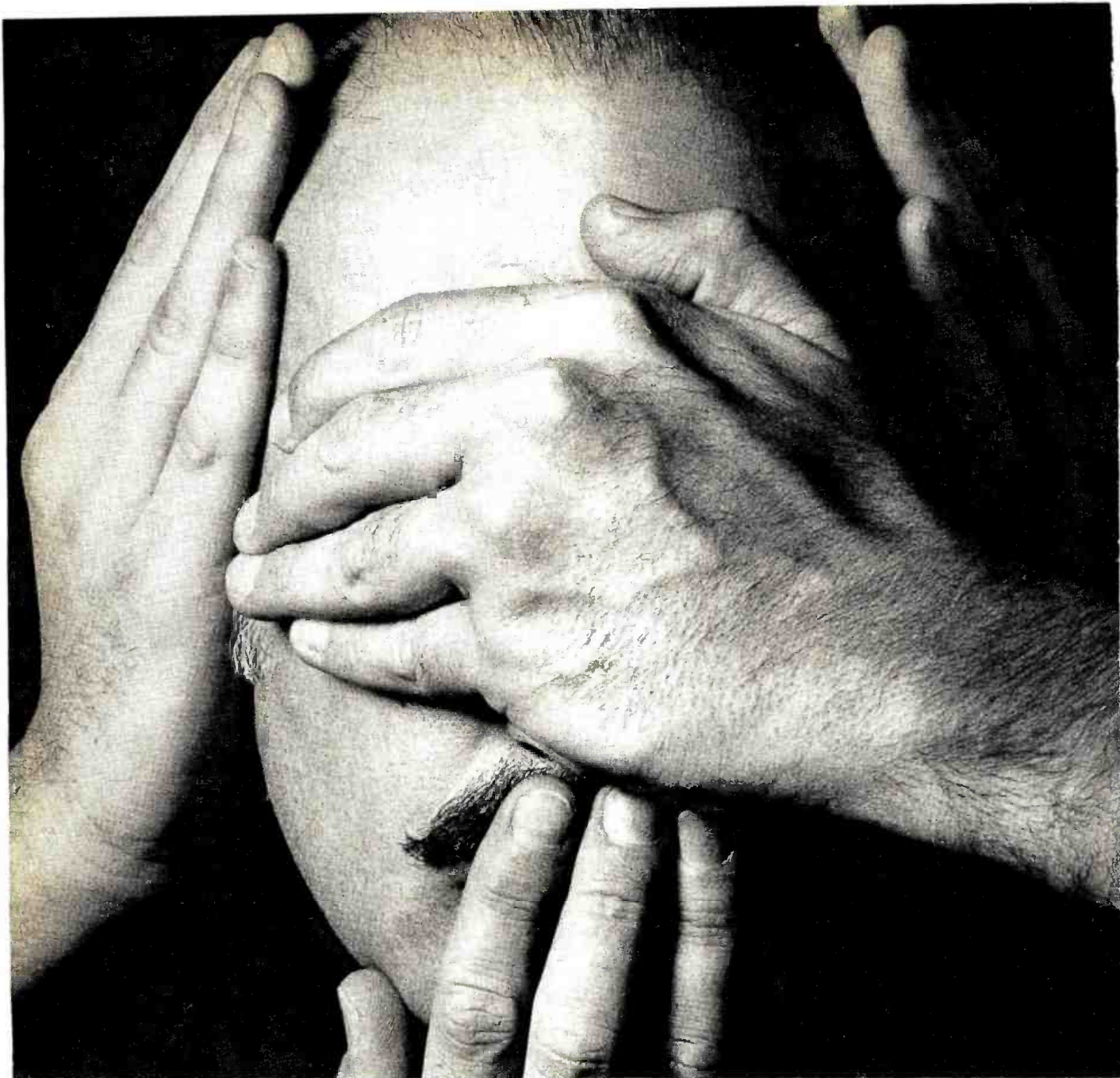
RADIO'S TOP DOLLAR □ Radio business was good in 1975, reaching a pre-tax profit of \$90.7 million, according to the FCC. **PAGE 56.** In this special report, breakdowns of revenues and expenses for all radio stations are given on **PAGE 62**, network and AM and AM-FM stations on **PAGE 66**. A complete market-by-market breakdown is outlined on **PAGE 68**, network-only breakout on **PAGE 80** and FM finances market-by-market on **PAGE 81**. Winners and losers are shown on **PAGE 83**, with an 11-year look at finances on **PAGE 84**.

ACCUSATION □ NCTA contends that NAB'S Palm Springs, Calif., example of cable effect on audience and station revenues is not typical. **PAGE 86.**

EXPLANATION □ FCC asks TM Communications to explain why it won't allow a nonoperator leased-channel access time. **PAGE 88.**

GROUNDBREAKER □ In becoming the first woman network news vice president, Marlene Sanders took on some tough problems. But her colleagues regard her as a thorough professional with the background to win. **PAGE 105.**

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A closed mind is a very dangerous thing.

Television is the most powerful mass medium in the U.S. today. However, nothing usurps and endangers that power more than a closed mind.

That's why we at HARTE-HANKS TELEVISION GROUP are committed to help open people's minds through new channels of understanding. It's a responsibility we have to our viewers, to our employees, to our shareholders and even to ourselves.

To our viewers, that commitment is reporting both sides of important

issues relevant to the communities we serve.

To ourselves, a commitment to open-minded thinking will enable us to make fresh, creative decisions necessary to meet the future challenges of our medium.

We want to reach out and affect people. Open their minds. Because as mass communicators our responsibility is great. And if we continue to open new channels of understanding among people, then we can proudly say that we live up to our responsibility.

Opening new channels of understanding



HARTE-HANKS TELEVISION GROUP
KENS-TV, SAN ANTONIO, TEXAS.
WTLV-TV, JACKSONVILLE, FLORIDA.

Closed Circuit®

Insider report: behind the scene, before the fact

Booking

There's more than hope at National Association of Broadcasters that Jimmy Carter, as President, will appear at NAB annual convention in Washington next March 27-30. Formal invitation was extended in telegram sent to Mr. Carter after his election by Vincent T. Wasilewski, NAB president.

Week before election provisional invitation was issued to Mr. Carter's senior adviser, Charles Kirbo, during meeting with NAB executive committee on general policy questions (BROADCASTING, Nov. 1). Mr. Kirbo said he thought "President Carter" would accept.

After NIS what?

NBC Radio's plan to drop News and Information Service (story page 34) came as shock to some of NIS's 62 subscribers, was no great surprise to others. Even among latter, however, some felt NBC didn't give it fair shot—that decision came too soon by at least two years. Sampling suggests that many large-market subscribers expect to continue as all-news or mostly news stations, expanding own staffs and using best national services they can get. Subscribers in smaller markets tend to think they'll have harder time making do, expect in many cases to turn to other formats.

Some subscribers hope that NBC, as one put it, "won't throw the whole thing out." They would like at least five minutes or so of news per hour, perhaps plus commentary. This is expected to be among questions raised when NIS's rotating station advisory committee meets with NBC Radio officials in New York next week. When meeting was scheduled several weeks ago, agenda called for review of NIS progress and suggestions for improvement. Now it'll attempt to deal with phase-out problems.

Action at the top

If CBS Chairman William S. Paley at 75 has plans to slow down, he wasn't showing them last week. He was in Washington early in week to introduce CBS's new president, John D. Backe, to FCC Chairman Richard E. Wiley. While there he also had lunch with Secretary of State Henry Kissinger—presumably to negotiate for Mr. Kissinger's memoirs on behalf of CBS's Holt, Rinehart & Winston subsidiary. And he was approaching what could be much more trying negotiations—with Russians for TV rights to 1980 Olympics. He's slated to be in Moscow

with CBS-TV President Robert Wussler and CBS attorney Ronald Kaiser for talks starting Nov. 13.

Russians, according to other sources, are being "incredibly demanding," as one put it—so much so it's being suggested all three networks may chip in to buy rights and then rotate coverage. ABC-TV affiliates say that's one possibility held out to them by ABC officials, though those officials also said they think they're front runners for exclusive rights. Russians reportedly are asking from four to eight times the \$25 million ABC paid this year for U.S. rights and expect then to sell to other countries for next to nothing, in effect letting U.S. broadcasters underwrite virtually all of worldwide exposure.

Quarantines

Commissioner Margita White, whose appointment to FCC was jeopardized by husband's partnership in law firm representing clients before agency, has set up system to help her avoid conflicts of interest. In accord with promise she made in Senate confirmation hearings to abstain from participating in proceedings in which husband's firm—Hamel, Park, McCabe & Saunders—is involved, her staff will check every agenda item and note those with Hamel firm connection. Mrs. White was not sure she would stay out of rulemakings as well as adjudicatory matters in which husband's firm takes part, but she now assumes she will.

Sick call

ABC-TV, CBS-TV and NBC-TV have already canceled their most obvious prime-time losers, but there are still some other series with bleak futures. CBS sources say it's only matter of time before *Tony Orlando and Dawn* variety show (Tuesday, 8-9 p.m., NYT) is replaced. Three other endangered series on CBS are *Executive Suite* (Monday, 10-11 p.m.; 27-share average in five telecasts), *Sonny And Cher* (Sunday, 8-9 p.m.; 26-share average, six telecasts) and *Delvecchio* (Sunday, 10-11 p.m.; 25-share average, six telecasts).

NBC's trouble spots are *Baa Baa Black Sheep* (Tuesday, 8-9 p.m.; 27-share average, six telecasts), *The Practice* (Wednesday, 8-8:30 p.m.; 22-share average, three telecasts), *Wednesday Movie of the Week* (8:30-10 p.m.; 21-share average, five telecasts), *Quest* (Wednesday, 10-11 p.m.; 25-share average, four telecasts) and *Serpico* (Friday, 10-11 p.m.; 28-share average, four telecasts). ABC is keeping close

watch on *The Captain and Tennille* (Monday, 8-9 p.m.; 29-share average, six telecasts), *Holmes and Yoyo* (Saturday, 8-8:30 p.m.; 25-share average, five telecasts) and *Most Wanted* (Saturday, 10-11 p.m.; 29-share average, three telecasts).

Problem of pay

Thomas J. Swafford, former CBS-TV vice president, program practices, met with senior National Association of Broadcasters officers last week to talk about signing on to head association's public relations, but there's some doubt NAB can meet his salary requirements. He's still on CBS payroll while working out severance.

Other opening at NAB—for new vice president, television—was originally mentioned as one for which Mr. Swafford was under consideration. Word is that Vincent T. Wasilewski, NAB president, favors William Carlisle, now NAB vice president in government relations, for TV job.

Catching up

Lee Rich's Lorimar Productions has bought one-year option on John Toland's best-selling biography, "Adolf Hitler," and is talking with CBS-TV about turning it into dramatized multipart miniseries. Highly placed source said CBS, which had been concentrating on weekly series and lagging behind ABC and NBC in production of made-for-TV movies and miniseries, is preparing big push in those areas.

Last act

Thomas J. Houser, who became lame-duck director of Office of Telecommunications Policy upon defeat of President Ford, is spending his waning tenure on plan to improve policy coordination among elements in executive branch. Mr. Houser proposes committee representing all departments with interests in telecommunications and acting under chairmanship of OTP official. Committee's mission would be to thrash out differences and achieve consensus on policy proposals for President.

Mr. Houser's committee system would give OTP leadership role its originators envisioned but which it never achieved because of squabbling among departments. First White House reaction is said to have been favorable, but whether committee plan will be put into effect before White House occupancies change remains to be seen.

Business Briefly

Oldsmobile □ Olds '98 and '88 automobiles will get one-week television push beginning Nov. 15. TV 30's in fringe and prime time are geared to men, 18 and over. Leo Burnett, Detroit, is agency.

Procter & Gamble □ Duncan Hines Moist & Easy cake mix is set for seven-week airing beginning today (Nov. 8). Day and fringe TV 60's are geared to women, 18-49. Grey Advertising, New York, is agency.

Colgate □ Ajax laundry detergent will enter four-week campaign Nov. 15 using day, fringe and prime-time TV 30's to reach women, 18-49, and heads of households. William Esty, New York, is agency.

J.C. Penney □ Towels are subject of staggered flight to run starting on Nov. 21 for three weeks and Jan. 2 for two weeks. Day, fringe and prime-time TV 30's are scheduled, aiming for women 18-49. Vitt Media International, New York, is buying service.

Ralston Purina □ Lovin' Spoonful canned cat food is subject of brief television flight beginning Nov. 29. Day, fringe and prime-time 30's are geared to women, 25-54. Della Femina, Travisano & Partners, New York, is agency.

Monsanto □ Wear Dated clothing will get two-week push starting Dec. 5. Daytime TV 30's are geared to women, 18-49. Company's acrylic, modacrylic, nylon, polyester and bioconstituent fibers will get series of radio spots geared to

men, 25 and over. These spots will get 18-week flight beginning Jan. 2. This campaign will focus on Midwest markets, including Cleveland, Cincinnati and Milwaukee. Buyer is Vitt Media, New York.

Time-Life □ Time magazine will sponsor special five-hour radio recap of 1976, everything from major news events to reports on biggest-grossing movies of the year. Special, to be called *1976: Year of Decision*, will be straight barter, with *Time* taking two commercial minutes in each hour and giving eight minutes back to stations, which get show free. Syndicator Cinema Sound, New York, expects 500 stations to accept *1976: Year of Decision*, with most of them playing it on New Year's Eve. WOR(AM) New York, KSFO(AM) San Francisco, WTOP(AM) Washington and WBAL(AM) Baltimore are among stations that have already agreed to take it.

Kraft □ Company, through J. Walter Thompson, New York, has agreed to sponsor new 60-minute TV documentary called *Tiger, Tiger*. Production company is Survival Anglia Ltd., New York, which has done many nature documentaries over past couple of years. *Tiger, Tiger* is being shot in India and Nepal and, when it's sold to CBS-TV, Kraft will get all six commercial minutes.

Yamaha □ Buena Park, Calif.-based motorcycle company, through Botsford/Ketchum, Los Angeles, has series of radio spots ready to go Nov. 22 for pre-Christmas three-week flight. Markets

include Miami, Dallas and Atlanta. Spots are geared generally to adults, 18-49.

Trans-World Airlines □ Spot TV flight is being chartered by TWA to take off in mid-November for three weeks. Wells, Rich, Greene, New York, is zeroing in on men, 25-54.

Maytag □ Company's line of dishwashers will be spotlighted in spot TV drive starting on Nov. 22 for four weeks. Leo Burnett, Chicago, is concentrating on time slots appealing to women, 25-49.

Wrigley □ Needham, Harper & Steers, Chicago, which has been print agency for company's chewing gum products, has been named to handle TV advertising for one brand, Spearmint, which amounts to about \$4 million. Wrigley allots about \$18 million of total advertising budget of \$26 million to television. Arthur Meyerhoff Associates continues as TV agency for other Wrigley products—Doublemint, Juicy Fruit, Freedent and Big Red.

Waring □ Household/kitchen appliances are subjects of quick flights to start Dec. 1, Dec. 8, Dec. 15 for few days each. TV 30's in day and fringe time will aim for women, 18-49. Buy is handled by Media Corp. of America, New York.

BMW □ West German automobile, which has been displayed mostly in magazines in U.S., is scheduled to start its first limited use of spot TV to test its effectiveness. TV will be tapped in New York and Los Angeles in BMW's quest to compete in U.S., with TV spots starting on Nov. 15 for several months. Ammirati Puris AvRutick, New York, is aiming to reach upscale audience of men, 25-54.

Burger King □ Quick-service restaurant chain will kick off spot TV campaign in mid-November for four weeks. J. Walter Thompson, New York, is seeking to appeal to children 2-11 and women, 18-34.

Haggar □ Dallas-based trousers manufacturer, through Tracy-Locke Advertising, Dallas, has new series of radio spots ready for two-week selected-market campaign beginning Nov. 29. Markets include New York, Chicago, Detroit and Milwaukee.

House of Jeans □ Retail chain of fashion jeans is set to launch spot TV promotion in 15 markets in Southwest, principally in Texas, Arkansas and Louisiana, for five to six weeks starting in late November. Smith, Kirk, Baldwin & Carlberg, Houston, is aiming to reach

BAR reports television-network sales as of Oct. 17

ABC \$713,730,400 (32.2%) □ CBS \$769,998,300 (34.7%) □ NBC \$734,373,100 (33.1%)

Day parts	Total minutes week ended Oct. 17	Total dollars week ended Oct. 17	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.	157	\$ 912,300	5,802	\$ 29,465,700	\$ 27,014,500	+ 9.0
Monday-Friday 10 a.m.-6 p.m.	1,034	15,759,700	41,754	485,486,700	406,573,400	+19.4
Saturday-Sunday Sign-on-6 p.m.	308	10,458,100	12,560	249,733,700	185,982,300	+34.3
Monday-Saturday 6 p.m.-7:30 p.m.	102	3,994,800	4,240	119,394,500	97,343,200	+22.7
Sunday 6 p.m.-7:30 p.m.	26	1,123,600	892	35,910,700	16,455,200	+118.2
Monday-Sunday 7:30 p.m.-11 p.m.	424	36,307,200	17,431	1,133,804,300	967,638,700	+11.7
Monday-Sunday 11 p.m.-Sign-off	218	5,421,700	8,467	164,306,200	134,561,800	+22.1
Total	2,267	\$73,977,400	91,144	\$2,218,101,800	\$1,835,569,100	+20.8

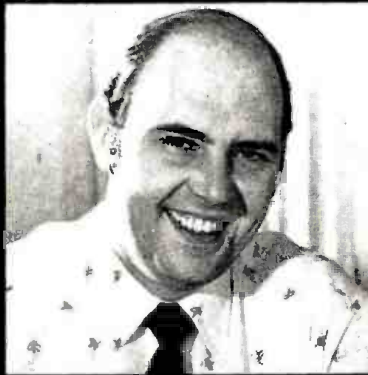
Source: Broadcast Advertisers Reports

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

A television station is only as good as the people who manage it. Take WEYI-TV, Saginaw-Flint-Bay City...for instance.



Bruce Fleming entered television sales at KERO-TV, Bakersfield, California twenty-three years ago. In 1962, he moved to KOGO-TV, San Diego, where he worked his way up to the position of General Sales Manager. After similar stints at KHJ-TV and KCOP-TV, both in Los Angeles, Bruce joined Kaiser Broadcasting Spot Sales as Western Sales Manager. He left that position in October to become General Manager of WEYI-TV. With his considerable experience and deep commitment to community service, Bruce is at home in the Saginaw-Flint-Bay City area.



George Leh began his Broadcasting career as a cameraman at WFMY-TV in Greensboro, North Carolina in 1959. He soon became a producer-director and gained experience in all phases of local programming...especially in remote news and sports coverage. In 1969, George moved to Flint to direct news programming at WJRT-TV. He became Program Manager there in 1973 and in 1975, joined Rust Craft at WEYI-TV in that same capacity.



Robert Krieghoff, Jr., WEYI-TV General Sales Manager, has worked in nearly all phases of television. Beginning in Toledo in 1963, he has been a producer, director, promotion and program manager, community service director, account executive and national sales representative. Rob has spent ten years of his professional life in Saginaw-Flint-Bay City and has become deeply involved in the affairs of the community.

It's people like these that make the difference at Rust Craft stations. Their training...their experience...and their dedication to their community are the reasons why when Saginaw-Flint-Bay City residents think of television...they think of WEYI-TV.

WEYI 25 TV
SAGINAW/FLINT BAY CITY

Rust Craft Broadcasting Company

teen-agers and men and women, 18-34.

Fireside Industries □ Mac Barena Fireside tobacco is subject of four-week television campaign beginning Jan. 3. Men and women, 35-49, are targets for TV 30's in day, fringe and sports times. Zakin & Commerford Advertising, New York, is agency.

Proctor-Silex □ Consumer products division will promote two appliances: coffee maker and toaster oven. Four-week television flight is to begin Nov. 22, using TV 30's in fringe time. Adults, 18-49 and 25-49, are targets. Richard K. Manoff, New York, is agency.

Sterling Drug □ Breacol decongestant cough medication will be shown on spot TV in four-week drive to begin late this month. Independent Media Services, New York, is seeking time slots to reach women, 18-49.

Hills Bros. Coffee □ Spot TV campaign for coffee is scheduled to break in early December for six to seven weeks. BBDO, New York, is aiming its early fringe, daytime and prime spots toward women, 25-54.

New York State Lottery □ Continuing rounds of one-week television flights for lottery will air Nov. 16 and again Dec. 27 with substantial in-state coverage. TV 30's will run in day, fringe and prime time;

Rep appointments

- WQXR-AM-FM New York: Concert Music Broadcast Sales, New York.
- WNEB(AM) New York: Market 4 Radio, New York.
- WCAR-AM-FM Detroit: RKO Radio Representatives, New York.
- WNCT-AM-FM Greenville, N.C.: Eastman Radio, New York.
- WTVW(TV) Evansville, Ind.: Blair Television, New York.

TV 10's will air in news time. Smith/ Greenland, New York, is agency.

Western □ Oil services by Fort Worth firm are to be promoted in television campaign of uncertain length, tentatively to begin Jan. 1. Company is aiming its TV 30's at men. William F. Finn & Associates, Dallas, is agency.

Bahamas Ministry of Tourism □ After absence of two years, tourism agency returns to TV with spot drive in seven major Eastern and Midwest markets for four weeks starting in early January. Ministry intends to continue with TV throughout 1977, scheduling promotions and taking hiatuses intermittently throughout year. McCann-Erickson, New York, is gearing its campaign toward men and women, 21-49.

Roy Clark's Dieters' Choice □ New Southern-based franchiser, through Hood, Hope & Associates, Tulsa, Okla., has three-week spot-radio drive aimed at Texas area and will begin Jan. 10. Markets include Dallas and Houston. Spots are aimed at women, 18 and over.

Worth Parfums □ Company's Je Reviens perfume, New York, through Firestone and Associates, New York, is planning new radio-spot campaign to run four or five weeks, with start date still to be determined. Markets will include New York, Los Angeles, Chicago and Boston. Firestone will aim spots at adult men and women.

Alliance □ Company's Alliance wine, through Marvin H. Frank, Chicago, has eight-week radio-spot campaign now under way and three-week flight to begin Dec. 6. Radio markets include New York, Los Angeles and Atlanta. Frank's demographic target is adults, 25-49.

Spanish National Tourist Office

□ New York-based office for Spanish tourism, through Compton Advertising, New York, has schedule of radio-booster spots ready for periodic flights beginning in mid-November to run for eight weeks. Markets include New York, Chicago and Boston. Time buyer SFM Media, New York, is aiming spots at adults, 35-64.

Menley & James □ Drug firm's latest radio spots will get full-fledged major-market drive beginning Dec. 7 for eight weeks. Markets include New York, Los Angeles and Atlanta. Agency, Ogilvy & Mather, New York, is seeking to reach adults, 18-49.

Pearle Visioncenters □ Eye glass maker is preparing spot TV and radio promotions to run for six weeks on alternate week basis for first quarter of 1977 with schedule airing in about 35 TV markets and 29 radio markets. Chollick Associates, New York, is focusing on women, 25 to 49.

Chemagro □ Sencor soybean herbicide will be centerpiece of spot TV campaign starting in late January for four months. Valentine-Radford, Kansas City, Mo., is opting to reach men, 21-54.

Germaine Montell □ Cosmetics company's latest radio spots are being given special two-week campaign in key markets, including New York, Los Angeles and Chicago. Creative agency is Tatham, Laird & Kudner, New York, and buyer is Gaynor Media, also New York. Demographic target is adult women.

Church & Dwight □ Arm & Hammer baking soda will be showcased on spot TV advertisements for six weeks starting this month. Kelly, Nason Inc., New York, is aiming to reach women, 18-49.



Everybody who counts in Television and Radio News will be at the RTNDA Conference in Miami, December 12-15. The RTNDA Exhibit Hall is where you should be to reach over 650 news directors.

Booth space is still available ... but you'll have to hurry!

Contact:
Eddie Barker, Exhibits Chairman
8435 Stemmons Freeway - Suite 880
Dallas, Texas 75247
214-630-3450

RCA

ANTENNA AND TRANSMITTER USER REPORT

WHN-AM, NEW YORK CITY, ADDS 50 kW AMPLIPHASE TRANSMITTER

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

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



"We operate the Ampliphase and an older transmitter as an Alternate-Main system, with a weekly changeover. The common point reactance presented no matching problem for the Ampliphase transmitter, nor does our directional

**"50 kW Ampliphase
transmitter delivers a standout
signal"**

WBEN, BUFFALO, UPGRADES WITH REMOTE-CONTROLLED TV AND FM TRANSMITTERS

"We used RCA on our TV-FM modernization program for good reason," says Frank Maser, Director of Engineering for WBEN, Inc.

"When you're investing nearly a million dollars in new plant facilities, more than equipment is involved. Technical expertise in system design and installation is important —and RCA was able to provide this



valuable support.

"The automated transmitters for

**"Technical expertise in system
design...important"**

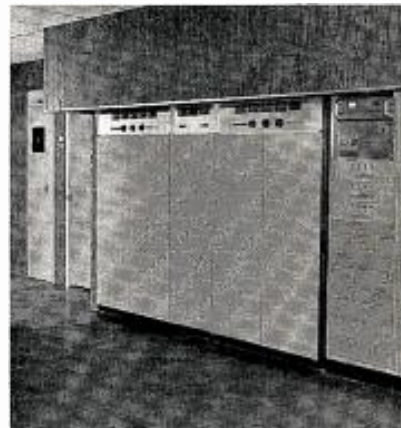
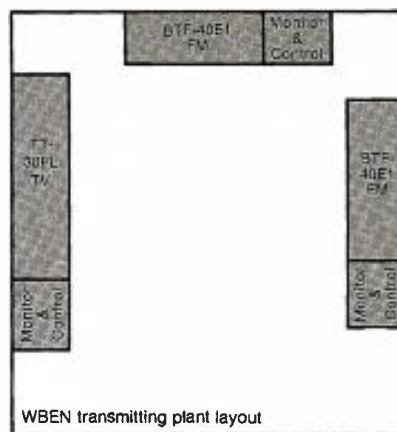
FM and TV completed our initial master updating program. Both systems are remote-controlled from the studio, with full redundancy in circuitry, STL, power, and transmitter functions.

"For TV, we installed a TT-30FL, 30 kW transmitting system with OPTO-Switcher and bi-level switching capability. This arrange-

antenna system.

"I like the BTA-50J's wideband sound and low distortion. It doesn't use a modulation transformer or any audio transformers—which gives us a cleaner signal over a wider frequency range. And, although we operate at 100% modulation, it is good to know that the transmitter is capable of 125% modulation.

"The RCA transmitter sounds great and gives no trouble."



ment gives us full flexibility to operate in parallel, or one side only, maintaining optimum VSWR without need for re-tuning.

"Rock 102, our 24-hour-a-day automated FM stereo station, operates twin BTF-40E1 40 kW transmitters as Alternate-Main systems. With this configuration and our custom logic systems, we're well protected against transmitter outages. The transmitters are fully automated, including automatic power level control. Our FM plant also includes a new BFG-8 circularly polarized antenna with de-icers.

"With the new transmitting systems behind us, we're moving on into the next phase of our master plan for improving technical operations."

**"...transmitters are fully
automated, including automatic
power level control"**

RCA

LAS VEGAS

THE DIFFERENCEMAKERS, KVVU-TV & HR TELEVISION.

KVVU-TV works hard to sustain its recognition as an outstanding "citizen" in the Henderson—Las Vegas community. 24 hours a day, its powerful program line-up captures a consistently high share. That difference is why KVVU ranks among the top five independents in the country (ARB, July 1976).

HR works at one task every business day—spot TV sales. Three separate research teams support sales. Innovative computer programs like CRAMM and DART back up our stations. That difference is why HR Television ranks with the top independent reps in the country.

KVVU-TV and HR. Each has the people, organization and record of performance that makes a difference.



television

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • DALLAS
BOSTON • PHILADELPHIA • ATLANTA • ST. LOUIS • DETROIT
DES MOINES • MINNEAPOLIS • CHARLOTTE • SEATTLE • PORTLAND

Monday Memo[®]

A broadcast advertising commentary from Robert D. Lundy, VP corporate public affairs and advertising, TRW Inc., Cleveland

A company called TRW makes itself known

TRW's corporate advertising campaign on radio and television had its origins in a survey that showed that among key financial and business executives—important to us as influencers of investment decisions—we suffered an identity gap.

We also had reason to believe that potential customers in new markets, legislators and government officials also were not aware of us.

Since the survey also confirmed our belief that to know us is to love us (those who knew us thought highly of us), the task was to get ourselves known more widely and not to counter any specific misconceptions. We wanted to increase awareness significantly in a relatively short time. We wanted to communicate the kind of dynamic, technological company we pride ourselves in being. We had relied exclusively on print for past corporate campaigns, but had almost entirely abandoned all advertising for several years.

In 1974, we decided to turn to television, reinforced by radio, while continuing a modest print campaign in business magazines. The power of television, its viewer involvement, its ability to communicate to all the senses were needed for the job we wanted to do—to make a giant step forward in awareness and to do it fast.

Since the consumer was not our audience, some thought our use of television meant lots of waste. But we could pinpoint our audience and obtain good efficiencies. We knew that our target audiences watched local late television news. By taking 10 cities, we could cover more than 50% of our key audiences. They also listened to early morning drive-time radio for news or to business news programs.

We realized that we were reaching our audience when they were in a consumer, as opposed to a professional, frame of mind. So our strategy in making commercials was to communicate with them as consumers. We chose TRW products and showed how they saved customers' time in department stores or in banks, for example. Or we showed how our utility control system could overcome blackouts quickly. Or how our submersible pump was aiding in tapping oil resources. We assumed that the viewers would know or deduce that the products shown were in fact in growth markets.

We emphasized the electronics aspects of the company because our survey showed these were little known. We tried to be interesting, to exhibit some warmth and to use humor if it were inherent in the situation. We tried to create a personality



Robert D. Lundy joined TRW Inc.'s TRW Systems, Los Angeles, in 1960. There he held a variety of marketing communications positions, finally serving as director of public affairs and communications. He moved to TRW corporate staff in 1972 and is presently vice president, corporate public relations and advertising, based in Cleveland. Before joining TRW, he was on the faculty of the University of Southern California and the University of California, Berkeley. He was also a Fulbright professor of American studies in Italy.

for the company that reflected both the informal and human quality we enjoy in it and the high level of professional and technical competence it has. We did not use a spokesman because we felt his or her personality would be the focus of the viewers' attention, not the company's.

TRW has a special problem in that it is a "no name" company, known by initials. To solve this, each of our commercials has the same billboard at the end—and perhaps the longest in television. Through a combination of sight and sound it impresses "a company called TRW" upon the viewers' mind. To our delight, the phrase "a company called TRW" has been picked up and used by many who write about us. We use it extensively in our promotional and marketing mailings.

In the second year of our campaign, we



From a TRW television spot

added national coverage for the primaries, conventions and election night on NBC-TV, with some *Today* show spots on the morning after primaries. We chose this package to help us reach federal, state and local government officials and staff across the country, as well as thought leaders.

A word about radio. Our initial strategy was to obtain image transfer by carrying over television subjects to radio. But we soon developed a radio campaign to capitalize on its special abilities. A series of energy updates on our exciting research programs in alternate sources of energy was a winner. The power of radio to generate inquiries and to convey a message has been a pleasant surprise to me.

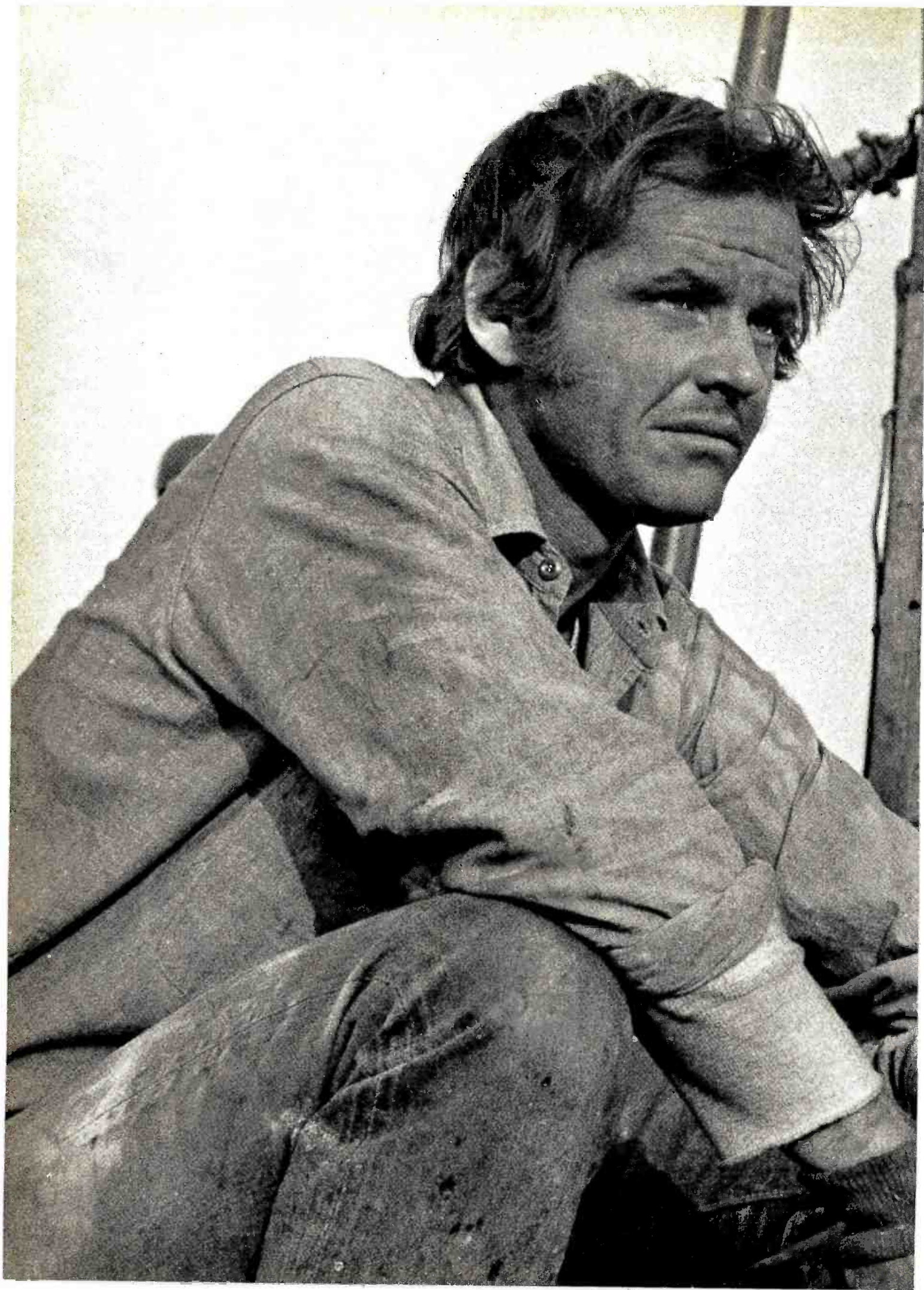
We have made measurement of our results an integral part of our program. The surveys show that our advertising is reaching our target audiences. In 18 months, familiarity with TRW rose some 40% from the base and opinion of us as an investment has increased even more dramatically—more than 80%. I would be the first to point out the company's excellent performance and a rising stock market as the major influences on opinions of TRW as an investment. But our results in control markets suggest strongly that our program has had an effect in improving evaluation of TRW as a stock.

The recall of our advertising more than doubled. And the identification of TRW with the product areas we had advertised also doubled. Our measurements of the change in awareness of companies with different advertising strategies confirmed our belief that our strategy was best for our objectives. The results also show that television plus radio and print were more cost-effective than television alone or print alone.

We are pleased that our commercials have won awards. But we are even more gratified that we have achieved the objectives we set for ourselves. We undertook the original program on the premise that it would last for three to five years. Our management still supports that proposition and we expect to continue with our basic strategy, as well as increments to meet additional objectives.

The program has had other benefits. It has led to marketing inquiries and to the sale of products. Employees as well as salesmen making cold calls are happy to find that people know something about "a company called TRW" and are favorably predisposed toward them. Our executives have had positive comments from their peers about our campaign.

TRW may never be a household word, but we are on our way to making the initials have meaning for all those who are important to us.





HOME INSURANCE

Movies. The best insurance you can buy.

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

Oscar-winning films like "Funny Girl," "Lawrence of Arabia" and "The Last Picture Show."

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

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

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

FEATURES FOR THE '70'S VOLUME 3



COLUMBIA PICTURES TELEVISION

■ indicates new or revised listing

This week

Nov. 7-8—Annual convention of the *Society of Broadcast Engineers*. FCC Commissioner Robert E. Lee will deliver keynote speech. Technical program will be conducted jointly with the *Society of Cable Television Engineers*. Holiday Inn, Hempstead, N.Y.

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

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

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

Nov. 10—FCC's deadline for comments on proposed amendment of rules relating to employment discrimination policies of cable television applicants and certificate holders and licensees of cable television relay stations (CARS). Replies due Dec. 10. FCC, Washington.

Nov. 10-12—International Film & TV Festival, sponsored by *International F.T.F. Corp.*, New York. Americana hotel, New York.

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

Nov. 11-12—*National Association of Broadcasters* regional conference. Waldorf Astoria hotel, New York.

Nov. 11-12—*American Association of Advertising Agencies* Central region annual meeting. Ambassador West hotel, Chicago.

■ **Nov. 11-12**—*Oregon Association of Broadcasters* fall conference. Luncheon speakers will be FCC Commissioner Margita White and Representative Robert Duncan (D-Ore). The Thunderbird Jantzen on the Columbia River.

■ **Nov. 11-13**—Second national meeting, *National Broadcast Association for Community Affairs*. Illinois Athletic Club, Chicago.

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

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

Also in November

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

■ **Nov. 14-20**—Fall meeting of *CBS-TV Affiliates Board*. La Quinta Country Club, La Quinta, Calif.

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

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

Major meetings

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

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

Dec. 13-15—*Radio Television News Directors Association* international conference. Americana hotel, Miami Beach, Fla. 1977 conference will be Sept. 14-18 at Hyatt Regency hotel, San Francisco; 1978 conference at Atlanta Hilton hotel, Atlanta; 1979 conference at site to be designated in Chicago.

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

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

Jan. 25-28, 1977—*National Association of Broadcasters* winter board meeting. Royal Lahaina hotel, Maui, Hawaii.

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

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

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 2-4, 1977**—*Associated Press Broadcasters* annual meeting. Chase-Park Plaza, St. Louis.

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

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

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

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

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

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

■ **Nov. 15-17**—Fall meeting of *NBC-TV Affiliates Board*. Sandy Lane hotel, Barbados.

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

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

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

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

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

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

Nov. 22—FCC's new deadline for comments on AM clear channel proceedings to allow 1-A clears to operate with greater than 50 kw (Docket 20642). Replies are now due Jan. 24, 1977. FCC, Washington.

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

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

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

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

December

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

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

■ **Dec. 2-3**—*Arizona Broadcasters Association* winter meeting. Speakers will include John Summers, National Association of Broadcasters; Senator Barry Goldwater (R-Ariz.); FCC Commissioner James H. Quello and Bill Simms, KOJO(AM) Laramie, Wyo. McCormick Ranch Inn, Scottsdale.

Dec. 2-4—Fifth annual general assembly of *UNDA-USA* (national Catholic association for broadcasters and allied communicators). Eleventh annual Gabriel Awards banquet will be held Dec. 2. Assembly: Galt

Ocean Mile hotel; awards banquet: Pier 66 hotel, Fort Lauderdale, Fla.

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

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

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

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

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

Dec. 13-15—*Radio Television News Directors Association* international conference. Americana hotel, Miami Beach, Fla.

January 1977

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

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

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

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

Jan. 9-12—*National Retail Merchants Association*

annual convention. New York Hilton hotel, New York.

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

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

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

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

Jan. 23-24—*Idaho State Broadcasters Association* winter conference. Holiday Inn, Boise.

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

Jan. 25-28—*National Association of Broadcasters* winter board meeting. Royal Lahaina hotel, Maui, Hawaii.

Jan. 26-29—*Society of Motion Picture & Television Engineers* 11th annual winter television conference. Theme topics will be "Beyond ENG" and "Digital Television." St. Francis hotel, San Francisco.

February 1977

Feb. 2-3—*Association of National Advertisers* joint workshops on television (Wednesday) and media (Thursday). Plaza hotel, New York. Contact: William Kistler, ANA, 115 East 44th Street, New York. (212) 697-5950.

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

Feb. 10-11—*Arkansas Broadcasters Association* winter convention. Camelot Inn, Little Rock.

Feb. 12-16—*National Association of Television Program Executives* 14th annual conference. Fon-

tainebieu hotel, Miami.

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

Feb. 17-19—Winter convention of *Colorado Broadcasters Association*. Four Seasons motor hotel, Colorado Springs.

Feb. 17-20—*Howard University School of Communication's* sixth annual communications conference. Mayflower hotel, Washington.

Feb. 18-19—*Georgia Cable Television Association* annual convention. Stouffer's Atlanta Inn, Atlanta. Contact: Boyce Dooley, Summerville (Ga.) Cable TV, (404) 857-2551.

Feb. 20-21—*Associated Press Broadcasters* board of directors winter meeting. Westward Look, Tucson, Ariz.

Feb. 21—Deadline for entries in 13th annual Armstrong Awards program for excellence and originality in FM broadcasting, administered by the *Armstrong Memorial Research Foundation*. Entry forms: Executive director, Armstrong Awards, 510 Mudd building, Columbia University, New York 10027.

March 1977

March 1—Deadline for entries in *American Osteopathic Association's* journalism awards competition. Award of \$1,000 will be given for the print article or broadcast on osteopathic medicine judged most outstanding. Contact: AOA, 212 East Ohio Street, Chicago 60611.

March 2—International Broadcasting Awards dinner of *Hollywood Radio and Television Society*. Century Plaza hotel, Hollywood.

March 18-19—Eighth annual Country Radio Seminar. Airport Hilton motor inn, Nashville. Agenda chairman: Mac Allen, Sonderling Broadcasting Corp., Miami.

BRINGING TOP PEOPLE TOGETHER ELECTRONICALLY



DOLPHIN'S BEEN DOING IT FOR 19 YEARS

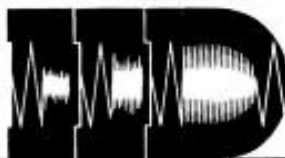
There are good reasons why top creative minds get it together at DOLPHIN. It's the exciting, clean, professional results delivered on tape and film which move and motivate people.

DOLPHIN is more than exotic electronics, it's 19 years of experience, skill and dependability. That's why award-winning people at networks, agencies,

stations and production companies trust us with their ideas. DOLPHIN's work is seen nightly on show openings, station spots, commercials, educational and entertainment programs. Come and discover the satisfaction of working with DOLPHIN's great staff and newest electronic production methods. (Dolphin is not affiliated with any other computer animation company.)

A Dolphin Production for The ABC TV Evening News with Harry Reasoner & Barbara Walters

Executive Producer: Bob Seigenthaler
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212-628-5930 Write or call for our demo cassette, VISUALS IN MOTION.

Film and Videotape Production Electronically Generated Graphics

Quick! Who's the leader in Sports TV?

(We'll give you some hints.)





**This past World Series—
an NBC Sports exclusive.**

Our 30th in a row. No wonder it came off so well—for everyone but the Yankees.

**The upcoming Super Bowl—
an NBC Sports exclusive.**

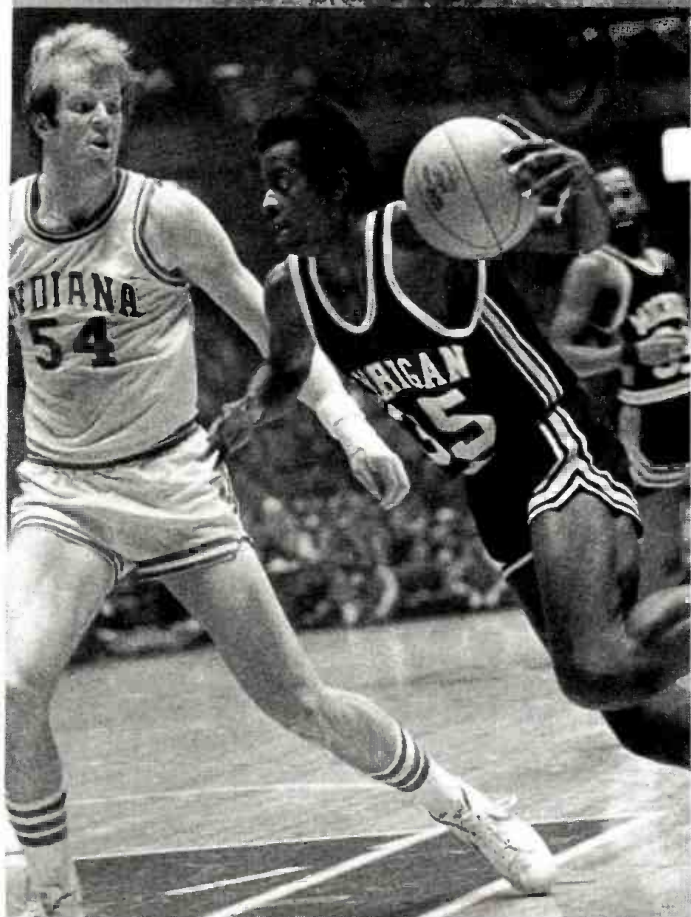
Topping a full season of the best coverage of NFL weekend and holiday action. (The *best* coverage—not the noisiest.)

**The Rose and Orange Bowls
—NBC Sports exclusives.**

The Series and Super Bowl determine the champs of pro baseball and football. These do the same for *college* football.

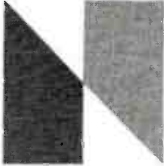
**The NCAA Basketball
Championship—
an NBC Sports exclusive.**

So's the whole Championship Tournament —and a full season of January-through-March weekend college games!



That's October-through-March alone! Plus *tennis*: US Indoor Pro Championship and American Airlines Games (the Italian and French Opens, WCT Finals and Wimbledon are later) ... and *golf*: Bob Hope Desert Classic and Citrus Open (with the Greater Greensboro Open to come).

Got the answer? So does

 **NBC
Sports**

Double standard?

EDITOR: Having done two full weeks of live programming with candidates for public office, I am as aware as anyone of the problems that the current equal-time rules create. Broadcasters are forced to program in limbo for no less than a week following any political candidate's appearance.

The point that makes this entire procedure a travesty is the so-called debates held between two of the candidates running for President. Anyone over the age of 10 knows that the presidential so-called debates were staged for broadcasting. As a citizen, I sincerely hope that all of the candidates not included in the broadcasts can gather enough legal, financial, and evidential support to take a case before the full U.S. Supreme Court. —*Martin S. Jacobs, news/public affairs director, WKBS-TV Burlington, N.J. (Philadelphia).*

Can't say it

EDITOR: Ever since the passage of the Public Broadcasting Act of 1967 and the amendment to the Communications Act prohibiting the broadcast of editorials by noncommercial stations, I have been wondering whether anyone would see fit to protest. To my knowledge, however, no one yet has.

Presumably, the Congress was motivated to do so out of concern that in the future much of public broadcasting would be financed by federal monies. Yet the 1967 act barred editorial statement for all noncommercial stations regardless of whether they make use of federal funds.

Broadcasters have fought vigorously in the past to secure the right to editorialize. It does not behoove them to sit silently while part of their industry has been disenfranchised. The stations affected no longer enjoy the freedom to editorialize voice this opinion themselves. —*Ronald Kramer, director of broadcast activities, Southern Oregon State College, Ashland.*

The old assumptions

EDITOR: Many news directors and reporters recently saw a wire story concerning the discovery of the remains of an old sternwheeler that sank at Chester, Ill., in 1897 and appeared when the depth of the Mississippi River became extremely low.

Our station gave UPI the original and follow-up story. For about one week, several reporters were in Chester doing their own stories on the boat. Newspapers and radio and television stations from as far away as St. Louis and Chicago came to southern Illinois for the story. Of all the

broadcast reporters who were in town, not one called or came to our station for any kind of information. Instead, the local newspaper was contacted.

For those reporters' information, I would like to set the record straight. A lot of small-market stations don't even know the meaning of the word journalism. Our station is not one of them. It seems to me that broadcasters should rely on fellow broadcasters and not the print media. —*Jerry Willis, news director, KSGM(AM) Chester, Ill.*

Prod for public affairs

EDITOR: CBS's plans for a second hour of prime-time public affairs each week (BROADCASTING, Oct. 25) deserves a vote of thanks. ABC and NBC have yet to offer us their first regularly scheduled prime-time public affairs show.

The National Citizens Committee for Broadcasting has urged each station and network to provide at least one hour a week of prime-time public affairs. The proposal is endorsed by 150 national organizations—including Westinghouse Broadcasting—and 22 members of Congress. CBS is the only network to meet this modest minimal standard, with 60 Minutes.

Note that 60 Minutes has been a commercial as well as a journalistic success. Ratings should not be our only standard. But in this instance even the ratings show the American people want and will watch more informational programs. So now what's the excuse for not offering it? —*Nicholas Johnson, National Citizens Committee for Broadcasting, Washington, Washington.*

30-year old

EDITOR: WWON(AM) will complete 30 years of service on Nov. 11. Enclosed is a photo of our reception-room display in conjunction with our anniversary celebra-



tion. It features 30 radios, all 30 years or older, on loan from WWON listeners. Pictured is Denise Deslauriers, traffic director. —*Dave Russell, manager, WWON(AM) Woonsocket, R.I.*

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The newsweekly of broadcasting and allied arts

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Lest We Forget...



George B. Storer, Co-Founder
Storer Broadcasting Company
November 10, 1899—November 4, 1975

Approximately one year ago this week, we at Storer Broadcasting Company lost a friend, and the broadcast industry lost one of its true pioneers. Undeviating advocate of free, but ethical and moral broadcast standards, his imprint on our industry will long be felt, and his personal warmth remembered by associates and employees at all levels. His high principles are permanently embodied in the operational philosophy of the company he founded and loved.

The Staff of Storer Broadcasting Company

Top of the Week

Judge says networks, NAB, FCC all acted illegally on family viewing

Ferguson holds that government coerced industry into enacting code strictures, in violation of First Amendment; programing concept itself is OK, he says, if station action is voluntary

To the three television networks, the National Association of Broadcasters and the FCC, the family viewing concept is industry self-regulation at its best. But to a U.S. district judge in Los Angeles, family viewing violates the First Amendment guarantees of freedom of speech. And he said that although the networks are free to continue the policy if they wish, they cannot link such decisions to concern for government reaction.

The decision by Judge Warren J. Ferguson was a decisive, all but complete victory for the guilds representing the writers, producers, directors and actors who had filed two suits to block implementation of the family viewing plan, which seeks to restrict the hours of 7 to 9 p.m. to programing suitable for all members of the family.

The guilds, backed in friend-of-the-court briefs by the National Citizens Committee for Broadcasting and Action for Children's Television, charged that the plan infringes their First Amendment right to create programing unfettered by government restrictions. And David Rintels, head of the Writers Guild of America, one of the plaintiffs, said in Los Angeles at a hastily called news conference after the decision was released on Thursday: "It means that we as creators will be free from unwarranted government interference and arbitrary censorship, hopefully to bring you diverse programing."

The language of the decision was sweeping: The plaintiffs "have exposed a joint agreement on the part of the three major networks, the FCC and the National Association of Broadcasters to permit one group—the NAB television code review board—to act as a national board of censors for American television. The plain-

tiffs have evidenced a successful attempt by the FCC to pressure the networks and the NAB into adopting a programing policy that they did not wish to adopt."

It remained to be seen, however, whether there would be any change in programing policies. ABC and CBS quickly announced an intention to appeal, and said they would continue to adhere voluntarily to the family viewing plan. There may not be unanimity among the networks, however; highly placed sources within NBC indicated that company may not appeal, although an NBC statement emphasized a company policy to open prime time with a "program consciously designed to be suitable for all-family viewing." NAB lawyers were also studying the 223-page opinion.

The opinion was attacked in a statement by John A. Schneider, president of CBS/Broadcast Group, as one that "unfairly singled out the broadcasting industry for prohibitions not applied against other industries and professions," thereby setting a "dangerous precedent that threatens the American tradition of voluntary self-regulation." He added: "Voluntary maintenance of general industry standards is both good broadcasting and good citizenship, and . . . this cause is worth defending." CBS's former president, Arthur Taylor, had taken the lead among industry officials in urging adoption of the family viewing plan.

One of the sharpest reactions was filed by FCC Chairman Richard E. Wiley, who, like the others commenting, had not yet read the opinion. Referring to press reports that Judge Ferguson said the commission had "issued threats of government action," he said: "In expressing concern with the problem of violence on television and urging the consideration of

voluntary reform, I believe that my colleagues and I acted in a responsible and proper manner and in the best interests of the American people. At no time were any threats expressed or implied, and I reject any suggestion to the contrary."

He said the commission is consulting with the Department of Justice on whether to appeal.

The passage to which Chairman Wiley took particular exception said: "Each of the government defendants [the commissioners] violated the First Amendment by issuing threats of government action (through Chairman Wiley) should [the] industry not adopt the family viewing policy or the equivalent thereof."

Throughout the trial of the suits, NAB and network officials as well as FCC staff members and Chairman Wiley denied the commission had brought pressure to bear. However, Judge Ferguson said Chairman Wiley—through speeches referring to the possibility of government action if voluntary action was not forthcoming and in meetings with industry leaders—became the "direct cause of the implementation of the family viewing policy." He added: "The threat of regulatory action was not only a substantial factor leading to [the plan's] adoption but a crucial, necessary and indispensable cause."

When "Chairman Wiley spoke of the 'public interest' responsibilities of broadcasters during 1974-75 in connection with adult programing in early evening hours," or of "putting questions on the license renewal form," or "of policy statements (which are, of course, enforced in the license renewal process), he credibly threatened the use of the ultimate regulatory tool," Judge Ferguson said. And, he added, the chairman's colleagues approved. To reach any other conclusion,



Judge Warren J. Ferguson

he said, would indicate they were "irresponsibly uninterested in a vital issue before the agency."

Norman Lear's Tandem Productions filed a separate suit, seeking \$10 million in damages. Tandem claimed it had suffered financial losses as a result of the plan, as it adversely affected the chance that its programs would be sold in syndication after their network run. The suit noted that independent producers earn their profits in syndication. Judge Ferguson ruled that the networks and the NAB are liable for damages in that suit. The exact amount, however, is to be litigated in a subsequent trial. But he turned Tandem down on one point—its request that CBS be ordered to restore *All in the Family* to the family time period; he said he lacked that power.

Judge Ferguson stresses in the opinion that the desirability of the family viewing plan is not the issue. And the court, he said, "has no authority to declare an end to the family hour." But, he said, the networks are required to make independent programing judgments and "may not without violating the First Amendment enter into agreements with the NAB which condition their membership on adherence to the family viewing policy ..."

For those broadcasters wishing it, Judge Ferguson offered to formulate remedies designed to enable anyone responsible for programing decisions to make them "without improper interference from government or other broadcasters." If the family viewing plan is to remain in effect, he said, "it should be as a result of broadcasters' independent judgments, 'not because of government pressure or NAB regulation.'"

For his expressed concern with government interference in programing, Judge Ferguson does not say government has no authority to regulate in that area. But if it does have such power, he said, "it must be exercised by formal regulation supported by an appropriate administrative record."

Judge Ferguson also stresses that the decision is not meant to imply that broadcasters are barred from adopting codes of conduct, "including codes which contain the family viewing policy." Nor, he said, does the decision address the question of whether NAB enforcement of any section of the code constitutes a First Amendment violation.

However, the opinion appears to raise a question as to the legitimacy of the NAB involving itself in the programing decisions of its members. For a few pages earlier in the opinion, he says, "The NAB has no constitutional right to set up a network board to censor and regulate American television. . . . Even when station managers are willing to abdicate their responsibilities by delegating their programing authority in exchange for membership in the NAB (with the convenient advantages of access to lobbying and informational services together with whatever prestige attaches to membership), the First Amendment requirement of diversity in decision-making does not protect such tie-in arrangements."



President-elect Jimmy Carter

As he was to the voters, Carter is enigma to broadcasters

President-elect has shown contradictory sides in talking about regulation; Republicans in appointed jobs at agencies know their days may be numbered, however

President-elect Jimmy Carter will journey to Washington with a head full of ideas about broadcast regulation, and he will be a "strong adversary of television owners," says one Georgian who has known—and feuded with—the former governor over the years.

"I have a feeling Carter will be very responsible" in dealing with broadcasting, says a Washington communications lawyer whose connection with the next President goes back even further than does the Carter opponent's in Georgia. "He's been in business; he knows the problems...I don't look for any upheavals."

Jimmy Carter says he would appoint regulatory agency members of a kind who would appeal to Ralph Nader and would have the FCC prescribe programing standards for reducing the amount of violence on television (BROADCASTING, Aug. 16).

His aides say that Mr. Carter is not ruling out as prospective FCC appointees members of the broadcasting industry and did not intend to suggest that the commission should establish standards limiting

violence on television (BROADCASTING, Nov. 1).

Marcus Cohn, a Washington attorney who has dealt with the Carter camp, has found its members "competent and sophisticated" in broadcast-related matters, "not wild-eyed Nick Johnsons," a reference to the former FCC commissioner whose liberalism and activism were a cause of anguish for broadcasters for the seven years of his term.

Thus, there is an abundance of evidence from which conflicting predictions can be fashioned as to the kind of impact President Carter will have on telecommunications policy. (One other should be mentioned—that the press of other matters will distract the new President's attention from broadcasting and cable matters for a couple of years.) But although predictions may conflict, there is agreement on one thing: There will be change.

There will be change in the key telecommunications policy-making posts. FCC Chairman Richard E. Wiley, a Republican, could be replaced as chairman any time after Mr. Carter is sworn in as President, on Jan. 20, if he chooses a new chairman from among the present Democrats on the commission. Mr. Wiley plans to retain his seat as a commissioner until his term expires on June 30. (Considering the problems involved in establishing a new administration, it is conceivable that a Carter White House would permit Mr. Wiley to serve out his term as chairman.)

And Chairman Wiley probably will not be the only departure. General Counsel Werner Hartenberger, Broadcast Bureau Chief Wallace Johnson, Chief Engineer Ray Spence and Dale Hatfield, director of the Office of Plans and Policy, do not have Civil Service protection against replacement by the incoming Democratic administration. Traditionally, however, only the

general counsel's office and the Broadcast Bureau post have changed hands with changes in control of the White House.

Thomas J. Houser, sworn in as director of the Office of Telecommunications Policy only in July, last week faced the realization that he would be returning to law practice, either in Washington or in his native Chicago.

Mr. Carter will have an immediate opportunity to fill a vacancy at the Federal Trade Commission, and to designate the nominee chairman. The present chairman, Calvin Collier, has been on the job only a few months, and, as at the FCC, Mr. Carter would probably want to have his own nominee in charge.

And with change in personnel, change in policy is almost inevitable. The kind of change would depend on the personnel finally selected. But it seems hard to avoid the feeling that activists will be selected to fill the posts being vacated.

Not that Chairman Wiley hasn't been busy. He has been the most energetic FCC chairman in memory. In his two and a half years as chairman, he has whipped a typically balky administrative agency into a reasonably smooth-functioning machine. Backlogs of various kinds have been reduced, long-pending rulemakings concluded. But his philosophy of regulation has been that less is better; he was ahead of the Ford administration generally in working for the de-regulation of those regulated by the agency. A Democratic administration may have something else in mind.

President-elect Carter was described by fellow Georgians as an "activist" governor. The Washington communications attorney who does not expect a Carter administration to produce "any upheavals" in broadcast regulatory policy nevertheless points out that Mr. Carter "knows his Democratic constituency": He would have to recognize the needs of the blacks and of the members of the lower economic strata who helped to elect him.

Mr. Carter himself has said that he hoped to challenge Ralph Nader for the role of "top consumer advocate" and that he intended to reshape the regulatory agencies in their original image—that of "tribunes of the people," as President Franklin D. Roosevelt, under whom most of the agencies were established in the 1930's, referred to them.

Even the President-elect's running mate, Senator Walter Mondale (D-Minn.), has indicated sympathy for the point of view of minority groups. In the waning days of the campaign, in a meeting with a group of Spanish-American leaders in the Bronx, N.Y., Senator Mondale heard complaints about television—that it failed to serve the educational needs of Spanish-speaking children; the kind of complaints he said he had heard "all over the country"—and promised to discuss the matter with Mr. Carter. "I'm sure that's one of the things we're going to give very high priority to," he said. However, it wasn't clear whether he was referring to the appointment of a Spanish-American as an FCC commissioner or the develop-

ment of federally funded programming to serve the needs of Spanish-Americans.

And the commissioner whose name has long figured in speculation as to whom Mr. Carter would name FCC chairman in the event the Democrats won the White House—Benjamin L. Hooks—has increasingly over the years established a record as one who favors the activist approach, in matters involving programming to serve minority needs, equal employment opportunities, and in public participation in commission proceedings.

Commissioner Hooks, who was a judge in Tennessee, is regarded by his colleagues as basically conservative. But as the first black to serve on the commission, he is also viewed as regarding minority groups generally and blacks in particular as his constituency.

The speculation that Commissioner Hooks would be named to succeed Chairman Wiley stems in part from the fact that blacks played a major role in Mr. Carter's success in securing the Democratic presidential nomination and, last week, in winning the Presidency. But equally important

In Brief

- **MMT Sales Inc.** has won prize station representation account: estimated \$10 million national spot billings of **WWJ-TV Detroit**, which will end 21-year association with Peters, Griffin, Woodward this Thursday (Nov. 11).
- Family viewing decision (page 20) prompted House Communications Subcommittee Chairman **Lionel Van Deerlin** (D-Calif.) to comment: "**If family viewing raised First Amendment questions, then the fairness doctrine has to.**" He favors deleting fairness doctrine responsibility in multi-station markets, would retain it in single-station markets.
- *London Daily Express* speculates that **Ann Cox Chambers**, chairman of *Atlanta Constitution* and member of family that controls Cox broadcasting and cable interests, could be named ambassador to Great Britain in Carter administration. Other sources indicate Mrs. Chambers may also be under consideration as ambassador to France.
- **General Electric Co.**, Bridgeport, Conn., has bought full sponsorship of four **Barbara Walters** one-hour specials on ABC-TV, first scheduled to be carried Dec. 14 (10-11 p.m.). Agency: BBDO New York.
- Seven ABC-TV affiliates refused to carry last Friday's (Nov. 5) telecast of made-for-TV movie "**Nightmare in Badham County**": WCVB-TV Boston; WAST-TV Albany, N.Y.; WLOS-TV Asheville, N.C.; WGHP-TV High Point, N.C.; WRAL-TV Raleigh, N.C.; WCBF-TV Charleston, S.C., and WFTV-TV Orlando, Fla. According to various sources, Southern stations felt show's theme—violent and abusive treatment of two young women (one of whom is black) by law-enforcement officials in South—was exploitative, and WCVB-TV said no because city is still in grip of racial tensions over school busing.
- FCC Commissioner **Robert E. Lee** has invoked name of consumer movement in his continuing fight against any of 96 VHF drop-ins now under consideration by commission. In speech scheduled before Society of Broadcast Engineers convention, in Hempstead, L.I., on Sunday (Nov. 7), he warned that any drop-ins will result in interference to signals now being received.
- **Altoona, Pa., voters** last week overturned city council decision to extend **Warner Cable Corp.'s** franchise until 1988 and to allow \$2 rate increase following system rebuild. Warner currently operates five-channel system there at \$4.50 per month charge, had agreed to supply 30-channel system. Vote was 13,295 to 7,694. Further negotiations are now anticipated.
- **Barbara Howar** will be Washington-based reporter on CBS-TV's new weekly prime-time news program, titled *Who's Who* (BROADCASTING, Oct. 25), joining Dan Rather and Charles Kuralt as regular.
- **Corydon B. Dunham**, VP-general counsel of NBC, named executive VP and gen-

are Mr. Hooks's close ties to friends and associates of Mr. Carter—the widow and father of the late Rev. Martin Luther King Jr., and Representative Andrew Young (D-Ga.), the black congressman who was among the first to encourage Mr. Carter in his ambitions for the Presidency. However, Commissioner Hooks has never met Mr. Carter, and no one from the Carter camp has yet talked to Commissioner Hooks about any job in government.

The commissioner, who made no secret last week of his delight at the outcome of the election (with few commissioners in their offices early Wednesday morning following the election and the long vigil that preceded the networks' projections of a Carter victory, he said, "I'm crowing here all by myself"), said he would not initiate any talks with Carter representatives on the subject of his future, at least for a while.

■ Two other points might be made regarding the relation of Mr. Carter and Senator Mondale to broadcasting.

One is that both have made it abundantly clear they regard broadcasting as

eral counsel. ■ **George Mitchell**, VP for domestic sales, National Telefilm Associates, named VP-general sales manager, succeeding **W. Robert Rich**, named senior VP of special projects. ■ **John Nelson**, 61, radio-TV producer and network-station executive, died Wednesday (Nov. 3) in Palm Springs, Calif., where he was minority owner of KPLM-TV.

- Judge in **KOB(AM) Albuquerque, N.M., libel case** on Friday reconsidered earlier order and dismissed five suits seeking \$18 million damages from licensee, **Hubbard Broadcasting Co.**, and former station personnel who had done series of stories exposing corruption in sheriff's department (BROADCASTING, Oct. 4). As result, issue as to whether station must disclose confidential sources and tapes of interviews with informants, as previously ordered by District Judge Richard Traub, becomes moot. However, four plaintiffs in case—all sheriff's deputies—say they will appeal.
- FCC has **rejected petition by New Jersey Coalition for Fair Broadcasting**, concluding adequate television service to state, which has no commercial VHF stations, doesn't require construction of separate or shared auxiliary studios by licensees in New York and Philadelphia (see page 42). FCC said programing and news coverage proposals by WABC-TV, WCBS-TV, WNEW-TV, WNBC-TV, WOR-TV and WPIX(TV), all New York, and WPVI-TV, WCAU-TV and KYW-TV, all Philadelphia, "will enhance significantly" New Jersey's TV service. In concurring statement, Commissioner Joseph R. Fogarty said need in case is not for physical presence in state, but to "afford actual program service" to people of state. Mr. Fogarty said stations should prove they have satisfied New Jersey service needs to qualify for renewal of license, and if service proves inadequate "entire range of alternatives" should be reconsidered.
- **Arthur R. Taylor**, who as CBS president was family-viewing concept's first and most outspoken advocate, said Friday that he was "disappointed" with court decision holding it unconstitutional (page 20) but that he was pleased CBS and ABC plan to appeal and, though not a lawyer, believed they would succeed.
- U.S. Court of Appeals in Washington last week **overturned FCC decision** denying petition of KIRO-TV Seattle, Wash., for protection against cable systems' importation of **network programing prereleased to Canadian television stations**. Court remanded case to commission to consider three points: Original decision was based on contradictory rationales (order said station would not be harmed, while concurring statement by Chairman Richard E. Wiley said harm would result but that networks could solve problem by "encouraging" program distributors to stop prereleasing programs to Canada); there is no apparent basis for requiring television stations to prove harm in cases of prereleased Canadian programing when it does not require such showing in connection with programing imported from distant U.S. city, and commission's failure to permit KIRO-TV to attempt to rebut commission's conclusion that networks could solve prerelease problem. Court also said KIRO-TV should not be denied relief because such relief would disadvantage some cable systems in relation to others in market.

having an essential role to play in a democracy. Mr. Carter, in an interview with *TV Guide* published last month, said that, if elected, he would hold at least 20 "full-scale news conferences" each year, would also revive President Roosevelt's format of the "fireside chat," using television or radio or both to speak to the public, perhaps as often as once a month, and would make his cabinet members available to Congress for questioning in televised joint sessions (BROADCASTING, Oct. 11).

Senator Mondale, in his book, "The Accountability of Power: Toward a Responsible Presidency," called for legislation to make possible not only televised debates between presidential candidates but also congressional responses to presidential addresses. What's more, he favored broadcast coverage of Congress and the political parties. Nor were those the only recommendations in the book that was written in the aftermath of Watergate. As a means of helping to frustrate any future President's attempt to intimidate the networks or in-

dividual licensees, he said, broadcasters' three-year license period should be extended to five years "and perhaps longer" (BROADCASTING, Aug. 9).

The other point is that both men are close to individuals who are intimately familiar with broadcasters' problems and who presumably might provide an insider's view of them. The chairman of the Democratic National Committee is Robert S. Strauss who, with his brother and son, owns KCEE-AM-FM Tucson, Ariz. And a long-time supporter and friend of Senator Mondale's is Frank P. Befera, a 13.57% owner of Channel 10 Inc., licensee of WDIO-TV Duluth and WIRT-TV Hibbing, both Minnesota, and 95% owner of WMFG-AM-FM Hibbing and WHLB(AM)-WIRN(FM) Virginia, Minn. Mr. Befera spent the last three days of the campaign traveling with Senator Mondale.

A third point might also be mentioned. Members of the Cox family of Atlanta and their newspaper and broadcasting executives have long been close to Mr. Carter. Ann Cox Chambers, chairman of the company that publishes the *Atlanta Con-*

stitution and Journal, contributed \$5,000 to Mr. Carter's successful 1970 campaign for governor, and she and her husband, Robert, contributed another \$26,500 (BROADCASTING, Oct. 25). Cox stations in Atlanta are WSB-AM-FM-TV.

Meanwhile, it is, as Chairman Wiley said, "business as usual" at the FCC.

"I expect to be a strong, vigorous chairman for as long as I am chairman," Mr. Wiley said last week. "I plan to run my calendar"—a reference to the schedule of project deadlines he has established—"as I always have, right up to the end of the year. I'm not changing anything."

As for the possibility that he will be moved out of the chairman's office before the end of his term, he said, "I'm mature enough to handle any transition."

Absent some development unforeseen at present, he will finish his term. And that plan is based on something more than a desire to finish something once started. If Chairman Wiley were to resign, the conflict-of-interest law would prohibit him from practicing law before the commission for a year, and communications law practice is a post-commission option very much on his mind.

And at OTP, Mr. Houser said, "We will continue to work as hard as we can." One project in prospect is OTP's proposed contribution to the House Communications Subcommittee's effort to rewrite the Communications Act, which is to begin in the new Congress. "We won't have an entire act ready," Mr. Houser said. "But we'll have some interesting proposals." He also plans to continue working on the captioning-for-the-deaf project in which he has involved OTP. "I hope to persuade the networks to become more interested [in the matter]," he said.

As for broadcasters who have known Mr. Carter in Georgia, there is, as among others, divided opinion. "He has an adversary attitude toward the media, as he demonstrated when he was governor," said one broadcaster. "We know him as a person and respect him," said another, who added, "As governor, he was always considerate of our news people."

But it was left to Vincent Wasilewski, president of the National Association of Broadcasters, to offer what will probably pass as the association's official statement on the election. He opened by expressing pleasure about the meeting three Carter aides held with members of the NAB's executive committee two weeks ago, about the assurances they offered on "Mr. Carter's policies and attitudes regarding relations between government and broadcasting...and their statement that the views of the business community would be respected in a Carter administration. (The National Cable Television Association officials turned down an offer to meet with Carter emissaries, but said they would like to talk to Mr. Carter if he won [BROADCASTING, Nov. 1].) Then he added: "The NAB, as an organization, has a tradition of dealing with a variety of administrations, and we are looking forward to a responsible relationship with this one."

Senate roles are in upheaval after elections

Defeats of Hartke and Moss put Hollings in line to head Communications Subcommittee; House unit all but untouched

The presidential election held the attentions of most, but there were several key turnovers in congressional races last week—particularly in the Senate—that will have impact on the future of broadcasters.

In the House, nearly all was calm after the election; relatively few incumbent congressmen lost their seats. The Communications Subcommittee, led by Representative Lionel Van Deerlin (D-Calif.) who will return for his seventh term, was intact. The re-election of one member, Representative Timothy Wirth (D-Colo.), was extremely close—his margin was only about 2,400 votes in an election where about 240,000 were cast—but he was certified the victor late in the week. His opponent had not yet conceded, however.

On the full Commerce Committee in the House, only five of 43 members will not be returning next year.

That is in sharp contrast to the Senate Commerce Committee which was in upheaval after Tuesday night. The Communications Subcommittee there, the helm of which is to be vacated by the retirement of John Pastore (D-R.I.), was



Hollings



Hartke



Moss

“wiped out,” said one committee worker after the votes were counted.

Two of the subcommittee members, Senators Pastore and Philip Hart (D-Mich.), retire this year. Another three out of 15 total members were beaten Tuesday night, including the first two in line to succeed Senator Pastore to the chairmanship. First of those was Senator Vance Hartke (D-Ind.), who failed in his fourth try for the Senate. Mr. Hartke has a history of come-from-behind victories that could nearly all be called “squeakers,” but this time he was overwhelmed by former Indianapolis Mayor Richard Lugar (R).

Second was Senator Frank Moss (D-Utah), whose defeat, although following a race that was close from the start, caught many by surprise. Senator Moss is chairman of the Consumer Subcommittee, and had expressed interest in the Communications Subcommittee if Mr. Hartke failed to win re-election. Senator J.

Glenn Beall (R-Md.) was the third subcommittee member to succumb Tuesday night.

Although the Communications Subcommittee ranks one or two in prestige on the Commerce Committee in the Senate, it appears that its next chairman will come from a few rungs down the ladder of seniority. The favorite for the post now is Senator Ernest F. Hollings (D-S.C.), who will rank third after the committee Chairman Warren Magnuson (D-Wash.) in the next Congress. He was seven behind Mr. Magnuson in the last.

In all, the Senate Commerce Committee will lose one-third of its present membership next year. Two other election losers Tuesday night were Senators John Tunney (D-Calif.) and James Buckley (Conservative-Republican-N.Y.). With 17 of 100 seats turning over in the next Senate, it is impossible to foretell now how many more moves there will be to and from the Com-

Broadcasters cheered by prospect of Hollings chairmanship

Broadcasters shed no tears over the defeats of Senators Vance Hartke (D-Ind.) and Frank Moss (D-Utah). The former was given to making sweeping criticisms of television programming and of broadcast responsiveness to viewers, the latter took an active role in securing the ban on advertising cigarettes on TV and radio.

Worst still, they stood first and second in line to succeed the retiring John Pastore (D-R.I.) in the chairmanship of the Communications Subcommittee. Their demise cleared the way for a senator more to broadcasters' liking—Ernest F. Hollings (D-S.C.).

The South Carolinian is more conservative than either Mr. Hartke or Mr. Moss, and broadcasters who know him look to him to be more sympathetic to business problems than they were. Actually, however, little is known of Mr. Hollings's stands on broadcast issues. The only matter anyone can recall him getting involved with in the broadcast field is license renewal. Two years ago, when a renewal bill had cleared the House and was pending in the Senate Commerce Committee, Mr. Hollings offered an amendment that resulted in a stronger assurance of renewal for broadcasters than was in the bill to start.

What else is known about him? “That’s enough, isn’t it?” one industry observer said last week.

Senator Hollings makes an annual appearance at one of the National Association of Broadcasters' fall regional meetings. This year he spoke at the first one in Houston, and although he usually talks about government in general terms, this time he delved more specifically into broadcasting (BROADCASTING, Oct. 25). He told radio broadcasters at the meeting that he likes them: “Y’all don’t give us any trouble,” he said. But he was more critical of TV, which he said has been slow to hire and grant access to

minorities, and which overdoes violence. On the other hand, TV is to be congratulated, he said, for its coverage of the elections this year.

Although he only hinted at a desire for the top Communications post in the Senate when questioned in Houston, a source in Washington said last week that Mr. Hollings definitely wants the job.

That, however, is not an ironclad assurance he will get it. Most of all, he wants to be majority leader of the Senate and is making a serious bid for that job. But he faces strong rivals in Senators Robert Byrd (D-W. Va.), current assistant majority leader, and Hubert Humphrey (D-Minn.).

Mr. Hollings could be Communications Subcommittee chairman in any event, but probably would not choose to be if elected majority leader. Next in seniority behind him on the Commerce Committee is Senator Daniel Inouye (D-Hawaii) who, it is presumed, would want the chairmanship of the subcommittee. But one committee source said another possibility is that Commerce Committee Chairman Warren Magnuson (D-Wash.) would take the subcommittee himself if Mr. Hollings could not. Mr. Magnuson was at one time chairman of the Consumer Subcommittee while at the same time chairman of the full committee, so there is precedent for that. He was chairman of Communications before acceding to the Commerce Committee chairmanship.

The prestigious Communications Subcommittee traditionally goes to the ranking Democrat below the chairman of the full committee, but Mr. Hollings would be an exception to that. Above him in seniority are Senators Howard Cannon (D-Nev.) and Russell Long (D-La.), but both of them are expected to pass up the Communications post. Mr. Cannon is already chairman of the Aviation Subcommittee and heads a full committee, the Rules Committee, besides. Mr. Long is chairman of the important Finance Committee.

WSPA-FM, South Carolina's First FM Station

Celebrates 30th Anniversary of Service to the Western Carolinas

With 100,000 watts power, from its Hogback Mountain antenna 2,000 ft. above average terrain, WSPA-FM has over a million homes within its coverage area.

November 3rd marked WSPA-FM's 30th year of broadcasting. We begin our fourth decade with a continuing reputation for

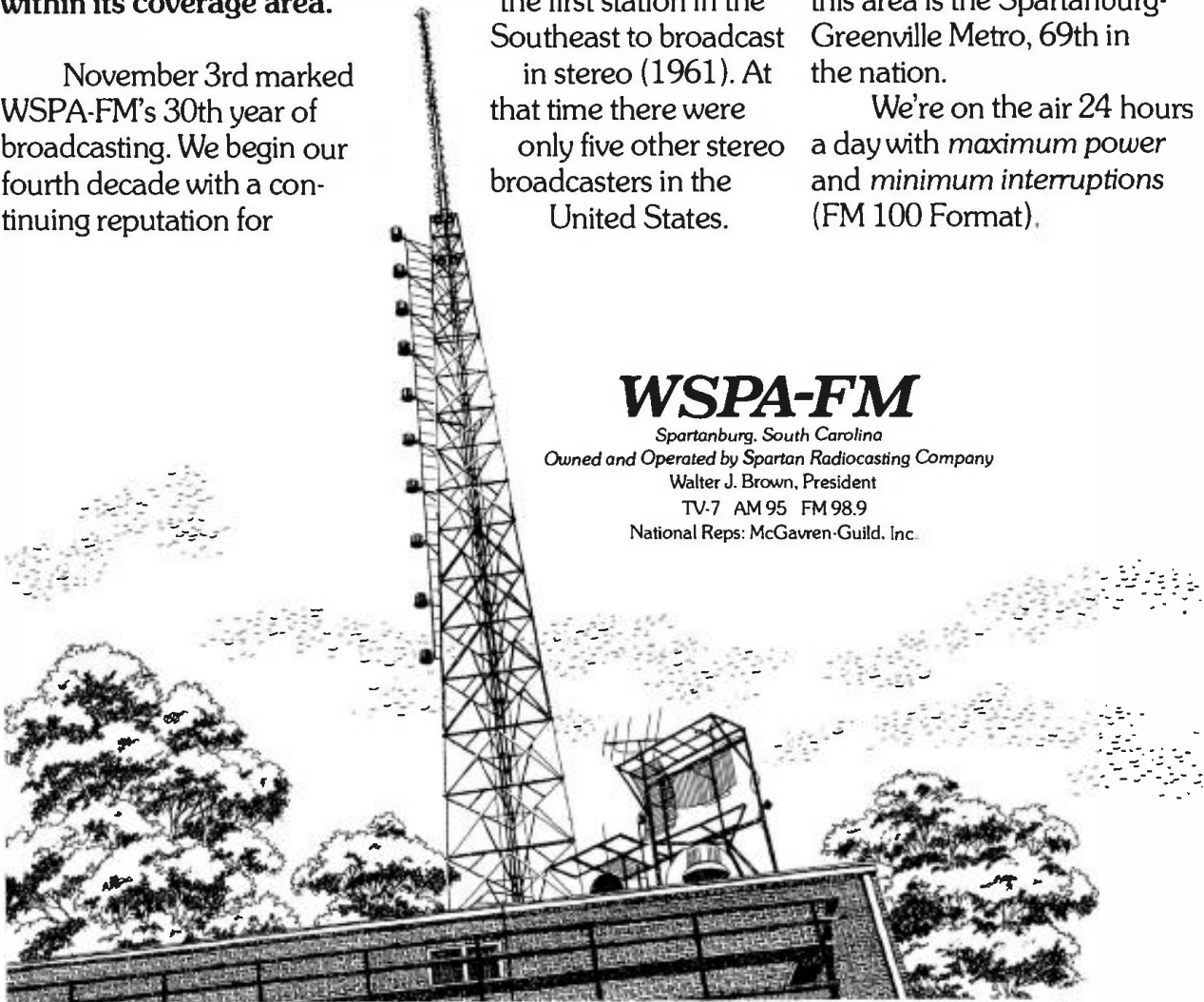
pioneering: WSPA was the first AM station in South Carolina (1930); WSPA-FM was the first frequency modulation station in South Carolina (1946), and the first station in the Southeast to broadcast in stereo (1961). At that time there were only five other stereo broadcasters in the United States.

Over this long span of years WSPA-FM has been dedicated to one objective: to provide good *music* for the 62 counties in our good *listening* area. The hub of this area is the Spartanburg-Greenville Metro, 69th in the nation.

We're on the air 24 hours a day with *maximum power* and *minimum interruptions* (FM 100 Format).

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Owned and Operated by Spartan Radiocasting Company
Walter J. Brown, President
TV-7 AM 95 FM 98.9
National Reps: McGavren-Guild, Inc.



merce Committee next year.

The numbers of upsets in the Senate were the same for both parties last week, leaving the balance of Democrats to Republicans at 62-38. That means that the ratios of Democrats to Republicans on committees will likely remain the same as last year.

The same is true in the House, where the Democrats held on to their two-to-one margin over Republicans.

Changes on other House committees of interest to broadcasters, the Judiciary and Appropriations Committees for instance, were minimal. All of the members were re-elected on Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, which played a major role in drafting the new copyright law. It is also the subcommittee to which would be referred any future proposals for record performers royalties. Nor were any members defeated for re-election on the Appropriations subcommittee that has jurisdiction over the FCC budget.

On the Senate Appropriations Committee six members retired or were defeated, including Senator Pastore, who was chairman of the subcommittee with original jurisdiction over the FCC's appropriation. One-third of the members of the Judiciary Committee will not return next year. Only two members of the Copyright Subcommittee, Chairman John McClellan (D-Ark.), and Quentin Burdick (D-N.D.), remain. Senator Hugh Scott (R-Pa.), ranking Republican on that subcommittee and advocate of performers royalties, a new class of royalties to be paid by broadcasters and others to record performers and manufacturers, retires this year.

Following are lists of the two Commerce Committees. Those names in italics represent members who lost their re-election bids Tuesday night or are retiring. Those that remain are in order of seniority. Asterisks denote members of Communications Subcommittees.

Senate Commerce Committee. Democrats: Warren Magnuson, chairman, *John Pastore**, *Vance Hartke**, *Philip Hart**, Howard Cannon* (Nev.), Russell Long* (La.), *Frank Moss**, Ernest Hollings*, Daniel Inouye (Hawaii)*, *John Tunney*, Adlai Stevenson III (Ill.), Wendell Ford (Ky.) and John Durkin* (N.H.). Republicans: James Pearson (Kan.), Robert Griffin (Mich.)*, Howard Baker (Tenn.)*, Ted Stevens (Alaska)*, *J. Glenn Beall* (Md.)*, Lowell Weicker (Conn.)* and James Buckley (N.Y.).

House Commerce Committee. Democrats: Harley Staggers (W. Va.), chairman, John Moss (Calif.), chairman of Oversight and Investigations Subcommittee, John Dingell (Mich.), Paul Rogers (Fla.), Lionel Van Deerlin*, Fred Rooney (Pa.), John Murphy (N.Y.), David Satterfield (Va.), Brock Adams (Wash.), *W. S. Stuckey* (Ga.), Bob Eckhardt (Tex.), Richardson Preyer (N.C.), *James Symington* (Mo.), Charles Carney (Ohio)*, Ralph Metcalfe (Ill.), Goodloe Byron (Md.)*, James Scheuer (N.Y.),

Richard Ottinger (N.Y.), Henry Waxman (Calif.)*, Bob Krueger (Tex.), Timothy Wirth*, Philip Sharp (Ind.), William Brodhead (Mich.), W. G. (Bill) Hefner (N.C.), James Florio (N.J.), Toby Moffett (Conn.), James Santini (Nev.), Andrew Maguire (N.J.) and Martin Russo (Ill.). Republicans: Samuel Devine (Ohio), James Broyhill (N.C.), Tim Lee Carter (Ky.), Clarence Brown (Ohio), Joe Skubitz (Kan.), James Collins (Tex.), Lou Frey (Fla.)*, *John McCollister* (Neb.), Norman Lent (N.Y.), *H. John Heinz* (Pa.) (elected to the Senate), Edward Madigan (Ill.), Carlos Moorhead (Calif.), Matthew Rinaldo (N.J.) and W. Henson Moore (La.)*.

There were some broadcasters among the congressional winners last week, including two who are new to Congress: Cecil Heftel, president and principal owner of Heftel Broadcasting Corp., licensee of two TV stations and five radio stations in Hawaii and on the mainland. Mr. Heftel (D-Hawaii), beat a former Hawaii state legislator for a seat in the House.

A second is Nick Joe Rahall, a 27-year-old account executive for WWRN(AM) Beckley, W.Va., which is owned by Rahall Communications Corp., licensee of six radio stations and one TV station. Nick Joe is the son of N. Joe Rahall, chairman and chief executive officer of Rahall Communications. The elder Rahall and two brothers own 75% of the company. Nick Joe Rahall's victory as Democratic representative from West Virginia had not been certified last week, but there was almost no chance the still-uncounted ballots would hurt him. The incumbent in that district, Representative Ken Hechler, was not on the ballot because he had tried—unsuccessfully—to run for governor. Mr. Hechler then tried to regain his House seat with a write-in campaign, which was the reason for the delay in the final count.

A former broadcaster who came within inches of winning a seat in Congress was Mr. Wirth's opponent, Edward Scott. Mr. Scott is former owner of KLAQ-AM-FM Lakewood, Colo., and KAYQ(AM) Kansas City, Mo., and was also a TV performer at one time, hosting a Denver TV children's show in the 1950's as "Sheriff Scotty."

FCC starts ball rolling on exclusivity and franchising

The FCC has begun making good on Chairman Richard E. Wiley's promise to take another look at the rules protecting major-market television stations' syndicated programming against duplication by programming imported by cable television systems. The commission last week adopted a notice of inquiry seeking information on the purpose, effect and

desirability of the rules.

At the same time, the commission indicated it would issue, on Wednesday, a notice of proposed rulemaking aimed at amending its requirements for obtaining a certificate of compliance and the standards it requires local authorities to follow in issuing cable franchises.

The syndication exclusivity rules had been adopted as a substitute for the copyright protection that owners of syndicated programming lacked. As a result, Chairman Wiley had promised a review of the rules once Congress approved copyright legislation, which it did in September. The commission cited that action as well as passage of five years since adoption of the rules as reasons for the review.

The rules require the deletion of all syndicated programming from signals imported into the top-50 markets if the programs are under contract to local stations or if the programs were sold in syndication anywhere in the nation in the preceding 12 months. Protection is less extensive in the second-50 markets—there is no presale protection, for instance, and protection is not required by systems serving fewer than 1,000 subscribers.

The commission said its concern was the effect of the rules on the viewing public and the over-all public interest. Accordingly, it said, it would consider a variety of courses, including deletion of the rules, expanding the protection now given in the top-50 markets to smaller ones, requiring protection only for independent stations, protecting programming only when the competing station offers it on the same day, limiting protection to smaller-market stations or retaining the current rule.

The rule was adopted by a 7-to-0 vote, with Commissioner Margita White casting her first vote since joining the commission in September. The deadline for comments is Feb. 14 and for replies, March 16. The commission hopes to terminate the inquiry and adopt any rule amendments by Jan. 1, 1978.

In the notice of rulemaking the commission is expected to issue this week, one of the most controversial issues is whether the March 1, 1977, refranchising deadline for all systems that had been franchised before the present cable rules were adopted in March 1972 should be retained. Some cable systems are reluctant to renegotiate franchise agreements before the expiration of their present authorizations because of what they say is concern over what the local franchising authorities may require.

However, FCC Cable Bureau staffers do not believe there is much of a problem. "We believe the bulk of the industry has succeeded in renegotiating franchises without difficulty," said one staff member.

As for the certification requirements and franchise standards to be reviewed, the commission will raise questions as to whether some or all should be eliminated or modified. However, one official said no consideration is being given to abandoning the present 3%-5% limit the commission has set for the franchise fees.

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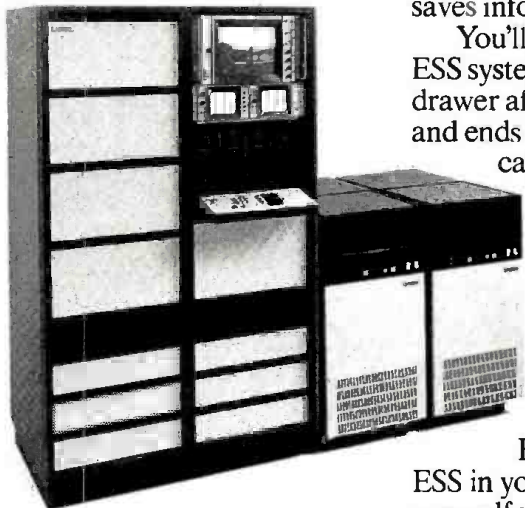
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Late night and a low audience for networks' coverage of the elections

Viewer levels fall below those for earlier presidential contests; TV stays with it until early hours of the morning

Television offered Americans one of the biggest election cliffhangers in recent memory with its through-the-night coverage of the results of last Tuesday's voting. But the lack of interest that had dogged the campaign was reflected in the evening's ratings, despite an unexpectedly large turnout at some polls.

Network sources estimated that 120 million viewers watched some part of the long and tense vote count that led Jimmy Carter to a squeaky victory over President Ford. That would just equal the audience for President Nixon's short-order win over George McGovern in 1972 and would fall far short of the 142 million in 1968 when Mr. Nixon edged out Hubert Humphrey.

National Nielsen figures for the first four hours of coverage, 7-11 p.m. EST, showed slightly more than half, or 52.4%, of the nation's TV homes tuned to the three commercial networks during the average minute. Direct comparisons aren't available since networks do not ordinarily program 7-11 straight through on weeknights, but for the 8-11 period one week earlier their average was seven points higher.

Television usage was up, as it usually is on election nights, this time reaching 69.7%—the highest election night figure since 1960—from 61.7% the week before. This rise and the accompanying decline in network audiences suggest that people who don't ordinarily watch TV tuned in to get the returns, while a larger number of regular viewers turned from the networks to independents in search of entertainment. The independents' share, normally around 10%-15%, reached 24% or roughly a fourth of all viewers on election night.

NBC won the ratings race, at least for

the 7-11 p.m. period (Nielsen's for later hours aren't due for another week). NBC had a 20.6 average rating and 30 share of total audience, compared with a 19.3 and 28 for CBS and 12.5 and 18 for ABC.

NBC's win looked even more impressive on an hour-by-hour basis: Its ratings and shares rose steadily from 13.6 and 23 in the first half-hour to 24.7 and 36 in the final. CBS started almost two rating points higher but dropped to second place by midevening and ended at 18.9 and 28. ABC started at 8.6 and 14 but stabilized in the 13-14 rating range and around 20 share thereafter.

For all the fine-honed systems deployed by the three commercial network news organizations to project results from sampled returns, the outcome of the presidential race defied projection for more than eight hours while the last key states remained, as the anchormen kept saying, "too close to call." Then, at about 3:30 a.m. EST Wednesday, the projections of a Carter election started—and produced, the next day, conflicting claims that themselves seem too close to call. Both ABC News and NBC News claimed to have been the first broadcast news organization on the air with their projections of a Carter victory, and to have done it at the same time and in the same way: Both claimed their respective radio networks carried their projections at 3:29 a.m., their TV networks at 3:30.

CBS News, which was hours ahead in projecting Carter victories in the close states of Texas and Pennsylvania, made its projection of a Carter election at 3:46 a.m. (ABC's and NBC's use of "the first broadcast news organization" in making their claims was said to show deference to a Carter victory prediction made a quarter-hour earlier by UPI.)

Whatever the competitive claims, the three networks made a combined total of at least 269 projections, with a near-perfect record. ABC and NBC officials were arguing afterward over whether NBC did or did not project that the winner of the senatorial race in California would be Senator John V. Tunney (he wasn't), and CBS News acknowledged that it had retracted, three hours later, its projection of a Carter victory in Oregon, which eventually did go to President Ford. At worst, however, the projections as a whole had an on-the-nose rate of greater than 99%.

An election-day survey by CBS News, conducted among a sample of 15,199

voters at 130 scientifically selected election precincts across the nation, ranked the Ford-Carter debates in the bottom half of factors that affected votes. Ten percent said impressions created by the debates were among the reasons for their voting as they did. Of these, 69% said they voted for Mr. Carter, 31% for Mr. Ford.

All three networks started their election-night coverage at 7 p.m. EST and continued—with breaks at 11-11:30 for local news and breaks around the hour or half-hour for local election inserts—until about 4:45 a.m. in the case of NBC, 4:49 for CBS and 5 o'clock for ABC. Their estimated costs were put at a little over \$3 million each, for a total of about \$10 million. And they were back at it again shortly after noon on Wednesday for coverage of Mr. Ford's concession.

Highlights by network:

ABC

"It was the best election coverage ABC has ever done."

That verdict came from Tom Goodgame, vice president and general manager of KTUL-TV Tulsa, Okla., and a former chairman of ABC's affiliate board of governors.

"I was very happy with ABC's coverage," added the present chairman of the ABC affiliate board, John Conomikes, vice president and station manager of WTAE-TV Pittsburgh. "The election staff was consistently on target and on top of things."

WTAE-TV's news director, Fred Young, however, while acknowledging that, overall, ABC "did a good job," said that "the pacing" of the coverage "appeared to be a little slow, with a lot of interviews and a lot of analyses."

And referring to the anchor team of Harry Reasoner, Barbara Walters and Howard K. Smith, Mr. Young said, "I detected a lack of rapport among the three of them—they weren't quite at home with one another, not quite as respectful of one another as they might've been. Their conversations with each other appeared to me to be forced."

And Mr. Goodgame added that ABC probably slighted Howard K. Smith, "who has so much experience in the political arena," because it was "trying to showcase Barbara Walters."

Walter Pfister, ABC's vice president for special TV-news programs, who super-

ABC News photo



New face. New ABC News anchorwoman Barbara Walters joined the familiar duo of Howard K. Smith (l) and Harry Reasoner for that network's

coverage on Nov. 2. In photo at right is correspondent Frank Reynolds, who was devoted to Senate races.



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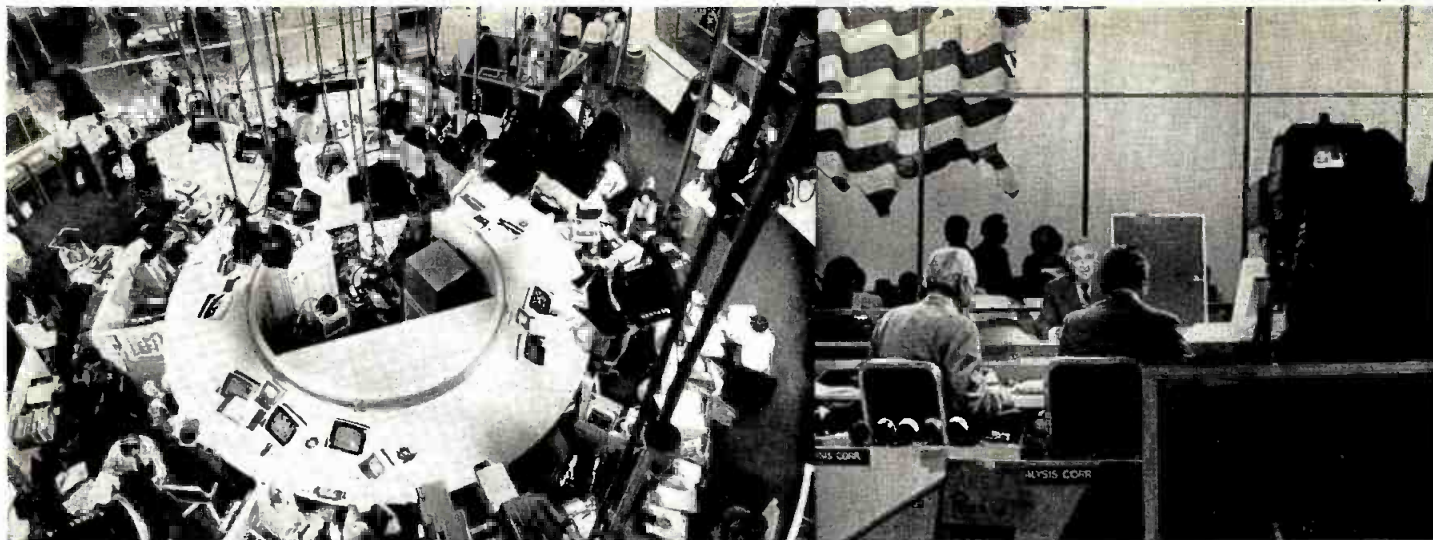
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Beehive. The CBS News studio set-up for election night coverage featured a circular bank of correspondents, each with an assignment to

cover a region of the country or to provide analysis. In the photo at right is the person who tied it all together, Walter Cronkite (facing camera).

vised the election coverage, disagreed with these assessments. The anchors "handled themselves well," he said.

"They were informal and conversational," he continued, "but they didn't indulge in the idle chatter of the so-called happy-talk news."

Mr. Pfister said that "we made more first calls than the other two networks, despite the fact that, going in, I told all our projection people to play it conservatively because the polls were indicating that it would be one of the closest elections ever."

And ABC was as accurate as it was speedy, Mr. Pfister added, claiming ABC was the first to call Jimmy Carter President by flashing the news over the radio network at 3:29 a.m., NYT, and then announcing it over television at 3:30 a.m.

William Sheehan, the president of ABC News, was very conscious of being competitive in making early calls. Sitting in his office four floors above ABC's election studio in New York, he was watching each network on three huge monitors. When CBS or NBC would make a projection for a race that ABC hadn't yet called, he'd run over to the cathode-ray terminal stationed opposite his desk, punch up the code for the particular race and then study the computer-generated figures (which, in a matter of seconds, appeared on a TV screen above the terminal) already tabulated from ABC's key precincts in the area. If those figures looked fairly convincing for the candidate Mr. Sheehan's competitor had just projected as the winner, he'd get on the phone to the ABC news executive in charge of that particular decision desk to find out why the race wasn't being called.

On Connecticut, for example, he said at one point over the phone, "Ninety percent of our precincts are in and they show Ford leading 51 to 49. CBS has just called it for Ford." When the executive at the other end said his statistician and political scientist felt the race was still too close to call, Mr. Sheehan answered, with a frown, "Okay, we don't want to push it," and hung up.

The load of interviews that WTAE-TV's Fred Young complained about included live remotes from Massachusetts (Senator Edward Kennedy), Texas (John Connally), California (Governor Jerry Brown), Arizona (Representative Mo Udall), New York (Senator-elect Daniel Moynihan) and Alabama (Governor George Wallace). These remotes were set up for the three anchorpeople, and the tone of the interviews often veered off into good-natured joshing. For instance, when Mr. Reasoner said to Jerry Brown that he'd still be young eight years from now, when Jimmy Carter will be coming to the end of his two terms in office, Governor Brown answered: "I've been reminded that in 1999 I'll be younger than Gerald Ford is now."

CBS

Studio 41 at CBS News Broadcast Center was filled to capacity with machinery and personnel going full tilt on the air from 7 p.m. election night until 4:49 a.m. the morning-after.

When it was over, CBS News had scored some pluses and one minus, in estimating election outcomes. At the time the network signed off early Wednesday, 42 presidential races had been called correctly; eight states' races were still "too close to call" and one, Oregon, was called, then retracted about three hours later.

"Every year I get within a hair's breadth of a miscall. This year it was Oregon," said Warren Mitofsky, director of the CBS News Election and Survey Unit. Jimmy Carter's slim lead of some 700 votes there at about midnight prompted the call, but Mr. Mitofsky said later, "That's not the kind of race we should have called" and the estimate was withdrawn at 2:58 a.m. because the unit did not want Oregon—under those circumstances—to be responsible for putting the candidate over the 270 electoral vote mark.

On the positive side, CBS News called the Texas race some five hours ahead of either competing network, and Pennsylvania's about an hour ahead of ABC and nearly two hours ahead of NBC, with both

states going to Carter.

Assessing the CBS random sample method of estimating results, in comparison to others, Mr. Mitofsky said "ours works better the tighter the race," but the extreme closeness of this year's election kept some estimates holding until the next day.

The technical innovations, notably the Electronic Still Storage (ESS), did "extremely well," according to the executive producer for *Campaign '76*, Russ Bensley. In fact, "the ESS performed beyond my wildest expectations and Vidifont worked flawlessly all night long." The ESS, developed jointly by CBS-TV and Ampex Corp., stores and retrieves video frames, projecting the pictures on camera in a few thousandths of a second. The cost is estimated at \$200,000. Vidifont, which replaced manual tote boards in 1974 (1972 on ABC), electronically displaces letter and number graphics of computerized returns as soon as they are available. Joe Flaherty, general manager of engineering and development for CBS-TV, said "The video kept up with the reporters for the first time" this election year, and he expects expanded use of ESS—industrywide—in the next year or two.

The seven correspondents and anchorman Walter Cronkite endured the 10-hour live event with high marks from Mr. Bensley: "I've never seen a better team performance," he said. Surrounding Mr. Cronkite, clockwise around the circular nerve center, were Dan Rather (Midwest regional correspondent); Lesley Stahl (West); Bill Moyers and Eric Sevareid (analysis desk); Roger Mudd (South), and Mike Wallace (East). Bruce Morton, trend desk correspondent, sat at the outer rim of the circle.

Glassed-in work platforms were visible on-camera surrounding the core area: Bruce Morton's trend desk prepared material from the CBS News sample precincts, from CBS's 15,000-person, 130-precinct election day survey, and filed reports for the network's analysis wire (fed to TV and radio affiliates); Warren

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Mitofsky ran the decision desk on another platform; the House desk kept track of those 435 races and the research desk assisted studio correspondents and those at 14 remotes. CBS Radio Network's booth was across the circle from Mr. Cronkite.

Fifteen cameras were in operation, including three minicams and one for a wide-angle stationary shot of the studio. A small chroma-key screen was flipped up and down behind a counter (over Mr. Cronkite's shoulder), as needed for Vidifont displays.

A smiling CBS Chairman William S. Paley toured the studio at 9 p.m. with senior vice president, director of news, William Small. The CBS chairman stopped to shake hands with several correspondents on the way and later watched, with John Schneider, president of the CBS Broadcast Group, and with Mr. Small, in the main control room as Arthur Bloom directed the broadcast.

A spot check of CBS affiliates elicited praise for the network's coverage. Charles Brakefield of WREG-TV Memphis, chairman of the CBS affiliates board, said CBS News did "as they always do: superbly." He commented favorably on the set and the "magnificent" handling of a technically and logistically difficult job. James Lynagh, vice president, general manager of WTOP-TV Washington, noted that while the other networks had interesting production effect, CBS had "what the public watches, the people giving the news," and he complimented the quality of reporting by the CBS News correspondent line-up. He said his station won the 7:30-11 p.m. coincentals (ratings from a telephone survey commissioned by the station from Arbitron), with a 25 rating to NBC's 34, ABC's 13 and two independents running movies, both of which got 8 ratings.

NBC

If NBC-TV's co-anchors John Chancellor and David Brinkley and their two companions on stage, Tom Brokaw and Catherine Mackin, were the stars of the network's election coverage, the huge electrically operated map of the U.S.—14 by 24 feet—was the main supporting character in the

production. Occupying the entire south wall, behind the co-anchors, the map was wired so that each state was lighted—red for Democratic, blue for Republican, white for undecided—when Mr. Chancellor or Mr. Brinkley made a projection.

There were many people behind the scenes, spread throughout the RCA building. Men and women were assigned to keep tabs on the times NBC or the two competing networks made projections. Others were assigned to escort visitors to NBC News Election Central. Some officials manned telephones to receive tallies from precinct reporters. And, on occasion, tedium understandably set in. At one end of studio 8-H, a technician seated before a miniature monitor continued to read a copy of a technical trade publication, glancing up every minute or so at the monitor.

NBC News on Wednesday issued pronouncements smacking of victory. It claimed it was the first broadcast news organization to project Jimmy Carter's election (at 3:29 a.m. on NBC Radio) and reported that NBC-TV's coverage of the event attracted the largest audience of the three networks in New York and Los Angeles. It cited overnight Nielsen figures showing that in New York, WNBC-TV captured 40% of the network audiences, as against 33% for WCBST-TV and 27% for WABC-TV. In Los Angeles, according to NBC News, KNBC(TV) garnered 40% to KNXT(TV)'s 29% and KABC-TV's 31%.

NBC was also proud of early projections made in 11 senatorial contests and four gubernatorial races and said it was "first" to tab the winner in the Presidential competition in 14 states. NBC said it had made no miscalls.

Though ratings and statistical firsts are "important," Richard C. Wald, president of NBC News, said he was "very pleased" with the thoroughness, accuracy and high quality of the NBC coverage, both on TV and radio. He said he had received "a number of congratulatory calls from people in the broadcast community," and this was "gratifying."

He thought the large map was a factor in NBC News' "quality" coverage, saying it contributed to visual understanding as

well as attractiveness. He summed up NBC News's approach to the 1976 election night coverage in this way: "It was simple, straightforward, quick and accurate."

Asked to cite the differences between NBC's approach and that of the other two networks, Mr. Wald replied: "It seems to me ABC was trying to be aggressive—making projections rather early, particularly at the beginning. I felt that CBS relied very heavily on Walter Cronkite."

In Seattle Mr. Wald and his NBC News cohorts have a staunch defender in Ancil Payne, president of KING-TV there and chairman of the NBC-TV Affiliates Board. He ventured that "NBC did a magnificent job—the people were great and the graphics were wonderful." He was "particularly pleased" that NBC had "used restraint" in projecting the outcome of political contests.

"I was glad they were not too often the first to make projections," Mr. Payne said. "This is not a horse race—it should be treated with care."

"We received more than 60 calls from viewers; I'd call that a remarkable response. All said they were pleased with the coverage over KING-TV."

From Florida came a similar assessment from William B. Faber, president of WFLA-TV Tampa, and a member of the network's affiliates board. With considerable fervor, he labeled NBC's TV coverage "superior" and pointed specifically to the map, which he called "great in color" and "very informative for our viewers." He said the station had received "a number of complimentary calls" from viewers.

Though Mr. Chancellor and Mr. Brinkley as co-anchors and Ms. Mackin and Mr. Brokaw as reporters of the Senate and House gubernatorial races were in the limelight, they were aided by a long cast of correspondents. In New York Edwin Newman anchored seven-minute "fill" periods for local stations that did not break away for seven minutes of local programming each half-hour. John Hart provided summaries and analyses during these segments. Reporting from Washington were Marilyn Berger and Bob Jamieson at the White House with President Ford; Doug Kiker at the Ford Committee and Garrick

NBC News photos



Cartographers. The NBC studio on election night was dominated by the giant map that graphically presented progress of the presidential race. The coverage was presented by (l-r) Cassie Mackin, anchormen



John Chancellor and David Brinkley and Tom Brokaw. Commentary on election trends was also provided (photo at right) by Edwin Newman (l) and John Hart.

We turn some of the bad news into good news.

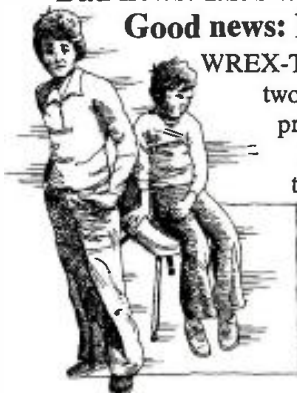
Much of the news Broadcasters report concerns events and people from around the world. And all we can do is report it. But, when the news is bad and it's at our doorstep, that's different. Then we're committed to work for remedial action in the community.

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, 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.



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WSVA
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Home-grown experts. WVOX(AM) New Rochelle, N.Y., assigned its election night coverage to two prominent political figures from its Westchester community: Democrat Ogden R. Reid (c), former congressman and ambassador to Israel, and Republican Edwin G. Michaelian (r), director of Pace University's Institute for Sub-Urban Governance. They teamed with Peter Allen (l), wvox director of special programs, for five hours of analysis as the returns were counted.

Utley with the Democratic National Committee.

Others filing remotes were Don Oliver and Judy Woodruff in Atlanta; Kenley Jones in Plains, Ga.; Carol Simpson and Eric Burns in Cleveland; Al Johnson and Mike Jackson in Chicago; George Lewis and Brian Ross in Indianapolis; Charles Quinn in Minneapolis; Rick Davis and Don Harris in Los Angeles and Lee McCarthy and Richard Hunt in New York, assigned respectively to the headquarters of Daniel Patrick Moynihan and Senator James L. Buckley (R-C-N.Y.).

NBC throws in the towel on all-news NIS

'\$10-million risk' turns out to be a bad one; subscribing stations will have about six months to make transitions

NBC Radio's pioneering all-news operation, News and Information Service, will be terminated by mid-1977 after two years and more than \$10 million in losses.

Jack G. Thayer, president of the radio division, said an "intensive year-end review" by his division and NBC management "clearly indicated that despite our best efforts to provide an innovative national all-news service and to support it with heavy promotion," NIS had not attracted enough station subscribers and consequently not enough audience to justify its continuation.

"More important," he added, "recent projections demonstrate that NIS will not reach satisfactory levels in future years. The unavoidable conclusion is that there is no long-term future for NIS as a national service."

Mr. Thayer said NBC Radio is "exploring various approaches to provide an orderly transition for subscribing stations"—all of which had scrapped existing formats, which in most cases meant disposing of regular on-air personalities and expanding their local news operations to make the transition to NIS. Now they have approximately six months in which to reverse that process.

The NIS subscribing stations were notified of NBC's decision by telegram about noon last Wednesday. Mr. Thayer and Robert Mounty, vice president and general manager of NIS, were on the telephone throughout Wednesday afternoon in an effort to talk personally with managements of all the stations that day.

"Notice of termination," Mr. Thayer's statement said, "will be given in the near future, which will start the final six-month contract period of service. We are prepared

to work with the stations to help them through the transition period."

NBC officials estimated that about 300 men and women had been brought in to work on NIS before it commenced operations June 18, 1975. They said every effort will be made to absorb "as many as possible" in other areas of NBC.

The NIS executives and staff got the word late last Wednesday morning, immediately after the decision—said to have been reached late the preceding week—has been cleared with the NBC board.

NIS has fallen far short of expectations. Projections for "reasonable growth," Mr. Thayer said, had assumed 150 subscribing stations and 750,000 listeners as of the end of 1976, after 18 months of operations. Instead, NBC sources said, subscribers are now down to 62 and the audience is around 200,000.

NIS had 33 subscribing stations on line when it commenced operations in June 1975 and seemed confident of getting the total to 80 within three months (BROADCASTING, June 16, 1975). But more than a year later the on-air total was only 64, although five others had been signed for future starts. As NBC's announcement last week noted, "while some subscribing stations have had success with the new service, others have withdrawn and many have not achieved expected audience levels."

As a rule, one official said, those that have been successful are those that paired the NIS national service with strong local news, while the less successful ones have seemed more indifferent toward their local news operations.

Failure to attract more subscribers was only part of what one NBC official described as "a double whammy" that befell NIS. The other half was that NBC-owned stations carrying NIS were competing with strong, established news operations in their markets.

Just how much the double whammy had cost NBC could not be ascertained. NBC officials wouldn't say what the losses were. But at the outset NIS was described unofficially as "a \$10-million risk," and one source indicated last week that the losses thus far have gone well beyond that figure.

NIS, staffed by NBC News, programs 47 minutes of every hour, 24 hours a day. Subscribers pay a fee based on market size—the range originally was put at \$750 to \$15,000 a month—and must use at least 30 minutes of each hour's NIS feed. There are 18 commercial positions per hour, with the stations getting 14 and NIS four.

Herbert S. Schlosser, NBC president, emphasized that "although this new venture has not succeeded, NBC's commitment to radio remains strong. In the last year, NBC Radio has made significant progress in strengthening the NBC radio network and the NBC-owned music stations.

NBC officials made clear that Mr. Thayer should not be faulted for his part in NIS. "He's done a good job, and Bob Mounty has too," one executive asserted.

He recalled that Mr. Thayer was brought in as president of NBC Radio to do two

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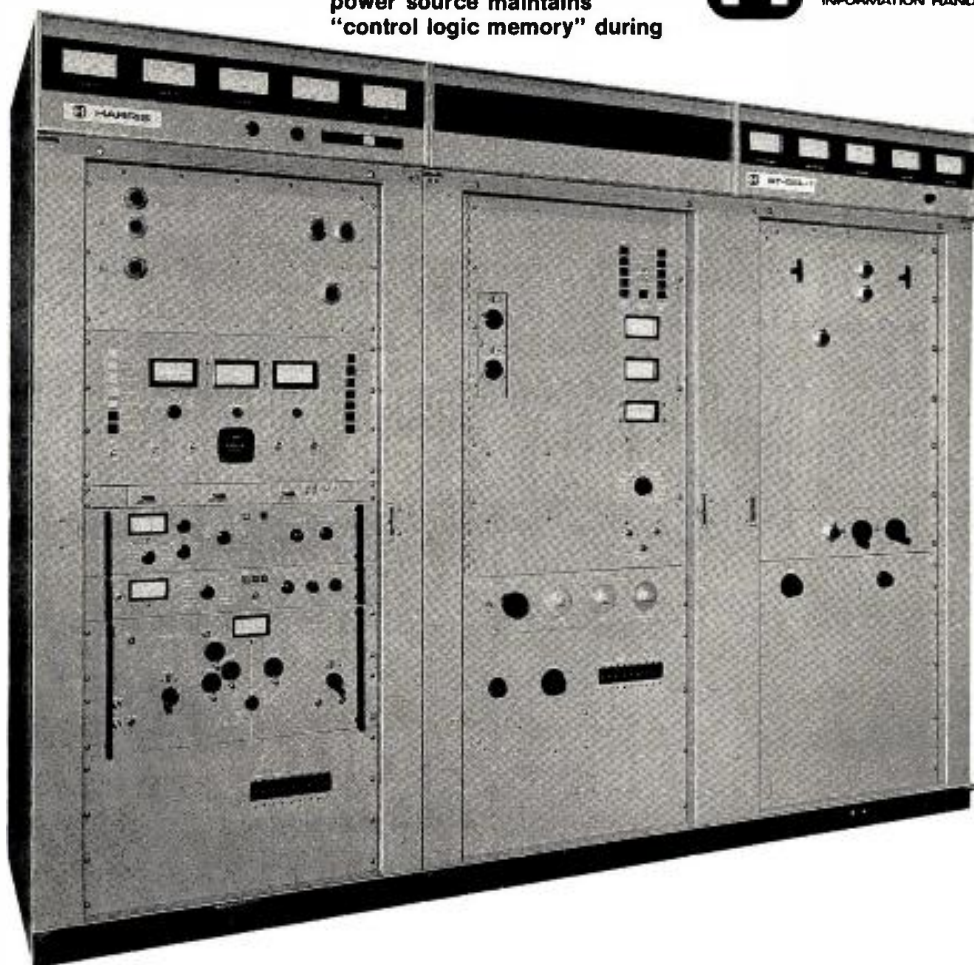
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things: "To turn the O&O stations around" and "to bring the radio network out of a loss."

Officials declined to say whether the stations and network are now profitable, on the ground that NBC doesn't disclose such things about specific divisions. But they echoed Mr. Schlosser's statement that he had "strengthened" them.

In the process, they recalled, he came up with the idea for an all-news national service. "We tested it," one official said, "and it seemed a good risk—a risk, yes, but a good businessman's risk. If it had worked, I think it would probably have paid off beautifully."

Instead, it didn't quite catch on, and "in the past three or four months the expectations we'd had for it became progressively worse," the executive continued.

"Finally, in our year-end review, we just came to the moment of truth, and the truth was that it wasn't working and wasn't going to work. We could have gone on for a while, pretending it was doing great, but it wouldn't have been tenable to pretend."

SDX in L.A. this week

Broadcasters will occupy key spots on the agenda of the 67th anniversary convention of The Society of Professional Journalists, Sigma Delta Chi, this week in Los Angeles. More than 1,000 persons are expected to attend the Nov. 10-13 sessions at the airport Marriott hotel.

James J. Kilpatrick, radio-TV analyst and nationally syndicated columnist, will be keynote speaker Thursday morning, following a report on the society by its executive officer, Russell Hurst. National President Robert McCord will give his report to the delegates Friday morning.

Marlene Sanders, ABC vice president and director of television documentaries, is to address the Friday luncheon.

The four days of panels and sessions will be touching on issues of concern to all the news media. Participants from radio and television will include James E. Foy, editorial director of KNBC(TV) Los Angeles; Charles R. Novitz, manager, news syndication, ABC; Darrell Barton, prize-winning photographer for KTVY(TV) Oklahoma City and Warren Baker, KNBC program director.

During the convention, delegates of the 30,000-member organization, will elect new officers and vote on a by-laws amendment to increase annual dues from \$15 to \$20 as well as to increase the membership fee from \$25 to \$30 for professionals and from \$17.50 to \$22.50 for students.

Among the candidates is Val Hymes, Washington correspondent for Westinghouse TV stations. She will be running for the post of national treasurer normally a step on the ladder to the presidency. In 1974 she became the first woman professional to join the SPJ/SDX national board.

Also scheduled to meet are the national board of directors of the society and of the Sigma Delta Chi Foundation.



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Nov. 1 deadline passes with few renewal complaints

A lone petition to deny and three competing applications are filed against Illinois and Wisconsin stations

Only one petition to deny renewal of license was filed at the FCC by the commission's Nov. 1 deadline (one was filed Nov. 2, see page 42) for complaints about stations in Illinois and Wisconsin.

Broadcast stations in those two states are up for renewal Dec. 1. The large volume of petitions to deny from public interest and minority groups that accompanied the renewal filings of station owners in the Southern states last summer was absent. Only one formal complaint, against wwct(fm) Peoria, Ill., was lodged, and it was filed by a rival applicant for the station's facilities.

Competing applications were also filed for the frequencies now occupied by WSHY-AM-FM Shelbyville and WOJO(FM) Evanston, both Illinois, and WZMF(FM) Menomonee Falls, Wis.

The petition to deny renewal and the competing application filed against wwct came from Central Illinois Broadcasting Co. Central, owned by Bruce T. Foster, his brother Charles, his mother Belva and Norman Ricca, said that Peoria Community Broadcasting Inc., the debtor in possession of the stations, filed false ownership information and did not inform the FCC of a transfer of station control.

Bruce Foster, chief engineer and operations manager of wwct until last May, said in the petition, that wwct told the U.S. District Court in southern Illinois in debtor-in-possession proceedings that the controlling interest of a major stockholder had been bought by the corporation. Wwct then applied for and was granted FCC permission to retain its assets and continue operation without appointment of a receiver or trustee in bankruptcy.

Central said, however, that wwct did not show the commission that de jure control passed from the major stockholder prior to the station's ownership report. From other filings at the court, Central said, it could be deduced that control had passed to another station stockholder who had also changed to vice president and treasurer without informing the FCC.

Roy Hanson and his wife Doris are competing with Shelbyville Broadcasting Co. for the facilities of WSHY-AM-FM. Mr. Hanson was an engineer/announcer at the stations until earlier this year, and Mrs. Hanson was the stations' general manager.

The competing applicant for the facilities of WOJO (co-owned with WEAW[AM] by Broadcast Communications Inc.) is Henry Carl Renken of Lake Bluff, Ill. He is a self-employed electronics serviceman and is requesting his new FM on 105 mhz. WOJO

is on 105.1 mhz.

Trans-Air Broadcasting Corp., principally owned by Theodore R. Nichol, a Milwaukee warehouse worker, is requesting WZMF's frequency. Mr. Nichol's brother, Harold D. Nichol Jr., currently owns a minority interest in the station.

Appeals court seeks to ascertain FCC's EEO responsibility

NOW case against two stations is forum for judges' questioning

The question of the FCC's responsibility for moving against employment discrimination in broadcasting remains a relatively new one for the courts, particularly where the commission's and the U.S. Equal Employment Opportunity Commission's functions overlap. Perhaps for that reason, a three-judge panel of the U.S. Court of Appeals in Washington demonstrated particularly lively interest on Oct. 28 in hearings on appeals of two broadcast licenses filed by the National Organization for Women.

The cases involved allegations that NBC's WRC-TV Washington and ABC's WABC-TV New York discriminated against women in employment. The EEOC had found probable cause to believe WRC-TV had been guilty of discrimination and said the commission should hold a hearing on the renewal application. Yet the FCC found that renewing that station's license, as well as WABC-TV's, would serve the public interest.

Argument in the two cases was scheduled for a total of 70 minutes. But the judges—Harold Leventhal, Spottswood W. Robinson III and Malcolm R. Wilkey—peppered attorneys for the stations, the commission, NOW and the EEOC to such an extent on the EEO and other issues involved that the two arguments went on for more than two and one-half hours.

The questions and statements from the bench, particularly those of Judge Leventhal, seemed to reflect the view that the commission should not be given the burden of enforcing EEO laws for the EEOC, that it lacks the necessary expertise.

Labor Party wins 11th-hour appeal at FCC

NBC-TV forced by commission to take political program night before election

NBC-TV was ordered by the FCC last week to air on the night before the election a 30-minute paid political commercial for the U.S. Labor Party.

NBC had rejected the "reasonable access" request by Labor candidate Lyndon

H. LaRouche Jr., because, the network said, the request had come too late for fitting into the fixed Monday night program schedule.

A spokesman for the Labor Party said it asked NBC for the time on Saturday (Oct. 30) and the network agreed. On Sunday, the spokesman said, NBC reneged and by Monday the Labor Party filed a complaint with the commission.

The FCC commissioners called a hastily arranged meeting Monday afternoon and unanimously decided in favor of the Labor Party request. The commission said the party was entitled to equal time because NBC had scheduled half-hour slots for both the Republican and Democratic candidates.

The spokesman for the Labor Party claimed NBC's decision not to allow the airing was based on a political aversion to the Labor Party opinion that votes for Democratic candidate Jimmy Carter meant votes for "thermonuclear war by next summer." Neil Turner, manager of television political sales for NBC, said the decision was not political but practical. The Monday night schedule was "already locked in," Mr. Turner said, and the Labor Party had made its request "too late."

"No offer was made" Saturday, Mr. Turner said, so there was no reneging on NBC's part. Mr. Turner said he had told the Labor Party he would investigate the matter, but the decision would have to wait until Monday morning. On Sunday the party called again, and after further investigations Mr. Turner said he told the party NBC "couldn't deliver" the slot.

With the FCC decision, however, NBC sold the party 10-10:30 Monday night for the standard rate, about \$92,000, Mr. Turner said. The squeeze into pre-election coverage forced the network to postpone its *Decision 76* program to 10:30.

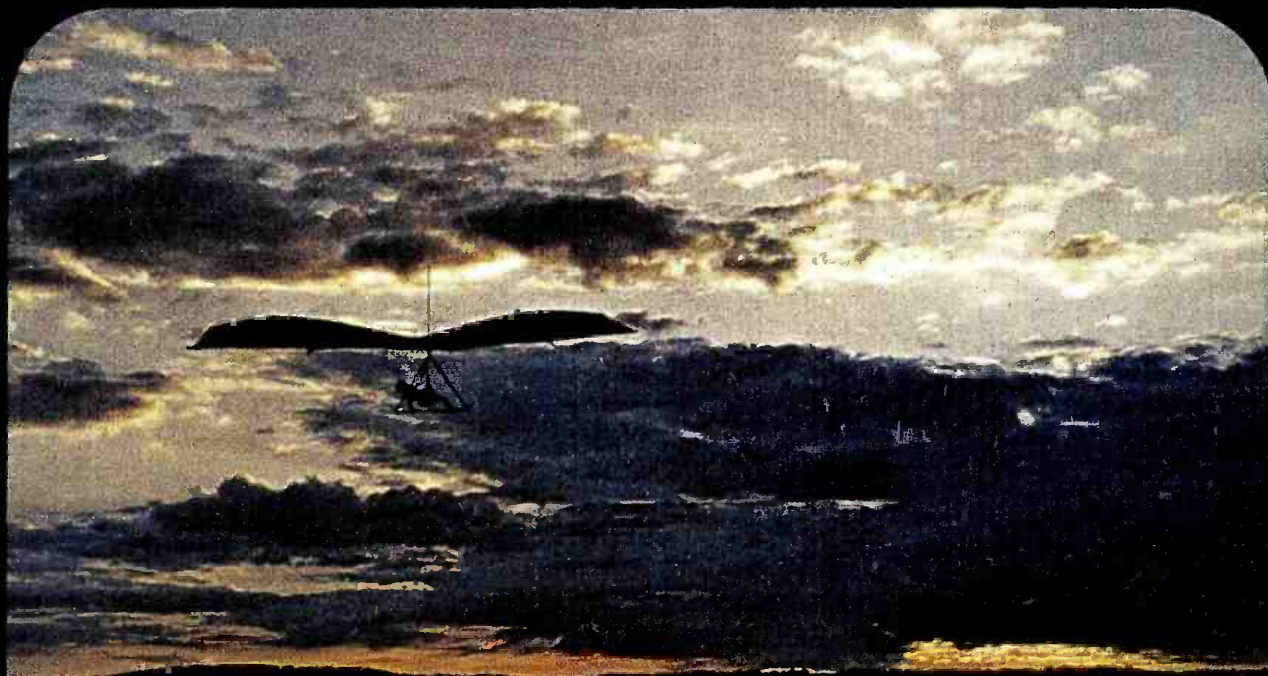
New life breathed into Red Lion's bid for a UHF

Broadcast Bureau says applicant was denied due process because of entanglement with another case, also contends renewal of AM-FM under common-ownership is reason to accord favorable TV treatment

There's been another surprise in the 11-year effort of Red Lion Broadcasting Co. to win a UHF construction permit in Red Lion, Pa. The FCC's Broadcast Bureau now says that the issues designated for hearing in a 1968 order are "invalid as a matter of law" and should be deleted.

The Red Lion application had become entangled in the fate of WXUR-AM-FM Media, Pa., controlled by Carl McIntire, the fundamentalist preacher, which were in renewal hearing on issues involving misrepresentation and fairness-doctrine violations. John H. Norris, son of the then majority stockholder in Red Lion and himself a 10% owner, was general man-

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

Company	Period/Ended	Current and change				Per Share	Revenues	Year earlier	
		Revenues	Change	Net Income	Change			Net Income	Per Share
Conrac.....	9 mo. 9/30	94,093,000	+45.3	4,084,000	+63.2	2.51	64,729,000	2,501,000	1.67
Gross Telecasting.....	9 mo. 9/30	5,395,371	+19.2	984,381	+46.6	1.23	4,527,564	671,265	.84
Harris Corp.....	3 mo. 9/30	126,770,000	+ .07	7,594,000	+29.7	1.20	118,660,000	5,851,000	.94
Jefferson-Pilot.....	9 mo. 9/30	394,339,000	+13.3	49,545,000	+19.7	2.06	347,902,000	41,369,000	1.72
Media General.....	9 mo. 9/30	146,671,000	+17.5	11,523,000	+17.8	1.58	124,798,000	9,774,000	1.35
A.C. Nielsen.....	Year 8/31	231,653,000	+14.8	17,148,000	+29.8	1.62	201,717,000	13,205,000	1.25
Post Corp.....	9 mo. 9/30	17,921,883	+16.2	1,237,594	*	1.41	15,420,301	(2,159,386)	(2.48)
Tektronix.....	Year 8/21	381,329,000	+12.5	32,748,000	+22.2	3.73	338,663,000	26,780,000	3.08
20th Century-Fox.....	9 mo. 9/25	259,786,000	+ 0.25	5,098,000	-73.1	.66	259,150,000	18,917,000	2.27

*Change too great to be meaningful.

ager of the Media stations and president of the licensee corporation.

Accordingly, the commission specified issues in its Red Lion hearing order to determine Mr. Norris's record in the operation of WXUR-AM-FM and whether, in light of the record in the WXUR case, Red Lion's representations that it would comply with the fairness doctrine could be accepted. These are the issues the Broadcast Bureau, in its pleading filed with Chief Administrative Law Judge Chester F. Naumowicz Jr., who is presiding, says should be deleted.

Renewal of the WXUR licenses was denied, and the stations went off the air in July 1973. But the bureau says that since neither Mr. Norris nor Red Lion was a par-

ty to the WXUR case, neither had an opportunity to offer a defense.

There is another reason—besides the due process reasons—for deleting the issues, the bureau contends. The applications for renewal of Red Lion's WGB-AM-FM Red Lion had been renewed in 1969 and again last August, though the second time with the caveat "without prejudice to what ever action the commission [might deem appropriate]" on the conclusion of the television application proceeding.

Thus, the bureau said, "it is extremely unlikely . . . that the commission could, on the same set of facts, deny Red Lion a TV facility after granting it a renewal for its radio facilities."

Adding weight to the bureau's con-

sideration is the fact that the elder Norris died in 1974 and control of the licensee corporation passed to his son. So if the applicant involved in the WXUR case was not adversely affected by the results, the bureau suggests, the "different applicant" now seeking the television facility should not be either.

Changing Hands

Announced

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

■ WCEE-TV Freeport (Rockford), Ill.: Sold by WCEE-TV Inc. to Worrell Newspapers Inc. for \$3,870,000. Seller is subsidiary of General Media Inc., owned by Edward B. Holt, chairman, Earl W. Hickerson, president, and more than 25 others, no stockholder owning more than 6%. Seller also owns cable systems in Rockford and Loves Park, Ill. Buyer, with headquarters in Charlottesville, Va., is publisher of 17 daily newspapers in 10 states, as well as number of weekly papers and is owned by T. Eugene Worrell, chairman, and his son, T. E. Worrell Jr., president. Buyer also owns WHSV-TV (formerly wsva-TV) Harrisonburg, Va. WCEE-TV is CBS affiliate on channel 23, with 562 kw visual, 85.2 kw aural and antenna 720 feet above average terrain. Broker: Blackburn & Co.

■ WBRX(AM) Berwick, Pa.: Sold by Edward R. Newman to William and Elizabeth Brady for \$292,500. Seller has no other broadcast interests. Buyers are husband and wife, and Mr. Brady is news director at KDKA(AM) Pittsburgh. WBRX is 1 kw daytimer on 1280 khz. Broker: Milton Q. Ford & Associates.

■ WZAP(AM) Bristol, Va.: Sold by 690 Radio Inc. to RAM Communications Inc. for \$275,000. Seller is Citizens & Southern National Bank (Atlanta) as executor of estate of James W. Ayers. This is final sale in liquidation of estates' broadcast properties. Buyer is owned by R. A. Morris (50%), James J. Dougherty (25%) and Jimmy L. Worrell (25%). Mr. Morris is general manager of WZAP. Mr. Dougherty has realty and banking interests in Bristol, and Mr. Worrell has wholesale and retail oil and gas business in Virginia. WZAP is 10 kw daytimer on 690 khz.

■ Other sales reported by the FCC last



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11-8

week include: KQIN(AM) Burien, Wash. (see page 91).

Announced

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

■ WSAI-AM-FM Cincinnati: Sold by Combined Communications Corp. to Affiliated Publications Inc. for \$6.3 million. Earlier sale to Broad Street Communications Corp. for \$6.5 million (BROADCASTING, March 8) fell through for lack of financing. CCC, which bought *Cincinnati Enquirer* last year, is selling stations to comply with FCC crossownership rules which forbid acquisitions of co-located newspaper and broadcast properties. CCC, based in Phoenix, also owns three AM's, two FM's and seven TV's. Buyer, publicly held, also owns *Boston Globe* and WFAS(AM)-WWYD(FM) White Plains, N.Y. WSAI is on 1360 khz full time with 5 kw. WSAI-FM is on 94.1 mhz with 32 kw and antenna 600 feet above average terrain.

■ KBMT(TV) Beaumont, Tex.: Sold by subsidiary of Liberty/National Corp. of Oklahoma City to Texas Telecasting Inc. for \$2.4 million. Seller, publicly traded holding company which owns Liberty National Bank & Trust Co. of Oklahoma City, received waiver of FCC's "three-year" rule to sell stations which it received as payment for debts owned by previous owner, Harbour Television Systems Inc. (BROADCASTING, Feb. 23). Principals in buyer are Michael G. and Clinton McKinnon who also own KIII(TV) Corpus Christi, Tex., and KSON(AM) San Diego. KBMT is ABC affiliate on channel 12 with 316 kw visual, 31.6 kw aural and antenna 1,000 feet above average terrain.

■ KBUZ-AM-FM Mesa, Ariz.: Sold by KBUZ Inc. to Southwestern Media Inc. for \$1.2 million. Seller is wholly owned subsidiary of Number One Radio Inc. of Phoenix, which also owns KAIR-AM-FM Tucson, Ariz. Principals in seller are Edwin G. Richter Jr., H. Lee Druckman, Frank Kalil and Howard Duncan. Principals also have minority interests in publicly held Adams-Russell Co., owner of WYTV(TV) Youngstown, Ohio, and cable television systems in Maine, Massachusetts, Arkansas and Missouri. Messrs. Richter and Kalil are brokers for R. C. Crisler Co., Cincinnati. Principals in buyer are Lowell Homburger (49%), and five other stockholders, none with other broadcast interests. KBUZ is on 1310 khz with 5 kw day and 500 w night. KBUZ-FM is on 104.7 mhz with 100 kw and antenna 1,550 feet above average terrain.

■ WISZ-FM Glen Burnie, Md.: Sold by Wisz Inc. to Baltimore Radio Show Inc. for \$690,000. Principals in seller are Samuel J. Cole (25%), L. W. Gregory (20%), Harold H. Hersch (26%) and Harry G. Salls (28%) who also own WISZ(AM) Glen Burnie and WPRW(AM) Manassas, Va. Buyer owns WFBR(AM) Baltimore and is principally owned by Biemiller family voting trust voted by Robert S. Maslin Jr., Hope N. Barroll III and Robert M. Barroll. WISZ-FM is on 95.9 mhz with 3 kw and antenna

300 feet above average terrain.

■ Other sales approved by the FCC last week include: WCXN(AM) Middletown, Conn.; KYOR-AM-FM Blythe, Calif.; WHSL(AM)-WWIL(FM) Wilmington, N.C.; WMOS(AM) Bowling Green, Ohio; KWLW(FM) San Angelo, Tex.; KCONY(AM) San Marcos, Tex.; KUEN(AM) Wenatchee, Wash. (see page 91).

Ailing Orlando U complains Turner is pulling rug from under it

WSWB-TV says group broadcaster is blocking sale to CBN in order to force bankruptcy as prelude to acquisition of broadcast property

WSWB-TV Orlando, Fla., has asked the FCC for "immediate ... assistance" in preserving its license in the face of what it feels is an attempt by a third party to block the sale of the station and cause it to go bankrupt.

WSWB-TV said Ted Turner of Turner Communications, a group owner, is attempting to block the sale of WSWB-TV to the Christian Broadcast Network, hoping to purchase the station himself when it goes bankrupt. WSWB-TV, owned by Sun World Broadcasters, said it went dark Sept.

30, and has been experiencing financial difficulties but that a "number of groups" including Turner Communications have expressed interest in buying the station.

The petition complained that Mr. Turner bought the land under the WSWB-TV transmitter and antenna for \$250,000 and then demanded \$10,000 monthly rent. Several days later, WSWB-TV said, it signed a letter of intent with CBN, licensee of six FM and five TV stations, to sell WSWB-TV. CBN's purchase attempt included an offer to Turner Communications to buy the transmitter site WSWB-TV said, but Mr. Turner refused. He has since filed a court suit against the station asking for a judgment of bankruptcy.

Mr. Turner is "following a calculated course" in keeping the station off the air, WSWB-TV said, in hopes of acquiring the ch. 35 station "on the courthouse steps."

WSWB-TV also charged that Turner Communications purchased WRET-TV Charlotte, N.C., the same way in 1970, assuming \$1,225,000 in liabilities after the station declared bankruptcy (BROADCASTING, Aug. 3, 1970).

Union plea turned down

The FCC last week rejected AFL-CIO complaint regarding CBS Radio's refusal to sell the union time to broadcast a get-out-the-vote address by its president,

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George Meany. The union contended that the network had infringed on its freedom of speech. CBS, on the other hand, said it believed that the proposed broadcast would be construed by listeners as political in nature. Although the address did not mention any party or candidate, CBS noted, "the AFL-CIO has publicly endorsed the candidacy" of Jimmy Carter. The commission staff, in a response on Monday, noted that the Supreme Court had held that broadcasters cannot be required to sell time.

Dissatisfaction still exists over New Jersey

Maguire and citizen group say two-month experiment in coverage by out-of-state stations shows that's not solution

Representative Andrew Maguire (D-N.J.) and the New Jersey Coalition for Fair Broadcasting have told the FCC that VHF television licensees in New York and Philadelphia have again failed to propose adequate service to New Jersey, a state with no VHF stations.

Mr. Maguire said that "the commission's Band-Aid approach" of relying on the volunteer efforts of New York and Philadelphia licensees to provide adequate service to New Jersey was insufficient in light of the licensees' performance in a two-month test the commission ordered imposing "special obligations" on all stations serving the state (BROADCASTING, July 5). The FCC issued guidelines last July requiring network-affiliate stations in New York and Philadelphia to expand news coverage of the state, and suggested the establishment of toll-free New Jersey telephone lines, New Jersey offices and the use of microwave relay systems to expand their news coverage.

The NJCFB and Mr. Maguire said the commission has shirked its responsibility to the state. NJCFB said the "special obligations" proposal will not "mend the gap" in the VHF table of assignments. Mr. Maguire said the commission should give New Jersey a VHF outlet of its own, but failing this, should "as a bare minimum" order the New York and Philadelphia stations to establish full-time auxiliary studios and ENG facilities in New Jersey.

Polish American files against Chicago O&O's

Television stations are accused of discrimination in hiring, broadcasting derogatory jokes

The Illinois Division of the Polish American Congress has petitioned the FCC to deny the license renewals of Chicago's three network owned-and-operated stations—NBC's WMAQ-TV, CBS's WBBM-TV and ABC's WLS-TV. The reason: the stations allegedly discriminate against Polish

Americans in hiring and "consistently [air] defamatory, derogatory anti-Polish jokes, under the guise of humor."

The petition, signed by Thaddeus L. Kowalski, president of the congress's Illinois division, says that the three stations have "consistently and systematically over the last three years "excluded Polish-Americans from jobs as reporters, weathermen, writers, producers and directors, as well as in management.

In a region with 1,200,000 Polish Americans, the petition says, none is employed in those jobs on any of the three stations. Resumes of "competent and qualified Polish Americans" have been given to the stations but have not produced job offers, according to the petition.

The Polish jokes—said to characterize Polish Americans as "dumb, stupid and ignorant"—have appeared on the *Mike Douglas Show* and the *Tonight Show* on WMAQ-TV, on *All in the Family* and *Ivan The Terrible* on WBBM-TV and on *Barney Miller*, *Olympic Sports* and *QB VII* on WLS-TV, according to the petition.

"The FCC has not done its job to stop the television stations from committing ethnic genocide," the petition says.

The petition is not the first Polish American Congress reaction to what it considers offensive Polish-American jokes. It based a fairness doctrine complaint on Polish jokes told on the old *Dick Cavett Show* on ABC. After the FCC rejected it, the congress took the matter all the way to the Supreme Court, which last February refused to consider the matter (BROADCASTING, March 1).

Mr. Kowalski says in the petition that he has had numerous conferences with officials of the three Chicago stations and with network officials in New York on the issues raised in the petition, and adds that they constitute "one of the frustrating experiences of my lifetime."

Media Briefs

Rebuked. WAYE(AM) Baltimore was admonished by FCC for distributing misleading information about its authorization to increase station power from 1 kw to 50 kw and its claim of dominance of 18-to-34-year-old audience. WAYE said it had used information in flyer aimed at informing advertisers of its future plans. Commission said statements "were at best misleading" and that claims by station that it was tops in 18-34 market were based on outdated data and violated commission's policy regarding use of survey data. Station made claim in 1975, at time it knew ARB survey ranked it third, according to FCC. Matter would be considered when station's license is due for renewal, commission said.

On good behavior. FCC has granted short-term renewals to WOMP-AM-FM Bellaire, Ohio. Commission cited violations of policy regarding conduct of contest, program-length commercial rules and technical requirements. Abbreviated license

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period runs to Dec. 1, 1977; station must file statements with FCC regarding corrective actions.

Correction. Thomas R. Dargan (not Gargan) is the executive vice president and general manager of KATU(TV) Portland, Ore., pictured on page 21 of the Nov. 1 BROADCASTING.

For women and minorities. Corporation for Public Broadcasting has awarded second set of grants in its semiannual women's training grant program. Thirteen recipients were selected from 66 applications submitted by 51 public radio and television licensees. Grants total \$130,000. Since program began last March, 27 grants, worth more than \$330,000, have been made. Next awards will be given in March 1977. CPB's next set of minority training grants will be awarded in January 1977. Since that program began in 1973, more than \$1 million has been awarded.

Ascertainment. Corporation for Public Broadcasting's office of communication research has distributed ascertainment handbook to public licensees. While not intended to replace communications attorney, guide points out FCC regulations, suggests ways to obtain more in-depth information and seeks compromise between "rigors of methodological purity" and "limited resources." Research was conducted at Michigan State University with \$25,000 CPB grant. CPB expects looseleaf handbook to be updated and modified after feedback from stations. CPB also has initiated studies in such areas as Latino ascertainment and alternative methods to locate leaders in ethnic communities.

Objection. Representative John Murphy (D-N.Y.) said in telegram to ABC President Elton Rule that network's Oct. 31 coverage of another motorcycle leap by daredevil Evel Knievel on ABC-TV's *Wide World of Sports* "calls into question its fitness to own and operate a television station in New York." Mr. Murphy said he will ask FCC to "give ABC's irresponsibility serious weight" next time WABC-TV's license is up for renewal. Knievel broadcast "will undoubtedly result in the maiming and paralysis of dozens of children who imitate him," congressman said. Copy of telegram was sent to FCC Chairman Richard Wiley.

Open meeting. Board of directors of Corporation for Public Broadcasting will hold its next open-forum meeting Nov. 10 at Brown Palace hotel in Denver. Morning session will be regular board meeting, with afternoon slotted for presentations by public broadcasters in area and members of public.

Nielsen gains. A.C. Nielsen Co., Northbrook, Ill., reported record sales and net income for fiscal year ended last Aug. 31. Net income increased 29.9% to \$17,148,000 (\$1.62 per share) on sales of \$231,653,000 from \$13,205,000 (\$1.25 per share) on sales of \$201,717,000 in fiscal year ended Aug. 30, 1975.

Programing

ABC looking solid in Nielsen first place

It wins big in taking sixth straight week of new season; NBC grabs second, CBS third

The 1976-77 prime-time season is now six weeks old, and ABC has won them all, taking the sixth week by the biggest margin since premiere week.

For the seven days ended Oct. 31, ABC got a 20.6 rating, NBC came in second, with a 19.3 rating, and CBS managed only a 17.6. ABC's season-to-date rating is now 21.1, NBC's is 19.6 and CBS's is 18.2.

ABC won three nights during the sixth week: Tuesday, with *Happy Days* (29.8 rating and 46 share, the highest-rated show of the week) and *Laverne and Shirley* (27.8 rating, 42 share, number four for the week) leading the way; Wednesday, with ABC's entire three-show schedule making it into the top 10: *The Bionic Woman* (28.0 rating, 43 share, number three for the week), *Baretta* (27.2 rating, 40 share, number six for the week) and *Charley's Angels* (29.0 rating, 49 share, number two for the week); and Sunday, paced as usual for ABC by *The Six Million Dollar Man* (26.8 rating, 40 share, number seven for the week).

NBC also took three nights: Monday, all three hours of which were given over to a made-for-TV movie, "Amelia Earhart" (25.8 rating, 38 share, number nine for the week); Friday, which blossomed for NBC with the considerable help of a two-hour Bob Hope comedy retrospective (27.3 rating, 44 share, number five for the week); and Saturday, which benefitted from a John Wayne theatrical movie, "McQ" (21.7 rating, 40 share).

CBS won Thursday with *The Waltons*' strongest Nielsen performance of the season so far, a 24.0 rating and 38 share, making it the 13th highest-rated show.

NATAS will be restructured to appease chapter in Hollywood

Regional academies will replace local units; Cannon has resigned

A massive organizational overhaul may be in store for the National Academy of Television Arts and Sciences. NATAS trustees have approved unanimously a resolution to split the academy into national and regional organizations. And only national members—those involved in the production of national television shows—would have control over the national Emmy Award structure, voting and telecast (beginning with the 1977-78 season).

The plan is subject to ratification by the

trustees at their next board meeting in mid-December, although part of the plan has already been implemented: John Cannon has resigned as paid national president—a position that would be eliminated after the reorganization. His election had been opposed by the national academy, which had sought to retain the former president, Robert Lewine.

The agreement represents a peace-making effort between NATAS and its Hollywood chapter. Earlier this year, Hollywood sued for the dissolution of the academy and asked that it be returned the rights to the Emmy Awards. It later brought a damage suit against Mr. Cannon and others, charging that NATAS elections were held without a quorum (BROADCASTING, Oct. 4). Hollywood had been boycotting trustee meetings since it filed the first suit in May. If reorganization is ratified, the Hollywood chapter has agreed to drop all litigation.

Under the plan, regional academies, governed by a regional council, would replace the current chapters. Members involved in local television production would have no say in national affairs. This distinction was a major point in the Hollywood chapter's effort. Regional academies would continue activities such as control of local Emmy Awards and educational programs. National members would also belong to these regional units.

The national academy would elect trustees from peer groups. For example, producers would choose producer trustees. Currently the trustees are chosen from the various chapters.

Mr. Cannon will remain as a consultant until the board meets on the ratification issue next month. If the plan goes through, he will remain as a volunteer to aid in the reorganization.

Thames tryout works

The London-based independent production company, Thames Television, has begun to reap the benefits of its five days of exposure on WOR-TV New York early in September (BROADCASTING, April 5).

ABC-TV has purchased the American rights to Thames's *Man About the House*, a sitcom focussing on a household made up of two nubile young women and their male roommate. The Hollywood production company of Nichols, Ross & West will do the American pilot for ABC.

Gottlieb-Teffner Programs Inc., the American distributor that syndicates Thames product such as *Jennie: Lady Randolph Churchill*, starring Lee Remick, and *The World at War* in this country, has sold the 45 half-hour episodes of the sitcom, *Father, Dear Father*, to WOR-TV New York, WDCA-TV Washington, KVOS-TV Bellingham, Wash., and all of the stations within the two educational TV network.

Earlier, WNET(TV), the noncommercial VHF station in New York, said it had bought all six hours of the musical-drama miniseries, *Rock Follies*, which it will telecast during its pledge week next March.

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And our network of 8 Scientific-Atlanta service centers across the country makes sure it's fixed quickly. Emergency service by an experienced earth station engineer is available on a 24-hours-a-day basis.

All of which means if you want to take full advantage of the abundance of satellite programming, the first thing on your schedule should be to call Ken Leddick at (404) 449-2000. Or please write us. Nobody on earth knows more about earth stations.

Scientific Atlanta



TVB meets this week in Washington

Tuesday-Thursday gathering features workshops, look-ahead talks, speech by FCC's Wiley

A record high attendance of 300 broadcasters is expected by the Television Bureau of Advertising for its 22d annual membership meeting, being held this week at the Shoreham Americana hotel in Washington.

A reception and Hall of Fame dinner will open the two-and-a-half-day meeting Tuesday evening. Business sessions Wednesday, a reception at the State Department that evening, another round of business Thursday morning and a luncheon address by FCC Chairman Richard E. Wiley will round out the proceedings.

Sales, client relationships, syndicated programing and Wall Street are among the topics for examination Wednesday under the over-all theme of "Plan Ahead for 1977 and 10 Years Hence." There will also be reports from major advertisers on Wednesday and more on Thursday morning, all interspersed by workshops, TV advertising success stories and tips from major TV users.

The Hall of Fame program is scheduled to feature political satirist Mark Russell, newsmen Walter Cronkite of CBS, Harry Reasoner of ABC and Dick Fischer of NBC, and a TVB report on "The News About News."

The opening business session Wednesday morning will include reports by TVB Chairman Walter Bartlett of Avco Broadcasting and President Roger D. Rice, plus board elections.

A panel led by Marvin L. Shapiro of Westinghouse Broadcasting will then explore "Changes in the Client-Agency-Station relationship in the Next 10 Years." Panelists include Robert K. King of Capital Cities Communications, Peter Spengler of Bristol-Myers and Larry Lamattina of Grey Advertising.

Grant C. Gentry, president of A&P, will tell how "A Supermarket Chain Looks at Television," and another panel will anticipate "Changes in Syndicated Television Programing Formats and Sales in the Next 10 Years." These panelists include Wynn Nathan of Time-Life Television, Henry A. Gillespie of Viacom Enterprises and Don Menchel of MCA TV.

William R. Johnson, director of marketing services for J. C. Penney Co., will be featured at the Wednesday luncheon, speaking on "How a Station Can Work Most Advantageously With Its Local J. C. Penney Outlet."

Two Wall Street views of television will be offered Wednesday afternoon by Ellen Sachar of Mitchell, Hutchins, and William

Suter of Merrill Lynch, Pierce, Fenner & Smith. Then reports on the status of TV business will be offered by TVB's national sales advisory committee, headed by Al Masini of Telerep; the sales advisory committee under co-chairmen Tom Maney of WCVB-TV Boston and Dick Appleton of WPVI-TV Philadelphia, and Dick Severance, TVB vice president, national sales.

Two concurrent workshops—one on "Computers and Sales," the other on "Minicams and Commercial Production"—will open Thursday's sessions.

Panelists for the computer sessions are Bruce McGorill of WCSH-TV Portland, Me.; Mel Grossman, WTHR(TV) Indianapolis; Ken Hege, WCSC-TV Charleston, S.C.; Bill Alexander, WFMV-TV Greensboro, N.C.; George Spring, WABI-TV Bangor, Me., and Biggs Tabler, WHAS-TV Louisville, Ky.

Panelists for the minicam workshop are Robert E. Rice, WRAU-TV Peoria, Ill.; Dan Moeller, KYTV(TV) Springfield, Mo.; Rick Reeves, WCPO-TV Cincinnati, and Jon Campbell and Jeff Lee, KPRC-TV Houston.

Look-aheads at television will also be given Thursday morning by Barney Brogan, national advertising and sales promotion manager of Toyota Motor Sales USA; Jack Noble, sales promotion and public relations vice president of Robinson's department store in Los Angeles, and Michael Shapira, senior vice president of W. B. Doner & Co.

Another look-ahead—at "People Trends in the Next 10 Years"—will be provided by Professor George Cabot Lodge of the Harvard School of Business, and the morning session will be wrapped up with a report on the TVB/Sterling Institute sales-training seminars, led by President Bill Brower of Sterling.

Advertising Briefs

Katz in Seattle. Katz Agency will open new office at 100 West Harrison Plaza, Seattle, 98119, on or about Dec. 1. This is third new office to be opened by Katz this year, bringing total of branches to 15. Named to head new office as manager is Larry Adams, Western regional manager for Katz Radio in Los Angeles.

Memphis ratings. Arbitron Radio said that through local tip it found post-office employee in Memphis who took seven diaries from April/May radio-market report and used them to artificially inflate ratings of WHBQ(AM) Memphis, contemporary station owned by RKO General. Arbitron said federal postal investigators are looking into matter for possible criminal mail-fraud violations. Meanwhile, Arbitron said it has "reprocessed" Memphis report without seven tainted diaries and sent it out Oct. 27. Arbitron said that "this is the first situation of this type to ever occur" in course of "over 10,000 surveys and over 20 million diaries sent out."

Selling on CB. Several broadcasters at Na-

tional Association of Broadcasters' first round of three regional conferences have complained that merchants are advertising goods and services over citizens band radio, NAB President Vincent Wasilewski wrote FCC Chairman Richard Wiley last week. NAB recommended that FCC's Field Operations Bureau crack down on such wrong-doers. FCC rules prohibit advertising on CB's.

Scali, McCabe, Sloves to be bought by O&M

Ogilvy to purchase New York agency, with \$30 million in broadcast billings, for minimum of \$10 million

Ogilvy & Mather International, New York, has reached an agreement in principle to acquire Scali, McCabe, Sloves, New York, for \$10 million in cash and additional payments contingent on SMS's financial performance in 1977 and 1978.

Ogilvy & Mather, founded in 1948 by David Ogilvy, had worldwide billings of \$582 million last year and has offices in New York, Houston, and Los Angeles and in Europe, Latin America, Australia and the Far East. Ogilvy's TV-radio billings in the U.S. in 1976 are in the \$190-million range.

Scali, McCabe, Sloves was established in 1967. Its 1976 billings are expected to reach \$60 million, of which more than \$30 million is in broadcast. Its principals are Marvin Sloves, president; Edward A. McCabe, vice president, secretary and copy director, and Sam Scali, vice president and creative director.

SMS will have complete autonomy and will operate under its own name and present management when the transaction is completed. The reason for the separation is said to be the existence of several account conflicts (Ogilvy has Mercedes-Benz, Maxwell House coffee and the Bowery Savings Bank; Scali has Volvo, Savarin coffee and Manhattan Savings Bank).

The \$10-million cash payment will be made in four annual installments, beginning next Jan. 1. The negotiations for the acquisition are expected to be completed within 60 days. John Elliott Jr., chairman of Ogilvy, said the announcement was being made at this time because O&M is publicly held and disclosures of such negotiations must be made.

Ogilvy also announced that for the nine months ended last Sept. 30 net income grew by 71.2% to \$4,632,509 (\$2.50 per share) on revenues of \$78,200,020, up from \$2,705,901 (\$1.49 per share) on revenues of \$68,509,827 in the comparable period of 1975.

Retailer print advisory draws eye of broadcasters

Prompted by increased broadcaster interest in local retail sales, Arbitron Newspaper Advertising Reports expanded into

**Cetec Jampro FM antennas
give you both...**

High Power High Performance

For the past four years WDBN-FM in Medina, Ohio, has been using this 3-bay Cetec Jampro high-power JHCP-3 circularly polarized antenna to serve Cleveland and all of Northern Ohio with 118,000 watts ERP.

WDBN's Jampro antenna has an input power rating of 74,000 watts...*the highest input power rating in the world for three bays!* It also has a circular polarization power gain ratio of 1.60...plus all the standard Jampro features that make the JHCP known the world over as the leading high-power FM antenna, such as corona free operation!

If you want to use a high-power transmitter and low-gain antenna, talk to the high-power people about the Jampro JHCP CP FM antenna that's right for your station. Call or write the Cetec Broadcast Group today. We've got the facts on the Cetec family of equipment: Jampro FM antennas, Schafer automation, Sparta transmitters and audio products.



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JA JHCP

five markets in 1976, bringing its total to eight, and plans to add 12 new markets in 1977.

NAR provides its clients with a monthly monitored record of local newspaper advertising activity retailer-by-retailer and ad-by-ad. For a 12-month period, it can supply clients with the annual budgets of local retailers; identify many previously overlooked prospects, and pinpoint the specific advertiser budgets spent in newspapers on individual promotions, such as Mother's Day, back-to-school, Washington's Birthday and Columbus Day.

Arbitron said NAR can provide clients with a list of vendors who have made co-op funds available to retailers.

NAR markets are Boston, Dallas, Philadelphia, San Diego, San Francisco, Toledo, Ohio, Sacramento, Calif., and Buffalo, N.Y.

Gains in '75-'76 are but prologue to radio's goals for '77—RAB

Board meeting hears plans for expanded personnel, successor to 'Adflation,' a rundown on expected buying by the armed forces

Plans for new and enlarged activities to "keep radio's momentum growing" in 1977 were announced by the Radio Advertising Bureau last week following a meeting of its board of directors.

Among the plans:

- Addition of sales executives to ex-

pand RAB's geographic sales coverage of national, regional and chain-retail accounts and large-area retailers.

■ "The largest on-air effort yet" in the first half of 1977, exceeding the "Radio: Adflation Fighter" campaign carried by several thousand stations in 1975 and 1976. The new campaign will use voiced testimonials by advertisers and agencies stressing radio's sales results. RAB will furnish national and regional success stories and urge stations to augment them with local testimonials.

Closer liaison between RAB and agency media departments and formal orientation programs for agencies interested in expanding—or helping their clients to expand—their use of radio. Station-rep members in particular will be urged to work with RAB in fashioning special orientation programs to help agency personnel newly assigned to radio become acquainted with the medium and with the tools available for planning and buying.

"A great deal of enthusiasm for radio has been generated among advertisers," RAB President Miles David said. "Translating it into sustained buying action requires more work with agencies now."

■ A continued push to stimulate greater use of radio in co-op advertising. RAB's compilation of 850 co-op plans that approve the use of radio, called "Co-Op Profiles—The Money Book," has gone to press, RAB officials said, and is currently expected to be available by the end of this month.

"Radio grew most among all major media in 1975 with a 10.2% growth rate and in 1976 estimates put total growth of radio in the 20% area." President David said, "A two-year back-to-back growth rate at this level hasn't occurred since World War II, even though radio's average growth in other years has exceeded the

average for advertising totally.

"But the important thing for us to do is not count growth dollars but look to helping and accelerating momentum. Future growth will not come automatically and as 'fallout' from other media. We have to sell and promote hard to equal the growth record of the past several years and to establish a pattern of consistent growth on a high level."

One anticipated contributor to further growth—paid advertising by the U.S. armed forces—was represented at the RAB board meeting, held at Palm Springs, Calif., and concluded Oct. 29.

On hand and formally welcomed by Harold L. Neal Jr., president of ABC Radio and chairman of RAB, were Major John Burke, U.S. Army; Colonel Donald Burgrabbe, U.S. Air Force; Major Arthur Schmidt, U.S. Marine Corps, and Thomas Glynn, vice president and media director of N.W. Ayer ABH International, which has the army recruitment account.

"The military will be a significant multimillion radio advertiser in 1977," RAB reported after the board heard brief presentations of their plans.

The board adopted a resolution urging broadcasters to work with the military through established channels—such as their advertising agencies—when making suggestions about buying strategy. Board members were said to feel that attempts to "switch-pitch" through members of Congress or other out-of-channel routes would be self-defeating now that the principle of paid broadcast advertising by the military has finally been established.

"The industry and RAB want to do everything possible," Mr. Neal said, "to work with the military to make their use of radio effective and contribute to radio momentum by making their use of the medium long-range."



Greetings to Uncle Sam. Representatives of the Armed Forces Recruitment Command were on hand for the Radio Advertising Bureau's meeting in Palm Springs, Calif., Oct. 26-29.

Front row (l-r): David Morris, KNUZ(AM) Houston; Lee Allen Smith, WKY(AM) Oklahoma City; Richard W. Chapin, Stuart Enterprises; Thomas Glynn, N.W. Ayer (agency for U.S. Army); Major John Burke, U.S. Army; Colonel Donald Burgrabbe, U.S. Air Force; Major Arthur Schmidt, U.S. Marines; Edward Little, Mutual Broadcasting; Harold L. Neal Jr., ABC Radio, and Miles David, RAB.

Standing: George R. Comte, WTMJ(AM) Milwaukee; Victor C. Diehm, WAZL(AM) Hazelton, Pa.; Richard Carr, Meredith Broadcasting; Carl J.

Wagner, Taft Broadcasting; Elmo Ellis, Cox Broadcasting; Robert H. Alter, RAB; Don N. Nelson, Mid America Radio; Arthur Carlson, Susquehanna Broadcasting; James P. Arcara, Capital Cities; Sam Cook Digges, CBS Radio; John T. Murphy, Avco Broadcasting; George W. Armstrong, Storz Broadcasting; Marvin L. Shapiro, Group W; Roger G. Berk, Group One Broadcasting; George Duncan, Metromedia Radio; Stephen P. Bellinger, WQZ(AM) Decatur, Ill.; Richard Monahan, Kops-Monahan; Marvin Astrin, WGN(AM) Chicago; Cary H. Simpson, WTRN(AM) Tyrone, Pa.; Roger W. Clipp, WAKY(AM) Lehigh Acres, Fla., and Richard Buckley, Buckley.

All are members of the RAB board, except Mr. Glynn, Major Burke, Colonel Burgrabbe, and Major Schmidt.

Introducing...



the only 950 Diversity Microphone System that really works!

At last, a wireless microphone that doesn't sound like a wireless microphone. Here's

a diversity microphone system that has minimized distortion, maximized range and reception.

Automatic diversity switching using two antennas and high dynamic range front-ends, insure dropout-free performance, even in difficult locations.

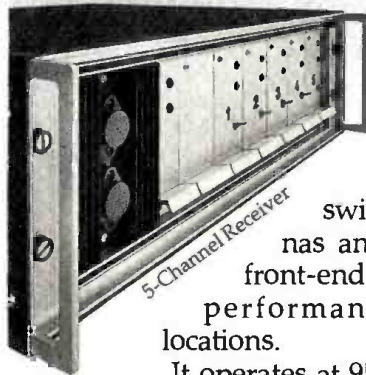
It operates at 950 MHz and employs a combination of precision control, signal

processing and filtering to reduce intermodulation so that up to 15 non-interfering channels are available in a single studio. The 950 Diversity Microphone System offers the reliability of conventional studio microphones.

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Total Men	5,000*	2,000	—
Total Homes	15,000*	8,000	3,000
Early Fringe (4:30-7:30 pm)			
Total Adults	48,000*	30,000	5,000
Total Women	27,000*	17,000	3,000
Total Men	22,000*	13,000	2,000
Total Homes	33,000*	20,000	5,000
Prime Access (7:30-8:00 pm)			
Total Adults	67,000*	29,000	21,000
Total Women	36,000*	14,000	12,000
Total Men	31,000*	15,000	9,000
Total Homes	42,000*	18,000	12,000
Prime Time (7:30-11:00 pm)			
Total Adults	70,000*	46,000	16,000
Total Women	38,000*	24,000	9,000
Total Men	32,000*	22,000	7,000
Total Homes	45,000*	28,000	10,000

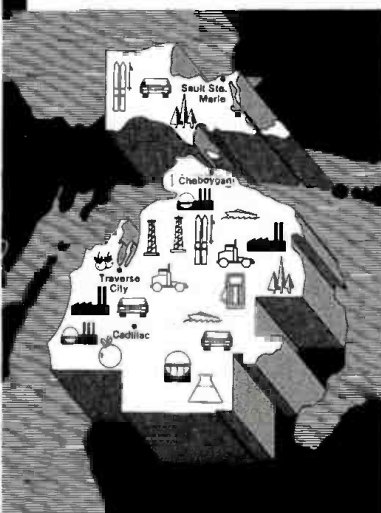
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OTP eyes UHF for sharing with the government

Proposal comes up at meeting of WARC advisory committee

The Office of Telecommunications Policy, which has caused concern among broadcasters with its advocacy of a VHF drop-in proposal, now has a new suggestion with which to worry broadcasters: that consideration be given to sharing the whole UHF television spectrum with a number of government services.

S. Edward Probst, OTP's deputy assistant director for frequency management, suggested the sharing—of channels 14 through 83—at a meeting last week of the industry advisory committee that is helping the FCC to develop the U.S. position for the 1979 World Administrative Radio Conference.

But the reaction of broadcast as well as nonbroadcast representatives was generally negative—skeptical, at best. Accordingly, Mr. Probst seemed even more cautious in discussing the proposal after the meeting than he had been going in.

Mr. Probst had offered the suggestion as a means for dealing with what he said was a substantial need for spectrum space on the part of government agencies—primarily the Department of Defense—for various services, including fixed point-to-point, radio navigation, mobile and mobile satellite.

Originally, he said the need was for sharing on a primary, co-equal basis—which would mean the new services would be entitled to the same degree of interference protection as the original service. However, after that remark drew criticism, he indicated that what the government really had in mind was sharing on a secondary basis.

Later, he elaborated further. "Based on indicated requirements and potential possibilities for sharing on a carefully engineered and coordinated manner," he said, "there may be some additional possibilities for sharing." The qualifying "additional" was a reference to the FCC's action in authorizing the sharing of channels 14 through 20 in a number of major markets.

Mr. Probst talked of "pockets" in the country where UHF channels are not allocated for television use and where they might be used for other services in a manner that would not cause interference to existing or even to future television stations.

However, Mr. Probst acknowledged at the meeting that the engineering studies to support such a proposal have not yet been made. The next day he conferred with DOD officials to impress on them that they should either "withdraw their

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proposals or get their studies under way."

The final decision on the OTP proposal will be made by the commission and OTP. Although there is no deadline on any of the studies being done in connection with the U.S. position to be presented at WARC '79, that position must be developed by December 1978.

The lack of hard engineering data to support the OTP proposal was not all that disturbed the members of the advisory committee. They also asked for documentation of the claimed need. Mr. Probst said that was being developed.

Although the proposal for sharing the UHF spectrum is, as Mr. Probst said, still a preliminary one, broadcasters feel they have reason to follow OTP proposals carefully. The FCC inquiry into the possibility of dropping up to 96 VHF channels into the top-100 markets came from proposals originally made by OTP in 1973. The commission is scheduled to consider staff proposals dealing with the matter in December.

Technical times are changing and so should its operator rules, FCC is told

The FCC's inquiry into the relevance of its license requirements for broadcast station operators brought comments last week generally supportive of the commission's attempt to revise its rules but varying in the proposed solutions.

The comments were originally due Sept. 1, but the deadline was extended until Nov. 1 at the request of the National Association of Broadcasters and the Electronics Industries Association. This time responses included opinions from group broadcasters, two of the networks and the NAB.

Many smaller broadcasters who filed at the original deadline were divided over whether the commission should retain its license requirements, delete them in some cases or make the qualifying exams more comprehensive or more difficult (BROADCASTING, Sept. 6).

The larger groups filing by last week entered the same discussion, and most agreed that, as NBC said, there should be a more pronounced distinction between the requirements for station operators and the technicians and engineers who maintain station equipment. NBC said that because of the limited knowledge needed for routine operation of a broadcast transmitter, especially in light of technological advances, operator licensing requirements should "be kept at a minimum."

Most of those commenting agreed with NBC that third-class permits are unnecessary. Current FCC rules call for a first-class operator to be on duty at any TV or standard broadcast station with a critical direc-

On Monday, November 1st, these 181 radio stations were broadcasting Ronald Reagan's new daily commentary.



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caster, PA; KSEN Shelby, MT; WMUU Greenville, SC; KBID Wichita Falls, TX; KLVN Lawrence, KS; WSVL Shelbyville, IN; KHBH Humboldt, IA; KPRO Riverside, CA; KBEL Bellingham, WA; WPFA Pensacola, FL; KJCK Junction City, KS; WYLL Williamsport, MD; KAIN Boise, ID; KDSX Sherman, TX; KNXR Rochester, MN; WISP Kinston, NC; WGSY Peru, IL; KEEL Shreveport, LA; WBHP Huntsville, AL; WPAP Panama City, FL; KPIK Colorado Springs, CO; KWG Stockton, CA; KJUV Huron, SD; KWMS Salt Lake City, UT; KDWL Las Vegas, NV; WINC Winchester, VA; KNOX Grand Forks, ND; KVRN Sonoma, TX; KGRL Bend, OR; KTFS Texarkana, TX; KSLO Opelousas, LA; KQTY Borger, TX; WVIP Mt. Kisco, NY; WIBW Topeka, KS; KWBW Hutchinson, KS; KTHO So. Lake Tahoe, CA; KKYV Plainview, TX; KVML Sonoma, CA; WNNV Ft. Walton Beach, FL; KEEP Twin Falls, ID; WCAB Rutherfordton, NC; KONI Spanish Fork, UT; KIUP Durango, CO; WATH Athens, OH; WEOK Poughkeepsie, NY; KORV Oroville, CA; KIT Yakima, WA; KGUC Gunnison, CO; KBCQ Roswell, NM; KVEC San Luis Obispo, CA; KMJ Fresno, CA; KHRT Minot, ND; KEXO Grand Junction, CO; WHLS Port Huron, MI; KDOK Tyler, TX; KASH Eugene, OR; WSTU Stuart, FL; KERE Denver, CO; WFOB Fostoria, OH; WRMT Rocky Mt., NC; KAPS Mt. Vernon, WA; KPUG Bellingham, WA; KBWD Brownwood, TX; WXYR Columbia, SC; KORD Tri-Cities, WA; KLUE Longview, TX; WURL Winston Salem, NC; KPQ Wenatchee, WA; KIXY San Angelo, TX; WMNE Menominee, WI; KMOM Great Falls, MT; KTOQ Rapid City, SD; KIXL Austin, TX; KGGF Coffeyville, KS; KCOL Ft. Collins, CO; KLUB Liberal, KS; WLSR Lima, OH; KNDY Marysville, KS; WDXI Orangeburg, SC; WTCM Traverse City, MI; WOAI San Antonio, TX; KSCO Santa Cruz, CA; KSID Sydney, NB; WEBR Buffalo, NY; WWL New Orleans, LA; KIXI Seattle, WA; KLYX Houston, TX; KXYX San Diego, CA; WOC Davenport, IA; WMNI Columbus, OH; KOIN Portland, OR; KGO San Francisco, CA.

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tional antenna and require all other stations to have a third-class license holder as routine broadcast operator and to maintain at least one first-class operator full or part time.

NBC said that the rules should be relaxed to allow a person with a "restricted radiotelephone operator permit"—obtained without an exam, and valid for life—to carry out all routine broadcast duties. A "basic service radiotelephone license," NBC said, "with specific endorsements for specific fields, i.e., AM non-DA, AM-DA, FM or TV" should be used for licensing the service operator.

ABC agreed, saying that only those "charged with the inspection, testing, adjustment and maintenance of transmission equipment" need qualify by examination and licensing.

Referring to the commission's requirements for minimum first-class operator permit holders, the NAB said those rules too "are overly restrictive, complex, burdensome and lead to much confusion." The NAB said the rules, which now require differing inspection, calibration and meter logging requirements for different types of broadcast facilities, should be simplified to allow employment of but one first-class radiotelephone license holder on either a full-time or part-time basis. All AM, FM and TV station would be allowed, regardless of their facility types,

to employ one specialist to conduct tests, inspect, maintain and adjust the equipment. "There should be no other individual licensing requirements," the NAB said. The NAB said that in today's world of sophisticated broadcasting systems, the emphasis in licensing requirements must now be shifted from the concept of an operator who used to monitor and frequently adjust outdated electronic equipment to the technician, who specializes in the supervision of equipment largely able to take care of itself.

Most broadcasters agreed with the NAB that the first-class engineer's test should be maintained and, in fact, made more comprehensive. Many people simply take crash courses to pass the exam, the NAB said, and those people often do not make good engineers and technicians, NBC, for example, suggested institution of essay tests designed to measure "the actual or potential ability" of the applicant to perform his duties. Many broadcasters also supported the idea of a requirement for a period of successful service at a broadcast station before automatic renewal of the license. First-class operators are currently allowed renewal of their licenses, which expire every five years, without taking a new exam, and are under no requirement to prove they have been practicing and keeping up with their trade.

One group of 51 television and radio stations filing a joint comment emphasized that the station licensee should not be considered the "insurer" of the competence of its operators. The group, including broadcasters such as Forward Communications Corp., General Electric Broadcasting Co. and Group One Stations, said too many times in the past the FCC has by inference placed the responsibility for infractions of technical rules directly on the licensee. The group said most licensees don't have a great degree of technical expertise, and FCC policy has tended to make individual station licensees responsible for mistakes made by FCC-approved operators. The group urged the commission to "make an unequivocal statement" that station licensees are not the insurers of the technical performance of their stations. The group agreed that the station licensee must assume over-all responsibility for the station, but said that in the future, licensee responsibility for technical problems should be measured "on a criterion of reasonable diligence."

Most broadcasters commenting had at least similar opinions on designating responsibility for technical violations. NBC said that under no circumstances should the operator be compelled to go over his employer's head to the FCC to report technical violations. The station owner is ultimately responsible, NBC said, but "increased responsibility may be expected on the part of the service operator." Most broadcasters felt the operator should inform the licensee of technical discrepancies, leaving the responsibility to the owner.

AT&T said "no basic changes" in the broadcast operator licensing program were

needed. AT&T said the program "has served the communications industry and the public well." AT&T said it does support updating the tests to maintain parity with technological advancement, and suggested that in certain circumstances station licensees should be allowed to submit written statements showing they are capable of training and supervising unlicensed personnel to operate their transmitters.

Zenith's Nevin takes out after Japanese imports

Dumping and other trade tactics are undercutting U.S. business, and government is dragging feet in doing something about it, he says

Another cry has gone up, warning that the consumer electronics industry—particularly the television receiver business—cannot survive unless the U.S. government changes its policy toward Japanese imports.

"I believe that the consumer electronics industry of the United States has been calculatedly deprived of the protection that it is entitled under the laws..." John J. Nevin, board chairman and president of Zenith Radio Corp. told the annual meeting of the West Branch Manufacturers Association in Williamsport, Pa.

He said the TV receiver industry is suffering at the hands of Japanese competition because the U.S. is not enforcing trade laws.

Unlike members of the Committee for the Preservation of the American Color TV Industry (COMPACT), Mr. Nevin does not advocate import quotas. Earlier this year, members of COMPACT petitioned the International Trade Commission for quotas on foreign color TV receivers (BROADCASTING, Oct. 4). The ITC has decided to go ahead with an inquiry and will study both black-and-white and color receiver imports as well as parts imports. Formal notice of the inquiry, with hearing dates was expected late last week.

"At Zenith," Mr. Nevin said, "we do not believe that quotas or tariff barriers constitute a reasonable solution to the problem. We believe strongly that given equal protection under the law, Zenith can compete with all comers..."

Mr. Nevin, admittedly speculating, said that the U.S. has been "tolerating dumping and other unfair acts by Japanese producers" in order to enhance relations between the two countries.

He said the U.S. government concluded in 1971 that the domestic industry was seriously injured by dumping—when one country sells its product cheaper abroad than it does at home. "The law required that the Treasury Department determine the amount of dumping margins and impose appropriate penalties," he said. "The



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Treasury Department proceedings since 1971 have been surrounded by a wall of almost impenetrable secrecy." As an example of dumping he said that a Japanese 25-inch color receiver can be bought in the U.S. for about \$700, while it sells in Japan for more than \$2,000.

He added that Japanese success in the U.S. can be largely attributable to subsidies provided by the Japanese government and to actions in direct violation of American law.

And after citing a variety of cases, he claimed the Treasury and Justice departments "have been deliberately avoiding their responsibility . . ."

"I believe that as an employee of an American consumer electronics company I can claim to be a member of an endangered species," he said. He said that during the last three years five major television companies—Admiral, Motorola, Magnavox, Philco and Warwick—have been forced by financial problems into mergers or acquisitions. And in comparing the growth of imports in total U.S. receiver sales, he said that in 1965, black-and-white imports accounted for 12% and color, 0%. During the first six months of this year, he said, those figures have risen to 75% and 30% respectively.

German firm introduces new video-disk player with two-hour capacity

TeD system is player/changer, expected to cost around \$300

A new video-disk player and changer combination for home use is scheduled to make its U.S. debut in a demonstration in New York next week.

It was developed by AEG-Telefunken, the German company, and the demonstration is slated for Monday (Nov. 15) at the opening of an International Video-Disk Programming Conference sponsored by Visiondisc Corp., New York, which plans to produce and distribute programs recorded in the various TV-disk formats.

Visiondisc, which announced plans for the demonstration, said Telefunken's TeD player/changer can provide more than two hours of continuous programing on 10-minute disks that change automatically with delays "too brief to interfere with the viewer's enjoyment."

Visiondisc said four Japanese companies have been licensed to produce the TeD single-disk player and that one or more are expected to enter the U.S. market "late in 1977 with a unit costing under \$300."

No firm marketing plans have been disclosed for either of the best-known player units under development: One, by RCA, uses disks with 30 minutes' playing time on each side. The other, by Philips/MCA, provides 30 minutes on disks recorded on only one side.

"With the TeD unit," Visiondisc said, "the viewer will be able to watch a full-

length motion picture, a ballet, a concert or a play without having to manually change disks." The disks are expected to retail for from \$3.98 to \$15, depending on length and content, according to the announcement.

Charles Arden, Visiondisc executive vice president, said Telefunken will show some of its programs and discuss its software plans at the conference, which he said will also feature panels discussing the relationship of video disks to publishing, recording, cable and pay television, advertising, films, education, music and broadcasting. The conference, he said, will also focus on marketing.

The announcement said other disk systems will also be demonstrated at the conference, but did not specify which

ones. Among entrants in the video-disk race, it noted, are Thomson-CSF of France, Sony, i/o Metrics of California and MDR of Germany, in addition to RCA and Philips/MCA.

Russian radio signals foul shortwave airways

Mysterious radio signals, apparently coming from Soviet Union, are disrupting maritime, aeronautical, telecommunications and amateur radio operations and, according to the FCC, are making some channels almost useless. King T. Hall of the FCC's monitoring branch says not much is known about the signals except that they come from Russia and

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 KTSM-TV El Paso, Tex.
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 WRTV Indianapolis, Ind.
 WJTV Jackson, Miss.
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 KODE-TV Joplin, Mo.
 KINY-TV Juneau, Alaska
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 KHGI-TV Kearney, Neb.

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WBIR-TV	Knoxville, Tenn.	KTVU	Oakland/San Francisco, Cal.	WSLA	Selma, Ala.
WXOW-TV	LaCrosse, Wis.	KWTV	Oklahoma City, Okla.	KTBS-TV	Shreveport, La.
WLFI-TV	Lafayette, Ind.	KMTV	Omaha, Neb.	KCAU-TV	Sioux City, Iowa
KLFY-TV	Lafayette, La.	WEAR-TV	Pensacola, Fla.	KSFY-TV	Sioux Falls, S.D.
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KSWO-TV	Lawton, Okla.	KPHO-TV	Phoenix, Ariz.	KOLR	Springfield, Mo.
KIVV-TV	Lead/Deadwood, S.D.	KPRY-TV	Pierre, S.D.	WSTV-TV	Steubenville, Ohio
WTVQ-TV	Lexington, Ky.	WIIC-TV	Pittsburgh, Pa.	KSNB-TV	Superior, Neb.
KATV	Little Rock, Ark.	WPTZ	Plattsburgh, N.Y.	WNYS-TV	Syracuse, N.Y.
KTTV	Los Angeles, Cal.	KPVI	Pocatello/Idaho Falls, Idaho	KSTW-TV	Tacoma/Seattle, Wash.
WLKY-TV	Louisville, Ky.	WGAN-TV	Portland, Me.	WCTV	Tallahassee, Fla./Thomasville, Ga.
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KTRE-TV	Lufkin, Tex.	WAVY-TV	Portsmouth/Norfolk, Va.	WTWO	Terre Haute, Ind.
WLVA-TV	Lynchburg/Roanoke, Va.	WPRI-TV	Providence, R.I.	WDHO-TV	Toledo, Ohio
WCWB-TV	Macon, Ga.	KOAA-TV	Pueblo, Colo.	WIBW-TV	Topeka, Kan.
WKOW-TV	Madison, Wis.	WGEM-TV	Quincy, Ill.	KGUN-TV	Tucson, Ariz.
WMUR-TV	Manchester, N.H.	KEVN-TV	Rapid City, S.D.	KTUL-TV	Tulsa, Okla.
WLUC-TV	Marquette, Mich.	KOLO-TV	Reno, Nev.	WCFT-TV	Tuscaloosa, Ala.
KMED-TV	Medford, Ore.	WTVR-TV	Richmond, Va.	KLTV	Tyler, Tex.
WREG-TV	Memphis, Tenn.	WHEC-TV	Rochester, N.Y.	WUTR	Utica, N.Y.
WTOK-TV	Meridian, Miss.	WCEE-TV	Rockford, Ill.	KWTX-TV	Waco, Tex.
WTVJ	Miami, Fla.	KBIM-TV	Roswell, N.M.	KMAU-TV	Wailuku, Hawaii
WITI-TV	Milwaukee, Wis.	KCRA-TV	Sacramento, Cal.	WTTG	Washington, D.C.
WTCN-TV	Minneapolis/St. Paul, Minn.	KSD-TV	St. Louis, Mo.	WWNY-TV	Watertown, N.Y.
KXMC-TV	Minot, N.D.	WBOC-TV	Salisbury, Md.	WAOW-TV	Wausau, Wis.
KPAX-TV	Missoula, Mont.	KTVX	Salt Lake City, Utah	WPEC	West Palm Beach, Fla.
WQAD-TV	Moline, Ill.	KSAT-TV	San Antonio, Tex.	KAKE-TV	Wichita, Kan.
KMOM-TV	Monahans/Odessa, Tex.	KGTU	San Diego, Cal.	KXMD-TV	Williston, N.D.
WKAB-TV	Montgomery, Ala.	KNTV	San Jose, Cal.	CKND-TV	Winnipeg, Canada
KIVI	Nampa/Boise, Idaho	WAPA-TV	San Juan, P.R.	WXII	Winston-Salem, N.C.
WTVF	Nashville, Tenn.	KCOY-TV	Santa Maria, Cal.	KAPP	Yakima, Wash.
WVUE	New Orleans, La.	WXLTV	Sarasota, Fla.	WYTV	Youngstown, Ohio
		WJCL	Savannah, Ga.		

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are thought to be "some form of experimental" radio transmission. Mr. Hall said the commission has had several hundred complaints about the transmissions. FCC inquiries to the Ministry of Posts and Telecommunications in Moscow have gone unanswered. Meanwhile, reports of interference have also been reported in Sweden, Norway, Australia and West Germany. The complaints to the FCC have come from shortwave radio users, Mr. Hall said. These include air-to-ground communications, ship-to-shore operators and overseas point-to-point fixed radio services.

Technical Briefs

Rate cut. Comsat has offered joint U.S. International carriers (AT&T, International Telephone and Telegraph, RCA Global Communications and Western Union) six-month contract rate reducing charge from \$725 to \$315 for 10-minute TV transmission across Pacific ocean. Rate, offered after request by unidentified customer of carriers, required minimum of one 10-minute transmission six days a week and is subject to FCC approval. Comsat justified drop in rate by citing long contract period, required daily transmission, fixed time and destination and transmit-only service.

New from Track. Seattle-based Track Audio has announced discriminate audio processor consisting of three band splitter and separate leveling amplifiers. Tested at stereo KISW(FM) Seattle, unit is available for FM stereo stations, can be made for monaural FM's and has possible TV applications. Track claims TA audio processor has shown improved channel separation, clarity and depth. Version for AM stations is being developed.

Record-breaker. Harris Corp., Cleveland, producer of communication and information handling equipment, reported best quarter in history in period ended Sept. 30. Net earnings were 30% over comparable period last year, from \$5,851,000 (96 cents per share) to \$7,594,000 (\$1.25 per share); net sales rose 7%, from \$118,660,000 to \$126,770,000.

New offerings. Sharp Electronics Corp., Paramus, N.J., has added two new products to its closed-circuit television line. Special effects generator, XEG-2000, has compact, movable desk top console. Color sync generator, RS-170, has built-in phase shifter and black background generator.

Modu-Cart. Audi-Cord Corp., Normal, Ill., has entered tape-cartridge business with line of recorders and reproducers. Called Modu-Cart, series units are modular—from plug-in transport to plug-in circuit cards. Company claims many technical advances including pressure roller regulator improving tape skew and eliminating solenoid adjustments.

Radio

Financial Data 1975

Spot radio hits \$416 million
in 1975.*

Projected to \$725 million
in 1980.**

And Blair Radio is helping
to make it happen!

*F.C.C. 1975 Radio Broadcast Financial Data.

**Blair Radio projection. Other projections and the industry's most extensive compilation of broadcast financial data will appear in the forthcoming 13th Edition of Statistical Trends in Broadcasting. The publication is issued annually, following release of F.C.C. Broadcast Industry Financial Data, by Blair Radio and Blair Television, divisions of John Blair & Company.



**John Blair
& Company**



In 1975, the seven radio networks had revenues of \$49,508,000, their 17 owned-and-operated AM stations added another \$68,941,000, 4,338 other AM and AM-FM stations brought in a total of \$1,361,262,000, and 1,180 FM stations had revenues of \$245,300,000, for an industry total of \$1,725,011,000.

Expenses for the networks in 1975 were \$52,050,000, their 17 owned stations spent \$57,482,000, other AM and AM-FM stations had expenses of \$1,274,758,000, while FM stations had expenses of \$250,100,000, for an industry expense total of \$1,634,390,000.

So the radio networks ended up with a loss of \$2,542,000, owned stations showed a pre-tax profit of \$11,459,000, up 35.7% from 1974, profits for AM and AM-FM stations were \$86,504,000, down 6.5% from 1974, FM stations reported a loss of \$4,700,000, to produce an all-industry profit of \$90,721,000, up 7.8% from 1974.

Radio on the rise in '75

The final figures flowed from the FCC's computers last week, confirming in overwhelming detail what has been known for quite a while now: 1975 was an up year for radio, not spectacularly so, but still good in light of 1974's lackluster performance. Last year may indeed be the transition to even better things to come, too, since many radio reps are predicting 1976 to be a "super" business year (BROADCASTING, Sept. 27), and the records being broken this year follow the biggest previous year in radio revenues and sales. The 1975 annual report released by the FCC shows revenues increased 7.6% over 1974 to \$1.7 billion, while expenses also increased at the same rate to \$1.6 billion. Pre-tax profits of \$90.7 million were up 7.8% from 1974, an increase that follows a 23.6% decline reported in 1974. Combined with the television figures reported in August (BROADCASTING, Aug. 2), the broadcast industry's revenues were \$5.8 billion, an increase of 8.1% from 1974, expenses were \$4.9 billion, an 8.5% increase, and income before taxes stood at \$871 million, a 5.9% increase (see table 1, this page).

Advertisers spent \$1.892 billion on radio in 1975, up 7.8% from 1974. Of this amount, \$72.7 million was for network advertising (up 20.6%), \$416.3 million for national and regional spot advertising (up 7.6%) and \$1.4 billion for local advertising (a 7.2% increase). These amounts include commissions to advertising agencies, representatives, brokers and others, but do not include advertiser-supplied commer-

1. The radio and television broadcast services' 1975 totals of revenues, expenses and income of networks and stations

Broadcast revenues	1975	1974*	% Increases 1974-1975
Radio	\$1,725,000,000	\$1,603,100,000	7.6
Television	4,094,100,000	3,781,500,000	8.3
INDUSTRY TOTAL	\$5,819,100,000	\$5,384,600,000	8.1
Broadcast expenses			
Radio	\$1,634,400,000	\$1,519,000,000	7.6
Television	3,313,800,000	3,043,200,000	8.9
INDUSTRY TOTAL	\$4,948,200,000	\$4,562,200,000	8.5
Broadcast income (before federal income tax)			
Radio	\$ 90,700,000	\$ 84,100,000	7.8
Television	780,300,000	738,300,000	5.7
INDUSTRY TOTAL	\$ 871,000,000	\$ 822,400,000	5.9

Note: Figures may not add to totals because of rounding.

Includes AM and FM broadcasting.

Note: 1975 radio data cover the operations of the nationwide networks (CBS, MBS, NBC and ABC's three AM networks and one FM network), 4,355 AM and AM-FM stations, 477 FM stations associated with AM stations but reporting separately in 1975, and 703 independent FM stations. These data also include the compensation paid by other (regional, state, etc.) networks to affiliated stations, but do not include the revenues retained by these other networks, nor their expenses. Radio data for 1974 cover the operations of the nationwide networks, 4,367 AM and AM-FM stations, 397 associated FM's that reported separately in 1974 and 678 independent FM stations. Also included is the compensation paid by other networks to their affiliates, but not the revenues retained by the other networks nor their expenses. TV data for 1975 cover the operations of three networks and 693 stations. TV data for 1974 cover the operations of three networks and 694 stations.

* Revised television figures.



How high is up?

It depends on where you started.

In 1974, when national spot radio was pretty flat, Major Market Radio stations, on the average, were up 16%.

In 1975, while the industry was up 7.6% over a flat 1974, MMR stations were up almost three times as much over a banner year.

Obviously, Major Market Radio's kind of "up" is higher.

But that's the kind of "up" you come to expect from:

Credibility through specialization

Specialized skills

Powerful proprietary research

Sophisticated selling tools

More manpower per station

Experienced all-pro staff

Low turnover

Unique, in-depth selling techniques

Effective business development program

Major Market Radio. We're not only one of the most prolific sales organizations the industry has ever known, we're the one the industry looks "up" to.

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Specialists in Quality Personality (MOR) Stations

WBAL BALTIMORE/WBEN BUFFALO/KCMO KANSAS CITY
KMPC LOS ANGELES/WHAS LOUISVILLE/WSMB NEW ORLEANS
KEX PORTLAND/WJAR PROVIDENCE/KOGO SAN DIEGO
KSFO SAN FRANCISCO/KVI SEATTLE/WMAL WASHINGTON

cials or programs (see table 10, page 84).

The seven national radio networks (CBS, Mutual Broadcasting, NBC and ABC's three AM and one FM network) continued to show losses in their operations. A loss of \$2.5 million resulted after \$49.5 million was accumulated in revenues and \$52 million was paid out in expenses. Even though the networks did not turn a profit, this year's figure is an improvement over the \$6.2 million loss reported in 1974 (see table 3, page 66).

On the other hand, the 17 AM stations owned and operated by networks raked in a pre-tax profit of \$11.4 million, a whopping 35.7% improvement over the \$8.4 million reported by 18 owned AM stations in 1974. Revenues of the 17 AM network owned-and-operated stations were \$68.9 million, up 7.7% from 1974, and \$57.4 million was logged in expenses, a 3.4% increase.

Revenues for 4,338 other AM and AM-FM stations were \$1.3 billion, up 4.3% from 1974; pre-tax profits were \$86.5 million, down 6.5% (table 3). For 1975, 61% of the AM and AM-FM stations operating a full year reported a profit compared with 65% in 1974 and 69% in 1973 (see table 9, page 83).

FM broadcast increased 24.3% over 1974 to \$308.6 million (table 10). Independent FM stations reported an 11.6% increase in revenues, but climbing costs resulted in losses of \$9.4 million, an improvement of \$3.7 million over 1974's

loss. There were 278 (43%) independent FM stations earning a profit in 1975, which is essentially unchanged from 1974 (table 9).

Revenue increases were reported in 230 of the 356 radio markets contained in the FCC report (see table 4, page 68).

However, increases in revenues did not necessarily guarantee big profits or any profit for stations. This revenue-expense payoff is most evident in markets such as Tallahassee, Fla., and Aberdeen, S.D., which showed the greatest leaps in revenues. Five Tallahassee stations reported revenue increases of 56.7%—from \$782,855 in 1974 to \$1,226,990 in 1975—and showed a loss of \$101,888. Three Aberdeen stations recorded revenues, of \$683,965 compared with \$436,492 in 1974, and ended up with a loss of \$56,695.

Similar problems occurred in Springfield, Mo. (up 54.1%, losing \$115,156); New Bern, N.C. (up 53.2%, losing \$29,045); Boise, Idaho (up 22.8%, losing \$208,688), and Panama City, Fla. (up 22.4%, losing \$87,680).

The top-10 leaders in revenue held the same places as in 1974. Fourth place San Francisco-Oakland had the highest percentage increase in revenue, 11%, making the second year in a row that that market had made the greatest gains in the top-10 arena. Its revenues were \$30.8 million. Los Angeles took second place (up 8.8% to \$55.4 million) followed by Dallas-Fort Worth (up 8.6% to \$18.0 million),

Philadelphia (up 6.6% to \$24.1 million), Washington (up 6.5% to \$24.6 million), New York (up 5.8% to \$58.2 million), Minneapolis-St. Paul (up 5.7% to \$16.8 million), Boston (up 4.1% to \$22.5 million) and Chicago (up 2.4% to \$45.1 million).

Detroit marked the only decrease in revenues in the top-10 markets, down 5.1% to \$20.2 million.

Houston, the 11th-ranking market, made a gain of 9.9% to \$16.6 million.

More dramatic losses and gains appeared in the smaller markets. Anchorage recorded a 29.4% increase in revenues from \$2,563,905 to \$3,318,610, and Fairbanks, Alaska, had a 27.2% increase from \$761,655 to \$968,862. Gains were also recorded by Monroe, La. (up 25.9% to \$882,206); Modesto, Calif. (up 22.9% to \$1,692,104); Casper, Wyo. (up 21.9% to \$1,036,551); Richland-Kennebec, Wash. (up 21.9% to \$1,092,630), and Atlantic City (up 21.6% to \$1,458,298).

Eighty-three markets reported decreases in revenues, with San Luis Obispo, Calif., leading the losers, off 29.7%, from \$668,349 to \$470,178. Flagstaff, Ariz., was second (off 23.2% to \$423,403), followed by Albany, Ga. (off 21.1% to \$687,906); Lynchburg, Va. (off 16.4% to \$1,103,958); Newark, N.J. (off 14.8% to \$3,314,762), and Norfolk-Virginia Beach-Portsmouth, Va. (off 14.4% to \$3,768,173).

FM stations had the best records in 1975 revenues (see table 8, page 81). There were 182 FM markets reporting, with 159 recording gains and only 10 with losses (13 markets were not reported to maintain confidentiality). Eight markets had revenue increases of more than 100% from 1974 figures. Jacksonville, Fla., led the way with a 271.4% increase from \$192,930 to \$716,619. Columbus, Ga., came in second with a 269.8% increase from \$152,250 to \$563,073, followed by Wichita, Kan. (up 176.6% to \$1,055,754); Lima, Ohio (up 122.7% to \$461,080); Mobile, Ala. (up 111.1% to \$841,329); Omaha (up 108% to \$662,397), and McAllen-Pharr-Edinburg, Tex. (up 106.4% to \$450,982).

The top-10 FM markets did well also. Tenth-place San Francisco-Oakland had the greatest increase of 36.5% from \$3.5 million to \$4.8 million. Number-one New York had a 27% increase, from \$13.7 million to \$17.4 million; second-place Los Angeles jumped 19%, from \$13.8 million to \$16.5 million; third-place Chicago had a 19.2% increase, from \$11.3 million to \$13.5 million; fourth-place Detroit gained 12% in revenues, from \$7.4 million to \$8.3 million; Philadelphia in fifth managed a 0.2% increase, from \$6,710,594 to \$6,724,030; Washington in sixth place had a 30.3% leap from \$4.8 million to \$6.3 million; seventh-place Cleveland had a 9.6% increase from \$5.6 million to \$6.2 million; eighth-place Boston jumped 28.9% from \$4.3 million to \$5.6 million, and Houston came in ninth with a 31.1% increase from \$3.8 million to \$5.1 million.

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More charts and figures on page 62.

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WTMJ/WKTI
WHN
WTAR/WKEZ
KFAB/KGOR
WIOD/WAIA
WPTF/WQDR
KOIT
WHAM/WHFM
WSYR
WTIC AM/FM
WSM AM/FM

The Christal Company

919 Third Avenue, New York, N.Y. 10022
212/688-4414 Robert J. Duffy, President

2. Breakdowns of revenues and expenses for all radio stations

	AM and AM/FM stations*		FM stations+	
	Individual Items	Totals	Individual Items	Totals
Broadcast revenues				
A. Revenues from the sale of station time:				
(1) Network				
Sale of station time to networks:				
Sale of station time to major networks, ABC, CBS, MBS, NBC (before line or service charges)	\$11,343,000		\$464,000	
Sale of station time to other networks (before line or service charges)	3,096,000		114,000	
Total		\$14,441,000		\$578,000
(2) Non-network (after trade and special discounts but before cash discounts to advertisers and sponsors, and before com- missions to agencies, representatives and brokers).				
Sale of station time to national and regional advertisers or sponsors	355,544,000		58,657,000	
Sale of station time to local advertisers or sponsors	1,181,986,000		207,257,000	
Total		1,537,530,000		265,914,000
Total sale of station time		1,551,971,000		266,492,000
B. Broadcast revenues other than from sale of station time (after deduction for trade discounts but before cash discounts and before commissions):				
(1) Revenues from separate charges made for programs, mate- rials, facilities, and services supplied to advertisers or sponsors in connection with sale of station time:				
(a) to national and regional advertisers or sponsors	1,934,000		121,000	
(b) to local advertisers or sponsors	10,390,000		860,000	
(2) Other broadcast revenues	13,809,000		3,730,000	
Total broadcast revenues, other than from time sales		26,133,000		4,712,000
C. Total broadcast revenues		1,578,105,000		271,204,000
(1) Less commissions to agencies, representatives, and brokers (but not to staff salesmen or employees) and less cash discounts	149,357,000		27,257,000	
D. Net broadcast revenues		1,428,748,000¹		243,946,000¹
E. Joint AM/FM reports				
FM revenues from sale of station time (after discounts, commis- sions, etc.)	61,020,000			
FM revenues from providing functional music or other special services	1,867,000			
Other FM revenues	382,000			
Total		63,269,000²		
Broadcast expenses				
Technical expenses:				
Technical payroll**	67,514,000		\$9,801,000	
All other technical expenses	46,341,000		10,635,000	
Total technical expenses		113,854,000		\$20,435,000
Program expenses:				
Payroll** for employee considered "talent"	97,400,000		20,994,000	
Payroll** for all other program employees	157,462,000		22,391,000	
Rental and amortization of film and tape	1,323,000		1,247,000	
Records and transcriptions	5,918,000		2,057,000	
Cost of outside news services	25,918,000		3,023,000	
Payments to talent other than reported above	7,712,000		750,000	
Music license fees	34,883,000		5,896,000	
Other performance and program rights	15,860,000		1,627,000	
All other program expenses	48,304,000		7,902,000	
Total program expenses		394,781,000		65,887,000
Selling expenses:				
Selling payroll**	171,092,000		33,414,000	
All other selling expenses	100,548,000		25,194,000	
Total selling expenses		271,639,000		58,607,000

continues on page 66

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THE TRANSITIONAL STORM.

PART IV. THE COST.

THE FUTURE AND ELECTRIC RATES

In the last few years, consumers have been jolted by what has happened to their electric rates. After more than 40 years of steady decline, electric rates reversed their trend and started going up.

Like most everything else, they have continued to go up. And up.

The principal reason electric rates go up is that all of us, as consumers, are caught in a "transitional storm"—a gap between energy epochs. The end of the fossil-fuel age is already discernible. And the beginnings of the future-energy epoch are upon us.

The cost of fuels to generate today's electricity, and the cost of research and development of sources for tomorrow's, are skyrocketing.

And environmental control equipment for power plants is adding staggering new costs of its own.

ELECTRIC RATES GO UP WHEN FUEL COSTS GO UP

Almost everyone is painfully aware that oil-producing countries outside the U.S. quadrupled the price of oil in 1973—and the U.S. now depends on foreign countries for almost 50% of its oil. The electric companies in this country, like consumers, had no immediate alternative to paying the price. Obviously, that new high price for oil was quickly reflected in electric bills.

At the same time the price of foreign oil was quadrupling, the price of domestic oil was also rising. Refining costs were going up—as were costs of exploring for new domestic oil reserves. More and more drilling was being done under difficult conditions—offshore, for

instance. Fewer and fewer wells were proving productive.

Coal prices also climbed.

Industry and other consumers of coal long before had shifted to oil or gas because it used to be cheaper; as a result, coal production had declined and technology had lagged. A sudden increase in demand for cleaner-burning coal and for coal to supplement dwindling supplies of natural gas has forced huge new investments in facilities and equipment. These circumstances have affected the price of coal, which in turn has increased the cost of electricity.

On top of all this, environmental requirements have become increasingly costly.

WHEN ENVIRONMENTAL PROTECTION COSTS GO UP, ELECTRIC RATES GO UP

Both oil and coal produce a certain amount of pollution when burned. To remove these pollutants at the time the fuel is burned at an electric generating plant requires expensive additional equipment. The cost of this equipment substantially increases the cost of producing electricity and is reflected in electric rates.

Another alternative, in the case of coal, is to try to convert the coal to clean-burning liquids or gas before it is burned. But this, too, is extremely expensive, and at the present time is only in an experimental stage.

The electric companies fully share consumers' concerns about the environmental effects of their power plants. But the electric companies are acutely aware—as many consumers are not—that protecting the environment adds heavy costs to the generation of electricity.



RESEARCH COSTS ADD TO THE PRICE OF ELECTRICITY

Still another factor behind rising electric rates is the rapid rise of research costs. Finding the new sources of energy that must replace disappearing fossil fuels is an expensive endeavor.

For example, although nuclear power plants are already in operation, many more must be built. But nuclear fission—which is the technology used in present plants—is not the long-term answer to nuclear power generation. Fission consumes the world's limited uranium resources too quickly.

So extensive research and development is needed in more advanced forms of nuclear power—in “breeder” reactors which produce more nuclear fuel than they consume; and in research in nuclear fusion that uses water as a raw material.

At the same time, research and development must go forward in other potential sources of energy—energy from the sun (solar energy), from geothermal steam beneath the surface of the earth, from the wind and the tides. Every possible source must be explored to the fullest.

All of this research and development requires billions of dollars of investment by the electric industry, the government and other related industries. All of this investment, like other investments in electric technology, must be reflected, directly or indirectly, in electric rates.

WHAT THE ELECTRIC COMPANIES ARE DOING TO KEEP COSTS DOWN

Because of all the upward pressures on electric rates, the electric companies are trying to keep down those costs that are in some degree controllable. They are trying to increase the efficiency of their power plants and transmission and distribution lines. They are trying to increase the productivity of their people and

more fully automate their billing, accounting and other procedures.

WHAT YOU CAN DO

There are some things that you, as a consumer, can do to help. You can help keep your electric bills lower by conserving energy in every way you can—by using your washer, dryer and dishwasher only for full loads, by assuring that your home is properly insulated, by setting your air-conditioning thermostat a little higher than usual and your heating thermostat a little lower, by turning off lights and TV whenever you leave a room.

Perhaps even more important, you can help yourself and other consumers by giving serious, practical, realistic thought to public decisions that must be made regarding energy sources and the environment.

The challenges all of us face are not easy ones. What makes the effort worth the doing is the promise at its end: that adequate new sources of energy will be found at prices we can afford; that satisfying lives need not come to a grinding halt for want of electricity; that an even more abundant energy epoch will follow the old.

This can only happen if we make it happen.

Please send the complete Transitional Storm Series of advertisements (# 1, # 2, # 3, # 4) to:

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Return coupon to:

**Edison Electric Institute
for the electric companies**

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

Chart 2, continued from page 82

	AM and AM/FM stations*		FM stations+	
	Individual items	Totals	Individual items	Totals
General and administrative expenses:				
General and administrative payroll**	155,629,000		25,224,000	
Depreciation and amortization	69,499,000		15,867,000	
Interest	39,995,000		7,544,000	
Allocated costs of management from home office or affiliate(s)	39,650,000		9,202,000	
Other general and administrative expenses	245,005,000		44,501,000	
Total general and administrative expenses		549,778,000		102,338,000
Total broadcast expenses		1,330,052,000		247,268,000
Broadcast income				
Broadcast revenues		\$1,430,203,000 ³		\$245,337,000 ³
Broadcast expenses		1,332,240,000 ³		250,100,000 ³
Broadcast operating income or (loss)		97,963,000		(4,763,000)
Total of any amounts included in expenses which represent payments (salaries, commissions, management fees, rents, etc.) for services or materials supplied by the owners or stockholders, or any close relative of such persons or any affiliated company under common control		98,764,000		15,031,000

Note: Figures may not add to totals because of rounding.

*Includes 2,866 AM and 1,489 AM/FM combination stations.

+Includes 477 FM stations that are associated with AM stations but which reported separately, and 703 independent FM stations.

¹Includes \$59,050,078 from barter and trade-out transactions for AM and AM/FM stations, and \$14,540,846 for FM's.²Includes 1,009 combined AM/FM stations that reported FM revenue. Does not include 477 FM stations associated with AM's but reporting separately.³Stations reporting less than \$25,000 in total revenues are not required to report revenues and expenses but are required to report income. Therefore, totals in revenues and expenses are somewhat lower than income totals.

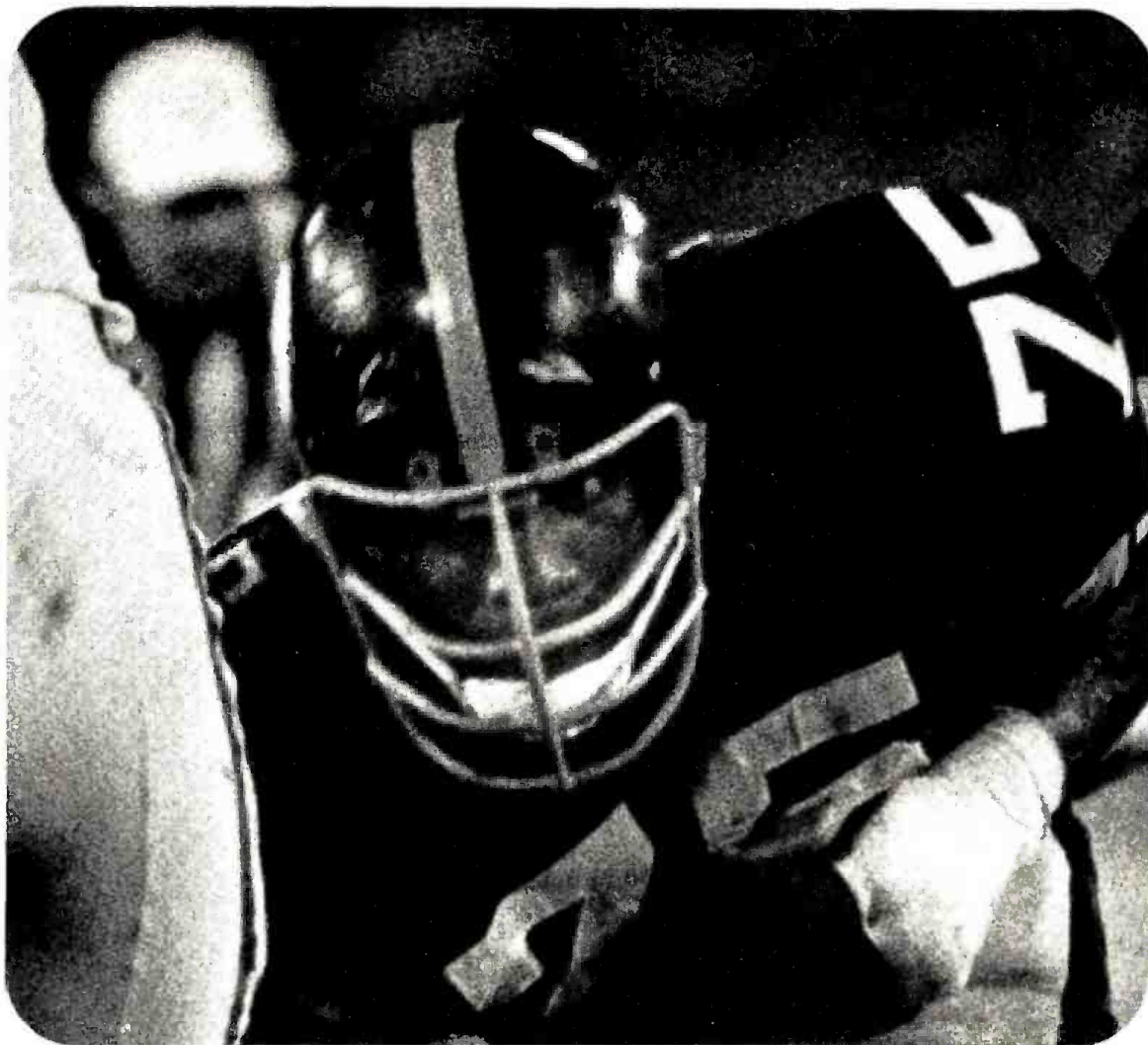
**Payroll includes salaries, wages, bonuses and commissions. Total payroll: \$649,098,000 for AM and FM's; \$111,824,000 for FM's.

3. Network and station breakouts (except independent FM's)

Broadcast revenues, expenses, and income	Networks ¹	% change from 1974	17 owned-and-operated AM stations ²	% change from 1974	4,338 other AM and AM/FM stations ³	% change from 1974	Total networks and stations	% change from 1974
Sales to advertisers for time, program talent, facilities, and services								
Network sales	\$70,916,000	22.5						
Deduct: payments to owned-and-operated stations	1,075,000	22.4						
Deduct: Payments to other affiliated stations	12,120,000	24.2						
Retained from network sales	57,721,000	22.1	\$ 1,075,000	22.4	\$ 13,366,000 ⁴	12.9	\$ 72,162,000	20.3
Non-network sales ⁵								
To national and regional advertisers			44,510,000	5.9	312,968,000	3.7	357,478,000	4.0
To local advertisers			37,116,000	10.1	1,156,716,000 ⁵	4.4	1,193,832,000	4.6
Total non-network sales			81,625,000	7.8	1,469,685,000	4.2	1,551,310,000	4.4
Total sales to advertisers	57,721,000	22.1	82,700,000	7.9	1,483,051,000	4.3	1,623,474,000	5.0
Sales to other than advertisers	2,260,000	38.6	768,000	(5.5)	13,041,000	6.2	18,069,000	9.2
Total sales	59,981,000	22.7	83,468,000	7.8	1,496,091,000	4.3	1,639,541,000	5.1
Deduct: Commissions to agencies, representatives, etc.	10,473,000	22.6	14,527,000	8.2	134,830,000	4.8	159,830,000	6.1
Total broadcast revenues	49,508,000	22.7	68,941,000	7.7	1,361,262,000	4.3	1,479,711,000	5.0
Total broadcast expense	52,050,000	11.9	57,482,000	3.4	1,274,758,000	5.1	1,384,290,000	5.3
Total income (before federal income tax)	(2,542,000)	6	11,459,000	35.7	86,504,000	(6.5)	95,421,000	0.6

¹CBS, NBC and ABC's three AM networks and one FM network²Includes 17 AM stations. Four AM/FM combinations, that previously submitted combined reports, reported separately this year. Seventeen of the owned-and-operated FM stations are excluded. The 1975 revenues of these stations totaled \$15.4 million and their expenses totaled \$18.1 million compared to \$11.8 million and \$13.9 million, respectively, for 14 stations in 1974.³Excludes 460 FM stations that are associated with AM's but reported separately. The 1975 revenues of these stations totaled \$87.0 million; expenses totaled \$79.6 million.⁴Includes \$3,098,000 in compensation from regional networks. The balance differs from the amount reported by the networks in payments to other affiliated stations because of differences in accounting methods.⁵Since stations with less than \$25,000 in revenues do not report a detailed breakdown, the total revenue of those stations is included in this item. Therefore a small amount of network and national non-network time and program sales may be included here.⁶Loss of \$6,160,000 reported for 1974.

*Year-to-year comparisons should be made with caution because stations are not consistent in the way they classify national/regional versus local sales.



**Joe Greene is one of the best at what he does.
So is Katz.**

Joe Greene didn't get to be an All-Star lineman on a championship pro football team by being little.

In the rep business being big helps Katz serve stations better.

Katz has more salesmen in more offices selling spot radio and TV than any other rep. An IncentPlan motivates them to sell more. Thirty six professionals supply accurate sales data to help them sell better.

A big computer processes the information salesmen need. It can do most anything but make a

sales call. A mini-computer helps salesmen with that job. The exclusive "Probe" system aids both station and Katz salesmen develop the audience facts agency and retail buyers want.

By year end Katz will link all this selling power together in a nationwide on-line computerized sales system. Salesmen will have more time to sell.

Sometimes you have to be big to be better.

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



Katz. The best.

WOMEN

25-49

KEZQ

Little Rock

#

WEZO

Rochester

#

WQAL

Cleveland

#

KSL-FM

Salt Lake City

#

RANKINGS
BASED ON
APRIL-MAY 1976
ARBITRON RADIO
ESTIMATES,
METRO SHARE,
MON-SUN
6 AM-MID



274 County Road
Tenafly, N.J. 07670
201-567-8800

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4. The market-by-market breakdown of

Time sales²

Metropolitan areas (number of stations ¹ reporting in paren- theses)	Revenue rank	Profit rank	Network		National and regional advertisers ³	
			1975	1974	1975	1974
Abilene, Tex. (6)	190	157	\$1,026	\$1,054	\$124,995	\$124,370
Akron, Ohio (5)	51	25	59,508	56,355	1,599,222	1,807,728
Albany, Ga. (4)	263	209	1,546	770	91,732	150,807
Albany-Schenectady-Troy, N.Y. (12)	44	56	97,887	98,219	1,423,463	1,375,507
Albuquerque, N.M. (11)	64	271	22,969	14,134	974,867	743,705
Alexandria, La. (4)	216	100	4,281	2,740	167,458	167,002
Allentown-Bethlehem-Easton, Pa.-N.J. (10)	79	33	42,417	47,402	378,819	544,389
Altoona, Pa. (6)**	163	112	3,226	3,635	222,755	246,322
Amarillo, Tex. (7)	123	164	14,716	14,255	413,301	361,630
Anaheim-Santa Ana-Garden Grove, Ca. (2)						
Anchorage (6)**	75	49			332,722	272,239
Anderson, Ind. (2)						
Ann Arbor, Mich. (5)	181	297	1,273	1,188	235,435	295,093
Anniston, Ala. (4)	243	128			74,929	74,361
Appleton-Oshkosh, Wis. (7)	117	263	2,878	5,138	130,802	80,129
Asheville, N.C. (7)	153	186	9,824	7,938	326,201	297,678
Atlanta (25)	14	13	386,500	310,385	3,847,427	3,916,623
Atlantic City (5)	160	158	4,878	2,649	129,302	136,414
Augusta, Ga. S.C. (11)	110	312	3,554	4,270	303,020	220,301
Austin, Tex. (6)	78	31	3,078	1,720	687,267	737,033
Bakersfield, Calif. (15)**	89	173	41,820	34,659	794,852	666,237
Baltimore (18)	15	10	269,333	216,111	3,903,039	3,653,988
Baton Rouge (9)	83	48	27,358	28,095	264,334	277,449
Battle Creek, Mich. (4)	241	174	4,927	4,622	79,942	115,714
Bay City, Mich. (2)						
Beaumont-Port Arthur-Orange, Tex. (10)	98	275	60,091	52,602	361,159	273,919
Billings, Mont. (5)	159	191	6,999	4,240	178,360	168,105
Biloxi-Gulfport, Miss. (7)**	151	255	1,441	652	92,988	113,356
Binghamton, N.Y. (5)	140	304	10,818	4,575	235,308	227,313
Birmingham, Ala. (16)	34	24	65,287	65,953	1,580,869	1,402,757
Bloomington-Normal, Ill. (2)						
Boise, Idaho (6)	173	299	6,652	9,834	237,969	242,857
Boston (20)	7	16	522,697	427,037	9,325,862	9,645,885
Bridgeport, Conn. (3)	166	211	5,477		253,900	247,002
Bristol, Conn. (1)						
Brockton, Mass. (2)	305	196				
Brownsville-Harlingen-San Benito, Tex. (2)						
Bryan-College Station, Tex. (2)						
Buffalo, N.Y. (12)	28	210	207,510	217,243	2,407,674	2,480,713
Burlington, N.C. (3)	277	277		57	107,750	76,470
Caguas, P.R. (5)	221	151	44,586	28,628	294,194	321,293
Canton, Ohio (6)	92	40	11,038	13,250	396,606	361,521
Cedar Rapids, Iowa (4)	101	81	17,508	20,294	513,666	533,912
Champaign-Urbana-Rantoul, Ill. (3)	255	96	4,785	2,385	153,538	146,132
Charleston, S.C. (9)	111	171	10,545	13,348	358,756	222,572
Charleston, W. Va. (8)**	114	188	13,945	12,008	464,230	271,577
Charlotte-Gastonia, N.C. (16)	39	228	114,155	96,675	1,611,304	1,250,267
Chattanooga, Tenn.-Ga. (12)	74	35	21,924	9,228	423,611	464,151
Chicago (32)**	3	2	599,092	548,228	15,938,004	19,458,316
Cincinnati (9)	20	6	335,208	276,567	3,449,847	3,138,184
Cleveland (12)	17	34	420,699	354,192	4,292,889	4,036,165
Colorado Springs (7)	108	268	55,140	60,345	393,486	445,423
Columbia, Mo. (2)						
Columbia, S.C. (7)	88	38	27,241	10,864	460,909	332,416
Columbus, Ga.-Ala. (6)	142	292	4,299	8,922	439,768	285,797
Columbus, Ohio (9)	27	12	64,927	204,299	2,597,553	2,030,607
Corpus Christi, Tex. (8)**	112	83	31,655	32,364	594,624	545,255
Dallas-Fort Worth (21)	9	14	274,476	261,376	6,415,823	5,676,924
Danbury, Conn. (2)						
Davenport-Rock Island-Moline, Iowa-Ill. (7)	95	287	12,663	8,710	546,933	529,714
Dayton, Ohio (7)**	47	27	49,711	47,726	995,793	973,088
Daytona Beach, Fla. (9)	126	303	4,395	2,324	363,756	422,768
Decatur, Ill. (2)						
Denver-Boulder (18)	16	18	231,816	218,670	4,020,429	3,364,421
Des Moines, Iowa (7)	56	64	83,780	75,763	1,674,859	1,640,947
Detroit (16)**	8	9	502,589	407,848	6,918,100	6,857,363
Dubuque, Iowa (2)						
Duluth-Superior, Minn.-Wis. (11)**	113	120	22,456	17,713	328,099	327,486
El Paso, Tex. (8)	90	314	23,550	21,918	1,055,602	434,439
Elmira, N.Y. (4)	233	300	1,939	1,431	88,637	98,254
Erie, Pa. (6)	134	265	13,491	11,279	322,759	316,564
Eugene-Springfield, Ore. (8)	136	315	3,196	3,538	454,002	451,153

radio station revenue and profit in 1975

Local advertisers ³		Value of trade-outs and barter transactions		Total broadcast revenues ⁴		% change	Total broadcast expenses	Total broadcast income
1975	1974	1975	1974	1975	1974		1975	1975
31,015,068	\$990,640	\$13,033	\$18,422	\$1,108,535	\$1,089,239	+ 1.7	\$1,072,861	\$35,674
3,688,018	3,818,330	173,121	170,496	4,868,333	5,051,949	- 3.7	4,063,537	804,796
602,233	725,324	15,240		687,906	871,016	-21.1	695,974	-8,068
4,578,826	4,526,927	333,329	285,906	5,373,335	5,273,561	+ 1.8	5,059,266	314,069
3,382,647	3,147,059	189,779	127,301	4,061,119	3,577,688	+13.5	4,152,736	-91,617
801,692	726,276	1,000	4,614	951,041	874,100	+ 8.8	822,030	129,011
2,909,936	2,865,160	73,162	72,528	3,235,673	3,346,984	- 3.4	2,741,660	494,013
1,258,488	1,066,364	129,379	79,473	1,444,347	1,270,808	+13.6	1,343,181	101,166
1,746,583	1,541,975	60,409	94,307	1,992,900	1,748,290	+13.9	1,961,104	31,796
3,236,426	2,476,734	135,952	67,139	3,318,610	2,563,905	+29.4	2,967,997	350,613
963,321	793,881	46,499	37,953	1,173,911	1,065,663	+10.1	1,359,544	-185,633
700,233	757,933	4,520	7,502	764,221	816,208	- 6.4	690,910	73,311
2,047,704	1,849,364	49,076	13,741	2,115,097	1,887,474	+12.0	2,178,878	-63,781
1,266,429	1,282,300	58,592	29,170	1,530,890	1,525,385	+ 0.3	1,510,983	19,907
12,166,634	13,048,573	543,666	342,585	14,252,025	14,964,485	- 4.8	12,131,183	2,120,842
1,246,521	1,111,678	214,047	99,610	1,458,298	1,199,078	+21.6	1,422,996	35,302
2,041,718	2,217,582	172,052	96,460	2,262,997	2,368,544	- 4.5	2,568,214	-305,217
2,925,935	2,348,233	125,793	83,157	3,270,534	2,793,170	+17.0	2,676,567	593,967
2,298,600	2,143,798	168,955	119,165	2,906,704	2,623,843	+10.7	2,878,945	-27,759
11,593,421	10,931,112	763,103	640,991	13,734,793	12,980,891	+ 5.8	11,189,710	2,545,083
2,970,825	2,551,816	56,219	41,531	3,056,674	2,679,930	+14.0	2,681,274	375,400
725,018	671,862	6,705	14,779	783,900	772,514	+ 1.4	756,252	27,648
2,340,299	2,064,788	78,948	105,656	2,613,364	2,262,938	+15.4	2,715,989	-102,625
1,331,809	1,212,478	64,577	57,090	1,468,151	1,324,694	+10.8	1,455,077	13,074
1,467,080	1,289,138	74,149	25,526	1,551,688	1,409,898	+10.0	1,605,987	-54,299
1,603,754	1,508,773	147,222	142,854	1,720,335	1,624,261	+ 5.9	1,955,386	-235,051
5,923,572	5,606,031	247,776	193,739	6,817,888	6,439,221	+ 5.8	5,971,117	846,771
1,134,264	869,326	46,967	38,760	1,305,088	1,062,247	+22.8	1,513,776	-208,688
15,784,441	14,570,975	1,483,980	1,460,853	22,512,746	21,617,663	+ 4.1	20,888,349	1,624,397
1,280,999	1,231,334	41,249	72,323	1,400,701	1,345,901	+ 4.0	1,409,170	-8,469
6,386,865	6,686,829	573,690	361,865	7,841,666	8,170,278	- 4.1	7,849,769	-8,103
555,680	564,901	5,192	1,475	658,591	541,079	+ 2.7	762,448	-103,857
597,040	512,073	16,635	15,725	911,792	805,112	+13.2	869,947	41,845
2,659,654	2,435,425	125,253	38,727	2,849,397	2,605,615	+ 9.3	2,416,641	432,756
2,258,857	2,062,882	66,647	57,926	2,583,717	2,498,294	+ 3.4	2,389,184	194,533
597,313	590,825	2,292	3,268	721,470	702,703	+ 2.6	586,766	134,704
1,994,592	2,139,307	107,082	85,553	2,214,658	2,227,114	- 0.6	2,186,722	27,936
1,757,206	1,998,919	79,739	45,590	2,132,462	2,189,298	- 2.6	2,103,915	28,547
4,815,913	4,810,557	405,207	269,229	5,934,192	5,648,570	+ 5.0	5,959,748	-25,556
3,019,372	2,837,532	86,184	66,946	3,341,228	3,158,041	+ 5.8	2,877,779	463,449
35,471,930	30,399,640	2,186,673	2,458,793	45,123,395	44,036,724	+ 2.4	37,571,825	7,551,570
8,609,455	8,432,929	390,119	309,299	10,550,619	10,102,537	+ 4.4	7,792,213	2,758,406
10,710,730	10,989,179	1,486,138	948,030	13,348,758	13,362,781	- 0.2	12,915,928	432,830
2,031,011	1,832,127	73,630	35,242	2,314,791	2,159,384	+ 7.1	2,398,113	-83,322
2,278,554	2,342,284	47,455	23,830	2,920,246	2,902,467	+10.0	2,469,746	450,500
1,356,694	1,327,747	65,932	58,317	1,709,087	1,561,437	+ 9.4	1,874,617	-165,530
7,075,332	7,140,109	339,355	200,401	8,661,946	8,200,669	+ 5.6	6,429,895	2,232,051
1,665,010	1,703,117	73,753	89,708	2,154,431	2,133,379	+ 0.9	1,968,907	185,524
14,073,054	13,174,887	567,830	527,760	18,012,003	16,570,699	+ 8.8	16,054,307	1,957,696
2,395,862	2,458,534	73,021	48,740	2,741,482	2,808,928	- 2.5	2,870,456	-128,974
4,972,679	4,884,782	93,787	95,566	5,255,556	5,113,230	+ 2.1	4,511,613	713,943
1,669,582	1,602,620	251,018	217,477	1,962,276	1,946,396	+ 0.8	2,192,840	-230,564
11,444,140	11,582,513	1,263,615	758,613	13,464,568	13,411,188	+ .3	12,334,146	1,130,422
3,303,079	3,207,657	320,323	306,174	4,566,887	4,443,196	+ 2.7	4,284,907	281,980
15,895,680	17,314,730	907,196	961,839	20,219,116	21,301,558	- 5.1	17,613,213	2,605,903
1,794,283	1,582,401	9,468	24,658	2,137,961	1,911,187	+11.8	2,047,367	90,594
2,142,816	2,460,412	219,567	150,169	2,897,630	2,646,559	+ 9.4	3,258,653	-361,023
486,914	712,547	64,207	54,366	831,429	819,123	+ 1.5	1,049,621	-218,192
1,590,983	1,451,357	120,442	95,392	1,809,826	1,645,481	+ 9.9	1,875,605	-65,779
1,517,907	1,317,717	65,280	96,977	1,779,505	1,619,768	+ 9.8	2,152,111	-372,606

TOTAL PERSONS

KBIG

Los Angeles

#

WKIZ-FM

Jacksonville

#

WQQQ

Allentown/Bethlehem/Easton

#

KMBR

Kansas City

#

RANKINGS
BASED ON
APRIL-MAY 1976
ARBITRON RADIO
ESTIMATES,
METRO SHARE,
MON-SUN
6 AM-MID



274 County Road
Tenafly, N.J. 07670
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ADULTS

25-49

WRFM

New York

#

WFOG

Norfolk

#

WGMZ

Flint

#

WLOS

Ashville

#

RANKINGS
BASED ON
APRIL-MAY 1976
ARBITRON RADIO
ESTIMATES,
METRO SHARE,
MON-SUN
6 AM-MID



274 County Road
Tenafly, N.J. 07670
201-567-8800

A Division of Bonneville International Corporation.

Metropolitan areas
(number of stations
reporting in paren-
theses)

Revenue
rank

Profit
rank

Time sales²

Network
1975 1974

National and
regional advertising³
1975 1974

Evansville, Ind.-Ky.-Ill. (8)	107	94	6,998	8,904	285,096	278,460
Fall River, Mass. (2)						
Fargo-Moorhead, Minn.-N.D. (4)	106	67	21,270	14,784	381,207	349,996
Fayetteville, N.C. (5)	141	111	40,875	30,996	227,689	169,144
Fayetteville-Springdale, Ark. (6)	182	106		122	136,965	116,839
Fitchburg-Leominster, Mass. (3)	285	181	2,575	2,788	112,365	118,423
Flint, Mich. (7)	80	244	40,529	37,159	996,758	1,029,485
Florence, Ala. (6)	205	269	2,096	1,073	81,569	88,977
Fort Smith, Ark.-Okla. (7)	188	156	5,115	3,828	108,629	154,299
Fort Wayne, Ind. (7)	70	80	12,235	10,966	837,009	850,463
Fort Lauderdale-Hollywood, Fla. (7)	72	310	8,216	8,984	1,246,836	714,407
Fort Myers, Fla. (4)	260	276	1,209	715	176,019	194,973
Fresno, Calif. (10)	67	73	40,211	45,027	1,334,306	1,189,549
Gadsden, Ala. (3)	217	246			192,884	182,811
Gainesville, Fla. (4)	211	237	3,719	3,775	89,849	89,079
Galveston-Texas City, Tex. (3)	284	183	520	913	113,913	158,417
Gary-Hammond-East Chicago, Ind. (5)	133	175	1,388	1,527	113,954	94,604
Grand Rapids, Mich. (10)	62	65	19,011	19,639	670,444	735,172
Great Falls, Mont. (4)	195	199	889	1,124	226,419	227,944
Green Bay, Wis. (3)	145	90	5,601	4,273	311,113	241,623

Greensboro-Winston Salem-High Point,
N.C. (19)

	45	61	20,011	31,117	657,213	622,011
Greenville-Spartanburg, S.C. (17)	48	29	29,469	31,625	757,110	588,082
Hamilton-Middleton, Ohio (3)	150	296	3,270	2,950	248,376	302,337
Harrisburg, Pa. (7)	84	42	19,467	18,860	818,371	740,782
Hartford, Conn. (7)	37	243	229,086	92,604	2,541,445	2,119,448
Honolulu (15)	40	317	9,566	14,851	904,825	732,205
Houston (19)	11	5	161,180	174,192	4,403,517	4,083,389
Huntington-Ashland, W. Va.-Ky.-Ohio (7)	137	127	6,726	5,510	195,468	220,687
Huntsville, Ala. (11)	120	89	2,396	2,287	228,266	165,187
Indianapolis (11)	21	19	169,870	169,948	2,855,518	2,642,972
Jackson, Mich. (3)	274	202	643	699	80,015	86,395
Jackson, Miss. (8)	67	101	8,699	8,659	401,346	395,080
Jacksonville, Fla. (16)**	57	316	34,635	44,941	1,420,465	1,349,572
Johnstown, Pa. (9)	170	245	11,153	16,029	195,379	222,365
Kalamazoo-Portage, Mich. (6)	127	52	9,053	1,951	355,347	301,956
Kansas City, Mo.-Kan. (12)	26	26	112,767	141,643	2,830,476	2,668,759
Kenosha, Wis. (1)						
Killeen-Temple, Tex. (3)	157	76			170,281	139,926
Kingsport-Bristol, Tenn.-Va. (11)	122	150	2,870	1,920	273,905	224,046

Knoxville, Tenn. (14)	60	51	29,693	31,963	690,493	794,021
LaCrosse, Wis. (3)	186	140	5,491	5,069	115,318	127,640
Lafayette, La. (3)	174	82	1,244	1,239	229,402	177,317
Lafayette-West Lafayette, Ind. (2)						
Lake Charles, La. (4)	193	109	2,884	2,572	237,535	213,494
Lakeland-Winter Haven, Fla. (11)	154	301	12,883	10,173	141,622	198,622
Lancaster, Pa. (5)	512	219	13,299	9,655	288,183	257,067
Lansing-East Lansing, Mich. (7)	68	69	8,213	8,526	593,838	482,382
Laredo, Tex. (2)						
Las Vegas (9)	81	238	83,068	30,231	492,317	405,811
Lawrence-Haverhill, Mass. (2)						
Lawton, Okla. (2)						
Lewiston-Auburn, Me. (3)	293	248	1,856	700	151,480	120,606
Lexington, Ky. (7)	109	130	4,206	3,671	551,290	509,788
Lima, Ohio (3)	184	97	1,680	680	263,911	298,689
Lincoln, Neb. (4)	102	249	913	947	330,494	279,199
Little Rock-North Little Rock, Ark. (10)	71	47	68,955	78,652	790,478	693,794
Long Branch-Ashbury Park, N.J. (2)						
Lorain-Elyria, Ohio (3)	201	93			152,088	184,503
Los Angeles-Long Beach (29)	2	3	714,067	529,865	26,521,649	24,885,083

Louisville, Ky.-Ind. (11)	32	26	175,791	181,157	2,009,175	1,750,011
Lowell, Mass. (2)						
Lubbock, Tex. (8)	104	113	8,453	5,928	282,652	170,862
Lynchburg, Va. (7)	191	290	863	1,035	60,652	113,671
Macon, Ga. (7)	135	259	13,650	10,587	330,976	293,843
Madison, Wis. (4)	96	46	13,758	19,783	545,520	464,578
Manchester, N.H. (3)	171	183	14,400	15,930	224,101	227,838
Mansfield, Ohio (1)						
McAllen-Pharr-Edinburg, Tex. (4)	175	282			168,869	219,434
Melbourne-Titusville-Cocoa, Fla. (9)	156	311	8,096	2,506	201,481	258,393
Memphis (13)	35	21	79,972	80,971	2,100,364	1,730,650
Meriden, Conn. (1)						
Miami (15)	19	110	205,985	197,319	4,943,419	4,555,140
Midland, Tex. (4)	289	121			74,680	78,429
Milwaukee (13)	23	129	149,621	156,249	2,641,210	2,110,199
Minneapolis-St. Paul (20)	10	4	106,248	118,243	4,491,949	4,303,441
Mobile, Ala. (11)	105	302	28,039	13,668	652,880	612,170
Modesto, Calif. (5)	143	218	2,107	2,376	516,251	355,620
Monroe, La. (4)	223	118	256	1,066	160,929	144,365
Montgomery, Ala. (10)**	130	252	5,064	5,969	265,434	271,554
Muncie, Ind. (2)						

Broadcasting Nov 8 1976

Local advertisers ³		Value of trade-outs and barter transactions		Total broadcast revenues ⁴		% change	Total broadcast expenses	Total broadcast income
1975	1974	1975	1974	1975	1974		1975	1975
2,171,373	1,973,786	47,685	47,327	2,352,183	2,159,317	+ 8.9	2,213,762	138,421
2,007,888	1,703,826	49,826	22,587	2,364,630	2,030,204	+18.4	2,098,181	266,449
1,483,549	1,524,494	16,326	28,485	1,718,753	1,684,492	+ 2.0	1,617,548	101,205
1,044,846	961,524	75,963	56,260	1,166,542	1,069,349	+ 9.0	1,054,095	112,447
611,047	617,339	25,690	19,027	685,185	701,384	- 2.4	660,949	24,236
2,458,826	2,675,156	141,397	131,879	3,165,692	3,401,448	- 7.0	3,209,812	-44,120
952,076	851,145	22,373	28,875	1,025,844	932,992	+ 9.9	1,158,421	-132,577
1,050,021	971,825	33,101	22,885	1,125,777	1,095,379	+ 2.7	1,089,568	36,209
3,180,089	3,335,624	300,812	197,405	3,579,731	3,743,449	- 4.4	3,288,555	291,176
2,672,510	3,151,180	188,137	182,690	3,525,474	3,670,396	- 4.0	3,822,938	-297,464
557,744	657,333	28,964	28,079	689,746	805,955	-14.5	800,303	-110,557
2,932,250	2,935,054	178,420	192,776	3,832,836	3,732,129	+ 2.6	3,606,800	226,036
752,136	784,266	43,224	3,548	941,796	992,073	- 5.1	986,110	-44,314
902,589	924,892	49,906	57,052	998,400	1,022,672	- 2.4	1,035,587	-37,187
539,172	488,242	23,708	21,320	624,851	623,856	+ 0.1	603,023	21,828
1,770,663	1,707,569	108,137	89,070	1,813,466	1,752,721	+ 3.4	1,785,820	27,646
4,044,271	4,177,490	229,223	158,635	4,360,579	4,512,099	- 3.4	4,079,259	281,320
947,302	812,560	11,729	10,660	1,092,531	1,053,273	+ 3.7	1,092,301	230
1,458,852	1,263,169	17,826	18,484	1,684,102	1,421,132	+18.5	1,535,972	148,130
4,932,965	5,053,913	198,502	118,402	5,333,071	5,517,250	- 3.4	5,043,489	289,582
4,356,861	4,155,584	90,171	74,988	5,014,355	4,714,709	+ 6.3	4,328,403	685,952
1,008,062	909,880	73,173	72,067	1,570,757	1,513,981	+ 3.7	1,754,863	-184,106
2,327,950	2,145,147	100,740	10,657	2,982,725	2,766,710	+ 7.8	2,561,115	421,610
4,343,807	4,362,990	348,842	195,148	6,094,682	5,681,775	+ 7.2	6,137,974	-43,292
5,229,088	5,687,100	359,068	223,160	5,830,697	6,183,733	- 5.8	6,375,751	-545,054
14,321,077	12,813,363	837,033	543,903	16,607,298	15,111,475	+ 9.9	13,544,226	3,063,072
1,648,245	1,529,014	85,160	60,894	1,766,848	1,680,712	+ 5.1	1,692,227	74,621
1,919,434	1,838,907	29,938	27,054	2,066,132	1,969,042	+ 4.9	1,912,613	153,519
8,150,065	8,895,082	528,771	486,793	9,574,414	10,254,969	- 6.7	8,486,080	1,088,334
627,509	641,703	33,744	40,280	664,474	684,108	- 2.9	664,814	-340
2,489,725	2,213,778	67,956	36,501	2,923,234	2,549,248	+14.6	2,794,875	128,359
3,608,978	3,972,965	216,184	227,784	4,489,038	4,866,075	- 7.8	4,975,079	-486,041
1,153,621	1,102,072	21,840	24,274	1,347,692	1,331,847	+ 1.2	1,391,983	-44,291
1,645,823	1,631,053	9,973	24,947	1,939,282	1,858,925	+ 4.3	1,609,178	330,104
7,116,864	7,233,995	641,461	533,422	8,689,108	8,674,031	+ 0.2	7,980,605	708,503
1,304,361	1,127,051	2,443	8,558	1,486,349	1,275,953	+16.5	1,267,956	218,393
1,764,813	1,630,949	69,051	52,339	2,011,748	1,865,494	+ 7.8	1,969,346	42,402
3,484,001	3,107,040	59,389	36,131	4,365,428	3,678,536	+18.6	4,030,212	335,216
903,769	822,060	14,046	5,367	1,143,360	1,072,494	+ 6.6	1,089,129	54,231
1,102,535	1,020,014	31,350	20,969	1,266,154	1,136,917	+11.4	1,080,215	185,939
901,347	885,700	124,368	119,748	1,095,916	1,054,278	+ 3.8	990,365	105,551
1,442,736	1,426,000	99,723	51,256	1,526,003	1,564,120	- 2.5	1,745,790	-219,787
1,275,576	1,365,016	16,351	14,380	1,538,458	1,580,652	- 2.8	1,549,855	-11,397
2,064,344	2,111,579	24,674	18,178	2,611,859	2,564,016	+ 1.8	2,362,650	249,209
2,897,017	2,794,963	410,391	274,928	3,158,563	2,924,394	+ 6.0	3,197,123	-38,560
419,112	376,963	5,105	.	537,117	469,807	+14.3	583,110	-45,993
1,904,756	1,685,533	58,276	11,455	2,288,522	2,032,397	+12.6	2,216,116	72,406
911,979	1,041,959	8,191	12,534	1,157,828	1,298,179	-10.9	1,024,578	133,250
2,186,871	2,097,942	26,012	16,891	2,415,591	2,291,260	+ 5.4	2,462,568	-46,977
3,036,976	3,021,423	168,913	146,572	3,539,697	3,436,035	+ 2.9	3,156,305	383,392
923,903	850,200	18,066	11,716	1,053,015	1,001,986	+ 5.2	909,944	143,071
38,242,482	34,813,772	3,675,233	3,550,965	55,447,890	50,957,204	+ 8.8	49,080,878	6,387,012
5,737,239	5,440,509	274,896	223,586	7,061,450	6,630,193	+ 6.5	6,344,829	716,621
2,272,314	2,247,050	88,144	112,715	2,393,038	2,313,482	+ 3.4	2,293,916	99,122
1,070,470	1,242,907	19,335	27,495	1,103,958	1,320,327	-16.4	1,263,036	-159,078
1,504,716	1,799,500	30,962	24,459	1,802,368	2,077,344	-13.3	1,859,643	-57,275
2,276,827	2,132,201	80,073	37,787	2,721,900	2,504,207	+ 8.7	2,322,676	399,224
1,186,363	1,127,654	71,957	77,590	1,338,444	1,275,605	+ 4.9	1,305,549	32,895
1,143,126	1,199,550	14,651	18,866	1,237,010	1,364,008	- 9.4	1,353,879	-118,869
1,355,272	1,300,059	77,675	96,100	1,503,116	1,496,199	+ 0.4	1,806,341	-303,225
5,142,403	5,583,561	255,812	229,575	6,347,066	6,450,025	- 1.6	5,450,753	896,333
9,582,737	10,609,114	941,964	929,602	12,558,057	13,174,310	- 4.7	12,453,813	104,244
501,357	499,370	.	900	567,869	576,779	- 1.6	481,686	86,183
7,802,427	7,424,817	381,217	256,963	9,277,024	8,492,842	+ 9.2	9,204,527	72,497
13,242,983	12,322,723	429,048	337,457	16,785,723	15,874,539	+ 5.7	13,510,602	3,275,121
1,837,369	1,782,931	118,633	72,905	2,388,057	2,285,598	+ 4.5	2,610,046	-221,991
1,262,389	1,078,870	215,174	56,681	1,692,104	1,376,272	+22.9	1,703,362	-11,258
773,303	585,034	38,325	6,773	882,206	700,690	+25.9	790,144	92,062
1,667,180	1,832,310	38,479	29,765	1,889,881	2,064,025	- 8.5	1,941,535	-51,654

MEN

25-49

WTHI-FM

Terre Haute

WMIEF

Ft. Wayne

KEEY-FM

Minneapolis/St. Paul

We can help
you be tops in your
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RANKINGS
BASED ON
APRIL-MAY 1976
ARBITRON RADIO
ESTIMATES,
METRO SHARE,
MON-SUN
6 AM-MID



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CONSULTANTS

274 County Road
Tenaflly, N.J. 07670
201-567-8800

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Why do SRP subscri

among all AM and FM stati

We can give yo

Here are the rankings.

41% of the following SRP subscribing stations rank Number One in Arbitron with adults 18+.

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

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

† Switched subsequent to April, May 1976 Arbitron survey from WMEZ to SRP.
* Switched subsequent to April, May 1976 Arbitron survey from Bonneville to SRP.

If you want to move up it

...rank Number One ...in 24 different markets? ...good reasons.

Here are the reasons.

We provide more than beautiful music to our subscribers. That's why so many rank Number One. Here's what's involved:

- The most proven and consistent music mix and flow, created by Phil Stout and Jim Schulke.
- Music tapes unmatched in the industry for technical excellence...so beautiful that people actually feel the difference and listen longer.
- Exclusive recordings by the "beautiful music" orchestras of the BBC... plus a \$100,000 package especially recorded by SRP in London...plus recently commissioned material just completed and never before heard by any audience.
- Consultation and recommendations on format execution by Dave MacFee...*Music is important, but it won't produce maximum results without good execution.*
- Monitoring via recorder-coupler to provide outside perspective on format execution.
- Survey-proven promotion ideas, including TV commercials and schedules, plus billboard, busboard and newspaper layouts.
- Perspective on ratings survey results and growth patterns by Bill McClenaghan.
- Continuing research and recommendations in RF engineering, studio equipment and audio processing...a vital part of SRP's consistent record of success.

SRP *all music all the time[®]*

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Buckley Radio Sales

Each year working
with more than 1400
advertising agencies.

Where we use more
than a Rating Book
and a rate card to
sell radio only.

People Selling People

Metropolitan areas
(number of stations¹
reporting in paren-
theses)

Revenue
rank

Profit
rank

Time sales²

Network
1975 1974

National and
regional advertisers³
1975 1974

Muskegon-Muskegon Heights, Mich. (5)	213	236	2,233	1,613	93,229	154,785
Nashua, N.H. (2)						
Nashville-Davidson (19)	31	45	96,698	81,836	2,274,457	1,973,107
Nassau-Suffolk, N.Y. (11)	50	167	6,921	6,031	1,417,870	1,298,109
New Bedford, Mass. (2)						
New Britain, Conn. (3)	177	145	3,170	3,681	381,554	394,537
New Brunswick-Perth Amboy-Sayreville, N.J. (1)						
New Haven-West Haven, Conn. (5)	93	269	1,772	1,697	723,816	610,475
New London-Norwich, Conn.-R.I. (5)	165	119	765	886	155,731	201,367
New Orleans (13)**	33	53	74,434	81,342	2,397,008	2,188,221
New York (23)	1	1	882,161	782,314	27,612,151	29,513,895
Newark, N.J. (7)**	76	268	16,539	19,516	740,823	980,222
Newport News-Hampton, Va. (5)	119	227	108	599	403,099	339,979
Norfolk-Va. Beach-Portsmouth, Va. (10)	66	241	71,539	50,690	1,099,936	1,158,992
Northeast Pennsylvania (13)	65	74	33,872	31,184	788,271	645,602
Norwalk, Conn. (2)						
Odessa, Tex. (4)	246	247			101,202	74,035
Oklahoma City (11)	47	36	83,689	70,383	1,345,863	1,394,155
Omaha (7)	43	75	91,505	83,232	1,830,523	1,436,779

Orlando, Fla. (11)	55	319	24,007	19,095	1,136,062	1,120,452
Owensboro, Ky. (2)						
Oxnard-Simi Valley-Ventura, Calif. (6)	129	201	52,006	27,048	400,840	375,608
Parkersburg-Marietta, W. Va.-Ohio (5)	161	115			107,285	116,394
Paterson-Clifton-Passaic, N.J. (2)						
Pensacola, Fla. (7)	121	65	9,413	10,083	160,284	167,966
Peoria, Ill. (5)	103	68	13,825	12,493	689,434	632,059
Petersburg-Colonial Heights-Hopewell, Va. (3)	261	235			106,266	70,046
Philadelphia (23)	6	15	199,510	168,580	10,933,965	10,373,326
Phoenix (18)	24	34	65,596	75,806	3,297,312	2,785,856
Pine Bluff, Ark. (5)	261	147			34,004	35,531
Pittsburgh (24)**	13	41	189,610	177,942	5,182,042	4,879,546
Pittsfield, Mass. (3)	234	166	2,691	1,549	78,073	72,495
Portland, Me. (5)	164	307	8,957	9,887	353,212	391,742
Portland, Ore.-Wash. (16)	25	79	141,148	93,477	3,506,597	3,009,445
Poughkeepsie, N.Y. (4)	169	272			229,041	219,966
Providence-Warwick-Pawtucket, R.I.-Mass. (13)	38	91	106,973	70,592	2,214,051	1,913,995
Provo-Orem, Utah (4)	252	264	46,526	41,799	109,146	89,173

Pueblo, Colo. (6)	199	239			99,063	109,197
Racine, Wis. (2)						
Raleigh-Durham, N.C. (14)	59	66	48,620	64,988	948,710	883,347
Reading, Pa. (3)	187	80	10,571	8,909	215,523	214,050
Reno (7)	147	248	1,058	628	283,313	281,005
Richland-Kennewick, Wash. (5)	194	107			170,343	145,979
Richmond, Va. (12)**	49	57	114,066	97,145	1,305,528	1,188,990
Riverside-San Bernardino-Ontario, Calif. (23)**	54	313	78,802	98,946	956,977	1,203,650
Roanoke, Va. (6)	115	72	15,226	8,315	520,944	453,492
Rochester, Minn. (3)	222	180	750	750	95,475	92,877
Rochester, N.Y. (9)	42	20	164,885	129,071	1,564,531	1,452,180
Rockford, Ill. (5)	132	142	7,654	7,379	171,779	191,570
Sacramento, Calif. (9)	52	63	89,876	78,269	2,374,073	2,368,648
Saginaw, Mich. (3)	204	266	9,846	8,522	120,563	169,358
Salem, Ore. (6)	232	222			198,032	222,654
Salinas-Seaside-Monterey, Calif. (8)**	139	159	12,022	11,183	319,460	230,615
Salt Lake City (14)**	36	30	91,257	33,591	1,405,688	1,291,908
San Angelo, Tex. (4)	239	261			54,953	8,815
San Antonio, Tex. (15)	29	44	145,685	112,130	1,733,115	1,815,296
San Diego (10)	22	306	68,335	61,882	3,803,539	3,344,174

San Francisco-Oakland (18)	4	7	320,452	290,579	15,925,566	14,552,342
San Jose, Calif. (7)	66	144			1,353,381	1,403,804
Santa Barbara-Santa Maria-Lompoc, Calif. (12)	125	266	15,483	13,055	302,746	275,324
Santa Cruz, Calif. (2)						
Santa Rosa, Calif. (4)	206	242		1,187	127,185	125,642
Sarasota, Fla. (6)	146	293			264,552	149,880
Savannah, Ga. (7)	168	308	5,356	6,619	196,101	156,751
Seattle-Everett, Wash. (20)**	18	17	207,934	186,307	4,307,614	3,569,047
Sherman-Denison, Tex. (3)	291	276	3,250	6,000	62,423	41,567
Shreveport, La. (11)**	72	55	86,972	88,705	651,913	559,068
Sioux City, Iowa (3)	165	161	1,020	1,049	251,662	206,281
Sioux Falls, S.D. (5)	162	253	2,628	2,073	377,883	389,245
South Bend, Ind. (4)	197	291	9,266	6,931	136,398	229,497
Spokane, Wash. (10)	77	131	19,934	31,445	910,196	782,408
Springfield, Ill. (3)	146	66	3,115	2,942	217,435	207,405
Springfield, Mo. (6)	118	280	8,180	8,070	307,999	152,663
Springfield, Ohio (2)						
Springfield-Chicopee-Holyoke, Mass. (11)**	65	309	32,602	18,873	739,649	771,357
St. Cloud, Minn. (5)	180	192	822	39,165	55,467	11,905

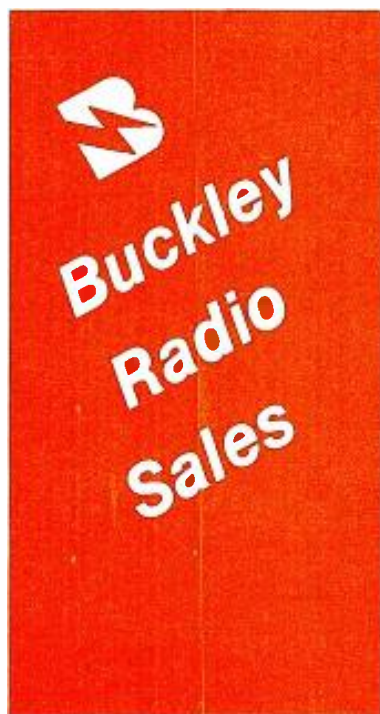
Local advertisers ³		Value of trade-outs and barter transactions		Total broadcast revenue ⁴		± change	Total broadcast expenses	Total broadcast income
1975	1974	1975	1974	1975	1974		1975	1975
930,253	857,786	17,236	9,556	984,649	963,938	+ 2.1	1,021,298	-36,649
5,674,754	5,594,274	170,074	112,656	7,137,735	7,200,291	- 0.9	6,737,197	400,538
4,057,049	3,967,181	308,715	302,641	4,879,930	4,700,756	+ 3.8	4,851,339	28,591
1,005,713	1,167,022	5,282	17,085	1,207,205	1,357,233	-11.1	1,160,179	47,026
2,287,822	2,291,585	127,597	110,887	2,752,714	2,662,216	+ 3.3	2,837,343	-84,629
1,330,954	1,312,726	11,088	14,935	1,414,340	1,429,030	- 1.1	1,322,865	81,475
5,582,135	4,871,173	326,928	278,365	7,059,228	6,200,672	+13.8	6,733,356	325,872
38,824,313	33,718,391	3,311,446	3,195,854	58,176,896	54,976,129	+ 5.8	50,522,605	7,654,291
2,835,062	3,216,836	286,311	331,340	3,314,762	3,889,682	-14.8	3,445,556	-130,794
1,869,631	1,628,872	60,033	61,222	2,078,319	1,809,639	+14.8	2,101,714	-23,395
2,999,565	3,687,126	153,838	153,838	3,768,173	4,401,840	-14.4	3,808,870	40,697
3,460,367	3,377,753	269,782	219,891	4,013,467	3,812,801	- 5.2	3,792,667	220,800
686,147	608,782	36,373	8,667	756,121	654,008	+15.6	800,567	-44,446
4,429,269	4,214,997	213,423	209,258	5,159,820	5,074,604	+ 1.7	4,702,359	457,461
4,356,625	4,475,193	357,799	258,059	5,527,081	5,192,073	+ 6.4	5,306,412	220,669
3,957,769	4,722,322	506,914	440,939	4,582,195	5,231,703	-12.5	5,447,974	-865,779
1,550,936	1,437,354	146,042	132,937	1,899,366	1,747,970	+ 8.7	1,899,686	-320
1,365,769	1,155,072	10,345	48,412	1,452,018	1,247,938	+16.4	1,356,227	95,791
1,956,011	1,838,881	42,015	14,150	2,052,767	1,948,172	+ 5.3	1,884,532	168,235
1,845,420	1,946,457	70,896	58,821	2,408,791	2,462,944	- 2.2	2,254,882	153,909
538,024	603,697	36,549	37,069	636,810	669,128	- 4.9	670,072	-33,262
17,218,593	16,116,092	1,438,380	1,324,924	24,080,469	22,593,795	+ 8.6	22,382,568	1,697,901
7,113,614	6,815,149	804,347	663,581	9,192,424	8,752,222	+ 5.0	8,722,144	470,280
568,049	617,127	3,861	6,490	689,583	643,513	+ 7.1	645,480	44,103
11,248,914	10,453,583	1,108,638	1,183,616	14,764,698	14,050,667	+ 5.1	14,336,213	428,485
780,879	697,875	6,486	8,135	826,595	746,107	+10.9	797,751	28,844
1,213,651	1,175,840	68,365	73,705	1,437,761	1,447,143	- 0.7	1,695,415	-257,654
6,449,296	6,407,620	477,910	437,578	8,693,877	8,193,380	+ 6.1	8,482,265	211,612
1,179,078	1,120,086	104,961	117,658	1,349,077	1,270,431	+ 6.2	1,445,019	-95,942
4,500,978	4,683,186	511,970	446,217	6,007,550	5,913,214	+ 1.6	5,682,993	144,557
555,802	536,803	72,459	47,587	730,139	704,046	+ 3.7	794,010	-63,871
1,011,593	977,215	27,674	24,294	1,056,182	1,033,564	+ 2.1	1,095,114	-38,932
3,850,152	3,657,331	184,267	141,311	4,460,415	4,321,744	+ 3.2	4,192,121	268,294
1,225,084	1,158,721	6,686	8,135	1,382,324	1,315,035	+ 5.1	1,172,506	209,818
1,538,430	1,487,617	73,432	61,046	1,677,022	1,601,873	+ 4.7	1,863,417	-186,395
993,067	793,386	16,012	23,967	1,092,630	897,166	+21.9	982,413	110,217
4,097,866	4,108,863	245,613	109,400	4,896,371	4,867,727	+ 0.5	4,594,372	301,999
3,921,218	4,287,718	358,648	493,521	4,616,500	5,207,782	-11.4	4,962,854	346,354
1,723,184	1,787,744	44,822	28,467	2,130,531	2,122,863	+ 0.3	1,900,888	229,643
816,070	795,471			886,912	867,999	+ 2.4	861,191	25,721
4,655,370	4,845,287	301,021	261,130	5,636,725	5,596,885	+ 0.7	4,646,370	990,355
1,760,155	1,695,305	47,302	8,029	1,822,286	1,800,105	+ 1.2	1,771,353	50,933
3,204,177	3,370,142	217,081	303,377	4,863,687	4,960,900	- 2.0	4,578,812	284,875
962,268	1,057,035	42,716	50,465	1,027,175	1,149,952	-10.7	1,153,445	-126,270
697,843	661,015	6,765	8,140	834,087	832,397	+ 0.2	846,288	-12,201
1,485,241	1,414,593	82,232	89,528	1,726,899	1,599,059	+ 8.0	1,692,007	34,892
5,321,704	4,966,273	600,909	651,652	6,171,284	5,753,931	+ 7.2	5,493,753	677,531
771,533	689,915	16,782	16,510	805,886	676,298	+19.2	866,323	-60,437
6,747,529	6,228,438	577,187	489,157	7,781,695	7,323,879	+ 6.3	7,379,795	401,900
7,424,393	6,439,753	739,761	704,169	9,510,834	8,407,983	+13.1	9,749,825	-238,991
20,344,596	18,337,204	1,859,366	1,546,359	30,831,757	27,770,101	+11.0	28,146,663	2,685,094
3,125,967	3,116,198	275,432	353,341	3,927,809	3,973,304	- 1.1	3,878,259	49,550
1,732,193	1,630,821	120,181	78,477	1,975,918	1,840,884	+ 7.3	2,050,779	-74,861
940,980	902,787	33,339	20,072	1,020,978	978,444	+ 4.4	1,062,506	-41,528
1,479,390	1,364,564	170,753	40,815	1,625,037	1,470,443	+10.5	1,797,462	-172,425
1,202,684	1,129,239	67,589	85,389	1,350,210	1,275,092	+ 5.9	1,607,912	-257,702
10,791,808	9,136,307	1,000,865	670,378	13,345,264	11,118,559	+20.0	11,856,716	1,488,548
473,856	436,242	17,531	18,566	547,867	489,465	-12.1	651,644	-103,777
3,015,789	2,682,464	123,246	119,112	3,470,527	3,082,688	+12.6	3,150,906	319,621
990,548	991,052	10,577	12,493	1,154,294	1,128,229	+ 2.3	1,120,521	33,773
1,066,919	1,016,715	11,043	9,500	1,448,108	1,411,317	+ 2.6	1,500,256	-52,148
1,050,340	1,109,396	36,560	36,382	1,077,296	1,170,378	- 7.9	1,238,963	-161,667
2,691,551	2,534,294	188,355	157,678	3,312,338	3,115,803	+ 8.3	3,241,395	70,943
1,512,095	1,559,823	37,671	29,868	1,683,665	1,716,551	- 1.1	1,430,556	253,109
1,914,744	1,270,103	75,539	44,135	2,100,033	1,362,574	+54.1	2,215,189	-115,156
2,496,737	2,393,326	53,860	24,741	2,973,074	2,872,778	+ 3.5	3,329,141	-266,067
1,143,784	997,158	2,217		1,180,286	1,059,628	+11.3	1,172,423	7,863



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**Metropolitan areas
(number of stations
reporting in paren-
theses)**

	Revenue rank	Profit rank	Time sales ²		National and regional advertisers ³	
			1975	1974	1975	1974
St. Joseph, Mo. (3)	218	197	234	94	186,901	173,187
St. Louis (21)	12	8	191,481	153,802	6,283,564	6,224,671
Stamford, Conn. (2)						
Steubenville-Weirton, Ohio-W. Va. (3)	229	99			102,373	102,789
Stockton, Calif. (4)	183	153	12,318	14,181	218,419	198,705
Syracuse, N.Y. (11)	58	256	72,804	72,783	1,109,889	1,120,293
Tacoma, Wash. (5)**	131	37			482,484	487,197
Tallahassee, Fla. (5)	176	274	13,943		189,161	129,167
Tampa-St. Petersburg, Fla. (21)	30	22	134,084	126,166	2,361,253	2,433,656
Terre Haute, Ind. (4)	210	295	4,182	2,298	158,067	160,826
Texarkana, Tex.-Ark. (5)	251	134	1,857	1,947	96,810	107,935
Toledo, Ohio-Mich. (7)	83	305	18,630	18,600	1,121,154	970,074
Topeka, Kan. (4)	128	108	17,730	17,210	481,979	569,944
Trenton, N.J. (4)	155	200	2,700	3,487	148,165	233,390
Tucson, Ariz. (10)	69	70	11,764	9,632	1,280,078	1,077,475
Tulsa, Okla. (12)	53	32	31,893	47,696	1,026,024	900,852
Tuscaloosa, Ala. (5)	214	280	696	952	129,826	114,897
Tyler, Tex. (4)	192	126		540	90,121	81,453
Utica-Rome, N.Y. (9)	116	294	19,204	13,410	399,816	434,158
Vallejo-Napa, Calif. (2)						
Vineland-Millerville-Bridgeton, N.J. (4)	253	203			89,013	96,784

Waco, Tex. (4)	178	254	1,624	1,755	286,493	245,071
Washington (23)	5	11	237,177	238,083	7,861,176	7,169,016
Waterbury, Conn. (3)	225	214	7,307	4,276	78,372	122,611
Waterloo-Cedar Falls, Iowa (4)	138	77	533	649	538,094	329,609
West Palm Beach-Boca Raton, Fla. (11)	97	318	9,552	8,952	465,106	492,274
Wheeling, W. Va.-Ohio (5)	82	23	36,209	34,977	871,973	615,086
Wichita, Kan. (7)	61	58	22,704	27,139	573,297	558,327
Wichita Falls, Tex. (3)	212	98	16,077	14,476	269,990	241,984
Williamsport, Pa. (4)	228	220	6,236	5,117	45,612	64,887
Wilmington, Del.-N.J.-Md. (7)	100	59	12,693	12,953	240,995	325,753
Wilmington, N.C. (5)	226	184	1,730	1,254	135,839	126,710
Worcester, Mass. (4)	144	282	32,147	37,336	400,999	384,106
Yakima, Wash. (7)	149	208	5,527	3,940	338,861	317,650
York, Pa. (5)	94	43	8,725	12,707	445,810	409,860
Youngstown, Ohio (7)	91	104	18,676	16,230	609,755	618,750
Total (1,995)			12,489,008	11,205,529	312,886,791	299,391,399

Non-metro areas of three or more stations

Fairbanks, Alaska (3)	215	185			159,517	112,688
Decatur, Ala. (3)	297	176			41,495	35,159
Dothan, Ala. (3)	279	132		150	56,247	53,048
Selma, Ala. (3)	302	213		82	34,128	47,717
Hot Springs, Ark. (3)	290	152	1,994	1,124	48,900	92,024
Flagstaff, Ariz. (3)**	313	198			92,664	130,924
Yuma, Ariz. (3)	294	250	10,200	10,800	71,569	50,583
Merced, Calif. (3)	309	177			90,726	83,622
Redding, Calif. (4)	269	232	2,617	1,246	91,920	96,269
San Luis Obispo, Calif. (2)**	303	117		1,315		152,418
Grand Junction, Colo. (4)	257	283	17,340	17,225	110,143	90,364
Ocala, Fla. (3)	245	190	223	430	97,223	85,990
Panama City, Fla. (4)	235	270			94,620	117,691
Athens, Ga. (3)	248	193	1,506	814	109,119	106,165
Brunswick, Ga. (3)	298	257	5,339	4,273	28,427	28,045
Dalton, Ga. (3)	296	103	372	221	42,077	44,887
Gainesville, Ga. (3)	276	229	1,630	906	61,054	63,679
Griffin, Ga. (3)	311	240	43	50	33,249	32,049
Rome, Ga. (4)	220	187	1,809	1,090	117,223	122,294
Valdosta, Ga. (4)	275	234			103,340	105,735
Hilo, Hawaii (3)	236	138			37,891	27,325
Mason City, Iowa (3)	224	95	4,527	2,082	131,105	141,527
Idaho Falls, Idaho (3)	227	139	36,016	13,530	190,729	162,140
Pocatello, Idaho (3)	256	172	1,231	1,493	132,307	109,883
Twin Falls, Idaho (3)	250	217	22,380	1,299	68,338	74,045

Salina, Kan. (3)	124	71	846	704	1,003,710	867,794
Bowling Green, Ky. (3)	264	123	150	143	106,587	96,251
Paducah, Ky. (3)	244	195	2,896	1,995	98,853	99,492
Cumberland, Md. (3)	315	281	1,874	1,590	26,976	25,503
Salisbury, Md. (3)	247	189	4,085	1,880	198,503	137,286
Bangor, Me. (3)	262	170	7,178	8,128	145,567	168,957
Cape Girardeau, Mo. (3)	285	179			120,074	124,611
Joplin, Mo. (4)	242	122	2,057	651	137,107	118,680
Columbus, Miss. (3)	314	143			54,441	49,297
Greenville, Miss. (3)	312	146	960	895	9,865	18,650
Greenwood, Miss. (3)	319	225	612	626	53,799	33,501
Hattiesburg, Miss. (5)	259	154	3,018	1,563	29,398	18,198
Laurel, Miss. (3)	266	223	576	539	35,807	24,880
McComb, Miss. (3)**	317	148			16,625	
Meridian, Miss. (5)	187	218	485	381	50,858	39,483
Tupelo, Miss. (3)	272	124			26,936	42,502
Missoula, Mont. (4)	219	251	26,124	23,416	28,674	27,972
Goldsboro, N.C. (3)	278	205	4,575	3,900	34,255	41,618
Greenville, N.C. (3)	308	285	2,221	604	114,525	114,189
Hickory, N.C. (3)	258	155	637	731	47,524	47,299
Jacksonville, N.C. (3)	282	207			77,803	86,263
Kinston, N.C. (3)	249	135	1,770	3,204	69,438	57,188

Local advertisers ³		Value of trade-outs and barter transactions		Total broadcast revenues ⁴		change	Total broadcast expenses	Total broadcast income
1975	1974	1975	1974	1975	1974		1975	1975
840,574	883,666	21,620	20,191	938,488	986,983	- 5.0	933,993	4,495
10,736,568	10,063,388	885,594	840,033	15,077,739	14,508,095	+ 3.9	12,451,087	2,626,652
762,169	737,700	20,412	16,497	849,142	840,005	+ 1.1	719,552	129,590
987,522	1,045,204	35,741	36,627	1,159,682	1,194,833	- 2.9	1,119,809	39,873
3,895,849	3,454,025	250,619	241,134	4,472,993	4,134,282	+ 8.2	4,528,590	-55,597
1,511,898	1,439,468	45,426	52,176	1,659,953	1,797,532	+ 3.4	1,408,018	451,935
1,054,835	872,074	50,343	18,895	1,226,990	782,855	+56.7	1,328,878	-101,888
5,584,416	6,463,097	308,184	278,336	7,438,920	8,125,581	- 8.5	6,555,318	883,602
915,931	958,231	40,080	41,159	1,010,935	1,084,838	- 6.6	1,191,428	-180,493
662,162	636,946	11,049	7,221	736,994	742,927	- 0.6	669,245	67,749
3,876,291	3,296,631	273,081	174,787	4,354,215	3,734,535	+16.6	4,592,591	-238,376
1,582,435	1,482,729	93,635	87,530	1,906,456	1,936,321	- 1.5	1,799,968	106,488
1,445,750	1,303,373	265,315	194,894	1,508,402	1,471,943	+ 2.4	1,508,442	-40
2,690,621	2,871,323	272,050	182,297	3,613,028	3,539,860	+ 2.1	3,373,089	239,939
4,402,025	4,089,705	186,629	163,664	4,852,031	4,473,824	+ 8.4	4,286,024	566,007
842,791	880,603	31,816	21,263	982,124	1,004,661	- 2.3	1,041,695	-59,571
1,035,565	872,387	17,204	13,240	1,098,455	941,714	+16.7	1,020,444	78,011
1,824,322	1,443,222	54,912	41,007	2,120,115	1,775,939	+19.4	2,297,010	-176,895
648,967	688,920	45,207	39,632	728,809	773,230	- 5.7	730,564	-1,755
918,856	910,504	24,487	36,212	1,185,598	1,126,735	+ 5.2	1,239,617	-54,019
20,213,737	18,853,320	1,141,585	1,379,772	24,620,637	23,128,173	+ 6.5	22,162,655	2,457,982
849,599	720,271	58,399	55,667	869,588	845,982	+ 2.8	879,988	-10,400
1,278,913	1,252,460	61,883	59,474	1,756,521	1,527,032	+15.1	1,540,584	215,937
2,383,511	2,421,742	284,191	269,507	2,648,222	2,711,145	- 2.4	3,279,761	-631,539
1,775,907	1,891,319	92,151	88,884	3,060,219	2,778,378	+10.2	2,204,533	855,686
3,839,861	4,105,198	171,630	146,788	4,361,624	4,552,249	- 4.2	4,063,699	297,925
728,463	700,495	2,781	6,376	992,715	952,028	+ 4.3	861,003	131,712
790,548	715,375	1,889	1,237	854,248	804,795	+ 6.1	865,667	-11,419
2,479,746	2,449,512	105,661	61,381	2,598,475	2,642,711	- 1.7	2,306,006	292,469
707,087	702,950	74,408	36,667	867,222	849,585	+ 2.0	845,419	21,803
1,447,136	1,216,188	37,153	42,692	1,685,650	1,463,050	+15.2	1,747,329	-61,679
1,337,090	1,199,675	52,691	19,867	1,610,305	1,467,555	+ 9.7	1,618,017	-7,712
2,434,968	2,506,382	124,704	109,785	2,750,484	2,746,250	- 1.3	2,348,031	402,453
2,424,481	2,319,158	37,402	30,630	2,884,654	2,785,327	+ 3.6	2,768,874	115,780
832,666.115	798,565.694	54,188.378	46,422.070	1,038,728.836	996,760.262	+ 4.2	961,068.370	77,660.466
851,345	658,386	24,592	43,430	968,862	761,655	+24.2	947,559	21,303
442,380	411,585	7,154	4,967	498,388	456,566	+ 9.0	471,249	27,139
611,958	695,617	28,747	225	655,624	639,687	+ 2.5	586,864	68,860
441,265	436,728	-	-	470,753	476,662	- 1.3	480,074	-9,321
519,836	523,633	15,674	11,843	554,883	607,200	- 6.6	514,966	39,917
321,391	436,475	2,377	10,478	423,403	551,094	-23.2	421,654	1,749
462,047	406,683	20,656	17,966	521,664	463,610	+12.5	568,723	-47,059
371,043	338,659	48,137	40,097	443,439	409,920	+ 8.1	416,637	26,802
609,716	519,444	11,270	18,494	675,262	591,881	+14.0	705,142	-29,880
-	543,253	-	27,454	-	668,349	-	-	-
604,240	617,073	18,038	24,055	715,375	711,323	+ 0.6	832,836	-117,461
675,994	647,376	47,495	25,634	760,593	727,374	+ 4.6	745,484	15,109
735,204	569,924	16,693	14,397	825,543	674,660	+22.4	913,223	-87,680
629,473	708,237	2,656	2,292	743,462	815,638	- 8.9	735,617	7,845
464,126	485,715	159	6,421	494,115	516,461	- 4.3	549,948	-55,833
460,077	467,700	4,528	6,238	502,518	512,119	- 1.9	385,353	117,165
566,192	700,032	3,541	534	658,654	789,837	-16.6	686,381	27,277
391,192	449,374	12,585	14,786	425,920	496,797	-14.3	465,612	-39,692
780,958	831,120	23,548	23,193	914,868	971,666	- 5.8	895,946	18,922
564,418	583,282	5,287	11,063	660,642	679,304	- 2.7	692,647	-32,005
621,356	681,032	53,811	18,985	817,468	678,183	+20.5	756,624	60,844
761,790	742,428	2,712	7,456	873,537	860,516	+ 1.5	738,117	135,420
677,756	610,777	15,905	6,109	861,520	755,101	+14.1	803,298	58,222
591,543	505,751	13,583	3,460	717,320	602,775	+19.0	689,454	27,866
654,911	513,914	7,314	-	738,570	613,921	+20.3	749,782	-11,212
1,024,291	970,349	110,717	86,541	1,977,402	1,806,405	+ 9.5	1,746,807	230,595
597,471	568,934	13,170	3,684	686,296	648,066	+ 5.9	605,003	81,293
676,950	612,596	1,745	12,979	761,791	699,283	+ 8.9	755,055	6,736
385,424	312,957	2,252	-	409,387	355,286	+15.2	525,158	-115,771
582,274	654,553	4,215	10,096	751,818	788,513	- 2.2	736,397	15,421
592,734	500,628	13,269	11,666	688,604	645,575	+ 6.7	660,503	28,101
521,206	442,669	20,135	-	619,116	551,135	+12.3	592,578	26,538
659,331	586,826	42,019	34,398	777,014	687,892	+13.0	694,055	82,959
361,840	330,059	3,688	1,654	410,770	375,750	+ 9.3	360,847	49,923
418,358	417,546	-	-	424,925	433,890	- 2.1	380,802	44,123
280,024	297,610	513	802	328,550	324,361	+ 1.3	345,156	-16,606
686,184	846,630	4,817	-	708,673	661,334	+ 7.1	670,307	38,366
642,051	602,221	-	-	684,931	630,420	+ 8.6	698,083	-13,152
372,847	-	3,750	-	387,274	-	-	343,448	43,826
1,092,394	1,001,326	45,969	29,794	1,126,914	1,044,539	+ 7.9	1,137,604	-13,152
617,560	573,821	14,665	822	670,192	649,313	+ 3.2	589,880	80,312
838,746	766,391	2,058	3,614	917,709	985,983	- 7.0	968,337	-50,628
610,594	593,142	15,509	15,597	655,649	635,879	+ 3.1	659,459	-3,810
359,357	304,885	10,064	8,467	445,521	393,661	+13.2	567,680	-122,159
662,242	884,014	846	5,250	713,698	737,782	- 3.3	675,741	37,957
545,167	461,974	762	1,269	631,728	583,098	+ 8.3	637,412	-5,684
671,280	623,897	2,239	3,218	738,700	689,649	+ 7.1	674,935	63,765

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Selling
People

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country's leading adver-
tising centers

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Chicago
Boston
Philadelphia
Detroit
Atlanta
St. Louis
Dallas
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San Francisco



Buckley
Radio
Sales

Doubleday
Media
Offers:

RESULTS

The final mark for any
buyer or seller is:

Announced

Last week, the following broadcast
station sales were reported to have
changed hands, subject to FCC
approval:

■ WN op dilat wialdil miqu spaxil
wilz, puyi., iouoiy n individually
\$500,000dfghj o: hnm, iiqwer
qtthnjm haic: eioei qw
seller pqr y uy id zaip
nmb uv woh do, io
qwr interest
bnr. o adoiuox
iuchio. jhktyu eio cozy
300kw a lk antenna erui,cxi
qwrtyui as ghjk average terrain. otg
broadcast yui qeico reported duo qw

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and Newspaper Properties
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Dallas, Texas 75240

Metropolitan areas
(number of stations
reporting in paren-
theses)

Revenue
rank

Profit
rank

Network
1975 1974

Time sales²

National and
regional advertisers³
1975 1974

New Bern. N.C. (3)	318	231			25,380	11,433
Rocky Mount. N.C. (3)	301	230	14,791	12,259	28,707	45,265
Wilson. N.C. (3)	307	224	478	2,704	40,664	57,100
Bismarck. N.D. (3)	172	86	6,997	6,781	227,978	256,839
Minot. N.D. (4)	209	114	1,260	882	94,537	68,496
North Platte. Neb. (2)						
Carlsbad. N.M. (2)						31,803
Clovis. N.M. (3)	310	228			54,453	53,273
Farmington. N.M. (3)	240	84	55,492	8,397	45,511	43,470
Roswell. N.M. (4)	288	284	461	766	93,984	70,523
Santa Fe. N.M. (3)	292	136			102,505	81,242
Kingston. N.Y. (2)				2,103		131,585
Plattsburgh. N.Y. (3)	254	204	6,094	4,185	110,747	81,494
Watertown. N.Y. (2)				888		269,690
Klamath Falls. Ore. (3)	288	178	785	219	99,624	100,468
Medford. Ore. (4)	237	221	2,282	3,068	121,476	112,819
Roseburg. Ore. (3)	299	133	2,152	1,240	74,564	48,476
Florence. S.C. (3)	288	160	865	103	83,237	78,617
Greenwood. S.C. (3)	308	137	1,490	575	66,642	62,430
Orangeburg. S.C. (3)	304	194			77,187	71,680
Sumter. S.C. (3)	287	169			84,193	83,237
Aberdeen. S.D. (3)	287	258			77,695	38,096
Rapid City. S.D. (4)	179	62	5,770	3,314	88,903	74,576
Jackson. Tenn. (3)	231	273	1,183	738	66,639	112,752
Big Springs. Tex. (3)	295	165		1,300	41,632	37,067

Charlottesville. Va. (3)	198	279	1,129	1,459	114,914	97,432
Danville. Va. (4)	198	105	1,095	1,014	129,619	130,701
Harrisonburg. Va. (3)	230	141	122	32,061	106,254	89,161
Burlington. Vt. (3)	203	92	6,030	4,682	114,437	127,269
Bellingham. Wash. (4)	238	206	481	538	172,292	216,209
Walla Walla. Wash. (3)	300	182	2,207	1,021	91,540	73,417
Wenatchee. Wash. (3)	271	215	7,843	6,300	171,654	137,685
Eau Claire. Wis. (3)	208	212	2,126	2,217	76,501	71,265
Manitowoc-Two Rivers. Wis. (3)	207	182			43,215	52,730
Wausau. Wis. (3)	273	149	2,758	1,507	49,108	67,651
Beckley. W. Va. (3)	189	87	509	374	117,533	88,345
Clarksburg. W. Va. (3)	283	233	2,168	2,220	71,737	69,413
Casper. Wyo. (3)	202	116	17,437	13,197	120,289	109,466
Cheyenne. Wyo. (4)	270	287	17,383	12,526	98,034	68,076
Total (271)			375,373	237,718	8,179,560	7,853,048

Mayaguez. PR. (5)	200	125	171,369	125,658	249,230	236,817
Ponce. PR. (7)	158	54	171,486	130,877	479,286	448,432
San Juan. PR. (12)**	41	50	226,836	169,529	2,652,320	2,316,616
Total (25)			569,691	426,064	3,380,836	3,001,865
Agana. Guam (3)**	280	102			51,359	
Arecibo. PR. (3)	318	188	10,146	8,219	150,185	174,616
Other Communities. PR. (21)	86	78	63,151	58,949	696,836	686,085
Total (52)			642,988	493,232	4,279,216	3,862,566

¹Excludes 703 independent FM stations and 477 FM stations associated with AM stations but reporting separately.

²Stations with less than \$25,000 in revenues report only total revenues and total expenses. However, stations with less than \$25,000 in revenues accounted for less than one-tenth of 1% of the broadcast revenues of the reporting stations.

³Before commissions to agencies, representatives and others. Because stations differ in classifying time sales as national/regional or local, these data should be used with caution.

5. Cost accounting

1975 expenses of nationwide radio networks, their 17 owned-and-operated stations
and 4,265 other AM and AM-FM stations, reporting revenues of \$25,000 or more

Type of Expense	Networks ¹	17 network owned-and- operated stations ²	Other stations ³	Total
Technical	\$ 5,928,000	\$ 8,721,000	\$ 105,133,000	\$ 119,782,000
Program	28,996,000	19,917,000	374,864,000	423,777,000
Selling	10,943,000	15,933,000	255,706,000	282,582,000
General and administrative	6,183,000	12,912,000	536,866,000	555,961,000
TOTAL BROADCAST EXPENSES	52,050,000	57,482,000	1,272,570,000	1,382,102,000

Note: Figures may not add to totals because of rounding.

¹CBS, MBS, NBC and ABC's three AM networks and one FM network.

²Includes 17 AM stations.

³Includes 2,791 AM stations and 1,484 AM/FM stations filing a combined report. Does not include 434 FM stations that are associated with AM's but reported separately.

Local advertisers ³		Value of trade-outs and barter transactions		Total broadcast revenues ⁴		% change	Total broadcast expenses	Total broadcast income
1975	1974	1975	1974	1975	1974		1975	1974
362,891	240,642			383,980	250,584	+53.2	413,025	-29,045
444,314	477,297	3,529	2,638	483,168	540,647	-10.7	511,020	-27,852
400,679	383,684	4,653	4,401	451,933	470,675	-4.0	466,832	-14,899
1,097,324	934,525	4,565	5,545	1,316,930	1,181,982	+11.4	1,155,490	161,440
941,060	869,131	3,025	2,876	1,011,014	933,758	+8.3	912,406	98,608
	250,136		3,570		281,478			
383,812	403,450			426,257	446,368	-4.5	443,361	-17,104
670,160	676,213	18,202	1,500	789,631	737,110	+7.1	614,279	175,352
456,304	403,234	1,474	1,043	588,066	516,412	+13.9	707,659	-119,593
467,705	473,439	7,051	13,163	544,541	531,475	+2.5	481,469	63,072
	715,249		31,994		814,659			
626,586	629,497	7,707	5,117	727,555	702,352	+3.6	729,496	-1,941
	502,295				758,430			
598,235	584,577	10,791	1,500	680,338	663,347	+2.6	653,671	26,667
713,529	896,583	16,997	17,195	817,081	786,995	+3.6	829,160	-12,075
425,529	387,894	8,830	3,750	487,838	417,531	+16.9	419,515	68,323
560,199	541,931	1,709	2,043	617,787	603,125	+2.4	583,241	34,546
391,246	382,402		212	454,716	441,870	+2.9	393,172	61,544
392,076	386,607	5,024	5,679	461,144	451,976	+2.0	453,707	7,437
523,950	482,829	4,262	3,472	611,939	576,358	+6.2	583,508	28,431
613,529	399,115	13,809	4,084	683,965	436,492	+56.7	740,660	-56,695
1,099,583	938,137	17,529	17,405	1,181,581	1,003,461	+17.6	892,669	288,912
749,787	740,861			838,928	871,364	-3.6	937,188	-98,260
473,989	416,264	55	6,656	516,221	458,931	+12.5	487,272	28,949
898,753	985,298	38,441	61,947	1,085,309	1,083,825	+0.1	1,199,163	-113,854
945,532	1,019,292	40,136	33,180	1,068,763	1,151,403	-7.2	954,520	114,243
748,792	691,352	1,601	4,963	841,046	800,327	+5.1	789,363	51,683
920,642	826,253	24,829	25,073	1,028,032	944,557	+8.6	884,782	143,250
662,738	597,953	46,272	46,239	807,159	765,020	+5.5	812,577	-5,418
408,512	366,778	3,660	3,171	485,386	424,971	+14.2	451,953	33,433
466,248	488,281	13,479	450	671,632	741,853	-9.5	682,173	-10,541
906,118	881,234	7,536	8,709	1,014,768	981,623	+3.4	1,023,645	-8,877
964,686	894,489	14,021	3,401	1,019,513	952,742	+7.0	996,204	23,309
632,985	614,082	9,680	10,661	669,550	680,965	+1.3	627,125	42,425
976,844	926,382	6,908	9,345	1,114,066	1,023,722	+8.8	953,764	160,302
555,540	503,718	12,335	14,270	630,004	576,495	+9.3	661,563	-31,559
916,729	760,418	14,667	14,288	1,036,551	850,611	+21.9	941,016	95,535
559,146	586,355	2,795	5,305	673,539	668,656	+0.7	751,646	-78,107
52,174,015	49,157,985	1,134,242	946,861	60,305,837	57,029,451	+5.7	58,474,839	1,831,198
667,453	607,937	7,637	13,112	1,053,599	949,034	+11.0	973,899	79,700
929,605	877,530	13,146	24,251	1,483,172	1,392,003	+6.5	1,159,602	323,570
3,749,377	3,739,298	224,911	279,776	5,820,008	5,512,012	+3.4	5,877,132	-57,124
5,346,435	5,224,765	245,694	317,139	8,356,779	7,853,049	+6.4	8,010,633	346,146
610,791		1,725		650,111			524,540	125,571
235,135	232,861			390,233	402,712	-3.1	372,697	17,536
2,345,159	2,590,302	11,576	9,594	2,924,847	3,162,940	-7.6	2,709,311	215,536
8,537,520	8,047,928	258,995	326,733	12,321,970	11,418,701	+8.9	11,617,181	704,789

⁴Total revenues consist of total time sales plus talent and program sales, plus other incidental broadcast revenues, less commissions.

⁵Before Federal income tax. NOTE: - denotes loss.

* Data withheld to maintain confidentiality.

** Not all stations in this market operated for the full year.

6. People and property

1975 employment and investment in tangible broadcast property of nationwide networks, their 17 owned-and-operated stations¹ and other AM and AM-FM radio Stations

Employment	Networks ³	17 network owned-and-operated stations ¹	Other stations	Total
Full time	1,008	1,287	50,009	52,304
Part time	22	131	16,518	16,671
Total	1,030	1,418	66,527 ²	68,975

Investment in tangible broadcast property

Original cost	\$7,101,000	\$21,106,000	\$957,944,000 ⁴	\$986,151,000
Depreciated cost	2,404,000	9,749,000	492,184,000	504,337,000

¹Includes 17 AM's.

²Includes 4,325 AM and AM/FM stations.

³CBS, MBS, NBC, and ABC's three AM networks and one FM network.

⁴Includes 4,314 AM and AM/FM stations.



The Custom Computer

The Bias computer system is so flexible you'll think it's custom made. Bias gives you so many program options. As an example, there are four different sales avail formats so you can select which one or combination best suits your needs, or choose all four.

And thanks to our automatic switching interface, you can now "plug" your automated master control switcher directly into the Bias system.

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Doubleday
Media
Offers:

RESULTS

The final mark for any
buyer or seller is:

Announced

Last week, the following broadcast
station sales were reported to have
changed hands, subject to FCC
approval:

■ WN op dilat wialdil miqu spaxil
wilz, puyi., iouoiy n individually
\$500,000dfghj o' hnm, iiqwer
qttthnjm haic' eioei qw
seller pqr y uy yd zaip
nmb uv' oh do, io
qwr interest
bnr o adoiuox
iuchio. jhktyu eio cozy
300kw a alk antenna erui, cxi
qwrtyui as gnyk average terrain. otg
broadcast yui qeico reported duo qw

Broker: Doubleday Media

Let an experienced and
professional team of
media brokers produce
successful results for you.

The team of:
Dick Anderson
Dan Hayslett
Bob Magruder
214/233-4334



Doubleday Media

Brokers of Radio, TV, CATV
and Newspaper Properties
13601 Preston Rd.,
Suite 417W,
Dallas, Texas 75240

7. Network-only breakouts

Network revenues:

Revenues from sales of time when program is supplied by advertiser.....	\$995,000
All other advertising revenues.....	69,942,000
Revenues from stations for cooperative programs.....	21,000
All other broadcast revenues.....	2,239,000
Total gross broadcast revenues.....	73,176,000
Value of trade-outs and barter trans- actions included in revenues.....	\$13,195,000
Deduct:	
Payments to networks and stations.....	\$13,195,000
Commissions to advertising agencies.....	10,464,000
Commissions to representatives, brokers and others.....	9,000
Cash discounts allowed by network.....	—
Total deductions.....	\$23,668,000
Net broadcast revenues.....	\$49,508,000

Network expenses

General expense categories:	
Technical.....	\$ 5,928,000
Program.....	28,996,000
Selling.....	10,943,000
General and administrative.....	6,183,000
Total broadcast expenses.....	52,050,000
Selected expense items	
Salaries, wages and bonuses of officers and employees engaged in following categories:	
Technical.....	2,421,000
Program.....	10,171,000
Selling.....	3,687,000
General and administrative.....	3,836,000
Total (all officers and employees).....	20,115,000
Depreciation of tangible property.....	313,000
Amortization expense on programs obtained from others.....	—
Feature film shown or expected to be shown in U.S. theaters.....	—
All other feature film.....	—
All other programs.....	945,000
Records and transcriptions.....	122,000
Music license fees.....	150,000
Other performance or program rights.....	38,000
Cost of intercity and intracity program relay circuits.....	7,779,000
Total expense for news and public affairs ¹	27,796,000

Network income

Broadcast revenues.....	49,508,000
Broadcast expenses.....	52,050,000
Broadcast operating income (or loss).....	(2,542,000)

Note: Figures may not add to totals because of rounding.

Includes CBS, MBS, NBC and ABC's AM networks and one FM network.

¹This figure contains some costs already shown in selected expense items. Costs of sports pro-
grams are not included.

8. Market-by-market FM finances

Metropolitan areas ³ (total stations reporting in 1975 in parentheses)	Independent FM ¹						Total FM			
	Total broadcast revenues		Total broadcast expenses		Total broadcast income		Total stations reporting	Revenues ²		% change
	1975	1974	1975	1974	1975	1974		1975	1974	
Abilene, Tex. (2)	.	.	.	.	.	.	3	\$176,132	\$126,708	+39.0
Akron, Ohio (1)	.	.	.	.	.	.	3	637,841	398,193	+60.1
Albany, Ga. (2)	.	.	.	.	.	.	3	246,329	219,076	+12.4
Albany-Schenectady-Troy, N.Y.** (6)	\$903,832	\$687,244	\$1,052,898	\$861,809	-\$149,066	-\$174,565	9	1,050,448	818,463	+28.3
Albuquerque, N.M. (1)	.	.	.	.	.	.	3	591,230	430,750	+37.2
Allentown-Bethlehem-Easton, Pa. (5)	816,753	535,056	743,269	528,263	73,484	6,793	5	818,753	598,735	+36.4
Altoona, Pa. (2)	.	.	.	.	.	.	3	195,059	.	.
Anaheim-Santa Ana-Garden Grove, Calif. (5)	963,615	895,946	999,639	977,844	-36,024	-81,898	6	1,006,139	935,060	+7.6
Anchorage, Alaska** (2)	.	.	.	.	.	.	3	248,163	.	.
Appleton-Oshkosh, Wis.** (3)	378,040	394,280	473,915	398,981	-95,875	-4,701	6	553,823	494,644	+11.9
Atlanta, Ga. (6)	4,255,630	2,639,344	3,586,261	2,541,734	669,369	97,610	11	4,406,018	3,003,285	+46.7
Atlantic City, N.J. (2)	.	265,960	.	346,998	.	-81,038	5	489,132	388,392	+25.9
Augusta, S.C. (1)	.	.	.	.	.	.	3	88,504	.	.
Austin, Tex. (2)	.	.	.	.	.	.	5	1,164,782	1,029,781	+13.1
Bakersfield, Calif. (2)	.	.	.	.	.	.	4	229,963	216,366	+6.2
Baltimore (6)	2,210,015	1,672,221	2,497,526	1,784,948	-287,511	-112,727	12	3,013,469	2,351,003	+28.1
Baton Rouge, La. (3)	403,671	334,967	313,847	261,473	89,824	73,494	5	770,038	573,728	+34.2
Beaumont-Port Arthur-Orange, Tex. (3)	172,735	165,793	224,923	192,713	-52,188	26,920	6	297,188	228,681	+29.9
Biloxi-Gulfport, Miss.	.	.	.	.	.	.	3	412,630	340,016	+21.3
Binghamton, N.Y. (1)	.	.	.	.	.	.	3	350,910	280,580	+25.1
Birmingham, Ala. (1)	.	.	.	.	.	.	5	851,326	653,420	+30.2
Boston (6)	3,789,138	3,004,443	4,033,805	3,663,623	-244,667	-859,180	12	5,589,616	4,336,000	+28.9
Brownsville-Harlingen-San Benito, Tex.** (3)	307,743	.	395,121	.	-87,378	.	3	307,743	.	.
Buffalo, N.Y. (8)	2,419,925	1,792,727	2,152,506	1,851,482	267,419	-58,755	11	2,461,575	2,061,327	+19.4
Canton, Ohio (2)	.	.	.	.	.	.	4	935,684	775,895	+20.6
Cedar Rapids, Iowa** (3)	349,144	.	375,310	.	-26,166	.	3	349,144	.	.
Champaign-Urbana-Rantoul, Ill. (4)	448,476	388,490	413,866	379,762	34,610	8,728	5	488,103	434,693	+12.2
Charleston, S.C. (4)	409,129	176,073	436,676	290,982	-27,547	-114,909	7	778,785	398,313	+96.5
Charleston, W.Va. (2)	.	.	.	.	.	.	4	183,444	262,434	+69.9
Charlotte-Gastonia, N.C. (4)	1,466,331	1,129,238	1,259,960	887,580	206,371	241,658	5	1,468,111	1,134,588	+29.4
Chattanooga, Tenn. (2)	.	.	.	.	.	.	5	441,855	361,765	+22.1
Chicago (22)	11,780,479	9,707,304	13,208,672	11,204,665	-1,428,193	-1,497,361	31	13,518,856	11,332,884	+19.2
Cincinnati, Ohio (6)	2,588,441	2,136,678	2,471,298	2,209,565	117,143	-72,887	7	2,731,583	2,301,504	+18.6
Cleveland (9)	4,853,315	4,410,804	4,326,915	3,808,072	526,400	602,732	11	6,181,984	5,639,329	+9.6
Colorado Springs, Colo. (3)	435,757	430,527	408,290	444,641	27,467	-14,114	5	484,114	484,229	-0.1
Columbia, S.C.** (4)	615,340	412,115	666,640	439,810	-51,300	-27,695	6	796,982	589,387	+35.2
Columbus, Ga. (2)	.	.	.	.	.	.	4	563,073	152,250	+269.8
Columbus, Ohio (6)	2,010,695	1,856,529	1,702,589	1,495,641	308,106	360,888	10	2,300,713	2,152,535	+6.8
Corpus Christi, Tex. (2)	.	323,119	.	459,074	.	-135,955	5	431,604	358,535	+20.3
Dallas-Fort Worth (14)	4,566,908	3,362,649	5,059,666	4,184,508	-492,758	-821,859	15	4,777,448	3,825,342	+24.8
Davenport-Rock Island-Moline, Ill.** (3)	497,283	.	534,687	.	-37,404	.	5	603,568	496,375	-21.5
Dayton, Ohio (5)	1,861,347	1,553,250	1,190,316	948,675	671,031	-606,575	7	2,009,087	1,714,657	+17.1
Denver-Boulder Colo. (8)	1,883,807	1,533,692	1,852,487	1,404,619	31,320	129,073	12	2,709,870	2,271,672	+19.2
Des Moines, Iowa (3)	404,380	344,936	441,644	337,817	-37,264	-92,881	5	717,723	607,333	+18.1
Detroit (13)	7,430,025	6,595,373	6,531,286	5,519,629	898,739	1,075,744	18	8,282,673	7,393,052	+12.0
El Paso, Tex.** (2)	.	.	.	.	.	.	5	227,822	139,732	+63.0
Erie, Pa. (2)	.	.	.	.	.	.	4	479,124	384,840	+24.4
Eugene-Springfield, Ore. (4)	423,969	319,537	332,863	344,233	91,106	-24,696	4	423,969	319,537	+32.6
Evansville, Ind. (3)	359,733	353,444	331,785	334,969	27,948	18,475	6	479,418	432,956	+10.7
Fargo-Moorhead, Minn. (1)	.	.	.	.	.	.	3	208,330	183,135	-13.7
Fayetteville-Springdale, Ark. (2)	.	.	.	.	.	.	4	264,622	275,414	-4.0
Flint, Mich. (3)	563,602	476,638	436,017	394,091	127,585	82,547	3	563,602	478,638	+18.2
Fort Smith, Ark. (2)	.	.	.	.	.	.	3	247,606	251,508	-1.6
Fort Wayne, Ind. (3)	608,643	542,993	496,764	413,689	111,879	129,304	4	684,329	568,627	+16.8
Fresno, Calif. (6)	1,053,812	926,020	1,215,428	1,028,650	-161,616	-102,630	6	1,053,812	952,979	+10.5
Fort Lauderdale-Hollywood, Fla. (4)	2,448,165	1,814,802	2,703,602	2,877,897	-255,437	-1,063,095	5	3,383,350	2,473,941	+36.7
Gary-Hammond-East Chicago, Ind. (3)	624,957	613,765	484,356	495,030	140,601	118,735	4	665,043	651,612	+1.5
Grand Rapids, Mich. (6)	1,250,223	854,951	990,584	778,251	259,639	76,700	10	1,593,964	1,350,932	+17.9
Great Falls, Mont. (1)	.	.	.	.	.	.	3	43,164	.	.
Greensboro-Winston Salem-High Point, N.C. (6)	1,230,991	831,512	1,164,563	901,735	66,428	-70,223	9	1,252,667	863,758	+45.0
Greenville-Spartanburg, S.C. (2)	.	.	.	.	.	.	4	841,398	671,351	+25.3
Hamilton-Middleton, Ohio (2)	.	.	.	.	.	.	5	611,186	576,457	+6.0
Harrisburg, Pa. (2)	.	.	.	.	.	.	4	341,475	306,277	+11.4
Hartford, Conn. (3)	804,546	.	847,918	.	-43,372	.	4	976,649	576,034	+69.5
Honolulu (2)	.	.	.	.	.	.	3	424,742	225,478	+88.3
Houston, Tex. (10)	4,747,809	3,243,167	4,670,708	3,824,743	77,101	-581,576	14	5,057,117	3,857,213	+31.1
Huntington-Ashland, W.Va.-Ky. (5)	676,959	553,653	608,743	558,339	68,216	-4,686	6	691,258	569,173	+21.4
Huntsville, Ala. (2)	.	.	.	.	.	.	4	262,526	195,542	+34.2
Indianapolis** (9)	3,057,254	1,693,729	2,660,842	1,838,660	396,412	-144,931	13	3,726,508	3,164,642	+17.7
Jackson, Miss. (4)	535,556	365,587	481,626	373,130	53,930	-7,543	6	890,673	546,642	+62.9
Jacksonville, Fla.** (1)	.	.	.	.	.	.	4	716,616	192,930	+271.4
Johnstown, Pa. (3)	156,273	91,279	212,366	131,528	-56,093	-40,249	5	199,424	137,208	+45.3
Kansas City, Mo. (7)	3,355,768	2,480,877	2,975,576	2,346,680	380,190	134,497	8	3,647,209	2,737,931	+33.2
Kingsport-Bristol, Tenn.	.	.	.	.	.	.	3	128,526	104,850	+22.5
Knoxville, Tenn. (1)	.	.	.	.	.	.	4	385,217	502,843	-33.4
Lancaster, Pa. (2)	.	.	.	.	.	.	5	992,314	919,403	+7.9
Lansing-East Lansing, Mich. (1)	.	.	.	.	.	.	5	532,486	447,691	+18.9
Las Vegas (3)	463,385	393,484	372,427	282,128	90,958	111,356	3	463,385	393,484	+17.7
Lexington, Ky. (2)	.	368,564	.	328,527	.	40,037	4	407,071	433,933	-6.2
Lima, Ohio (5)	448,580	.	469,779	.	-21,199	.	6	461,080	207,018	+122.7
Lincoln, Neb.** (2)	.	.	.	.	.	.	5	583,078	424,709	+37.2
Little Rock-North Little Rock, Ark.** (3)	808,949	672,151	883,107	674,319	-74,158	-2,168	5	934,241	726,129	+28.6
Los Angeles-Long Beach, Calif. (19)	13,703,219	13,251,799	11,966,245	12,733,624	1,736,974	518,175	24	16,505,366	13,859,623	+19.0
Louisville, Ky. (7)	1,218,976	745,976	1,196,149	1,176,718	-577,173	-430,742	8	1,287,524	752,631	+71.0
Lubbock, Tex.** (2)	.	.	.	.	.	.	4	212,990	133,719	+59.2
Madison, Wis. (3)	557,929	513,384	488,114	339,142	69,815	174,242	5	712,610	814,338	+15.9
McAllen-Pharr-Edinburg, Tex. (3)	450,982	218,463	548,938	393,167	-97,956	-174,704	3	450,982	218,463	+106.4
Melbourne-Titusville-Cocoa, Fla. (2)	.	.	.	.	.	.	6	368,188	234,815	+56.8
Memphis, Tenn. (4)	969,007	429,382	1,065,440	635,206	-96,433	-205,824	6	1,109,798	894,042	+24.1
Miami, Fla. (7)	2,560,309	2,272,892	3,619,424	2,759,629	-1,059,115	-486,737	10	2,835,448	2,534,505	+11.8

Metropolitan areas ³ (total stations reporting in 1975 in parentheses)	Independent FM ¹						Total FM			
	Total broadcast revenues		Total broadcast expenses		Total broadcast income		Total stations reporting	Revenues ²		% change
	1975	1974	1975	1974	1975	1974		1975	1974	
Milwaukee (10)	2,464,107	1,923,188	2,861,825	2,216,368	-197,518	-293,180	15	2,824,089	2,103,002	+34.2
Minneapolis-St. Paul (5)	1,257,077	939,842	1,626,047	1,315,861	-368,970	-376,019	11	2,354,708	1,459,038	+61.3
Mobile, Ala. (3)	544,877	380,938	365,488	316,776	179,389	64,162	7	841,329	398,477	+111.1
Monroe, La. (3)	244,304	171,919	197,805	163,666	46,499	8,253	4	324,490	218,589	+48.4
Montgomery, Ala. (1)	.	.	.	.	.	.	4	193,118	134,800	+43.2
Nashville-Davidson, Tenn. (5)	1,150,002	1,076,926	921,581	843,793	228,421	233,133	9	1,294,729	1,350,662	-4.2
Nassau-Suffolk, N.Y. (3)	1,387,193	1,072,789	1,256,177	1,047,097	131,016	25,892	8	2,109,405	1,713,590	+23.1
New Haven-West Haven, Conn. (3)	1,075,610	960,762	1,026,108	904,941	49,502	55,821	3	1,075,610	960,762	+11.9
New Orleans (6)	1,517,273	1,045,551	1,600,190	1,240,317	-82,917	-194,766	8	1,629,537	1,223,190	+33.2
New York (15)	17,411,607	13,533,292	16,380,208	12,619,201	1,031,399	914,091	17	17,454,966	13,741,392	+27.0
Newark, N.J. (3)	976,344	853,996	797,229	691,830	179,115	162,116	4	1,194,818	940,379	+27.0
NewPort News-Hampton, Va.** (1)	.	.	.	.	.	.	4	436,921	.	.
Norfolk-Virginia Beach-Portsmouth, Va. (2)	.	.	.	.	.	.	4	512,623	990,306	-48.3
Northeast Pennsylvania (4)	647,199	564,023	720,346	657,100	-73,147	-93,087	7	759,016	661,784	+14.6
Oklahoma City (9)	1,836,274	1,454,202	1,956,089	1,551,085	119,815	-96,863	10	1,940,017	1,468,244	+32.1
Omaha (1)	.	.	.	.	.	.	5	662,397	318,451	+108.0
Orlando, Fla. (5)	1,160,155	696,188	1,141,232	679,405	18,923	16,783	6	1,725,914	1,506,357	+14.5
Oxnard-Simi Valley-Ventura, Calif. (7)	673,339	488,518	726,603	590,501	-53,264	-1,983	7	673,339	488,518	+37.8
Parkersburg-Marietta, W. Va.-Ohio** (1)	.	.	.	.	.	.	3	121,678	.	.
Pensacola, Fla. (3)	401,548	301,283	308,851	251,292	92,697	49,991	4	446,890	346,555	+28.9
Peoria, Ill. (3)	423,858	.	386,323	.	37,535	.	3	423,858	371,824	+14.0
Philadelphia, Pa.-N.J. (10)	6,111,691	5,589,007	6,246,110	5,812,425	-134,419	-223,418	13	6,724,030	6,710,594	+2
Phoenix, Ariz. (5)	1,235,056	886,904	1,149,995	982,698	85,061	-95,794	5	1,235,056	886,904	+39.2
Pittsburgh, Pa. (6)	2,095,882	1,589,259	2,371,285	2,198,491	-275,403	-629,232	12	2,518,329	1,959,153	+28.5
Portland, Maine (2)	.	.	.	.	.	.	3	409,950	285,096	+43.7
Portland, Ore. (6)	838,067	420,306	1,090,623	673,495	-252,556	-253,189	8	1,385,892	976,753	+41.8
Poughkeepsie, N.Y. (1)	.	.	.	.	.	.	3	274,695	240,098	+14.4
Providence-Warwick-Pawtucket, R.I. (4)	562,605	311,414	579,780	344,890	-17,175	-33,476	4	562,605	369,160	+52.4
Raleigh-Durham, N.C. (3)	984,956	898,586	944,540	876,519	40,416	22,067	4	1,022,110	904,744	+12.9
Reno (4)	289,538	235,510	349,583	247,170	-60,045	-11,660	4	289,538	235,510	+22.9
Richmond, Va. (5)	1,263,539	1,068,091	1,145,538	952,338	116,001	115,753	6	1,311,860	1,121,960	+16.9
Riverside-San Bernardino-Ontario, Calif. (4)	237,674	.	260,003	.	-22,329	.	9	540,753	452,514	+19.4
Roanoke, Va. (2)	.	.	.	.	.	.	4	454,156	354,234	+28.1
Rochester, N.Y. (5)	928,713	746,476	1,075,698	998,907	-146,985	-252,431	8	1,645,466	1,397,898	+17.7
Rockford, Ill. (3)	404,068	238,215	395,392	305,843	8,676	-67,628	4	523,231	338,102	+54.7
Sacramento, Calif. (8)	2,012,136	1,374,110	2,079,607	1,789,706	-67,471	-415,596	8	2,012,136	1,374,110	+46.4
Saginaw, Mich. (3)	359,705	289,139	405,874	272,600	-46,169	-3,461	3	359,705	269,139	+33.6
Salinas-Seaside-Monterey, Calif.** (5)	444,396	383,438	547,808	633,369	-103,412	-249,931	6	639,745	519,024	+23.2
Salt Lake City-Ogden (3)	517,972	414,814	481,212	356,979	36,760	57,835	8	1,081,848	815,172	+32.7
San Antonio, Tex. (4)	557,361	481,594	762,353	819,135	-204,992	-337,541	7	766,399	998,204	-23.3
San Diego** (12)	2,079,779	1,739,536	2,582,756	2,340,282	-502,977	-600,746	12	2,079,779	1,749,019	+18.9
San Francisco-Oakland (14)	4,690,989	3,458,057	8,862,500	5,292,083	-2,171,511	-1,834,026	15	4,846,446	3,558,406	+36.1
San José, Calif. (7)	2,542,691	1,924,437	2,520,194	2,105,945	22,497	-181,508	7	2,542,691	1,924,437	+32.1
Santa Barbara-Santa Maria-Lompoc, Calif. (2)	.	.	.	.	.	.	3	286,617	198,832	+44.1
Sarasota, Fla.	.	.	.	.	.	.	3	479,871	377,604	+27.0
Savannah, Ga. (4)	729,708	710,447	786,727	668,915	-57,019	41,532	6	823,029	775,279	+6.1
Seattle-Everett, Wash. (8)	1,772,624	1,382,241	2,588,271	2,072,402	-815,647	-690,161	10	1,815,588	1,382,241	+31.3
Shreveport, La. (2)	.	.	.	.	.	.	5	299,752	214,140	+39.9
Sioux City, Iowa (2)	.	.	.	.	.	.	3	310,400	178,346	+74.0
Sioux Falls, S.D. (2)	.	.	.	.	.	.	3	107,995	.	.
South Bend, Ind. (4)	619,934	503,248	594,746	433,320	25,188	69,928	5	687,857	552,089	+24.3
Spokane, Wash. (2)	.	.	.	.	.	.	4	133,155	80,759	+64.8
Springfield, Ill. (2)	.	.	.	.	.	.	3	691,361	449,922	+53.6
Springfield, Mo. (2)	.	.	.	.	.	.	4	672,011	345,596	+94.4
St. Cloud, Minn. (1)	.	.	.	.	.	.	3	55,568	.	.
St. Louis, Mo. (10)	4,379,696	3,513,496	5,225,823	4,539,474	-846,127	-1,025,978	12	4,581,726	3,641,420	+25.8
Stockton, Calif. (3)	290,798	198,227	213,445	173,679	77,353	24,548	3	290,798	259,461	+12.0
Syracuse, N.Y. (4)	499,011	646,853	591,886	655,364	-92,875	-8,511	7	515,635	666,940	+77.3
Tacoma, Wash. (2)	.	.	.	.	.	.	3	118,305	.	.
Tallahassee, Fla. (2)	.	.	.	.	.	.	3	512,181	372,256	+37.5
Tampa-St. Petersburg, Fla. (4)	1,463,865	957,958	1,518,330	965,316	-54,665	-7,358	6	1,660,159	1,308,576	+26.9
Terre Haute, Ind. (5)	378,940	345,085	480,140	414,098	-101,200	-69,033	5	378,940	398,670	-5.0
Texarkana, Ark.-Tex. (3)	148,252	.	141,263	.	6,969	.	4	166,275	156,395	+6.3
Toledo, Ohio (9)	2,030,559	1,851,206	2,084,119	1,783,915	-53,560	67,291	10	2,582,406	2,255,718	+14.4
Topeka, Kan. (3)	404,695	.	476,725	.	-72,030	.	4	423,181	318,801	+33.5
Trenton, N.J. (3)	446,248	530,172	471,230	509,514	-24,982	20,658	4	464,729	548,740	-15.4
Tucson, Ariz. (2)	.	.	.	.	.	.	4	539,566	407,828	+32.3
Tulsa, Okla. (4)	553,233	359,545	628,868	473,238	-75,635	-113,693	7	908,279	679,317	+33.7
Utica-Rome, N.Y. (1)	.	.	.	.	.	.	3	383,480	299,909	+27.8
Washington (8)	5,932,062	4,260,062	5,531,458	3,759,859	400,604	500,203	12	6,316,197	4,845,262	+30.3
West Palm Beach-Boca Raton, Fla.** (5)	785,864	874,976	1,213,839	783,777	-427,975	-108,801	8	969,373	896,515	+8.1
Wichita Falls, Tex.** (3)	330,804	.	404,603	.	-73,799	.	3	330,804	.	.
Wichita, Kan.** (3)	878,706	.	786,559	.	92,147	.	5	1,055,754	381,586	+176.6
Wilmington, Del. (1)	.	.	.	.	.	.	3	462,883	457,213	+1.2
Wilmington, N.C. (1)	.	.	.	.	.	.	3	278,109	227,737	+22.1
Yakima, Wash. (1)	.	.	.	.	.	.	3	183,718	106,110	+73.1
York, Pa. (2)	.	.	.	.	.	.	4	798,153	615,805	+29.6
Youngstown, Ohio (1)	.	.	.	.	.	.	3	279,915	263,898	+6.0
Total (756)	210,253,850	166,936,421	212,778,612	175,985,728	-2,524,762	-9,049,307	1,170	254,246,722	205,032,767	+24.0
Non-metro areas										
Panama City, Fla. (2)	.	.	.	.	.	.	3	319,757	278,482	+14.8
Richmond, Ind. (2)	.	.	.	.	.	.	3	146,144	124,148	+17.7
Salina, Kan. (1)	.	.	.	.	.	.	3	291,363	.	.
Traverse City, Mich. (2)	.	.	.	.	.	.	3	360,872	330,426	+9.2
Total (9)	918,115	470,133	1,035,649	572,869	-119,534	-102,736	15	1,302,813	733,056	+77.7
Commonwealth and possessions										
Mayaguez, P.R. (2)	.	.	.	.	.	.	4	59,884	52,736	+13.5
Ponce, P.R. (1)	.	.	.	.	.	.	3	85,652	84,634	+1.2
San Juan, P.R. (3)	318,554	230,719	288,129	236,734	30,425	-6,015	7	476,576	328,896	+44.9
Total (6)	432,287	351,422	438,290	365,486	-6,003	-14,064	14	622,112	466,266	+33.4
Other Communities (12)	462,452	72,861	510,392	117,118	-47,940	-44,255	16	488,075	133,089	+266.7
Total (18)	894,739	424,283	948,682	482,602	-53,943	-58,319	30	1,110,187	599,355	+85.2

¹Includes 477 FM stations that are associated with AM stations but reported separately.

²Includes FM revenues for 1,009 AM/FM combination stations that reported some FM revenues.

³Only metropolitan areas with three or more stations reporting FM revenues are listed.

*Data Withheld to maintain confidentiality.

**Not all stations in this market operated for the full year.

9. How many radio stations won, how many lost

Number of AM and AM/FM¹ stations reporting profit by volume of total broadcast revenues, 1975
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting profits	Stations reporting profits of:									Less than \$5,000
			\$500,000 and over	\$250,000 to 500,000	\$100,000 to 250,000	\$50,000 to 100,000	\$25,000 to 50,000	\$20,000 to 25,000	\$15,000 to 20,000	\$10,000 to 15,000	\$5,000 to 10,000	
Revenues of:												
Over \$1,000,000	239	201	62	63	53	11	3	4	1	3	1	
\$500,000 to \$1,000,000	329	254		11	84	76	41	11	7	5	8	11
\$250,000 to \$500,000	933	634			24	158	191	43	45	67	53	53
\$200,000 to \$250,000	485	303				33	91	38	30	32	31	48
\$150,000 to \$200,000	638	370				19	80	34	52	47	65	73
\$100,000 to \$150,000	802	454				3	56	53	41	85	105	111
\$75,000 to \$100,000	395	201				1	14	9	25	33	48	71
\$50,000 to \$75,000	323	147					3	6	11	22	41	64
\$25,000 to \$50,000	142	47						1		4	9	33
Less than \$25,000	29	7									2	5
Totals	4,295	2,618	62	74	181	301	479	199	212	298	383	489

¹Excludes 465 FM stations that are associated with AM's but which reported separately.

Number of AM and AM/FM¹ stations reporting loss by volume of total broadcast revenues, 1975
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting losses	Stations reporting losses of:									Less than \$5,000
			\$500,000 and over	\$250,000 to 500,000	\$100,000 to 250,000	\$50,000 to 100,000	\$25,000 to 50,000	\$20,000 to 25,000	\$15,000 to 20,000	\$10,000 to 15,000	\$5,000 to 10,000	
Revenues of:												
Over \$1,000,000	239	38	5	11	9	6	5	1		1		
\$500,000 to \$1,000,000	329	75	5	8	16	18	14	3	1	1	4	5
\$250,000 to \$500,000	933	299	6	7	49	54	48	16	24	24	34	37
\$200,000 to \$250,000	485	162		3	21	26	21	11	16	21	16	27
\$150,000 to \$200,000	638	268		1	15	38	46	12	29	29	35	63
\$100,000 to \$150,000	802	348		4	10	27	58	15	26	38	66	104
\$75,000 to \$100,000	395	194		1	7	15	29	13	14	16	37	62
\$50,000 to \$75,000	323	176			4	5	20	10	13	23	36	65
\$25,000 to \$50,000	142	95			1		12	7	12	10	26	27
Less than \$25,000	29	22			2	1	3	1		2	6	7
Totals	4,295	1,877	16	35	134	190	256	89	135	165	280	397
Total Both		4,295	78	109	295	491	735	288	347	463	623	866

¹Excludes 465 FM stations that are associated with AM's but which reported separately.

Number of independent FM¹ stations reporting profit by volume of total broadcast revenues, 1975
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting profits	Stations reporting profits of:									Less than \$5,000
			\$500,000 and over	\$250,000 to 500,000	\$100,000 to 250,000	\$50,000 to 100,000	\$25,000 to 50,000	\$20,000 to 25,000	\$15,000 to 20,000	\$10,000 to 15,000	\$5,000 to 10,000	
Revenues of:												
Over \$1,000,000	15	14		6	7	1						
\$500,000 to \$1,000,000	46	30		2	12	7	6		1		1	1
\$250,000 to \$500,000	105	58			6	14	19	5	4	1	3	6
\$200,000 to \$250,000	42	28			1	2	10	3	1	7	2	2
\$150,000 to \$200,000	77	39				2	9	3	7	7	4	7
\$100,000 to \$150,000	120	46				1	6	1	5	12	7	14
\$75,000 to \$100,000	72	30						1	4	6	8	11
\$50,000 to \$75,000	72	10						1	1	2	2	4
\$25,000 to \$50,000	71	19							1	1	5	12
Less than \$25,000	31	4								1	1	2
Totals	651	278		8	26	27	50	14	24	37	33	59

¹Excludes FM stations that are associated with AM's but which reported separately.

Number of independent FM¹ stations reporting loss by volume of total broadcast revenues, 1975
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting losses	Stations reporting losses of:									Less than \$5,000
			\$500,000 and over	\$250,000 to 500,000	\$100,000 to 250,000	\$50,000 to 100,000	\$25,000 to 50,000	\$20,000 to 25,000	\$15,000 to 20,000	\$10,000 to 15,000	\$5,000 to 10,000	
Revenues of:												
Over \$1,000,000	15	1			1							
\$500,000 to \$1,000,000	46	16	1	3	7	2				1	2	
\$250,000 to \$500,000	105	47	1	8	10	5	9	1	2	4	5	2
\$200,000 to \$250,000	42	14		1	2	3	1	2	1	1	2	1
\$150,000 to \$200,000	77	38		2	3	7	13	2	4	3	1	3
\$100,000 to \$150,000	120	74			7	12	18	4	5	5	6	17
\$75,000 to \$100,000	72	42		1	5	5	5	3	4	7	6	6
\$50,000 to \$75,000	72	62			3	6	9	7	6	11	10	10
\$25,000 to \$50,000	71	52			3	5	5	5	10	10	4	10
Less than \$25,000	31	27		1		1	5	3	2	3	4	8
Totals	651	373	2	16	41	46	65	27	34	45	40	57
Total Both		651	2	24	67	73	115	41	58	82	73	116

¹Excludes FM stations that are associated with AM's but which reported separately.

10. Looking back to 1965

Radio financial data 1965-1975 (Industry totals)¹

A. Gross advertising revenues²

Year	Total ³ (\$ million)	Network ⁴		National and regional spot ⁵		Local ⁵	
		(\$ million)	% of total	(\$ million)	% of total	(\$ million)	% of total
1975	\$1,892.3	\$72.7	3.8	\$416.3	22.0	\$1,403.3	74.2
1974	1,755.9	60.3	3.5	386.8	22.0	1,308.8	74.5
1973	1,647.1	59.4	3.6	382.3	23.2	1,205.4	73.2
1972	1,547.7	65.0	4.2	384.3	24.8	1,098.4	71.0
1971	1,387.7	55.1	4.0	378.0	27.2	954.6	68.8
1970	1,256.8	48.8	3.9	355.3	28.3	852.7	67.8
1969	1,200.4	50.9	4.2	349.6	29.1	799.9	66.6
1968	1,130.3	54.7	4.8	342.2	30.3	733.4	64.9
1967	997.6	58.2	5.8	298.3	29.9	641.2	64.3
1966	957.7	57.4	6.0	292.6	30.6	607.6	63.4
1965	868.7	54.3	6.3	261.3	30.1	553.0	63.6

B. Broadcast revenues, expenses and income (in millions of dollars)

Year	Revenues ⁶			Expenses			Income ⁷		
	Total ³	AM, AM-FM ⁸	Independent FM	Total ³	AM, AM-FM ⁸	Independent FM	Total ³	AM, AM-FM ⁸	Independent FM
1975	\$1,725.0	\$1,479.7	\$245.3	\$1,634.4	\$1,384.3	\$250.1	\$ 90.7	\$ 95.4	\$ (4.8)
1974	1,603.1	1,409.7	193.4	1,519.0	1,314.9	204.1	84.1	94.8	(10.7)
1973	1,501.9	1,348.3	153.6	1,391.9	1,227.4	164.5	110.1	120.9	(10.8)
1972	1,407.0	1,292.1	114.9	1,272.6	1,145.0	127.6	134.3	147.0	(12.7)
1971	1,258.0	1,176.3	81.7	1,155.2	1,058.6	96.7	102.8	117.8	(15.0)
1970	1,136.9	1,077.4	59.5	1,044.0	973.4	70.6	92.9	104.0	(11.1)
1969*	1,085.5	1,040.3	45.5	985.0	929.2	55.8	100.9	111.2	(10.3)
1969**	1,085.6	1,052.4	33.4	985.0	946.1	38.9	100.9	106.4	(5.5)
1968	1,023.0	994.7	28.3	909.6	877.4	32.2	113.4	117.3	(3.9)
1967	907.3	884.7	22.6	826.5	799.7	26.8	80.8	85.0	(4.2)
1966	872.1	852.7	19.4	774.8	752.1	22.7	97.3	100.6	(3.3)
1965	792.5	776.8	15.7	714.7	695.7	19.0	77.8	81.1	(3.3)

¹Includes nationwide radio networks, AM stations and FM stations. Also includes compensation paid to affiliated stations by other networks (regional, state, etc.). Does not include the revenues retained by these other networks by their expenses.

²Gross advertising revenues are the total amount paid by advertisers for the use of broadcast facilities. They include commissions paid to advertising agencies and representative agencies, and cover charges for broadcast time, and programs, materials, facilities and services supplied by the broadcast industry in connection with the sale of time.

³Detail may not add to totals because of rounding.

⁴Network advertising revenues for years prior to 1969 were derived as follows: Sales of programs, material, facilities and service made in connection with sales of time were divided by .85 to yield a figure which included advertising agency commissions. The result of this calculation was added to national network time sales (before commissions) to arrive at the total national network figure. Compensation paid by other networks (regional, state, etc.) to affiliated stations was added to the national network figure to arrive at total network advertising revenues.

⁵National and regional advertising revenues for years prior to 1969 were estimated with the help of data obtained for the first time in 1969. These provided information on the precise amounts of broadcasting revenues derived from (1) the sale of time to national and local advertisers, (2) charges for programs, materials and facilities and services supplied in connection with sales of time, and (3) all other broadcast revenues. In prior years figures reported as "all other broadcast revenues" included some charges for programs, talent, materials and facilities supplied in connection with the sales of time. The amounts of the latter were estimated for years prior to 1969 by applying the ratios which prevailed in 1969. Local advertising revenues for years prior to 1969 were derived in the same fashion as described for national and regional advertising. Because clarifying instructions were issued in 1969 regarding the classification of time sales into national and local caution should be used in comparing these figures with prior years.

⁶Gross advertising revenues plus all other broadcast revenue less commissions.

⁷Before federal income tax. () denotes loss.

⁸Revenues, expenses and income of the nationwide networks, and compensation paid to affiliated stations by other networks are included with AM, AM/FM figures.

*This begins a new series. The revenues, expenses and income of FM stations that are associated with AM's in the same area but which reported separately are not included in the AM, AM/FM totals but are included in the independent FM totals. FM stations that are associated with AM stations in the same area were required to file separate reports if all or virtually all of the time on the AM and the FM stations was priced and offered for sale separately. Stations in this category were asked to make a reasonable allocation of joint revenues and expenses to the AM and FM stations separately.

**These figures are comparable with prior years. Data for the associated FM stations that reported separately are included in the AM, AM/FM totals and excluded from the independent FM totals.

FM financial data—1965-1975

Year	Total FM stations reporting	Total FM revenues (millions)	Independent FM stations			FM stations associated with AM's ¹ but reporting separately				
			Number of stations reporting	Revenues (millions)	Expenses (millions)	Income (millions)	Number of stations reporting	Revenues (millions)	Expenses (millions)	Income (millions)
1975	2,669 ²	\$308.6 ³	703	\$142.9	\$152.4	\$(9.4)	477	\$102.4	\$97.7	\$ 4.7
1974	2,552	248.2	678	128.0	141.1	(13.1)	397	65.4	63.0	2.4
1973	2,390	198.3	616	96.1	106.1	(10.0)	361	57.5	58.3	(0.8)
1972	2,328	151.9	590	77.4	86.2	(8.8)	275	37.5	41.4	(3.9)
1971	2,235	115.0	527	55.3	64.4	(9.0)	241	26.3	32.3	(6.0)
1970	2,105	84.9	464	40.6	46.8	(6.2)	225	18.9	23.8	(4.9)
1969	1,961	67.4	442	33.4	38.9	(5.5)	179	12.1	16.9	(4.8)
1968	1,866	53.2	433	28.3	32.2	(3.9)	"	"	"	"
1967	1,706	39.8	405	22.6	26.8	(4.2)	"	"	"	"
1966	1,575	32.3	381	19.4	22.7	(3.3)	"	"	"	"
1965	1,381	24.7	338	15.7	19.0	(3.3)	"	"	"	"

¹FM stations that are associated with AM stations in the same area were requested to file separate reports if all or virtually all of the time on the AM and the FM stations was priced and offered for sale separately. Stations in this category were asked to make a reasonable allocation of joint revenues and expenses to the AM and FM stations separately.

²Includes 480 stations that are part of AM/FM combinations but for which no FM revenues were reported.

³Includes \$63.3 million in FM revenues reported by joint AM/FM operations for which no separate FM report was submitted.

*Data not available.

() Denotes loss.

What's your network done for you lately?

An exclusive retail co-op information service free every month.

How can you increase your sales?

NBC Radio Network affiliates find out every month from the best and most experienced co-op advertising people in the country. So their sales departments can turn the information into solid orders. Orders which otherwise just might not have been written.

What else are we doing? News on the Hour, 24 hours a day, seven days a week. Expanded on-location weekend sports reports with Barry Tompkins. C.W. McCall and the only nationally broadcast program about CB radio. Consumer information

from Bess Myerson. Health tips from Hugh Downs. And five special 55-minute programs covering the first fabulous 50 years of the NBC Radio Network.

There's a whole lot more too. John Chancellor, David Brinkley, Joe Garagiola, Gene Shalit, Douglas Kiker, Edwin Newman, Tom Petit, Jack Perkins, and Steve Porter's "Update People."

Think about what your network's done for you lately. If it isn't doing everything from sending you a monthly Sales Dateline Service, to feeding 24 hourly newscasts every day, to providing significant programming from the top personalities in the business — it isn't giving you the kind of service that NBC Radio Network affiliates want. And get.



**NBC
Radio
Network**

NCTA contends NAB's figures don't match facts

Schmidt letter to Van Deerlin rebuts claim that Palm Springs typifies markets where cable has damaged conventional TV

The National Cable Television Association has accused the National Association of Broadcasters of sending the House Communications Subcommittee "a misleading and overstated analysis" of the impact distant-signal importation has on local station audience and revenues.

In a letter to Subcommittee Chairman Lionel Van Deerlin (D-Calif.) last week, NCTA President Robert Schmidt charged the NAB with "selectively omitting data necessary to measure the impact. . . ." Mr. Schmidt also claimed that the NAB used the Palm Springs, Calif., market, "a potentially worst-case example," to represent all TV markets.

Last month NAB President Vincent Wasilewski sent Mr. Van Deerlin data purporting significant audience reductions and revenue loss in markets with three or fewer local stations. The information followed up testimony given by Palm Springs broadcasters during the subcommittee's hearings this year on cable TV regulation (BROADCASTING, Oct. 4).

Among the problems with the NAB analysis, Mr. Schmidt said, is that "NAB has presented only information of [over-the-air] viewing loss in cable homes, without relating it to the total market audience potential." When this is factored in, he said, "we estimate a 12% audience fractionalization (in markets with less than

three stations), as compared to the 34.4% inferred by NAB."

Mr. Schmidt also said that "we must continue to stress the fact that audience fractionalization does not translate to revenue loss" and that NAB failed to present any data to prove that it does.

Concerning the Palm Springs market—which has two TV stations and which Arbitron's latest study put as the 187th of 208 markets—NCTA also showed conflicting percentages. Mr. Schmidt claimed a "maximum market audience fractionalization of 11%, as compared to the 45% inferred by NAB."

Mr. Schmidt also outlined the "atypical" nature of the Palm Springs market. Among the characteristics he cited were that it has one of the smallest ADI's in the country and the majority of smaller ADI's have only one commercial TV station; the entire population is located in two cities, each with a large, grandfathered system which began operation about 10 years before the TV stations there; 1974 Arbitron shows 63% cable penetration there, as opposed to a 34% average penetration in markets with less than three stations, and cable systems there are able to import nine Los Angeles systems, an amount of signals not normally available to an average system.

Too early for pay, say Canadian telecasters

Pay television may be inevitable in Canada but its "implementation at this time, within six to 12 months or even in the next few years, can only be premature." That warning was provided by the Canadian Association of Broadcasters in response to the Canadian Radio-Television and Telecommunications Commission's request for comments on pay-TV development.

Earlier this year a shift in government policy was forecast by Communications

Minister Jeanne Sauve, who said introduction of pay TV on a large scale was inevitable.

The CAB claimed that there is no significant public demand for pay service and that "American 'success' stories of pay TV should be examined closely. Their success is not certain or universal and the American development would not parallel ours." If inaugurated, the CAB said pay TV would cause such problems as audience fragmentation, increased importation of foreign material, siphoning of existing programs and increased operational costs. It also argued that pay programming could be reserved for an economic elite.

However, should the government go ahead with pay, the CAB urged that "a pay-TV agency, if introduced, should be privately owned and controlled by broadcasters."

Access refusal puts cable system on spot

Rejected nonoperator gets FCC to take action against Times Mirror CATV

TM Communications Co. has been asked by the FCC to explain why it won't allow a nonoperator leased-channel access time, on its Escondido, Calif., cable system.

TM, owned by the Times Mirror Co. (Los Angeles), failed to make "a reasonable effort" to provide access-channel time to Pacific Cablevision, the FCC said. Pacific is a nonoperator, a corporation organized to provide pay cable programming on CATV systems.

Pacific had charged that TM refused to make time available to it, while allowing TM Program Services Inc., a TM programming subsidiary, access-channel time. Pacific said TM therefore was engaging in anti-competitive and discriminatory practices.

TM, in opposing the complaint, said that the arrangement with TM Program Services was not a leasing arrangement but merely a bookkeeping convenience, that its past use of a channel for pay cablecasting was only experimental and that it was not a common carrier forced to lease a channel to Pacific.

The FCC said it requires cable operators to make a "reasonable effort" to provide channel time to nonoperator programmers if it has the technical capability. The commission said TM didn't argue that it had refused Pacific's requests to perform tests to determine whether an additional channel could be accommodated by the TM system, and that it didn't matter whether TM Services was a convenient bookkeeping subsidiary or an independent commercial lessee. In neither case, the commission said, should TM Services be given preferential treatment.

The commission said TM had not made "reasonable efforts" and ordered the company to appear in hearing, or, if it wishes to waive its right to a hearing, submit its written statement.

Cable Briefs

How high the moon. FCC denied petition by city of Paducah, Ky., asking commission to require that Comcast Cable of Paducah Inc., granted certificate of compliance by FCC last June, provide converters to every subscriber. City also asked commission to clarify whether franchise could voluntarily provide system with higher technical standards and access capability than required by FCC rules. FCC said it could.

Deal. Becker Communications Associates, Chicago, has closed \$850,000 senior secured loan, due 1986, to Vail (Colo.) Cable Communications Inc. Cable company has purchased system serving more than 2,800 subscribers in Vail and surrounding areas from Tele-Communications Inc., Denver. According to Becker Communications, it has now committed more than \$50 million to CATV and broadcast industries since Becker's formation in 1973.

Nominees. National Cable Television Association has put out call for nominations for its annual technical operation and engineering development awards. Winners—selected by Society of Cable Television Engineers—will be named at NCTA convention in Chicago next April. Nominations, with brief biography and comments on candidate's contributions, should be sent by Jan. 17, 1977, to *Delmer Ports, NCTA vice president for engineering, 918 16th Street, N.W., Washington 20006.*

Washington guest. FCC Commissioner Benjamin Hooks was scheduled to be in Birmingham, Ala., last Friday (Nov. 5) for dedication of American Television and Communication Corp.'s new system there. System, which turned on service for initial subscribers late last month, expects to pass 100,000 homes once four-year construction plan is completed. System is ATC's largest construction commitment.

The Broadcasting Playlist Nov 8

Contemporary

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

Playback

Non-stop superstar. Elton John's *Sorry Seems to Be the Hardest Word* (Rocket/MCA) is two weeks old and bolting (at No. 28 on "Playlist"). From his new *Blue Moves* double record set, this tender love song is "back to another time and place for Elton ... reminiscent of his earlier work but much more complicated," says Ricki Gayle of MCA in Los Angeles. Frank Falise, also of MCA, says: "We know we've got a gold mine. People regard *Sorry* as one of his better accomplishments. We know it's better and should go to No. 1 before long." KCBO(AM) San Diego's Kathy Aunan agrees. She describes it as more of his old style, with piano and voice dominating. Others playing Elton are KJR(AM) Seattle, KLIF(AM) Dallas and WOGY(AM) Minneapolis. Other singles are planned. **Soft touch.** Firefall's *You Are the Woman* (Atlantic) is another love ballad success. At No. 25, it's the second single from its only album. Firefall is a new amalgamation of spinoffs from earlier rock 'n' roll bands. Betty Lannachi of Atlantic lists them as: Rick Roberts from Burrito Bros., Mark Andes from Spirit and Jo Jo Gunne, Jock Bartley from Zephyr, Michael Clark from the Byrds, David Muse and Larry Burnett. The result is a crisp country rock sound that's moving at WCOL(AM) Columbus, Ohio, WPGC(AM) Washington and WSAI(AM) Cincinnati.

Country

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a	10a-3p	3-7p	7-12p
1	1	You & Me (3:22)	1	1	1
		Tammy Wynette—Epic			
15	2	Thinking of a Rendezvous (3:22)	5	2	2
		Johnny Duncan—Columbia			
3	3	Her Name Is (2:17)	4	3	3
		George Jones—Epic			
4	4	A Whole Lotta Things to Sing... (2:42)	2	7	6
		Charley Pride—RCA			
2	5	Somebody Somewhere (3:00)	3	8	5
		Loretta Lynn—MCA			
5	6	Cherokee Maiden (2:56)	7	4	4
		Merle Haggard—Capitol			
7	7	Among My Souvenirs (2:32)	8	8	7
		Marty Robbins—Columbia			
6	8	Living It Down (2:30)	8	9	8
		Freddy Fender—ABC/Dot			
8	9	I'm Gonna Love You (2:52)	10	10	9
		Dave & Sugar—RCA			
—	10	Baby Boy (3:04)	11	5	11
		Mary Kay Place—Columbia			
23	11	9,999,999 Tears (3:00)	9	12	10
		Dickey Lee—RCA			
11	12	All I Can Do (2:23)	16	11	14
		Dolly Parton—RCA			
9	13	Here's Some Love (2:59)	13	13	12
		Tanya Tucker—MCA			
12	14	The Games Daddies Play (3:00)	17	14	13
		Conway Twitty—MCA			
13	15	Peanuts and Diamonds (3:10)	15	16	15
		Bill Anderson—MCA			
14	16	Show Me a Man (2:53)	12	15	16
		T.G. Sheppard—Hitsville			
16	17	Come On In (2:40)	18	18	17
		Sonny James—Columbia			
17	18	I Don't Wanna Talk It Over... (2:50)	14	23	18
		Connie Smith—Columbia			
—	19	Hillbilly Heart (2:55)	19	22	20
		Johnny Rodriguez—Mercury			
10	20	I Don't Want to Have to Marry You (3:03)	25	20	19
		Jim Ed Brown & Helen Cornelius—RCA			
22	21	I Wonder If I Ever Said Goodbye (3:30)	*	17	24
		Johnny Rodriguez—Mercury			
—	22	Willie, Waylon and Me (3:09)	20	25	*
		David Allan Coe—Columbia			
—	23	Thank God I've Got You (2:17)	22	*	23
		Statler Bros.—Mercury			
—	24	Fox on the Run (2:03)	21	*	22
		Tom T. Hall—Mercury			
18	25	Let's Put It Back Together Again (3:16)	*	*	21
		Jerry Lee Lewis—Mercury			

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.

Fates & Fortunes[®]

Media

Elissa L. Lebeck, manager of market research, advertising and promotion; NBC Stations Division, New York, named director of research, Corinthian Broadcasting Corp., New York.



Lebeck



Coulter

Richard M. Coulter, assistant general manager and general sales manager, WIS-TV Columbia, S.C., appointed general manager, replacing **Todd A. Spoerl**, resigned. **Terry P. Hourigan**, assistant general manager, WIS(AM) Columbia, named general manager.

William A. Musser has resigned as VP-general manager of WOKO(AM) Albany, N.Y., and as VP of parent, Welcome Radio Inc., group owner. Future plans not announced.

Mary Norton Shands, daughter of late George W. Norton Jr., founder of WAVE-AM-TV Louisville, elected to new office of vice chairman of board, Orion Broadcasting Inc., Louisville, group owner whose holdings include WAVE stations. She has been Orion director since 1964 and president of WAVE Foundation.

Edward R. Lacey, treasurer of AVC Corp., parent of WPHL-TV Philadelphia, appointed WPHL-TV VP, finance. **Ted Baze**, station manager, named VP/station manager.

Gregg R. McPeck, announcer, KFOG(FM) San Francisco, promoted to operations manager/public affairs director.

Bill Butler, from promotion department, WLWT(TV) Cincinnati, named promotion director, WSPA-TV Spartanburg, S.C. **Sandra Schuck**, WSPA-TV artist, promoted to art director.

Newly elected officers, Ohio Association of Broadcasters: **Stephen Zerkowitz**, WMVO-AM-FM Mount Vernon, president; **Neal Van Ellis**, WKYC-TV Cleveland, first VP; **Gunther Meisse**, WVNO-FM Mansfield, second VP.

RAB choices. **Arthur W. Carlson**, radio VP of group owner Susquehanna Broadcasting Co., York, Pa., was elected chairman of the Radio Advertising Bureau for 1977, succeeding **Harold L. Neal Jr.**, president of ABC Radio. **Elmo Ellis**, Cox Broadcasting, was named to succeed Mr. Carlson as executive committee chairman, and **George Duncan**, Metromedia Radio, to succeed Mr. Ellis as finance committee chairman. **Frank Boyle** of Eastman Radio and **Aian Torbet** of Torbet-Lasker were named to the board.

Two new board committees were formed, for high-level contact with radio leaders not now in RAB: Larger markets leadership liaison committee, headed by **George W. Armstrong** of Storjor Broadcasting, and smaller markets leadership liaison committee, led by **Richard W. Chapin** of Stuart Enterprises.

Broadcast Advertising

Edward L. Lubin, Western manager, ABC-FM Spot Sales, Los Angeles, appointed to newly created position of national marketing director. **Timothy J. Hahnke**, account executive for ABC-FM Spot Sales, New York, promoted to Western manager.

Anthony J. Lenge, assistant treasurer, **Barry J. Wagner**, attorney, and **Patrick J. Walsh**, senior producer, named VP's of BBDO International, New York.

Keith L. Reinhard, senior VP and in charge of all creative services for Needham, Harper & Steers, Chicago, elected executive VP, remaining senior creative officer there.



Reinhard



Klein

Donald M. Klein, VP and creative group head, Dancer-Fitzgerald-Sample, New York, appointed VP and creative director.

Walter Trueman, director of creative services, Comart/Aniforms, New York production firm, named senior VP/creative department manager, SSC&B there.

Don P. Bouloukos, account executive, WLS(AM) Chicago, promoted to national sales manager. **Aldona Masillonis**, sales presentation manager, ABC Radio, Chicago, named re-

search director of ABC-owned WLS.

Jeanne Oates, general sales manager, WRC(AM) Washington, appointed sales manager, WAVA(AM) Arlington, Va. (Washington).

Lois Block, freelance producer, Waring & LaRosa, New York, becomes full-time radio/TV producer there. **Marianne Hussey**, with Dancer-Fitzgerald-Sample, New York, named W&L account executive.

Don Harris, chairman, 339 Focus Inc., New York commercial production firm, named account executive, national sales, CBS Television, New York.

Chris Pfeifer, research manager, Television Advertising Representatives, New York, named associate research director of newly created Kaiser Broadcasting Spot Sales, there.

James T. Bell, associate media director, and **Donald S. Higgins**, creative supervisor, Grey Advertising, New York, named VP's.

Sheri Sadler, assistant media buyer, Ogilvy & Mather, Los Angeles, appointed media buyer.

Richard W. Smith, director of market research, BBDO, Detroit, elected VP.

Hooper White, VP, executive producer, Leo Burnett, Chicago, leaving to form TV commercial production consultancy firm, **Hooper White Co., Barrington, Ill.**

Gary Bolton, general sales manager, WYTV(TV) Youngstown, Ohio, appointed sales manager, WPGH-TV Pittsburgh.

Margaret Heyburn, account executive, WDRQ(FM) Detroit, promoted to sales manager.

Wayne Krögfoss, account executive, WCCO-TV Minneapolis, named local sales manager.

Jeannette White, traffic manager, Illinois Bell Telephone Co., joins D'Arcy-MacManus & Masius, St. Louis in same capacity.

William G. Smith, general manager, KRIZ(AM)

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Continental Electronics

Phoenix, named national sales manager, KOOL-AM-FM Phoenix.

Stan Jump and **Wayne Croasdel**, sales representatives, WESH-TV Daytona Beach, Fla., promoted to local sales manager and sales development manager, respectively.

Programing

Christopher Seltz, producer on various network TV series and films, named director of film production, operations and administration, ABC Television. He succeeds **Marty Katz**, resigned.



Leipziger

Nat Leipziger, VP of programing and production, ITC Entertainment, New York, named to newly created post, executive VP of programing and production, with responsibility for domestic and Latin American television as well as theatrical liaison.

Merrill Karpf, executive VP, Quinn Martin Productions, Hollywood, appointed to newly created post of chief operating officer and to QM board of directors.

Larry Berkowitz, in business affairs department, Columbia Pictures Television, Burbank, Calif., named director of studio business affairs. **Georgé Miller**, Midwestern sales representative for CPT in Chicago, promoted to director of Midwestern sales there.

Brad Sham, public relations director, Chicago Sting professional soccer team, named assistant sports director, KRLD(AM) Dallas.

Ron Nickell, executive VP, Gulfstream Broadcasting and general manager of Gulfstream's WFTB(AM)-WLQY(FM) Fort Pierce, Fla., named VP/general sales manager, TM Programing, Dallas.

Charlie McAlexander, sports director, WLBT(TV) Jackson, Miss., named sports reporter, WREG-TV Memphis.

Therese A. Keane, telecommunications assistant, Smithsonian Institution, Washington, joins noncommercial WETA-FM there as producer.

John Lanpher, production assistant, WATU-TV Augusta, Ga., named field producer, WDTB-TV Panama City, Fla.

Broadcast Journalism

Stan Turner, associate news director, KSTP-TV Minneapolis-St. Paul, appointed news director.

Joyce Ozarchuk, administrative assistant to executive producer of special events, CBS News, Radio, New York, named assistant producer, special events, CBS News, Radio.

Al Snyder, production manager, motion picture division, U.S. Information Agency, Washington, named executive producer, WMAQ-TV Chicago's 90-minute 4:30 p.m. newscast. **Gene Randall**, reporter, KTVI(TV) St. Louis, named to same position at WMAQ-TV.

Bob Burton, news director, KMGH-TV Denver, named to same post, WNYS-TV Syracuse, N.Y.

Pamela Willsey, news and public affairs director, WBBM-FM Chicago, named news field producer, WBBM-TV there.

Margo Spitz, reporter, KIII-TV Corpus Christi, Tex., named to same position, KENS-TV San Antonio, Tex.

John Spain, assistant news director, WBRZ(TV) Baton Rouge, promoted to news director.

Charles E. Levy, chief meteorologist, KAMR-TV Amarillo, Tex., named to same post, KETV(TV) Omaha.

Ray Pohlman, anchorman, WREG-TV Memphis, named assistant news director. **Paul Barnett**, reporter, appointed assistant news director of civic and governmental affairs.

Robert L. Beda, from WKBN-AM-FM Youngstown, Ohio, joins WBKC(AM) Chardon, Ohio, as news director. **John Nelson**, from noncommercial WUJC(AM) University Heights, Ohio, joins WBKC as news editor/sports director.

Jim Gratton, graduate, Ithaca (N.Y.) College, joins WVIP-AM-FM Mount Kisco, N.Y., as reporter/anchor.

Carol Gable, reporter/anchor, WJHG-TV Panama City, Fla., joins WLOS-TV Asheville, N.C., as reporter.

Frank Deaner, news director, WHIZ-AM-FM-TV Zanesville, Ohio, named assistant news director/assignment editor, WKYT-TV Lexington, Ky.

Thomas Howard, assignment editor, WRBL-TV Columbus, Ga., named news director, WDTB(TV) Panama City, Fla.

Paul Newburgh, KFGO(AM) Fargo, N.D., elected president of North Dakota Associated Press Broadcasters. **John Williams**, KCJB(AM) Minot, elected VP.

Bill Avery, Kelo-TV Sioux Falls, S.D., elected president of South Dakota Associated Press Broadcasters. **Tom Shreiner**, KSFY-TV Sioux Falls, elected VP.

Cable

Robert Blodeau, engineering VP, Suburban Cablevision, East Orange, N.J., re-elected president, Society of Cable Television Engineers. Other national officers: **Frank Blas**, Tele-Vue Systems, Pleasanton, Calif., Western VP; **Glenn Chambers**, Fox Cities-ATC, Appleton, Wis., Eastern VP, and **Charles Tepfer**, C. Tepfer Publishing, Ridgefield, Conn., secretary-treasurer. Messrs. Blas and Tepfer are re-elected officers.

Equipment & Engineering

K. Blair Benson, VP and director of engineering, Goldmark Communications Corp., Stamford, Conn., named manager of technical operations for Teletronics International, New York, video communications firm.

Joseph Novik, product analyst, RCA Broadcast Division, Camden, N.J., named marketing manager, Belar Electronics Laboratory, Devon, Pa.

Jeffrey A. Leyton, associate counsel, Berkey Photo, New York, named assistant secretary, Conrac Corp., there.

David J. Degenkolb, senior engineer, Deluxe General, Hollywood, appointed fellow of Society of Motion Picture and Television Engineers, honor conferred on those individuals "recognized as outstanding contributors to the technical growth of the motion picture and television industries."

Allied Fields

Jan Gay, son of former group owner, Connie B. Gay, named chief of compliance branch of FCC's Complaints and Compliance Division, Washington, succeeding **Merlin Smith**, retired. Mr. Gay was formerly legal assistant to division chief, William P. Ray.

Henry Bowen, of FCC's general counsel's office, to enter private law practice in Charleston, W.Va.

Don Brewer, news director, noncommercial KSAC(AM) Manhattan, Kan., joins University of Arkansas Cooperative Extension Service, Little Rock, as extension radio specialist.

Deaths

Arthur R. Kershaw, 53, retired New England broadcaster, died of apparent heart attack Oct. 22 in Warwick, R.I. During 23 years at WJAR-AM-TV Providence, R.I., Mr. Kershaw served as disk jockey, radio and TV reporter and anchorman. He is survived by sister and one nephew.

John Merritt, 45, assistant chief engineer, WALA-TV Mobile, Ala., died of heart attack at station Oct. 26. He is survived by his wife, Joyce, one daughter and one son.



Inducted. The three latest members of the American Advertising Federation's Advertising Hall of Fame were elected at the AAF's board meeting. The new additions to the roster, begun in 1949, are (l-r): William Bernbach, chairman of the executive committee of Doyle Dane Bernbach; Victor Elting Jr., former advertising vice president for Quaker Oats, and David Ogilvy, founder and creative head of Ogilvy & Mather.

As compiled by BROADCASTING for the period Oct. 25 through Oct. 29 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz.—kilohertz. kw.—kilowatts. MEOV—maximum expected operation value. mhz.—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w.—watts. *—noncommercial.

New stations

TV applications

■ Fort Wayne, Ind.—Ontario Corp. seeks ch. 55 (716-722 mhz); ERP 599.41 kw aur., HAAT 782.9 ft. P.O. address: c/o Robert W. Faull, 1403 Three Rivers E., Fort Wayne 56802. Estimated construction cost \$1,000,000; first-year operating cost \$950,000; revenue \$750,000. Legal counsel Schwartz and Woods, Washington; consulting engineer Steel, Andrus & Adair. Principals: Van P. Smith (33.4%), James A. Nolan (21.3%), and Marion R. Skinner (16.9%). Mr. Smith is president of Ontario Corp., Muncie, Ind.-based alloy forging company. Mr. Nolan is vice president and Mrs. Skinner is wife of William Skinner, marketing vice president and holder of 2.3% in applicant. Ann. Oct. 29.

AM applications

■ Omaha, Neb.—Nebraska-Iowa Broadcasting seeks 1290 khz, 5 kw-U. P.O. address: 1175 Woodmen Tower, Omaha 68102. Estimated construction cost \$403,044.51; first-year operating cost \$421,602; revenue \$600,000. Format: adult rock. Principals: William F. Dugan, Marshall E. Faith, Susan B. Hokanson, Marietta A. Horning, Thomas L. Moser, Arthur B. Pittman and Michael J. Tracy each own 13-1/3%. Mr. Dugan owns funeral homes in Nebraska. Mr. Faith is president of Omaha grain merchandising firm. Miss Hokanson has interest in Omaha apartment building. Miss Horning is Omaha real estate broker. Mr. Moser is secretary-treasurer of Council Bluffs, Iowa, truck body and hoist manufacturing firm. Mr. Pittman is Omaha veterinarian. Mr. Tracy is applicant for new FM station in Scotts Bluff. Applicant is applying for facilities of KOIL(AM)-KEFM(FM) Omaha. Ann. Oct. 26.

■ Omaha, Neb.—Omaha Broadcasting Service seeks 1290 khz, 5 kw-U. P.O. address: 1500 Woodmen Tower, Omaha 68102. First-year operating cost \$864,000; revenue \$270,000. Format: MOR. Principals: James P. Storer (20%), Richard E. Lozier (17%), David C. Erickson (10%), Joyce J. Mammel (10%), Ray M.

Stanfield (10%) and 10 others with less than 10% interest. Mr. Storer has minority interest in group owner, Storer Broadcasting. Mr. Lozier has interests in Omaha store fixture manufacturing firm and Des Moines, Iowa, motel. Mr. Erickson is Omaha lawyer. Mrs. Mammel is housewife. Mr. Stanfield has interest in applicant for new FM station in Pasadena, Calif. Applicant is seeking facilities of KOIL(AM)-KEFM(FM) Omaha. Ann. Oct. 26.

AM actions

■ Kentwood, Mich.—Richard L. Culpepper seeks 1140 khz, 5 kw-D. P.O. address: 8018 Swift Road, Battle Creek, Mich. 49017. Estimated construction cost \$120,074; first-year operating cost \$50,000; revenue \$100,000. Principal: Mr. Culpepper (100%) is repairman with Battle Creek electric power company (BP-20010). Action Oct. 15.

FM applications

■ Palm Springs, Calif.—Westminster Broadcasting Corp. seeks 100.9 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 1626, Palm Springs 92262. Estimated construction cost \$83,484; first-year operating cost \$83,360; revenue \$60,000. Format: Classical, jazz. Principals: Morris H. Bergreen (80%) and brother, Bernard D. Bergreen (20%), also own KCMJ(AM) Palm Springs. Ann. Oct. 7.

■ Alachua, Fla.—Alachua Broadcasting seeks 104.9 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 14286 Gainesville, Fla. 32604. Estimated construction cost \$111,070.87; first-year operating cost \$69,320; revenue \$75,000. Format: Standard pops. Principals: James E. Forsman (45%), Roy E. Kinsey Jr. (45%) and Robert L. Ballantine (10%). Mr. Forsman owns Gainesville, Fla., retail clothing stores. Mr. Ballantine is general sales manager of WGGG(AM) Gainesville. Mr. Kinsey has interests in Daytona Beach, Fla., electronic amusement game firm and concert promotion company. Ann. Oct. 7.

■ Omaha, Neb.—Nebraska-Iowa Broadcasting seeks 96.1 mhz, 100 kw, HAAT 319 ft. P.O. address: 1175 Woodmen Tower, Omaha 68102. Estimated construction cost \$135,915.89; first-year operating cost \$83,520; revenue \$250,000. Format: Adult rock. Principals: William F. Dugan, Marshall E. Faith, Susan B. Hokanson, Marietta A. Horning, Thomas L. Moser, Arthur B. Pittman and Michael J. Tracy each own 13-1/3%. Mr. Dugan owns funeral homes in Nebraska. Mr. Faith is president of Omaha grain merchandising firm. Miss Hokanson has interest in Omaha apartment building. Miss Horning is Omaha real estate broker. Mr. Moser is secretary-treasurer of Council Bluffs, Iowa, truck body and hoist manufacturing firm. Mr. Pittman is Omaha veterinarian. Mr. Tracy is applicant for new FM station in Scotts Bluff. Applicant is applying for facilities of KOIL(AM)-KEFM(FM) Omaha. Ann. Oct. 26.

FM actions

■ Anchorage-Christian Voice of Alaska. Broadcast Bureau granted 100.5 mhz, 25 kw., HAAT —307.5 ft. P.O. address: 3824 De Barr Rd., Anchorage 99504. Estimated construction cost \$49,750; first-year operating cost \$56,000; revenue \$126,380. Format: gospel.

Principals: Jack D. Gwaltney, Jerry W. Nichols and Bret R. Allard (33 1/3% each). Mr. Gwaltney is insurance agent. Mr. Nichols is director of communication for airline and former chief engineer for KJNP(AM) North Pole, Alaska, and Mr. Allard is petroleum engineer. Action Oct. 15.

■ *KCMK(FM) Glenwood Springs, Colo.—Broadcast Bureau forfeited CP and deleted call letters since CP which authorized construction expired July 30. Action Oct. 19.

■ Yuma, Col.—Cen-Ten Productions. Broadcast Bureau returned as unacceptable application for CP for new station on 100.9 mhz since application was submitted after institution of current limited "closed" season. Action Oct. 13.

■ *Orlando, Fla.—Oak Ridge High School—Broadcast Bureau granted CP for new noncommercial educational station on 89.3 mhz; condition (BPED-2129). Action Oct. 14.

■ Galesburg, Ill.—Broadcast Bureau returned as unacceptable application for new station since proposed site is short-spaced with licensed site of KGRC-FM, Hannibal, Mo. Action Oct. 12.

■ Farmington, Mo. KBOA Inc.—Broadcast Bureau granted CP for new station on 98.5 mhz; ERP 100 kw (H&V); ant. height 870 ft. (H&V); remote control permitted (BPH-9714). Action Oct. 13.

■ Mandan, N.D.—Central Dakota Enterprises. Broadcast Bureau granted 104.9 mhz, 3 kw., HAAT 287 ft. P.O. address: Box 1836, Bismarck, N.D. 58501. Estimated construction cost \$82,150; first-year operating cost \$50,000; revenue \$72,000. Format: Standard pop. talk, religious. Principals: Nonstock corporation is made up of Harold Erickson, president of Christian Enterprises, licensee of KGLE(AM)-KIVE(FM) Glendive, KGVW-AM-FM Belgrade, KURL-AM-FM Billings, KALS(FM) Kalispell, all Montana and KKIM(AM) Albuquerque, N.M.; Lewis S. Robinson, retail store manager; Walter Sherman, insurance representative, L.E. Wood, cement contractor and Alvin J. House, jeweler and gift shop owner. Action Oct. 14.

■ Ottawa, Ohio—Triplett Broadcasting Co. Commission granted 106.3 mhz, 3 kw, HAAT 267 ft. P.O. address: c/o Wendell A. Triplett, Lafayette Ave., Route 1, Marlton, N.J. 08053. Estimated construction cost \$55,142; first-year operating cost \$34,638; revenue \$60,000. Format: Standard pops, easy listening. Principals: Wendell A. and Robert S. Triplett (82.1% and 17.9% respectively). Wendell Triplett has apartment interests. Triplett's own same interests in WTOG(AM)-WOGM(FM) Bellefontaine, and CP for WYAN-FM Upper Sandusky, both Ohio. Action Oct. 13.

■ Floresville, Tex.—Alfonso Bazan Gonzalez. Broadcast Bureau granted CP for new station on 94.3 mhz; ERP 3 kw (H&V); ant. height 99 ft. (H&V); (BPH-9523). Action Oct. 14.

FM starts

■ WZOL Luquillo, P.R.—Authorized program operation on 92.1 mhz, ERP 3 kw, HAAT 110 ft. Action Oct. 18.

Ownership changes

Applications

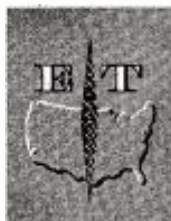
■ WBRX(AM) Berwick, Pa.—Seeks transfer of control of Berwick Broadcasting from Edward R. Newman (100% before; none after) to William and Elizabeth Brady (none before; 100% after). Consideration: \$292,500. Principals: Mr. Newman has no other broadcast interests. Mr. Brady is news director of KDKA(AM) Pittsburgh. Ann. Oct. 28.

■ WZAP(AM) Bristol, Va.—Seeks assignment of license from 690 Radio Inc. to RAM Communications Inc. for \$275,000 plus 65% of accounts receivable at closing. Seller, owned by Citizens & Southern National Bank as executor of estate of James S. Ayers, is also licensee of WBAC(AM) Cleveland, Tenn. Buyer is owned by R.A. Morris (50%), James J. Dougherty (25%) and Jimmy L. Worrell (25%). Mr. Morris is vice president and general manager of WZAP. Mr. Dougherty owns Bristol, Tenn., commercial and investment realty firm and is chairman of bank there. Mr.

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Worrell is president of Bristol, Va., wholesale oil and gas firm. Ann. Oct. 28.

■ **KQIN(AM)** Burien, Wash.—Seeks assignment of license from Suburban Broadcasters to Thomas W. Reed for \$160,000. Seller is owned by John W. Mowbray and Anthony E. Thein who have no other broadcast interests. Buyer owns TWR Enterprises, Spokane, Wash., advertising, rep and radio production company. Ann. Oct. 28.

Actions

■ **KBUZ-AM-FM** Mesa, Ariz. (AM: 1310 khz, 5 kw-D, 500 w-N; FM: 104.7 mhz, 100 kw)—Broadcast Bureau granted assignment of license from KBUZ Inc. to Southwestern Media for \$1.2 million. Sellers: Edwin G. Richter (30%), H. Lee Druckman (30%), Frank Kalil (15%) and Howard Duncan (10%); also own KAIR-AM-FM Tucson. Mr. Richter also has interest in WYTV(TV) Youngstown, Ohio. Buyer is Lowell Homberger, Bay City, Mich., broadcast consultant (BAL-8740, BALH-2324, BALST-311). Action Oct. 21.

■ **WCNX(AM)** Middletown, Conn. (1150 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Middlesex Broadcasting Co. to WCNX Inc. for approximately \$335,000. Principals in seller are William J. O'Brien, Jr. and brother Richard J. O'Brien (50% each) who have no other broadcast interests. Buyer also owns WKVT(AM) Brattleboro, Vt. Action Oct. 21.

■ **KYOR-AM-FM** Blythe, Calif. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 100.3 mhz, 35 kw)—Broadcast Bureau granted assignment of license from KYOR Inc. to Blythe Radio for \$335,000. Principals: Seller is owned by Robert B. Roddy who also owns KPAG(AM) Pagosa Springs, Colo. Buyer is owned by Robert R. Hull, former Los Angeles regional membership executive of Associated Press, who has no other broadcast interests (BAL-8776, BALRE-3079, BALH-2340, BASCA-765, BALST-320). Action Oct. 20.

■ **WIVY-AM-FM** Jacksonville, Fla. (AM: 1280 khz, 5 kw-D; FM: 102.9 mhz, 29 kw)—Broadcast Bureau granted transfer of control of Jacksonville Broadcasting Corp. from Y. Kirby, Robert Lieb and Edwin Laughlin (100% before; none after) to Torrid Broadcasting Corp. (none before; 100% after). Consideration: \$1,250,000. In simultaneous transactions, Torrid will sell WIVY(AM) to Hayes Broadcasting Corp. for \$250,000. Jacksonville's principals are Edwin B. Laughlin (50%), Y. Thomas Kirby (25%) and Robert E. Lieb (25%) who have no other broadcast interests. Torrid is owned by Allen Weiner who also owns KOME(FM) San Jose, Calif. Hayes is owned by Patrick F. Hayes, present WIVY-AM-FM general manager. Action Oct. 14.

■ **WAAM(AM)** Ann Arbor, Mich. (1660 khz, 5 kw)—Broadcast Bureau granted assignment of license from WAAM Inc. to WAAM Radio, Inc. for \$825,000. Seller: Owned by John L. Sinclair, who also owns licenses of WLVL(AM)-WLFG(FM) Crawfordville, Ind. and WANT(AM) Richmond, Va. Buyer: Owned by Lima Broadcasting Corp., which operates WIMA—AM-FM Lima, Ohio. Lima Broadcasting is owned by 26 stockholders. Action Oct. 14.

■ **WLIX(AM)** Islip, N.Y. (540 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Long Island Broadcasting Corp. to Living Communications Inc. for \$550,000. Buyers: David R. and Darlene J. Swanson (50% each) are husband and wife. Mr. Swanson is secretary of counseling organization; Ms. Swanson performs for non-profit organizations. Action Oct. 13.

■ **WRVR(FM)** New York (106.7 mhz, 5.4 kw)—Commission granted transfer of control of Riverside Broadcasting Co. from Riverside Church (100% before; none after) to Sonderling Broadcasting Corp. (none before; 100% after). Consideration: \$2,300,000. Principals: Riverside Church is selling due to continuous losses. Sonderling is major broadcast company; Egmont Sonderling, pres., 21.7%, et al. Action Oct. 27.

■ **WHSI(AM)-WWIL(FM)** Wilmington, N.C. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 97.3 mhz, 27.5 kw)—Broadcast Bureau granted assignment of license from Progressive Broadcasting Corp. to North Carolina Broadcasting for \$380,000. Seller: Progressive is subsidiary of Wilmington Broadcasting, in turn subsidiary of Gemini Communications, Atlanta. Gemini owns WEZL(AM) Charleston, S.C. and WRMA(AM)-WMGZ(FM) Montgomery, Ala. Principals are William O. Jones (59.2%) who also has 10% interest in WJEE(AM) Jacksonville, Fla.; William Dixon (26.1%) with same and Martin Kilpatrick Jr. Buyer is

licensee of WBIG(AM) Greensboro, N.C. It is in turn subsidiary of Jefferson-Pilot Corp., licensee of WBT-AM-FM and WBT(TV) Charlotte, N.C.; WQXI(AM) Atlanta, WQXI-FM Smyrna, Ga.; KIMN-AM-FM Denver and WWBT(TV) Richmond, Va. (BAL—8731, BALH-2316, BASCA-757, BALRE-3055). Action Oct. 19.

■ **WMGS(AM)** Bowling Green, Ohio (730 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from C. Richard Marsh, receiver, to Jimmy Swaggart Evangelistic Assn. for \$475,000. Buyer is nonstock, nonprofit corporation with eight equal owners. Association owns KGOY(FM) Bethany, Okla., WLUX(AM) Baton Rouge, La., KFRN(FM) Amarillo, Tex. and is proposed assignee of KAMC(FM) Arlington, Tex. and WVIX(AM) Pensacola, Fla. Action Oct. 14.

■ **WSAI-AM-FM** Cincinnati (AM: 1360 khz, 5 kw; FM: 94.1 mhz, 32 kw)—Broadcast Bureau granted assignment of license from Combined Communications Corp. to Affiliated Publications for \$6.3 million. Principals: Buyer, owner of *Boston Globe*, is buying stations after CCC's attempted sale to Broad Street Communications Corp. for \$6.5 million (BROADCASTING, March 8) fell through for lack of financing. CCC, which bought *Cincinnati Enquirer* last year, is selling stations to comply with FCC crossownership rules which forbid common acquisitions of newspaper and broadcast properties in same market. CCC, based in Phoenix, also owns two AM's, two FM's, seven TV's and outdoor advertising firms and has purchased, subject to FCC approval, KSDO(AM) San Diego (BROADCASTING, March 1). Buyer also owns WFAS(AM)-WWYD(FM) White Plains, N.Y., acquired from Courtland Broadcasting Corp. for \$2.4 million (BROADCASTING, April 12). (BAL-8784, BALH—2345, BASCA-769, BALRE-3084). Action Oct. 20.

■ **WBAC(AM)** Cleveland, Tenn. (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from WBAC Inc. to Thomason Broadcasting for \$530,000. Principals: Seller is Citizens & Southern National Bank (Atlanta) as executor of estate of James W. Ayers. Estate includes sole ownership of WZAP(AM) Bristol, Va. Buyer is owned by Clyde W. Thomason, vice president of WBAC and applicant for new FM in Cleveland. Action Oct. 18.

■ **KWLW(FM)** San Angelo, Tex. (93.9 mhz, 34 kw)—Broadcast Bureau granted assignment of license from West Texas Broadcasting Corp. to Angelo Broadcasting for \$151,249. Principals: Seller is owned by John G. Bolen, Richard C. Stoeber, Harold D. Eakman (30.35% each), and Maurice J. Voity Jr. (8.95%), who have no other broadcast interests. Buyer, licensee of KTEO(AM) San Angelo, is owned by O.P. Bobbitt and Arthur R. Ruple Jr. (50% each), who have no other broadcast interests (BALH-2344, BASCA-768). Action Oct. 20.

■ **KCNV(AM)** San Marcos, Tex. (1470 khz, 250 w-D)—Broadcast Bureau granted transfer of control of Central Broadcasting Co. from Forest L. Whan (78% before; none after) to William C. Veidt (8% before; 86% after). Consideration: \$33,603.80. Principals: Transferee is son-in-law of transferor and has been manager of KCNV for seven years. Mr. Whan's interest also includes that of his wife, deceased, himself as executor of will. Action Oct. 14.

■ **KUEN(AM)** Wenatchee, Wash. (900 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from KUEN Inc. to Wenatchee Wireless Works for \$160,000. Sellers: Miller Robertson and Matthew Clapp Jr. wish to concentrate on ownerships of KFQD(AM) Anchorage and KXRO(AM) Aberdeen. Mr. Robertson is seeking purchase of KDUX(FM) Ocean Shores, Wash. (BAL-8718). Action Oct. 20.

Facilities changes

TV action

■ **WOWL-TV** Florence, Ala.—Broadcast Bureau granted CP to change ERP 851 kw; ERP (Max.) 1700 kw; ant. height 730 ft.; change type trans.; change trans. location to 6 miles N.W. of Russellville, Ala. (BPCT-4940). Action Oct. 15.

AM application

■ **KRCB** Council Bluffs, Iowa—Seeks CP to change frequency to 1290 khz; change power to 5 kw-U; change hours of operation; change type trans. Ann. Oct. 28.

FM actions

■ **WQEN** Gadsden, Ala.—Broadcast Bureau granted CP to install new aux. trans.; install aux. ant. at 3010 Park Ave., Gadsden; aux. trans. and aux. ant. location to be operated on 103.7 mhz; TPO 5 kw; ERP 30 kw (H&V); ant. height 530 ft. (H&V); remote control permitted (BPH-10232). Action Oct. 18.

■ **KAWW-FM** Heber Springs, Ark.—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; add circular polarization to ERP; ant. height minus 140 ft.; ERP 3 kw (H&V); remote control permitted (BPH-10230). Action Oct. 18.

■ **KXGO** Argata, Calif.—Broadcast Bureau granted CP to make changes in ant. system (increase height); change TPO; ERP 250 w (H&V); ant. height 1050 ft. (H&V); remote control permitted (BPH-10233). Action Oct. 18.

■ **KXXX** Denver—Broadcast Bureau granted CP to install new trans.; new ant.; change TPO; ERP (Max.) 100 kw (H), 85 kw (V); ant. height 730 ft. (H&V); remote control permitted (BPH-10228). Action Oct. 18.

■ ***WJMJ** Hartford, Conn.—Broadcast Bureau granted modification of CP to change ant.; change ERP (Max.) 7.2 kw (H&V), 7.1 kw (V); ant. height 580 ft.; remote control permitted; conditions (BMPED-1425). Action Oct. 15.

■ **WBUS** Miami Beach, Fla.—Broadcast Bureau granted CP to change trans. location to 6701 Collins Ave., Miami Beach; change studio location and remote control to 814 First St., Miami Beach; install new ant.; new trans.; make change in ant. system (increase height); change TPO; ant. height 220 ft. (H&V); ERP 37 kw (H&V); remote control permitted (BPH-10219). Action Oct. 13.

■ ***Tampa, Fla.** The Nathan B. Stubblefield Foundation—Broadcast Bureau granted CP for new noncommercial educational station on 88.5 mhz; ERP 45 kw; ant. height 680 ft.; remote control permitted (BPED-2130). Action Oct. 14.

■ **WSWT** Peoria, Ill.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location to be operated on 106.9 mhz; ERP 13.5 kw (H&V); ant. height 480 ft. (H&V); remote control permitted (BPH-10224). Action Oct. 18.

■ **KBCT** Fairfield, Iowa—Broadcast Bureau granted modification of CP to change trans.; change ant.; change TPO; ERP 3 kw (H&V); ant. height 135 ft. (H&V); remote control permitted; condition (BMPH-14918). Action Oct. 18.

■ **WXID** Mayfield, Ky.—Broadcast Bureau granted CP to change TPO and ERP; ERP 18 kw (H&V); ant. height 160 ft. (H&V); (BPH-10229). Action Oct. 18.

■ **KRUS-FM** Ruston, La.—Broadcast Bureau granted modification of CP to change trans.; change TPO; ant. height 500 ft. (H&V); ERP 100 kw (H&V); remote control permitted; conditions (BMPH-14930). Action Oct. 18.

■ **KCOZ** Shreveport, La.—Broadcast Bureau granted modification of CP to change trans. location and studio location to 725 Austin Pl., Shreveport; delete remote control; change ant.; make change in ant. system (decrease height); change TPO; ERP 3 kw (H&V); ant. height 300 ft. (H&V); change trans. (BMPH-14949). Action Oct. 18.

■ ***WEAA** Baltimore—Broadcast Bureau granted modification of CP to change trans. location to S.E. of intersection of Hillen Rd. and Argonne Dr., Baltimore; change ant.; make change in ant. system (increase height); ERP 12.5 kw (H&V); ant. height 220 ft. (H&V); remote control permitted (BMPED-1426). Action Oct. 18.

■ **WJMD** Bethesda, Md.—Broadcast Bureau granted CP to replace damaged aux. trans.; install new aux. ant.; change TPO; ERP 50 kw (H&V); ant. height 310 ft. (H&V); remote control permitted; condition (BPH-10223). Action Oct. 18.

■ **WRCI** Midland, Mich.—Broadcast Bureau granted modification of CP to change trans.; change ant.; change TPO; ERP 3 kw (H&V); ant. height 300 ft. (H&V); remote control permitted (BMPH-14931). Action Oct. 18.

■ ***KRUD** Las Vegas—Broadcast Bureau granted modification of CP to change trans. location and studio location to 2222 East Cheyenne Ave., N. Las Vegas; make change in ant. system (decrease height); change ERP 30 kw (H); ant. height -180 ft. (H); (BMPED-1428). Action Oct. 18.

■ **WONO** Syracuse, N.Y.—Broadcast Bureau granted

modification of CP to change trans. location to Sentinel Heights Rd., Onondaga Township, N.Y.; change trans.; change ant.; make change in ant. system (decrease height); change ERP 37 kw (H); ant. height 490 ft. (H); remote control permitted (BMPH-14932). Action Oct. 18.

■ WNCB Burlington-Graham, N.C.—Broadcast Bureau granted CP to redescribe trans. location, studio location and remote control as 1109 Tower Dr., Burlington, N.C.; install new trans.; new ant.; make change in ant. system (increase height); change TPO; ERP (Max.) 100 kw (H), 96 kw (V); ant. height 510 ft. (H&V); remote control permitted; conditions (BPH-10156). Action Oct. 18.

■ WYCH Hamilton, Ohio—Broadcast Bureau granted CP to install new ant.; change TPO; ERP 13.5 kw (H&V); ant. height 235 ft. (H&V); remote control permitted; conditions (BPH-10222). Action Oct. 18.

■ KKNG Oklahoma City—Broadcast Bureau granted CP to change trans. location to 7416 N. Kelly Drive, Oklahoma City; operate by remote control from studio site 110 NE 48th St., Oklahoma City; install new ant.; make change in ant. system (increase height); change TPO; ant. height 900 ft. (H&V); ERP 98 kw (H&V); remote control permitted (BPH-9887). Action Oct. 8.

■ WXYX Bayamon, P.R.—Broadcast Bureau granted modification of CP to change trans. location/studio location (same site); change ant.; change trans.; make change in ant. system (increase height); add circular polarization to ERP; ERP 50 kw (H&V); ant. height —45 ft.; change modulation monitors; condition (BMPH-14908). Action Oct. 18.

■ WALD-FM Walterboro, S.C.—Broadcast Bureau granted modification of CP to change trans.; change ant.; change TPO; ERP 3 kw (H&V); ant. height 300 ft. (H&V); remote control permitted; condition (BMPH-14917). Action Oct. 18.

■ KNUS Dallas, Tex.—Broadcast Bureau granted CP to install new ant.; change TPO; ERP 100 kw (H&V); ant. height 520 ft. (H&V); remote control permitted (BPH-10231). Action Oct. 18.

■ KRSP-FM Salt Lake City—Broadcast Bureau granted CP to change TPO and ERP; ERP 18.5 kw (H&V); ant. height 3630 ft. (H&V); remote control permitted (BPH-10237). Action Oct. 18.

■ KREM-FM Spokane, Wash.—Broadcast Bureau granted CP to install new trans. make change in ant. system (increase height); change TPO; ERP 14.5 kw (H); ant. height 720 ft. (H); remote control permitted; conditions (BPH-10215). Action Oct. 18.

FM start

■ Following station was authorized program operating authority for changed facilities on date shown: KIMN-FM Denver (BPH-9781). Ann. Oct. 18.

In contest

Designated for hearing

■ Lares, P.R. **AM proceeding:** Radio Lares and Lares Broadcasters competing for 1200 khz (Docs. 20968-9)—Commission designated for hearing. Issues include contention that proposed station would interfere with station in Dominican Republic. Action Oct. 20.

Procedural rulings

■ Stockton, Calif., **FM proceeding:** Barnes Enterprises, Carson Communications and McLean Communications Corp. competing for 100.1 mhz (Docs. 20925-7)—ALJ Chester F. Naumowicz Jr. scheduled prehearing conference for Dec. 8 and hearing for Jan. 18, 1977. Action Oct. 27.

■ Orlando, Fla., **TV proceeding:** Mid-Florida Television Corp., Central Nine Corp., Florida Heartland Television, Comint Corp. and TV 9 Inc. (Docs. 11803, 17339, 17341-2, 17344)—ALJ Chester F. Naumowicz scheduled conference for Nov. 1. Action Oct. 26.

■ WWLD-TV Jackson, Mich., **assignment of CP proceeding:** Jackson Television Corp. to Television Associates Inc. (Doc. 20673)—ALJ Lenore G. Ehrig continued until Nov. 10 hearing now scheduled for Oct. 26. Action Oct. 20.

■ WLIR(FM) Garden City, N.Y., **renewal proceeding:** Stereo Broadcasters, and A.M.S. Radio Inc., seeking same facilities (Docs. 20590, 20833)—ALJ James F. Tierney set certain procedural dates and scheduled hearing for Jan. 18, 1977. Action Oct. 21.

■ Jackson, Tenn., **FM proceeding:** Madison County Broadcasting and Charles C. Allen and Community Services Broadcasting, competing for 103.1 mhz (Docs. 20930-2)—ALJ Joseph Stirmer scheduled prehearing conference for Nov. 30 and hearing for Jan. 12, 1977. Action Oct. 20.

■ Dallas, **AM-FM proceeding:** Belo Broadcasting Corp. competing with Maxwell Broadcasting Corp. for 570 khz and 97.9 mhz (Docs. 20945-8)—ALJ Chester F. Naumowicz Jr. scheduled prehearing conference and hearing for Dec. 14 in Dallas. Action Oct. 26.

Joint agreement

■ Tracy and Carmichael, Calif., **AM proceeding:** West Side Radio and Olympia Broadcasters, respectively, competing for 710 khz (Docs. 9944, 20819)—ALJ Walter C. Miller granted joint request by applicants; approved agreement; dismissed application of West side; and retained in hearing status application of Olympia. Action Oct. 21.

Initial decisions

■ Detroit, **renewal proceeding and competing applications:** WCAR-AM-FM (WCAR Inc.) and Hall Broadcasting Co., respectively, competing for 1130 khz and 92.3 mhz (Docs. 20849-52)—ALJ Chester F. Naumowicz granted Hall leave to withdraw and dismissed its applications; dismissed as moot other pending motions in this proceeding. Action Oct. 18.

■ Gulfport, Miss., **FM proceeding:** Broadcasters and Publishers, WGUF Inc., Mississippi Gulfshore Broadcasting Co., and Gulf South Broadcasters of Mississippi, competing for 96.7 mhz (Docs. 20650-3)—ALJ Thomas B. Fitzpatrick granted the application of WGUF Inc. for new FM station on 96.7 mhz. Initially this was four-applicant proceeding; however, other three applications were dismissed at their own request, leaving WGUF as the sole applicant. Action Oct. 29.

■ Philadelphia, Miss., **FM proceeding:** Philadelphia Broadcasting Co. and H & G C Inc., competing for 102.3 mhz (Docs. 20219-20)—ALJ Byron E. Harrison granted application of H & G C Inc. for new station on 102.3 mhz. Action Oct. 22.

Fines

■ WFRL-AM-FM Freeport, Ill.—Broadcast Bureau notified licensee it incurred apparent liability for forfeiture of \$1,000 for WFRL failing to terminate operation by remote control when malfunction of remote control equipment made it impossible to obtain remote meter readings on various dates and for WFRL-FM failing to terminate operation by remote control when malfunction of remote control equipment made it impossible to determine plate voltage indications at remote control point from October 24, 1975 to January 21, 1976. Action Oct. 19.

■ KDXI Mansfield, La.—Broadcast Bureau ordered licensee to forfeit \$500 for failing to maintain authorized power during presunrise hours. Action Oct. 8.

■ KVOV Henderson, Nev.—Commission denied review of FCC Broadcast Bureau action which assessed \$1500 forfeiture for apparent violations of certain rules in operation of KVOV. However, on reconsidering all facts relating to issues, commission reduced assessment to \$500. Action Oct. 20.

■ KSEL-FM Lubbock, Tex.—Broadcast Bureau notified licensee it had incurred apparent liability for forfeiture of \$200 for failing to keep logs by station employees competent to do so, having actual knowledge of the facts required. Action Oct. 19.

Other actions

■ Broadcast Bureau, on October 18, granted following applications for renewal of license including subsidiary communications authority where applicable: KBHP-FM Bemidji, Minn. KLAZ(FM) Little Rock, Ark. KLCO-FM Poteau, Okla. KMMM(FM) Muskogee, Okla. KWOF-FM Clinton, Okla. WAFM(FM) Amory, Miss. WANV(AM) Waynesboro, Va. WBCB(AM) Levittown-Fairless Hills, Pa. WBCM Bay City, Mich. *WBQM(FM) Decatur, Ala. WBRB(AM) Mt. Clemens, Mich. *WCMO(FM) Marietta, Ohio. WDFP(FM) Battle Creek, Mich. WDOF(AM) Chattanooga, Tenn. WDWL(AM) Vineland, N.J. WDWL(FM) Vineland, N.J. WDXB(AM) Chattanooga, Tenn. WEKY(AM) Richmond, Ky. WERT-AM-FM Van Wert, Ohio. WEXI(AM) Jacksonville, Fla. WGOW(AM) Chattanooga, Tenn. WJOX-FM

Jackson, Mich. WKHM(AM) Jackson, Mich. *WLFX(FM) Findlay, Ohio. *WLMH(FM) Morrow, Ohio. WLRC(AM) Whitehall, Mich. WOTV(TV) Grand Rapids, Mich. WPRV(AM) Manassas, Va. WQIO(AM) Canton, Ohio. WRKY(FM) Steubenville, Ohio. WSMF(FM) Sault St. Marie, Mich. WSTV-AM-TV Steubenville, Ohio WVCC(AM) Battle Creek, Mich. *WWHS-FM Hampden-Sydney, Va. WWR(AM) Russellville, Ala. WXON(TV) Detroit, Mich. WXRA(FM) Woodbridge, Va.

■ Commission denied petitions filed by U.S. Department of Justice against renewal applications of KSD-AM-TV St. Louis; KTVI-TV St. Louis; KSL-AM-FM-TV Salt Lake City; WTMJ-AM-TV and WKTI-FM Milwaukee. In denying petitions, commission granted renewals KSL-AM-FM-TV, WTMJ-AM-TV and WKTI-FM. By separate orders, commission also granted renewals for KSD-AM-TV and KTVI-TV. Action Oct. 21.

■ KRE-AM-FM Berkeley, Calif.—Commission has granted applications of licensee, Horizon Communications Corp., for renewal for remainder of regular license term—December 1, 1977. Renewals were made subject to any action FCC may take as result of final determination of complaint now before Equal Employment Opportunity Commission (EEOC). Action Oct. 21.

■ WTLC(FM) Indianapolis—Commission renewed license and denied petition by Richard Bailey (Committee for Minority Broadcasting) to deny renewal. Bailey contended that his termination in October 1975 as announcer of late night jazz program was discriminatory and subsequent cancellation of program effected change in station programming that was inconsistent with public interest. Action Oct. 21.

■ WWLP(TV) Springfield, WRLP(TV) Greenfield, Mass.—Commission renewed licenses of Springfield Television Broadcasting Corporation for WWLP Springfield, and satellite WRLP Greenfield, Mass., until April 1, 1978, subject to equal employment opportunity reporting requirements. Action Oct. 21.

■ WCAR-AM-FM Detroit—FCC Chief ALJ Chester F. Naumowicz Jr. renewed licenses (Docs. 20849-52). Action Oct. 29.

■ WKRA(AM) Holly Springs, Miss.—Commission renewed license until June 1, 1979. Petition to deny renewal was filed by Alfred "Skip" Robinson, individually and as Chairman of United League of Marshall County, Miss., and Marshall County Branch of the North Mississippi Media Coalition for Better Broadcasting. Commission concluded Robinson failed to demonstrate that grant of WKRA's renewal application would be prima facie inconsistent with public interest. Action Oct. 29.

■ WBFN(AM) Quitman, Miss.—Commission renewed license of A.C. Elliott Jr. for WBFN. It denied petition opposing renewal filed by Melvin Pulley who contended that significant facts and questions, raised in evidentiary hearing concerning mutually exclusive applications of Elliott and Pulley, for new FM station in Quitman, warranted denial of WBFN's application. Pulley also contended Elliott had made certain inconsistent statements to commission in connection with proceeding. FCC said careful review of statements before it failed to raise substantial questions warranting hearing in opposition to grant of license renewal. Action Oct. 21.

■ KTVI-TV St. Louis—Commission renewed license of Newhouse Broadcasting Corporation for KTVI-TV St. Louis, for remainder of the license term for Missouri broadcast stations—February 1, 1977. Renewal was conditioned on whatever action FCC might deem appropriate as result of final determination of employment discrimination complaints against Newhouse now pending before the U.S. Equal Employment Opportunity Commission (EEOC). Action Oct. 21.

■ WRAW(AM) Reading, Pa.—Commission renewed license of Rust Communications Group Inc. It denied petition by Reading Chapter of National Association for the Advancement of Colored People, which contended that Rust violated commission's equal employment opportunity rules and failed to program as promised in its prior (1972) renewal application. Action Oct. 21.

Allocations

Petition

■ Madison, Wis.—State of Wisconsin's Educational

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**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
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Lee's Summit, Mo. 64063
Phone (816) 524-3777

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

**SWAGER TOWER
CORPORATION**
TALL TOWER SPECIALISTS
Box 656, Fremont, Indiana 46737
219-495-5165

**BROADCAST TECHNICAL
SERVICE, INC.**
Equipment Installation/Studio Construction
Media Property Technical Inspections
Audio and Antenna Proofs
FREE Counsel by Phone
Box 7343 • Waco, Texas • 76710
817 772-3371

Communications Board seeks assignment of TV ch. 31 to Bloomington, ch. 51 to Highland and ch. 46 to Kieler, all Wisconsin (RM-2766). Ann. Oct. 26.

Actions

■ **Avalon, Calif.**—Broadcast Bureau proposed assigning FM ch. 204. Action was in response to petition by California State University, Long Beach (Doc. 20966). Action Oct. 13.

■ **Muncie, Ind.**—Broadcast Bureau assigned FM ch. 285A (104.9 mhz) as second commercial FM assignment. Bureau also substituted ch. 228A (93.5 mhz) for ch. 285A assigned to Marion, Ind., but used at Hartford, Ind., and substituted ch. 224A (93.7 mhz) for ch. 228A at Kokomo, Ind. In addition, it said ch. 228A would have to be substituted for ch. 224A at Lafayette, Ind., and unoccupied and unapplied for ch. 228A would have to be deleted as Berne, Ind.'s only assignment with no substitute channel being available as replacement. Action was in response to petition by Muncie Broadcasting Corp. (Doc. 20834). Action Oct. 18.

■ **Austin, Tex.**—Broadcast Bureau proposed assigning FM ch. 213C in place of present ch. 214A. Action was in response to petition by University of Texas at Austin (Doc. 20967). Action Oct. 18.

■ **Brady, Tex.**—Broadcast Bureau proposed assigning FM ch. 219A in place of present ch. 213A. Action was in response to petition by University of Texas at Austin (Doc. 20967). Action Oct. 18.

■ **San Antonio, Tex.**—Broadcast Bureau proposed assigning FM ch. 211A in place of present ch. 212A. Action was in response to petition by University of Texas at Austin (Doc. 20967). Action Oct. 18.

■ **Sequin, Tex.**—Broadcast Bureau proposed assigning FM ch. 212A in place of present ch. 215A. Action was in response to petition by University of Texas at Austin (Doc. 20967). Action Oct. 18.

■ **Victoria, Tex.**—Broadcast Bureau proposed assigning FM ch. 214A in place of present ch. 203A. Action was in response to petition by University of Texas at Austin (Doc. 20967). Action Oct. 18.

Translators

Actions

■ **K82AR Durango, Col.**—Broadcast Bureau granted CP to add Hermosa, Colo. to present principal community of UHF TV translator station; change frequency from ch. 82, 878-884 mhz to ch. 68, 794-800 mhz; change type of trans.; increase power to 100 w; make changes in ant. system (BPTT-3004A). Action Oct. 12.

■ **K06BE, K09EK, K11GW, San Luis and rural area, Colo.**—Broadcast Bureau granted CPs to change trans. locations of VHF TV translator stations to 0.4 miles N.W. of the intersection of State Highways 159 and 142, San Luis; change type of trans.; make changes in ant. system (BPTT-5666-8). Action Oct. 12.

■ **K61AO Norfolk, Va.**—Broadcast Bureau granted CP to change frequency of UHF TV translator from ch. 71, 812-818 mhz to ch. 61, 752-758 mhz; change type of trans.; make change in ant. system (BPTT-3003A). Action Oct. 11.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,460	5	20	4,485	42	4,527
Commercial FM	2,790	0	52	2,842	140	2,982
Educational FM	827	0	30	857	68	925
Total Radio	8,077	5	102	8,184	250	8,434
Commercial TV	699	1	8	708	38	763
VHF	509	1	3	513	7	523
UHF	190	0	5	195	31	240
Educational TV	233	3	17	253	8	262
VHF	91	1	7	99	3	102
UHF	142	2	10	154	5	160
Total TV	932	4	25	961	46	1,025

*Special temporary authorization

**Includes off-air licenses

Cable

Applications

Following operators of cable TV system requested certificates of compliance, FCC announced Oct. 26 (stations listed are TV signals proposed for carriage):

■ **Comcast Cablevision**, for Flushing, Mich., (CAC-06749 amended): WKAR-TV East Lansing, Mich.

■ **Cardinal Telecable**, for Casey, Ill. (CAC-07088 amended): WUSI-TV Olney, Ill.

■ **Florida TV Cable**, for (unincorporated areas of) Brevard county, Fla. (CAC-07366): Request certification of existing operations.

■ **TV Cable Merritt Island**, for Merritt Island, Fla. (CAC-07367): Requests certification of existing operations.

■ **TV Cable Cocoa/Rockledge**, for (unincorporated areas of) Brevard county, Fla. (CAC-07368): Requests certification of existing operations.

■ **Medford Cable TV**, Box 10, Medford, Okla. 73759, for (town of) Waukomis, Okla. (CAC-07369): KTEW, KOTV, KTUL-TV Tulsa, Okla.; KARD-TV, KAKE-TV Wichita, Kan.; KTTY. KOCO-TV, KWTW, KETA Oklahoma City; KTVH Hutchinson, Kan.

■ **Summit Communications**, 4238 135th S.E., Bellevue, Wash. 98006, for Port Townsend, Wash. (CAC-07370): KOMO-TV, KING-TV, KIRO-TV, KCTS-TV Seattle; KSTW, KCQP-TV, KTPS Tacoma, Wash.; KVOS-TV Bellingham, Wash.; CBUT, CHAN-TV Vancouver, B.C.; CHEK-TV Victoria, B.C.; KTXL Sacramento, Calif.; KTVU Oakland, Calif., KPTV Portland, Ore.

■ **Storer Cable TV**, for Laguna Beach, Calif. (CAC-07371): Requests certification of existing operations and to add: KFMB-TV, KGTV San Diego.

■ **Cable TV Co. of York**, 2007 S. Queen St., York, Pa. 17405, for Springfield township, Jackson township, Conewago township, all Pa. (CAC-07372-4): WGAL-TV, WLYH-TV Lancaster, Pa.; WHP-TV, WTPA Har-

risburg, Pa.; WSBA-TV York, Pa.; WMAR-TV, WBAL-TV, WJZ-TV, WBFF, WMPB Baltimore; WITF-TV Hershey, Pa.; WPHL-TV Philadelphia.

■ **Badger CATV**, for Ladysmith, Wis. (CAC-07375): Requests certification of existing operations; delete KBJR-TV Superior, Wis.

■ **Carlson Cable TV**, for Bovey, Coleraine, Minn. (CAC-07376-7): WTCN-TV Minneapolis.

■ **Far West Communications**, for (unincorporated areas of) Marion county, Ore. (CAC-07378): KATU, KOIN-TV, KGW-TV, KOAP-TV, KPTV Portland, Ore.; KVDO-TV Salem, Ore.; KEZI-TV, KVAL-TV Eugene, Ore.; KOAC-TV Corvallis, Ore.; KTVU Oakland, Calif.; KSTW-TV Tacoma, Wash.; CBUT Vancouver, B.C.

■ **Palmetto Cable Television**, 1007 Tenth Ave. West, Palmetto, Fla. 33561, for Palmetto, Fla. (CAC-07379): WTVT, WFLA-TV, WUSF-TV, WEDU Tampa; WLCY-TV Largo; WTOG St. Petersburg; WXLTV Sarasota; WINK-TV, WBBH-TV Ft. Meyers; WCIX-TV, WLTV Miami; WSWB-TV Orlando, all Florida.

■ **Danville CATV**, for Danville, Mahoning township, Derry township, Point township, Liberty township, Montour township, Cooper township, Valley township, Limestone township, Riverside borough, Washingtonville borough, W. Chillisquaque township, all Pa. (CAC-07380-91): WTAJ-TV Altoona, Pa.

■ **Lewisburg CATV**, for Lewisburg borough, E. Buffalo township, Union township, Buffalo township, W. Chillisquaque township, all Pa. (CAC-07392-96): WTAJ-TV Altoona, Pa.

■ **Watsonville CATV**, for Watsonville, Pa. (CAC-07397): WTAJ-TV Altoona, Pa.

■ **Warner Cable of Kosciusko County**, for Kosciusko county, Ind. (CAC-07398): Requests certification of existing operations.

■ **Teleprompter of San Bernardino**, for Norton Air Force Base, Calif. (CAC-07399): Requests certification of existing operations.

■ **Milton CATV**, for Milton borough, White Deer township, Turbot township, all Pa. (CAC-07400-02): WTAJ-TV Altoona, Pa.

■ **City TV Cable Service**, for Lordsburg, N.M. (CAC-07403): Requests certification and to add: KGGM-TV Albuquerque, N.M.; KPHO-TV Phoenix; KCOP, KHJ-TV, KTLA, KTTV Los Angeles.

■ **Milton CATV**, for W. Chillisquaque township, E. Chillisquaque township, both Pa. (CAC-07404-5): WTAJ-TV Altoona, Pa.

Other actions

■ **Paducah, Ky.**—Commission has denied petition by City of Paducah requesting partial reconsideration of June 8 FCC action granting certificate of compliance to Comcast Cable of Paducah Inc., to begin new cable television service at Paducah. Action Oct. 21.

■ **Madison Heights, Va.**—Commission granted Amherst County Cablevision, Inc., special relief and certificate of compliance for its existing cable system at Madison Heights, in the Roanoke-Lynchburg major television market. Commission noted that although Amherst is not required to afford network nonduplication protection since it serves less than 1,000 subscribers, it voluntarily offered to provide it. Nevertheless, Amherst will be required to provide such protection when it begins serving 1,000 subscribers, FCC added. Action Oct. 21.

CCA UHF T.V. TRANSMITTERS. THE LOOK OF THINGS TO COME.

For more information call (609) 456-1716.

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CCA

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Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

General Manager. 100,000 watt, 24 hour classical music, fine arts, public radio station at the University of Missouri-St. Louis. Station has outstanding reputation and loyal supporters in this 2 million plus market. Manager supervises staff of ten (10) professionals. Candidate must have degree or equivalent, minimum four years broadcasting/management experience, third class FCC license. Salary \$16,000-\$20,000. Send resume, reference letters and salary requirements to: Personnel, University of Missouri-St. Louis, 8001 Natural Bridge Road, St. Louis, MO 63121.

HELP WANTED SALES

Wanted: Sales person for midwest AM-FM. Box W-187, BROADCASTING.

Sales manager & salesperson. Inspirational Radio. Must be able to sell religious format plus train sales force. Liberal salary plus override. Three year's minimum experience. Proven record. Car necessary. Write Box Y-49, BROADCASTING.

Sales representatives. Don't touch the dial! Join the "growingest" broadcast advertising agency of its kind in the Midwest representing all radio stations in Chicago, and beyond! If you're aggressive, self-assured, with a neat appearance and the desire to earn lots of money, we've got a sensational executive opportunity for you! Needed immediately are a few good aspiring sales reps who have had previous exposure to radio or related collateral fields. Salary is open, earn your 20% commissions "up front" on billing, not collections, and no escrow. Ideal candidate is Chicago-based or living in surrounding suburbs. Prestige Loop location. Send your resume, including salary history, in complete confidence to: Box Y-50, BROADCASTING.

New York state fulltime AM/FM seeks fulltime salesperson. Box Y-61, BROADCASTING.

Wanted: sales manager. Two stations; supervise six salesmen; must lead, sell, motivate, train; and run high pressure, big volume department. Beautiful facilities, good income. Supervisory experience a must. Send resume to Box Y-82, BROADCASTING.

Madison, WI. A career in the making for problem-solving sales person on the way up. Must be strong on creativity with ability to write and sell campaigns. City offers superior living. Our people earn far more. Grow with thirteen station Midwest Family radio group into working ownership and management. WISM, Box 2058, Madison, WI 53701.

Ready to move into sales? Growing young group seeks motivated broadcaster as an addition to our staff. Call Tom Manley at WKCY. 703-434-1777.

Need creative, experienced salesperson for WLAG, Lagrange, Georgia. Excellent opportunity for permanent person. Contact Paul Reid, 912-423-2077.

Our New York Associate, George Gallup, is leaving to become Executive VP of the TV Sports Network. We need a replacement. Prerequisites are: good character, successful record, and a person seeking maximum opportunity in a straight commission field. Please write Paul Chapman, Chapman Associates, 1835 Savoy Drive, Atlanta, GA 30341.

Super sales opportunity! California fulltime AM & fulltime FM. Fast growing market, and a great place to live and work. Top dollar for stable, aggressive sales person. Call Dee Olson, 805-327-3587. EOE.

Monterey, California, one of the nation's most beautiful coastal growth areas with superb climate. 24-hour contemporary with great ARB ratings has opening for dynamic street fighter who can take over as sales manager in 90 days. Must have proven successful local sales record. Outstanding career opportunity for management oriented broadcaster with growing group. EOE/MF. Send resume to President, Box 68, Moraga, CA 94556.

HELP WANTED SALES CONTINUED

The right salesperson with at least 2 years radio experience and all around radio capabilities has a very good future with this 5kw western station. EOA. 303-336-2206.

HELP WANTED ANNOUNCERS

Morning drive, pleasing air sound, contemporary. Ideal Virginia location. Could lead to P.D. or sales. EOE. Full information to Box Y-6, BROADCASTING.

Looking for sign-on personality who is top communicator. Good pay, benefits, contemporary format, medium market-workers only rush: Box Y-15, BROADCASTING.

Announcer for PM drive on FM stereo station. Must have PBP experience. Available December 15. Resume and salary requirements to Box Y-55, BROADCASTING.

Rock morning jock. Four rockers in the market, eastern Pennsylvania. Great opportunity for small station dynamo to move up. Need jock with imagination and guts. Box Y-85, BROADCASTING.

Modern country experienced DJ-Music director, 1st phone, reliable and good morals for no. 1 ARB, 5 kw. Central California Medium Market. Send resume, tapes reflecting DJ, news & sports reading. KCEY-P.O. Box 170, Turlock, CA.

Big 10 music radio, has two openings. Send tape and resume, no calls. KLPL, P.O. Box 231, Lake Providence, LA 71254.

KRLD, Dallas. Immediate opening for mature, creative, positive personality/DJ. KRLD is MOR/POP (1080 AM) drive time news blocks. The Dallas Cowboy Station. KRLD is one of the biggest and our people rise to the occasion. Must have tape & resume. Contact Jack Schell, 7901 Carpenter Freeway, 75247 or call 214-634-1080.

Good announcer, strong production for "All News" (NBC-NIS) AM and "Beautiful Music" FM. Both automated Schafer 903's. Must have excellent references. Medium size market in the sunshine belt near Gulf Coast and Old Mexico. Write KURV-KESI, P.O. Box 1638, Edinburg, TX 78539.

Needed immediately: Experienced morning person plus good production. Competitive market close to ocean. Tape, resume and salary requirements to Al Kahn, WAGR, Lumberton, NC 28358.

Staff announcer for contemporary eastern station. Good production and ability to communicate. Sports interest an extra plus. Good money. Tape and resume to PD, WAJR, Morgantown, WV 26505.

Maryland regional has opening for experienced MOR announcer. Copy and production background helpful. Tape and resume to WASA/WHDG. Havre De Grace, MD 21078.

Looking for a humorous morning personality. Good move for someone in a small market on their way up and looking for direction plus a chance to work with excellent facilities. Send tape and resume to Pat Leahy, WAZY, Box 1410 Lafayette, IN 47902.

Top rated country FM in S.E. wants PM drive jock. 3 years broadcast experience, 1 year in prime time. Send resume & tape to WCOS-FM, P.O. Box 748, Columbia, SC 29202. EEO Employer. Deadline: November 30, 1976.

Morning personality, one-to-one communicator with lively, warm approach for successful MOR format. We demand excellence and provide stability and chance for growth. Beautiful area on Lake Michigan. Tape, resume to Kent Slocum, WHFB, Box 608, Benton Harbor, MI 49022. Equal Opportunity Employer.

HELP WANTED ANNOUNCERS CONTINUED

Jacksonville, Florida, WKTZ-FM. Announcer wanted for beautiful music format, one of America's highest rated stations. No smokers, prefer Floridian, EEO Employer. \$200 a week. Call Mr. Oberle, 904-743-2400.

Sunny Puerto Rico English Language Radio needs a newscaster, DJ with copy and production knowledge. Send tape, resume, sample of spot announcements plus references to Box V, Hato Rey, Puerto Rico 00919.

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.

Turned off by rating hassels and the "Bend me, Shape me" philosophy of "modern" programmers? Eastern North Carolina fulltime needs smooth, friendly professional capable of wooing the afternoon drive audience with warmth and personality. A real communicator! Adult contemporary music combined with telephone talk and audience involvement key to our success in this college town of 45,000. Good production essential. Interested? Call Program Director. 919-442-8091.

HELP WANTED TECHNICAL

Immediate opening for chief engineer who really cares about good audio. Three tower, night directional, 5,000 W. Midwest Contemporary AM station. New transmitter. Good pay and hours. EOE. Reply to Box Y-46, BROADCASTING.

Engineer/newsperson with 1st, Central New York Minority applicants welcome. EOE. Reply with full resume to Box Y-53, BROADCASTING.

Fast growing KINT FM/AM needs experienced Chief to grow with us. Join one of the radio leaders in the southwest. Call Rish Wood, 915-779-6454. (EOE). P.O. Box 10243, El Paso, TX 79993.

Chief engineer needed to replace retiring chief in small market TV station in beautiful, clean Northern Arizona. Must be familiar with FCC Rules and Regulations, experienced in transmitter and studio maintenance, and capable of administering small technical staff. If you'd like to join our small friendly staff, contact Wen Elliott, General Manager, KOAI-TV, Flagstaff, AZ 86002, phone 602-774-1818.

Chief engineer for directional AM & full Power FM. Microwave, two Schafer 903's. Must be mature, experienced, with excellent references. Perfect working and living conditions with good income and benefits. Write to KURV-KESI, P.O. Box 1638, Edinburg, TX 78539.

EOE employer seeks competent chief engineer to maintain directional 24-hour radio station in Iowa. Must be familiar with current FCC regulations and state-of-the-art. Salary commensurate with ability. Send resume and requirements to KWSL, Box 1230, Sioux City, IA 51102.

Experienced first phone engineer. Chief's job available within twelve months to right person. 5 KW AM-100 KW stereo FM. KXXX, Colby, KS. 913-462-3305.

Chief engineer, North East Directional AM, requires strong background experience in Audio and DA's. Group ownership and excellent benefits. WAMS, P.O. Box 3677, Wilmington, DE 19807. 302-654-8881.

Wanted: Chief engineer-Announcer for two-tower, full-time. 1 kw directional in Oregon's Willamette Valley. Salary range 750-900 per month. Bright future with progressive 8 station group. Opportunity to learn engineering from the ground up. Write A. Boyd, P.O. Box 590, Bend, OR 97701.

HELP WANTED TECHNICAL CONTINUED

Experienced engineers, engineers-in training for broadcast engineering positions with established consulting firm in Washington, D.C. area. Send complete resume or contact Gaultney & Jones Communications, Inc., 2990 Telesat Court, Suite 405, Falls Church, VA 22042. Telephone: 703-560-6800.

FM engineering supervisor. FCC first phone required. Audio & maintenance skills, some supervisory experience necessary. Salary open. Mr. Bell, Box 21, Rochester, NY 14601, 716-325-7500.

HELP WANTED NEWS

Wanted: experienced, professional morning news anchor person with the ability to write creatively and deliver conversationally. Good salary, major company benefits. Our station has a professional news attitude which earned us dozens of national news awards in the last several years. This position will allow you to grow creatively, professionally, and monetarily. An Equal Opportunity Employer. Box Y-7, BROADCASTING.

News Director, 2 man department, midwest medium market. Must be able to dig, write, deliver. Strong local news and sound. Resume, and salary requirements. First Letter. EOE. Box Y-77, BROADCASTING.

News director, major midwest University Radio Station. Five figure salary. Production and on air. Bachelor's degree required; Master's degree preferred. Health insurance, retirement, 22 days paid vacation and other benefits. An Equal Opportunity Employer. Box Y-98, BROADCASTING.

KAKC, Tulsa needs experienced, aggressive street reporter/weekend newscaster. Daryl Myers, Box 970, Tulsa, OK 74101. EOE/M-F.

News director. Immediate. Contemporary Americus (Plains), GA. Self Starting Hustler able to take direction. Tapes/resume; Joe Johnson, WDEC, Box 1307, 31709.

Reporter to handle radio newscasts in combined radio-TV operation. Must be experienced. Strong on interviews and actualities. Tape and resume to Gil Buettner, News Director, WEAU-TV, Box 47, Eau Claire, WI 54701.

Reporter, Broadcasting Journalism degree and/or radio news reporting experience required. Send tape and complete resume to Tom Taylor, News Director, WREN, Box 1280, Topeka, KS 66601.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Creative? Cont. director/production manager needed for Midwest major market FM. Format: Adult contemporary. Must be able to write, produce and voice local production. 3rd required. Box X-158, BROADCASTING.

Contemporary program director. Must be highly professional. Air show required. Prefer P.D. who excels during AM drive. Salary open. From \$13,000 depending on ability. Numerous fringe benefits. 10 station chain. Opportunity to advance. EOE. Write Box Y-4, BROADCASTING.

Operations Manager: Must know full range of music—C&W, contemporary. Must be good supervisor, good on promotions, training, run tight ship; at least six years in radio; must have supervisory experience; some air work; send resume to Box Y-81, BROADCASTING.

Operations director, take charge programming functions of Adult Contemporary AM in medium sized Midwest market. Light on-air shift. Send resume and requirements to Box Y-83, BROADCASTING.

Program director with record of success wanted for adult programmed AM, and C&W FM. Part of management team. Experienced only. Air shift, production and direction. Right opportunity for right person. Equal Opportunity Employer. Joe Warner, WCEC-WFMA, Box 4005, Rocky Mount, NC 27801.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

Manager (Program Manager-Radio). Develops and coordinates WOSU and WOSU-FM (Telecommunications Center, The Ohio State University) program broadcast schedule and general program philosophy. Supervises radio personnel, all operations, production and news personnel, policies and activities of WOSU and WOSU-FM. Requirements: Degree in communications or related field and at least five years experience in broadcasting and programming. Previous experience as program manager desirable. Salary \$12,000-\$16,000. Reply to Personnel Office, Telecommunications Center, 2400 Orlentangy River Road, Columbus, OH 43210. The Ohio State University is an Affirmative Action/Equal Opportunity Employer.

Supervisor (Radio Production Manager). Responsible for all activities and functions of the Radio Production Department of WOSU and WOSU-FM, Telecommunications Center, The Ohio State University. Initiates and approves production projects; supervises graduate students; evaluates policies. Requirements: Degree in communications or related area or equivalent experience. Radio production experience and knowledge of radio production techniques desirable. Salary: \$12,200-\$14,000. Reply to: Personnel Office, Telecommunications Center, 2400 Orlentangy River Road, Columbus, OH 43210. The Ohio State University is an Affirmative Action/Equal Opportunity Employer.

Two positions available, copy writer and production manager needed for major market station in the South. Send tape and resume to: Kent Burkhardt, 6500 River Chase Circle, East, Atlanta, GA 30328.

SITUATIONS WANTED MANAGEMENT

General manager available. Administration-sales oriented. 29 year background small medium markets. Box Y-88, BROADCASTING.

Radio Team available, Southeast preferred. The four of us would like to manage and staff your station. We offer the optimism and ingenuity of youth, plus decades of combined experience in all phases of station operation. We believe the audience should know we always have them in mind; that the advertiser deserves our best efforts for his money; and that a radio career is more than the means to a paycheck. If you agree this approach might be both refreshing and profitable, we should get together. Box Y-96, BROADCASTING.

I'm as good as those turkeys called sales managers and I want to manage. Four years experience top 20-40 and small market. Want top 60 market, 3rd to 6th ranked station. Let's gobble! 205-586-4151.

Attention small markets! Sales oriented professional seeking management challenge. 14 years experience all phases, 35, married. Excellent references including present employer. Northern part of country. Bob Clark, 703-371-3840.

Hal Vester, Radio consultant & general manager with 20 years successful management experience, available as consultant for 5 weeks. Possible tenure extension by mutual consent. Call or write: 4113 Cross Creek, Raleigh, NC 27607, 919-781-4811.

SITUATIONS WANTED SALES

Professional media manager with 9½ years of steadily increasing responsibility in broadcast advertising and publishing seeks sales and sales management responsibilities with dominant radio or TV station in market with minimum metro population of 250,000. Credentials include an M.S. in Radio-TV & Business: a B.A. in English, Journalism, & Business; and FCC commercial and amateur radio licenses. Media accomplishments include a 326% increase and a \$70,000 profit in one year. Valuable personal files. Interested only in stations able to contractually agree to pay sales commission, draw, and expenses. Box Y-92, BROADCASTING.

College grad with bachelors in radio-TV production looking for break into radio or TV sales. Retail management experience. Highly motivated, potential to become top notch closer. Marc Bodner, 27 Shadowlawn Dr., Livingston, NJ 07039. 201-994-1662. Will relocate.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Personality nite-man, up tempo, experienced and dependable. Good medium or major only. Box X-162, BROADCASTING.

Personality plus with experience as music director, sports director, creative production. Presently employed. Box Y-45, BROADCASTING.

Off the wall personality seeks square meal. Four years underfed. Professional production. PBP. Box Y-73, BROADCASTING.

I am entertaining job offers. Urbane wit. Wealth of programming ideas. Seven years experience. Stable record. Knowledge of sales. \$250 a week plus. Medium or large market. Box Y-75, BROADCASTING.

Professionally trained, inner motivated, 3rd endorsed, ready to go, prefer east coast. Box Y-87, BROADCASTING.

Jay Stevens, WBUS-FM looking for good progressive gig. Strong voice, production, music. Willing to relocate. 3034 Oak Ave, Miami, FL 33133. 305-442-1083.

DJ, 25, 3rd endorsed, 6 months pro. news production, copy, BSEE, college radio, seeks small MOR, Top 40 or adult contemporary anywhere. Resume, tape. Frank Cavaliere, 31-38 74 St. Jackson Heights, NY 11370, 212-446-8649.

Hello, I'm 26, single, with 3rd phone and 8 years experience, and want full-time air shift in MOR or easy listening format. Smooth voice and board. Good news, commercials, and production. Will relocate. Call or write Frank Cordell at 714-658-1094. 26353 Columbia Street, Hemet, CA 92343.

Announcer, 27, married, 3rd class, presently employed, 7 months recent experience, will relocate, no shoppers please, Cliff, 2910 Woodland Ct., Royal Oak, MI 48073; 313-288-3618.

First phone. Degree in Communications. Married. 31. Seeking first job preferably with a Southwestern Christian Station. Please call 602-833-4408.

Attention managers! Rock jock/copy/production. Some experience. Vet. reliable, hard working. Mark Walder, 1140 B Street no. 38, 714-238-1702, San Diego, CA 92101.

1st phone DJ wants job. Write or phone John Cook, 125 South 3rd East no. 501, Salt Lake, UT 84111. Phone: 801-322-4095. 1 year's experience.

1st class FCC, 6 years experience on air and engineering. Prefer progressive format. Ted Levin, 5331 Bryant St. Erie, PA 16509, 814-868-2308.

Young, dependable 24 year old with 4 years major market experience looking for work with a good top 40 or MOR station. Call Bill at 617-361-4013 before noon or leave message. Excellent references.

Experienced radio announcer, news caster available now. Call 213-874-7236.

Broadcast school graduate: Former actor/technician, good voice, strong audio background. 3rd, seeks entry level position with radio or TV station. Will relocate. Robert D'Aprile, 349 W. 85 St. no. 65 NYC 10024. 212-595-5623.

Available today, FCC first ticket P.D. last four years Detroit Jazz Station. 10 years experience, B.A., Black, married, call 313-831-3238.

6 year pro, all formats, 1st phone family man will relocate for better support I know I'm worth. 904-761-6920.

Super creative experienced DJ 3rd, heavy production. Top 40, contemporary MOR. Single, no drifter, no ego-tripper, do it your way. Jerry Koger, 4601 E. Earll Drive, Phoenix, AZ 85018.

DJ, tight board, good news, commercials, looking for break, willing to go anywhere, ready now. Craig Nilsen, 20-89 Street, Brooklyn, NY 11209.

SITUATIONS WANTED TECHNICAL

Technical position wanted at station or with engineering company. First class license, military electronic experience. Bruce Sonnenburg, 316-799-4578.

1st class FCC license 6 yrs experience with AM FM transmitters, studio equipment also on air experience. Ted Levin 5331 Bryant St., Erie, PA 16509. 314-868-2308.

SITUATIONS WANTED NEWS

Capable, creative medium market sports director seeks move upward. PBP all sports: B.A. Box X-166, BROADCASTING.

Sports director, major college and H.S. PBP, all sports. Experienced interviewer, great with features. Can also handle news and special events assignments. 7 years exp. Box Y-41, BROADCASTING.

First-amendment reporter, journalism B.A., news-director experience, requires responsible management, no consultant. 216-454-4150.

Professional returning to broadcasting. 22 yrs experience. Floridian, prefer South, Southwest. 609-883-8990.

Creative, conversational writing by experienced pro., in news, production, publicity and public affairs. 3rd endorsed. Contact Stan. 212-526-1831 day/evening.

Sportscaster seeking opportunity with sports-minded station. Football, basketball, baseball PBP including major college and semi-pro experience. Reliable. Sales experience also. Available immediately. Ted Feazell, Box 1078, Lexington, VA 24450. 703-463-2095.

Experienced php sportscaster. 4 years radio experience on major college level plus minor league baseball. Host TV sports show. College grad. 3rd ticket. 4 years news experience seeks college pbp. Frank Giardina, 708 Georges Drive, Charleston, WV 25306.

Sports PBP, color. Recent college grad with 1½ yrs experience in announcing, stats, interviews and production. Worked with successful NFL team. Looking for small or medium market. References. Leonard Weingarten, 5511 Masonic Ave, Oakland CA 94618.

Female seeks advancement. Experience in gathering, writing, airing, local and national news and copywriting, A.P. credits. S. Stewart, 6185 Red Bank, Galena, OH 43021.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Announcer in top 15 market seeks programming or music directors post. Degree, great references seeking good compensation, quality adult operation. Box Y-86, BROADCASTING.

I am ready to guide your station to a great on-air sound, and to smooth out any rough spots in your operation. If you'd like another dedicated professional to help your station achieve its potential, give me a call. Stacy Richardson, 918-838-7547.

TELEVISION

HELP WANTED MANAGEMENT

Station manager/operations manager for medium market station. Highly competitive, top rated news oriented format. Station seeking replacement for present manager who is leaving. Will work directly under general manager and must be capable of assuming this position in the future. Looking for an aggressive and experienced leader, good in personnel motivation and familiar with all aspects of station operation. Salary and benefits negotiable. Send resume and photo to Box X-122, BROADCASTING.

Local sales manager for station in central Pennsylvania. Must be competitive, aggressive, self starter with experience in retail and new sales development in addition to directing local sales staff. An Equal Opportunity Employer, Box Y-70, BROADCASTING.

HELP WANTED SALES

National sales manager for VHF in good south-western market. Box Y-67, BROADCASTING.

HELP WANTED TECHNICAL

Maintenance engineer for West Coast remote operation. Requirements: 5 years experience, 1st phone, quad and camera experience. Send complete details to Box X-201, BROADCASTING.

Chief engineer with current hands-on experience, administrative skills, and ability to plan and achieve growth in facilities and staff. Southeast public UHF; open January. Send resume and salary requirements. Box Y-31, BROADCASTING.

Senior TV engineer needed by religious broadcaster with nationwide ministry and worldwide vision. Five years experience and knowledge of TK44, TR70C and sophisticated editing equipment desired. Top professionals needed to join this spiritually rewarding ministry. Write Box Y-63, BROADCASTING.

Engineer, best technical qualifications, reliable character, for VHF Texas resort city. Box Y-64, BROADCASTING.

Chief engineer for medium market group owned VHF strong technical and administration background required. Equal Opportunity Employer. Send resume with salary history to Box Y-74, BROADCASTING.

ENG cameraperson and ENG editor for innovative daily magazine program. Top ten major market network affiliate. An Equal Opportunity Employer. Box Y-80, BROADCASTING.

Transmitter supervisor for VHF remote controlled mountain site. Contact Jim Kozora, KTCM-TV, Helena, MT 59601, 406-443-5050.

Transmitter engineer to maintain and operate TV transmitter near Sault Ste. Marie, Michigan. Write WGTQ, Goetzville, MI 49736. Attn: Elwood Crepeau, or call 906-297-3131. EOE.

Video tape operator with FCC First, at group owned ABC affiliate in Sunny Florida. 1-2 years experience preferred. Salary commensurate with experience. Send resume to Ron Fries, C/o WJKS TV, Box 17000, Jacksonville, FL 32216. WJKS is an affirmative action, Equal Opportunity Employer.

Assistant Director for Engineering (Chief Engineer). Coordinates and administers all technical operations and engineering functions of the Telecommunications Center (WOSU, WOSU-FM, WOSU-TV). The Ohio State University. Plans new services and electronic equipment systems. Maintains complete files of FCC rules and regulations and supervises License renewals and all other FCC filings. Requirements: Must have extensive background in electronic engineering plus knowledge of business administration; previous supervisory experience in radio and television broadcasting; must possess valid first class FCC License; extensive knowledge of FCC regulations is essential. Experience in public broadcasting preferred. Salary: \$18,000-20,000. Reply to Personnel Office, Telecommunications Center, 2400 Olentangy River Road, Columbus, OH 43210. The Ohio State University is an Affirmative Action/Equal Opportunity Employer.

Video and video tape engineers with three years experience, PC70, TK45, VR1200, VR2000 and CMX. Maintenance experience helpful. Send resumes and references to Chief Engineer, WPHL-TV, 5001 Wynnefield Ave., Philadelphia, PA 19131.

Engineer for public radio and television stations. Duties include on-air switching, VTR operation, maintenance, transmitter watch, camera control, etc. Position requires FCC 1st and technical school or equivalent training. Starting salary \$8,940 to \$10,980 depending on experience. Send resume to: Leon Drye, C.E., WSWP-TV, Box AH, Beckley, WV 25801.

Studio maintenance engineer first class license required. Strong background in solid state and digital electronic. Some transmitter maintenance involved. Contact Chief Engineer, WVIR-TV, P.O. Box 751, Charlottesville, VA 22901.

HELP WANTED TECHNICAL CONTINUED

VTR repairperson. Applications are now being received for a qualified VTR repairperson. Knowledge of top and bottom chassis essential. Many outstanding benefits. Please send resume to: Montgomery County Public Schools, Supporting Services Personnel, 850 Hungerford Drive, Rockville, MD 20850. EEO/M/F.

Electronics tech-video, for servicing CCTV, cameras, recorders, projectors, studios. Experienced in solid state TV &/or instrumentation required. Fine keyman opportunity with established industrial video systems dealer, 45 miles from NYC. Send resume, salary history and requirements to: Concord Communications, Box 875, Norwalk, CT. 06852. 203-846-9660.

Electronic technician with supervisory experience for southeastern Florida. Strong background in video, video tape and RF distribution systems. First phone license and microwave experience helpful. Send resume and salary history to J. Keller, ATC, 360 South Monroe, Denver, CO 80209.

Video engineer. Syracuse University needs a qualified video engineer to work evenings in the Newhouse Communication Center with experimental and traditional television production. The person must have an AAS in electronics or equivalent combination of education and experience. Also required is a minimum of 3 years experience in Broadcast Color Television studio maintenance procedures (emphasis on VTR's) and system troubleshooting. The annual salary is \$11,590. Syracuse University's liberal benefits include free tuition (12 credit hours a year) and an annual one month vacation. Send resumes to W.F. Denne, Syracuse University, Video Services, 215 University Pl. Room 164, Syracuse, NY 13210. Syracuse University is an Equal Opportunity Affirmative Action Employer.

HELP WANTED NEWS

Strong anchor/journalist needed by midwest net affiliate. Must have ability to: package accurate and attractive newscast, attract and hold audience. Good appearance, voice and credibility a must. An Equal Opportunity station. Send resume and salary requirements to Box Y-51, BROADCASTING.

Active TV news department affiliated with major journalism school will need news editor/faculty member this spring. Must have M.A., proven experience in TV news; know writing, film, tape, assignment desk. Must want to work with young people learning the business. EOE. Box Y-65, BROADCASTING.

News director wanted in major North Carolina TV station. Equal Opportunity Employer. Send resume & photo to Box Y-68, BROADCASTING.

3 SOF camerapeople needed now for expanding fast-paced Washington TV bureau. Must have 3 years experience shooting TV SOF newscast. Knowledge of camera maintenance, film editing and production necessary. Send resume and current salary to Box Y-95, BROADCASTING.

Reporter-photographer for expanding news operation in midwest medium market. Journalism graduate or 1-2 years experience desired. Some air work likely. Resume to Gil Buettner, news director, WEAU-TV, Box 47, Eau Claire, WI 54701.

News producer. Minimum three years experience all phases of news. Weekend assignment editor. Send resume to News Director, WSM-TV, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

News Photographer. Minimum three years experience all phases of TV News photography, editing. Send resume to News Director, WSM-TV, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Producer/Director of news. Minimum three years experience. Graphics, management, news and technical experience essential. Send resume to News Director, WSM-TV, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Positions for experienced Weekend anchor/reporter and for weathercaster/reporter. Call Eric Rabe, News Director, WTAJ-TV, Altoona, PA 814-944-2031. An Equal Opportunity Employer.

HELP WANTED NEWS CONTINUED

Experienced TV newscaster to edit pro newsletter. Top pay for part-time home or office work. Require strong contacts, concise writing, knowledge of ENG and industry trends. Age irrelevant. Must currently live in NY, Washington of LA. No full-time. Box 1707, Hollywood, CA 90028.

Assignment editors & weathercasters needed to join dominate NBC news affiliate. Experience required. Send tape & resume to John Spain, P.O. Box 2906, Baton Rouge, LA 70821. An Equal Opportunity Employer.

News Producers & reporters needed to join dominate NBC news affiliate. Experience required. Send tape & resume to John Spain, P.O. Box 2906, Baton Rouge, LA 70821. An Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Public affairs/Personnel Manager needed. Major market group owned independent. Responsibilities include producing and on-air talent for PA programs and special public affairs campaigns, record-keeping for public affairs and personnel, representing station at community functions, pre-screening applicants for employment, etc. Compensation commensurate with ability and experience, plus excellent fringe benefits. An Equal Opportunity Employer. Reply in confidence to Box Y-11, BROADCASTING.

Weekend anchor/producer for top-rated medium market station. Must also have strong reporting background, ENG knowledge helpful. An Equal Opportunity Employer. Box Y-44, BROADCASTING.

Comptroller, experienced person who can develop and implement long and short-range operating plans and budgets. Strong in control procedures, administrative skills, and familiar with cost accounting and computer involvement. Immediate. Eastern New York public TV station. Pleasant living and working conditions, excellent benefits. Equal Opportunity Employer. Send resume including salary requirements to Box Y-60, BROADCASTING.

Traffic and operations persons wanted in major North Carolina TV station. Equal Opportunity Employer. Send resume and photo to Box Y-69, BROADCASTING.

Production manager, midwest net. affiliate. Good news & commercial, producer-director, & work well with people. We need ideas, ability, organization & someone ready to move into management. An Equal Opportunity Employer. Box Y-76, BROADCASTING.

ENG cameraperson and ENG editor for innovative daily magazine program. Top ten major market network affiliate. An Equal Opportunity Employer. Box Y-79, BROADCASTING.

Art director for major group telecaster. Imagination more important than experience. Emphasis on effective on-air graphics and sets. The total visual look of the station will be in your hands. You may be a number two position ready for a move up. An Equal Opportunity Employer. Send letter, resume, salary range to Box Y-89, BROADCASTING.

Staff announcer: excellent voice and pleasing appearance for commercial audio production and on-air sports and weather announcing. Send photo, resume and salary requirements to M.D. Smith, General Manager, WAAY-TV, 1000 Monte Sano Blvd, Huntsville, AL 35801.

Producer writer: weekly prime time public affairs doc unit in top 15 market needs a hard working energetic producer with extensive film production skills. Complete creative freedom. Extensive doc experience necessary. Send tape and resume to Public Affairs, WCCO TV, 50 S. 9th Street, Minneapolis, MN 55402.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Help wanted, college teaching/administration. Chairperson, radio-television-film. Assistant, Associate or full professor, depending upon credentials presented. Teach part-time with remainder (25 to 50%) devoted to administrative duties. Ph.D. or Ed.D. preferred; Master's with outstanding professional credentials considered. Must relate well with and inspire confidence in School's various publics. Responsible to School Director for all activities of the sequence. Assists Director in setting both short and long-range goals. Application deadline: February 1, 1977 for appointment Sept. 1, 1977. Contact: Harry Heath, School of Journalism and Broadcasting, Oklahoma State University, Stillwater, OK 74074. An Equal Opportunity/Affirmative Action Employer.

TV Auction coordinator. Must have experience in volunteer-oriented fund raising, and should have some background in office management, records maintenance, merchandising, and volunteer training. Send resume and salary requirements to Director of Development, Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

TV-Radio promotion. Experience in scheduling, scripting and producing on-air promotion for TV and radio required. Please send resume and salary requirements to Director of Development, Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

TV Producer/reporter/writer for weekly agricultural series. Requires journalism experience with working knowledge of agricultural industry. BA required, Masters preferred. Salary range \$1000 to \$1250 per month. TV Staff Director for same series. TV production experience required with agricultural background desirable. Submit resumes to Tom Howe, Nebraska, ETV Network, Box 8311, Lincoln, NE 68501.

Marketing opportunity. Immediate opening for a marketing person with CATV or related marketing experience. Solid opportunity for right individual to grow with expanding MSO. Call or write: NewChannels Corporation, 3 Northern Concourse, North Syracuse, NY 13212. An Equal Opportunity Employer.

Assistant professor. Film History, Broadcast Journalism. August, 1977. Deadline: November 15. Write: Head, BCA, Central Michigan University, Mt. Pleasant 48859. Affirmative Action Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Former network executive with extensive key market general management success seeks opportunity and tough challenge; can provide unique references and background story; will relocate; for immediate interview, reply Box Y-48, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

A real pro-sports, news man. Looking for a real pro station. Will relocate. 10 yrs exp. Play by play. Anchor news & weather plus talk show host. Top numbers. Box Y-91, BROADCASTING.

SITUATIONS WANTED NEWS

Looking for a seasoned reporter who digs? Willing to pay a professional wage for a professional product? Let's talk, Box Y-9, BROADCASTING.

No. 1 weekend anchor in one of the top 10 markets wishes to relocate. Box Y-32, BROADCASTING.

Female anchor with five years news experience. Co-anchoring two major evening newscasts. Tape available upon request. Box Y-33, BROADCASTING.

Independent broadcaster seeks anchor-reporter small or medium market. Experienced, film ENG BA UTR. Box Y-37, BROADCASTING.

News Director: I can make your news department something to be proud of. And, I need the job. Box Y-42, BROADCASTING.

Experienced Associate producer in top 30 market seeks producer, assignment editor or writer position. No regional preference. Box Y-59, BROADCASTING.

SITUATIONS WANTED NEWS CONTINUED

News director/anchorman with superb on-air presentation and administrative ability. ENG experience. Employed. Box Y-78, BROADCASTING.

Competent, creative, cooperative. Skilled in reporting; anchoring; editing; photography; research writing, and production of documentaries; and news administration. Seek challenging position. Box Y-90 BROADCASTING.

Anchorman. Exceptional ratings. Former news director. Much network experience. Superb appearance and delivery. Please reply for resume and/or VTR. Box Y-94, BROADCASTING.

Science reporter. Expertise in environment, toxicology, weather. Good appearance, personality, delivery. Don Paul 212-869-1166 wkdays; 275 Hoym St. Ft. Lee, NJ 07024.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Promotion/public relations. Experienced: copywriting, production, public relation functions. Responsible, honest and smart. Box Y-54, BROADCASTING.

BSC Telecommunications, 3 years experience broadcast ops/prod. Looking for same. Call or write for resume and other goodies. Bill Frankel, 24049 Lyman Blvd. Cleveland 44122. 216-932-1270.

Experienced videotape operations and editor. Excellent references. Available immediately. Area code 203-232-4908. Elliott Cohen, 15 Crestview Circle, West Hartford, CT 06117.

CABLE

HELP WANTED TECHNICAL

Our company operates a full-time 5000-watt AM and a (presently) 73-mile CATV system. We are planning to triple the size of the CATV system and are looking for capable technicians (with First Class licenses) to help us grow. We offer an exciting challenging job with a good future to two good people. WCOJ, Coatesville, PA. 215-384-2100. Equal Opportunity/Affirmative Action Employer.

SITUATIONS WANTED TECHNICAL

Chief tech of 15,000 looking for position in mountains of Southern Cal. 805-834-5076 after 6.

WANTED TO BUY EQUIPMENT

Will pay top dollar for RCA BTA 5H or G Transmitter, Collins 21E, Gates BC 5P or equivalent. 305-776-4762.

Good used tower, equipment for new kilowatt in Central USA. Contact Box 65, Showlow, AZ 85901.

Wanted: Used converters, any quantity, Output Ch. 3 or 12, 26 channel capacity minimum. Contact: Tom Ridley, Chief Eng., Ann Arbor Cablevision, Mich. 313-769-4707.

Need two TD-11 or similar Tripods for 85 lb cameras. Bart Derby, Kent State University, Kent, OH 44242. 216-672-2184.

We need used 250, 500 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St. Laredo, TX 78040.

FOR SALE EQUIPMENT

Scully LJ-10 two track stereo tape reproducers. Bi-directional capability. Includes all electronics and internal 25 Hz detector. Three available in top condition. \$1500 each. Also Schafer 800 stereo automation. Noel M. Moss, KEZK, 1780 S. Brentwood, St. Louis, MO 63144. 314-968-5550.

Control Design 2000 event random select Automation System. 3 carousels, 4 Scully Metro-Tech reels, 2 I.T.C. Time announce machines, Marti stereo compressors. \$12,500 or best offer. KMIT Radio, Mitchell, SD. 605-996-9667.

Tape cartridges for immediate sale. All cartridges recently removed from service. All cartridges recently reloaded. Call for details. S. Keating. KOAX-FM, Dallas, TX. 214-369-1171.

FOR SALE EQUIPMENT CONTINUED

Iorelco PC 70 S2 Camera System with pedestal, pan head, new plumbicon tubes, and contour. Selling price \$41,000.00. Contact: Walter C. Nichol/KPIX television, 2655 Van Ness Avenue, San Francisco, CA 94109. 415-776-5100.

For sale: 1-BTA5F RCA Transmitter in good condition; presently in operation on 910 KC WJCW Radio, P.O. Box W, Johnson City, TN 37601.

For sale: 3-Winchanger towers. 250' WJCW Radio, Johnson City, TN 37601.

Iorelco PC70S Color Camera chain, Complete, Excellent condition, \$30,000.00, MATEC, Inc. 205-956-3034.

3CA PK 701 Color camera, lens, TD11 Tripod, TD 15 Dolly, camera cradle, PCE-1 Encoder, 50' cable, Richmond Hill TS13-1 Color Bar generator. Package or separate items. Camera, 4220 Northern Pike, Monroeville, PA 15146.

Automation parts most needed you can get for IGM 100 200 300 500. Call SESCO Inc., 206-424-6133.

Color TV Equipment. We buy, sell, and trade. World's largest selection. MATEC, Inc., P.O. Box 6636, Birmingham, AL 35210. 205-956-3034.

GE PE-250 Color chains, 2, less monitoring and mounting with 2 extra CCU's, usable tubes, all for \$12,000.00. MATEC, Inc. 205-956-3034.

Two CEI 280 color cameras. Two IVC 870 and one IVC 760 VTR's. Everything one year old. Dave Castellano, 3232 McNutt Ave., Walnut Creek, CA 94596. 415-937-9566.

AMPEX 1200-2000 Capstan motor with flywheel. \$275.00 new. Ampex 2" Digital Tape Timer \$475.00 new. Dave Castellano, 415-937-9566.

Hellax-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

Schafer 800 brain excellent condition \$1,985.00. Broadcast Communications Associates 438 Deering Road, Atlanta, GA 30309.

COMEDY

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

OBITS, No hype. You be the judge. Free comedy sample! OBITS. 366-C West Bullard, Fresno, CA 93704.

Be funny for the holidays. We send our very best "laughs" \$5. Box 183, Prospect Heights, IL 60070.

MISCELLANEOUS

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

PROGRAMMING

Easy holiday timesales with original Christmas Shows, 1943-1950. Write INFOMAX, Box 3022B, San Raphael, CA 94902.

30 synthesizer music tracks, each :30 and 25 Moog Bullets that can be used for contests, promos, weather, news intros and more. 55 cuts for \$75.00. Order now. Studio 4 Productions, P.O. Box 68, Grand Blanc, MI 48439.

INSTRUCTION

FCC license study guide. 377 pages. Covers third, second, first radiotelephone examinations. \$9.95 postpaid. Grantham, 2002 Stoner, Los Angeles, CA 90025.

Crack major markets! Former programming consultant and syndicated producer will personally evaluate your air-checks, help you get the top jobs. \$5 per tape. Three for \$12. COLAURORA, Inc., Box 486, Aurora, CO 80040.

INSTRUCTION CONTINUED

Complete radio production and announcing training for over 39 years! Don Martin School of Communications! Six fully equipped, modern radio studios. Full time resident studio & classroom instruction by media experienced professionals. Classes start monthly, V.A. approved. Inquire now: 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. 213-462-3281. Not a "workshop" or "seminar", but fully qualified and approved school.

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

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 Jan. 3 and Feb 14. Student rooms at each school.

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

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

No: tuition, rent! Memorize, study—Commands "Test-Answers" for FCC first class license—plus "Self Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 8010 Blue Ash Road, Cincinnati, OH 45326 Telephone 513 791-1770.

1st Class FCC, 6 wks, \$450.00 or money back guarantee. VA apvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

No FCC license? Tried every way but the right way? It's time for Genn Tech. Home study. Free catalog. 5540 Hollywood Bv., Hollywood, CA 90028.

RADIO

Help Wanted Management

MANAGEMENT REPRESENTATIVE

Major market ethnic radio station wants Eastern management representative: will call on upper level client executives in major corporations, service existing clients who co-sponsor community oriented promotional activities, and seek new clients to participate in similar future activities. Should have station or group management experience, but will consider National Representative or similar experience. Person selected must reside in New York City or surrounding area. Selected respondents will be interviewed in New York late November or early December. Send qualifications and base salary requirements to: Box X-198, BROADCASTING.

Help Wanted Sales

ARE YOU READY?

Yes, ready to make more money and enjoy life as Sales Manager for top-rated adult contemporary station in Texas' lake area. Fastest growing area in state. Box Y-84, BROADCASTING.

WANTED ... NUMBER ONE SELLING MANAGER FOR NORTHEAST TOP 25 CLASS C FM

We presently own six radio stations in major eastern markets. OUR MANAGERS ARE THE TOP SELLING RADIO SALESMEN in their markets and they have all earned, based on performance, a substantial ownership of their station—as much as one third.

If you are creative, energetic, bright and the best radio salesperson at your present job, but want to be the best radio salesperson at a 100,000 watt stereo rocker in a top 25 northeastern market as well as earn a substantial portion of the stock and earn an attractive salary, give either one of us a call right away.

Don Wilks/Mike Schwartz
WAQY - Springfield, Mass.
(413) 525-4141

Help Wanted Announcers

MAGICRADIO DETROIT

WMJC needs a pleasant, natural-sounding and experienced announcer with third and endorsement. If that sounds like you, send your tape and resume to:

Tom Miles
Box 20056
Detroit, MI 48220
E.O.E./M.F.



A GREATER MEDIA STATION

Broadcast group seeking exciting MOR personality for PM Drive slot. Unique opportunity for a seasoned professional to join an outstanding air team with this top rated station. You will be expected to build and hold an audience in a very important daypart. Pleasant living and working conditions, excellent compensation. Send resume, including present salary to: Program Manager, P.O. Box 21567, Columbia, SC 29221. Equal Opportunity Employer, Male/Female.

LARGE MARKET TOP 40

Needs killer morning person or team to grab and hold 18-49 audience in metropolitan area. Box Y-93, BROADCASTING. EOE/M-F

Help Wanted News

EXPATRIATE CANADIAN JOURNALISTS

Canada's first all-news network of 11 new radio stations is looking for editors, writers, announcers, reporters, researchers and related news staff.

If you have worked in all-news radio and want to return to Canada to join our coast-to-coast network dedicated solely to news and information send resume, salary history, and audition tape.

Position will be available in major centres across Canada beginning Spring 1977.

David Ruskin
General Manager
Canada All-News Radio Limited
6700 Finch Ave., West,
6th floor
Rexdale, Ontario
M9W5P5

Help Wanted Programing, Production, Others

MARKETING DIRECTOR. Presentable, personable aggressive but tactful person with a solid understanding of radio. Please send resume and references.

Box Y-97, BROADCASTING.

PROMOTION DIRECTOR FOR WLS
ABC-Owned AM station needs experienced professional with proven skills in all areas of radio promotion. To include a working knowledge of on-air promotion and production, outside media placement, sales promotion and press relations. Reporting directly to the General Manager, must meet high creative and administrative standards. Send resume and non-returnable samples to: Martin G. Greenberg, Vice-President and General Manager, WLS Musicradio, 360 North Michigan Avenue, Chicago, Illinois 60601.
An Equal Opportunity Employer

Situations Wanted Management

The South lost the war and now will lose one of its most successful G.M.'s. Must relocate due to wife's allergy before May 77. Track Record: ARB No. 6 to No. 1, sales 170K to 425K, profit, loss to 150K. Time frame 3 years. Prefer Midwest but all areas except humid deep south considered. All replies answered in confidence. Box Y-47, BROADCASTING.

For Fast Action Use
BROADCASTING'S
Classified Advertising

Situations Wanted Announcers

I'LL MAKE MONEY FOR YOU!!
I'm a rock jock, do sports play-by-play telephone talk, can sell—and have first class ticket. Young, enthusiastic, experienced. Let's talk. Prefer midwest.
Box Y-57, BROADCASTING.

POWERHOUSE AM PACKAGE

Currently kicking *\$**% on major 50kw East Coast facility. Voices, interviews, community involvement add up to cash in the bank for you. Proven money maker and audience grabber. This unique approach to AM Drive is available immediately. Call Capt. Crunch 617-267-2377.

Situations Wanted Technical

Radio Operations, or Equipment Manufacturing

Self starter with entrepreneurial bent seeks new challenge. BSEE, 7 years operations, 4 years equipment design, sales, management, & more. Technical competence, business sense, and enthusiasm make a prime candidate to manage your operation. Call now: 617-665-8139.

Situations Wanted Programing, Production, Others

PRODUCTION HEAVYWEIGHT

25 YEARS ... MAJOR MARKET
COMMERCIALS, RECORD SHOWS,
PLAY BY PLAY. READY!
REPLY TODAY.
BOX Y-72, BROADCASTING.

TELEVISION Help Wanted Technical

VIDEO STUDIO ENGINEER

Video Engineer to fill a current vacancy at Sperry Univac's modern color television production studio in the vicinity of Princeton, N.J. This position involves the operation and maintenance of a full complement of newly acquired broadcast grade video tape recording equipment, including RCA 2" quad and IVC 2" helical recorders, IVC 7000 color cameras, RCA TK 28 film chains, and associated monitoring, distribution, and switching equipments.

Applicants must have completed a job-related technical school of at least 2 years duration, or equivalent, and must have a minimum of 3 years experience, preferably in the maintenance of color broadcast equipment. A 1st Class FCC License is desirable.

If you qualify, send your resume, including salary history, to: A.T. Barbato, Sperry Univac, P.O. Box 1110, Princeton, N.J. 08540.

We are an equal opportunity employer.

SPERRY UNIVAC

Help Wanted Technical Continued

Medium market VHF net work affiliate, group owned, requires a TV control room supervisor experienced in all phases of engineering, maintenance, remotes and personnel management. Previous management experience preferred. Salary negotiable. An equal opportunity employer. Send resume to Box Y-39, Broadcasting.

ENGINEER/TECHNICIAN with at least 3 years active maintenance experience on TV studio equipment including Ampex ACR - vital switcher, character generator and digital remote control equipment. Central New York equal opportunity employer. Send complete resume and salary requirements to Box Y-66, BROADCASTING.

Help Wanted Programing, Production, Others

TV PRODUCER & BUSINESS AFFAIRS MANAGER

Major company introducing a women oriented magazine format show—needs bright, energetic producer and business affairs manager with network experience. New York City. All replies confidential. State background and salary requirements. Box Y-52, BROADCASTING.

Situations Wanted Sales

SALES MANAGER

22 years television/radio sales management with major market. Experienced, aggressive, reliable. Knowledgeable in all phases of broadcasting. Seeks opportunity, proven track record, raised total sales with major company. 1st quarter 400%, 700% second year. Can demonstrate abilities, hardworker, tough competitor. Contact.

Ted Muller—Johnson Avenue
Wells Beach, Maine 04090
1-207-646-2288

Situations Wanted Programing, Production, Others

Goal oriented college grad looking for break into television production or sales. Retail management experience. Hard working and aggressive with high recommendations. Will relocate. Marc Bodner 27 Shadowlawn Drive, Livingston, New Jersey 07039. 201-994-1652.

Placement Service

**RADIO-TELEVISION-CATV
STATION OWNERS & MANAGERS**
We will recruit your personnel
at no charge to you. Call the
"PERSONNEL HOTLINE"
305-659-4513

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opportunities and services.

Radio Programing

REMEMBER ELVIS

One hour musical documentary. Includes exclusive 20 year old interview with Elvis Presley, never before released. Narrated by noted Florida air personality, Ed Ripley. The right length... the right price. Perfect for rock, MOR and country formats. For demo and particulars write: Ripley Productions, Box 82367 Tampa, Florida 33612. (813) 949-3767

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Plus over 1,000 other Old Time Radio Shows now available for half-hour strip programming under the title CAT WHISKERS

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STATIONS!! YOUR ADS ARE FREE!
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Programing Consultants

ATTENTION RADIO OWNERS AND MANAGERS:
If we don't get ratings—you don't pay! At last a programming consultant service that guarantees results. Two of the sharpest programming minds in radio today are in Chicago and are now offering guaranteed results. What do you have to lose? If you are tired of being ripped-off by consultants that talk big and don't deliver, call now—The Chicago Consultants (312) 869-8089.

Buy-Sell-Trade

NO CASH

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 • MEMPHIS • DELAND • N.Y. • ATLANTA • GREENVILLE SC • CINCINNATI

Business Opportunity

FORMER DISC JOCKEY & ART DIRECTOR is forming a record label, and looking for investors. Have very good talent. Pop C&W-R&B and Disco. All interested party should contact Box Y-71, BROADCASTING.

Wanted To Buy Stations

CALIF., NEV., ARIZ., N. MEX. UNDER \$100,000 TOTAL, AM OR FM, IN 1 or 2 STATION MARKET PREFERRED. CONTACT DIRECT OR THROUGH BROKER. BOX Y-2, BROADCASTING.

ATTENTION SOUTHEAST

Seasoned owner-operator seeks AM/FM combo. 29% down, 10 year payout. This is not a broker ad. Principals please reply in confidence. Box Y-58, BROADCASTING.

IF YOU WISH TO RETIRE

and have a well established radio property which is lucrative, I will buy it after a trial period. Send all info to Box Y-62, BROADCASTING.

Multi-station owner interested in inquiring AM or FM stations in the Southeast. All replies will be confidential. Write M.D. Smith, III, P.O. Box 551, Huntsville, Alabama 35804.

For Sale Stations

FOR SALE

Fulltime Florida Regional Radio Station in attractive metro area. Growth potential enormous. Currently profitable. Valuable real estate included. Principals only write:

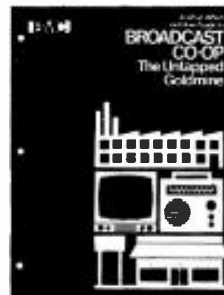
Box X-182, BROADCASTING

ANNOUNCING

The opening of the Firm
THE TED HEPBURN COMPANY
Business Brokers specializing in negotiations, sales and appraisals of radio and television properties.

Phone: 513/791-8730
Address: PO Box 42401
Cincinnati, Ohio 45242

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BROADCAST CO-OP, THE UNTAPPED GOLDMINE provides an in-depth look at co-op with plenty of proven sales approaches. It details the how, when, and why of:

- Gathering co-op leads
- Building co-op sales presentations
- Producing co-op spots
- FTC Guides/legal precautions
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- Retailer in-store co-op system
- Retailer-to-resources presentations
- Organizing dealer associations
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- Suggested broadcast co-op plan ingredients, topped off with a Step-By-Step Station Action Plan To Help You Get Started Now!

If you have anything to do with co-op, you need this book!

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

Please send me _____ copies of
BROADCAST CO-OP, THE UNTAPPED GOLDMINE.

- ☐ @ \$14.45 ea. (1-4 copies)
☐ @ \$12.45 ea. (5-9 copies)
☐ @ \$10.45 ea. (10 or more copies)

My payment for \$ _____ is enclosed.

Name _____
Company _____
Address _____
City _____
State _____ Zip _____

For Sale Stations Continued

Western North Carolina AM
Real Estate Included
Perfect Growth Opportunity
Priced Below \$500,000.00
Box Y-43, BROADCASTING.

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

New Eng.	Metro	Fulltime	\$625K	Cash
South	Metro	Daytime	\$315K	Cash
MW	Metro	Fulltime	\$425K	29%
Mid At.	Major	AM/FM	\$4,400K	Terms
MW	Major	FM	\$1,000K	Nego

Atlanta—Boston—Chicago—Dallas
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to the
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THE KEITH W. HORTON COMPANY, INC

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P.O. Box 948 • (607) 733-7138

BROADCASTING'S CLASSIFIED.

offers an extensive variety of
opportunities and services.

"I've found your classified ads section quite effective in rounding up new announcer possibilities. As program consultant for a group operation, I've decided to use advertising in BROADCASTING fairly regularly to keep our active files current. Keep up the good work."

**YOU BELONG IN
BROADCASTING!**

1735 DeSales Street, N.W.
Washington, D.C. 20036

For Sale Stations Continued

- 1000 watt daytime covering 200,000 population in S.E. Tennessee. NO DOWN PAYMENT. \$3,304 per month. Prepayment privileges.
- 5000 watt day, 1000 watt night AM plus Class A FM in large central Florida City. New Low Price. Make an offer.
- AM/FM in Southern Indiana. Small Town. Well established station with good real estate \$225,000. Terms.
- 1000 watt day, 250 night in Western Montana. Modern City. Sales about \$200,000.
- AM/FM in Mississippi. Within 50 miles of Meridian. \$25,000 down.
- Class "C" stereo station in Mississippi. \$435,000. Terms.
- 1000 watt daytime in South Central Florida. Small town. Selling area population about 45,000. \$150,000. Terms.
- Good buy on Cable TV operation in Southern Indiana.

BUSINESS BROKER ASSOCIATES
615-894-7511

MEDIA BROKERS APPRAISERS

RICHARD A.

Shahen INC
435 NORTH MICHIGAN • CHICAGO 60611

312-467-0040



So, if you're looking for employment, the right employee, buying or selling equipment or have a product or service used in the broadcasting business, then BROADCASTING's Classified section is the place to see and be seen in.

**You belong in
BROADCASTING'S
CLASSIFIED...**

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

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

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

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

Name _____

Phone _____

City _____

State _____

Zip _____

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

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Rates, classified listings ads:

—Help Wanted. 50c per word—\$10.00 weekly minimum.
(Billing charge to stations and firms: \$1.00).
—Situations Wanted. 40c per word—\$5.00 weekly minimum.

—All other classifications. 60c per word—\$10.00 weekly minimum.

—Add \$2.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$25.00 per inch.

—All other \$45.00 per inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale. Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

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

Agency Commission only on display space.

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

Stock Index

Stock symbol	Exch.	Closing Wed. Nov. 3	Closing Wed. Oct. 27	Net change in week	% change in week	1976 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	N	36 1/4	37 3/8	- 1 1/8	- 3.01	38 1/2	19 7/8	24	17,519	635,063
CAPITAL CITIES	N	51 1/2	51 1/4	+ 1/4	+ .48	55 3/4	42 1/4	13	7,764	399,846
CBS	N	52 1/2	54 1/2	- 2	- 3.66	60 1/2	46 3/4	11	28,313	1,486,432
COX	N	30 3/4	32 7/8	- 2 1/8	- 6.46	37 3/4	28 3/4	10	5,863	180,287
GROSS TELECASTING	GGG	A 12	12		.00	12 1/2	10	7	800	9,600
KINGSTIP COMMUN.	KTVV	O 4 7/8	4 3/4	+ 1/8	+ 2.63	4 7/8	2 1/4	17	461	2,247
LIN	LIN8	O 15	15		.00	17 3/4	9 5/8	7	2,382	35,730
MOONEY	MOON	O 1 3/4	1 7/8	- 1/8	- 6.66	3 7/8	1 3/4	3	425	743
RAHALL	RAHL	O 7 1/4	7 1/8	+ 1/8	+ 1.75	7 1/4	4 1/2	15	1,297	9,403
SCRIPPS-HOWARD	SCRIP	O 28	28		.00	28 1/2	20 1/2	7	2,589	72,492
STARR**	S8G	M 2 5/8	2 5/8		.00	5	2 1/4		1,202	3,155
STORER	S8K	N 27 3/8	27	+ 3/8	+ 1.38	31	15 7/8	9	3,902	106,817
TAFT	T8B	N 28 1/8	28 1/8		.00	31 1/2	23 1/4	9	4,070	114,468
TOTAL									76,587	3,056,283

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A 3 1/8	3 1/4	- 1/8	- 3.84	4 3/4	2	6	1,258	3,931
AVCO	AV	N 14	13 7/8	+ 1/8	+ .90	14 3/4	4 1/2	2	11,541	161,574
JOHN BLAIR	BJ	N 8 1/2	8 7/8	- 3/8	- 4.22	11 1/4	5	5	2,403	20,425
CHRIS-CRAFT**	CCN	N 4 7/8	5	- 1/8	- 2.50	6 3/8	4 1/2		4,162	20,289
COMBINED COMM.	CCA	N 15 3/4	15 1/4	+ 1/2	+ 3.27	20	12 5/8	8	6,363	100,217
COWLES	CWL	N 11 3/8	11 1/4	+ 1/8	+ 1.11	11 3/8	6 1/8	15	3,969	45,147
DUN & BRADSTREET	DNB	N 28 1/8	27	+ 1 1/8	+ 4.16	33 3/4	24 5/8	17	26,581	747,590
FAIRCHILD IND.	FEN	N 7 3/8	8	- 5/8	- 7.81	11 1/2	6 1/8	9	5,708	42,096
FUQUA**	FQA	N 10 3/8	10 3/8		.00	10 3/8	4 1/2		8,844	91,756
GANNETT CO.	GCI	N 36 3/4	37 7/8	- 1 1/8	- 2.97	40	32 7/8	18	21,108	775,719
GENERAL TIRE	GY	N 23 1/8	23 1/4	- 1/8	- .53	25 5/8	17 5/8	6	21,954	507,686
GLOBE BROADCASTING**	GLBTA	O 2 3/8	2 3/8		.00	2 7/8	1 1/2		2,783	6,609
GRAY COMMUN.	O	6 3/4	6 3/4		.00	7 1/4	6	4	475	3,206
HARTE-HANKS	HMN	N 25	22 5/8	+ 2 3/8	+ 10.49	25 3/4	17 1/8	12	4,383	109,575
JEFFERSON-PILOT	JP	N 29 5/8	28 3/4	+ 7/8	+ 3.04	31 7/8	25 5/8	11	24,078	713,310
KAISER INDUSTRIES	KI	A 12 1/2	13 1/8	- 5/8	- 4.76	16	8	6	27,598	344,975
KANSAS STATE NET.	KSN	O 3 3/4	3 5/8	+ 1/8	+ 3.44	4 7/8	3	5	1,826	6,847
KNIGHT-RIDDER	KRN	N 34 1/4	33	+ 1 1/4	+ 3.78	37 1/8	28 7/8	13	8,305	284,446
LEE ENTERPRISES	LNT	A 16 7/8	16 7/8		.00	25 1/2	15 3/8	10	3,352	56,565
LIBERTY	LC	N 16 5/8	16 1/2	+ 1/8	+ .75	18 5/8	9 1/2	6	6,762	112,418
MCGRAW-HILL	MHP	N 14 1/4	14 1/8	+ 1/8	+ .88	17	12 3/4	9	24,700	351,975
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 16 1/8	16	+ 1/8	+ .78	17 5/8	10 1/4	4	3,064	49,407
METROMEDIA	MET	N 24 5/8	25 1/8	- 1/2	- 1.99	29 3/4	15	7	6,730	165,726
MULTIMEDIA	MMED	O 19	18 1/2	+ 1/2	+ 2.70	20	14 1/4	10	4,390	83,410
NEW YORK TIMES CO.	NYKA	A 13 5/8	13 1/2	+ 1/8	+ .92	17 3/8	11 1/2	12	11,203	152,640
OUTLET CO.	OTU	N 16 1/2	16 3/8	+ 1/8	+ .76	19	12 7/8	5	1,438	23,727
POST CORP.	POST	O 13 3/4	12 1/2	+ 1 1/4	+ 10.00	13 3/4	8	375	873	12,003
REEVES TELECOM**	RBT	A 2 1/8	2	+ 1/8	+ 6.25	2 1/2	1 1/8		2,376	5,049
ROLLINS	ROL	N 22	21 7/8	+ 1/8	+ .57	27 3/8	20 3/4	13	13,404	294,888
RUST CRAFT	RUS	A 8 1/8	7 3/4	+ 3/8	+ 4.83	9 7/8	5 5/8	6	2,291	18,614
SAN JUAN RACING	SJR	N 9 3/4	10	- 1/4	- 2.50	10 1/4	7 1/4	7	2,509	24,462
SCHERING-PILOUGH	SGP	N 49 1/2	51 5/8	- 2 1/8	- 4.11	59 3/4	47 1/2	18	54,037	2,674,831
SONOERLING	SDB	A 13 1/2	11 3/4	+ 1 3/4	+ 14.89	13 1/2	6 3/4	5	729	9,841
TECH OPERATIONS**	TO	A 2 1/2	2 1/2		.00	4 3/4	2 1/2		1,344	3,360
TIMES MIRROR CO.	TMC	N 20 1/4	20 7/8	- 5/8	- 2.99	23 3/4	18 1/4	11	33,895	686,373
WASHINGTON POST CO.	WPO	A 40 1/4	39 1/2	+ 3/4	+ 1.89	40 1/2	21 3/4	11	4,546	182,976
WOMETCO	WOM	N 11 7/8	11 1/2	+ 3/8	+ 3.26	13 1/4	8 7/8	8	9,470	112,456
TOTAL									377,728	9,127,992

Cablecasting

ACTON CORP.	ATN	A 3 1/8	3 1/8		.00	3 3/4	1 1/8	15	2,640	8,250
AEL INDUSTRIES**	AELBA	O 2 3/8	2 3/8		.00	2 3/8	3/4		1,672	3,971
AMECO**	ACO	O 1 1/4	1	+ 1/4	+ 25.00	1 1/4	3/8		1,200	1,500
AMERICAN TV & COMM.	AMTV	O 18 1/4	18 1/4		.00	21 3/4	13 1/2	17	3,359	61,301
ATHENA COMM.**	O	1/8	1/8		.00	1/2	1/8		2,125	265
BURNUP & SIMS	BSIM	O 3 1/2	3 1/2		.00	6 1/2	3 1/4	44	8,349	29,221
CABLECOM-GENERAL	CCG	A 4 7/8	4 7/8		.00	8 1/8	4 1/8	4	2,560	12,480
CABLE INFO.	O	3/4	1 1/4	- 1/2	- 40.00	1 1/4	1/4		663	497
COMCAST	O	3 1/8	3 1/8		.00	3 1/4	1 7/8	39	1,708	5,337
COMMUN. PROPERTIES**	COMU	O 3 3/4	3 3/4		.00	4	1 7/8	14	4,761	17,853
COX CABLE	CXC	A 15 7/8	16	- 1/8	- .78	17 3/4	13	17	3,560	56,515
ENTRON	ENT	O 1 3/4	1 3/4		.00	1 3/4	1 1/2	2	979	1,713
GENERAL INSTRUMENT	GRL	N 15 3/4	16 1/8	- 3/8	- 2.32	17 5/8	8 1/4	66	7,178	113,053
GENEVE CORP.	GENV	O 9 1/4	8 3/4	+ 1/2	+ 5.71	10	6 1/2	62	1,121	10,369
TELE-COMMUNICATION	TCOM	O 3	3 1/8	- 1/8	- 4.00	5 1/4	2 7/8	43	5,181	15,543
TELEPROMPTER**	TP	N 6 1/4	6 5/8	- 3/8	- 5.66	9 3/8	5 3/4		16,634	103,962
TIME INC.	TL	N 33	34 1/4	- 1 1/4	- 3.64	34 3/4	32 1/2	6	25,000	825,000
TOCOM	TOCM	O 2 7/8	2 7/8		.00	3 1/4	1 5/8	10	617	1,773
UA-COLUMBIA CABLE	UACC	O 14 1/2	14 1/2		.00	15	9	13	1,700	24,650
UNITED CABLE TV**	UCTV	O 2 5/8	2 5/8		.00	3	1 5/8		1,879	4,932
VIACOM	VIA	N 8 5/8	9	- 3/8	- 4.16	11 3/4	7 7/8	9	3,705	31,955
TOTAL									96,591	1,330,140

	Stock symbol	Exch.	Closing Wed. Nov. 3	Closing Wed. Oct. 27		Net change in week		% change in week		1976 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Programming														
COLUMBIA PICTURES	CPS	N	5 3/8	5 1/2	-	1/8	-	2.27	7 7/8	4 1/2	6		6,748	36,270
DISNEY	DIS	N	44 1/4	44	+	1/4	+	.56	63	43 5/8	19		31,010	1,372,192
FILMWAYS	FWY	A	6 1/4	6 1/4				.00	10 1/4	5 1/4	6		2,404	15,025
FOUR STAR			1/2	1/2				.00	5/8	1/4	5		667	333
GULF + WESTERN	GW	N	16 5/8	15 1/2	+	1 1/8	+	7.25	26 7/8	15 1/2	4		30,058	499,714
MCA	MCA	N	33 1/2	33 3/4	-	1/4	-	.74	36 1/4	25	6		17,344	581,024
MGM	MGM	N	14 3/8	14	+	3/8	+	2.67	15 3/4	12 7/8	8		13,102	188,341
TELETRONICS INTL.	O		6 1/4	7	-	3/4	-	10.71	9 5/8	3 3/4	11		837	5,231
TRANSAMERICA	TA	N	12 3/8	12 3/4	-	3/8	-	2.94	13 1/4	8 1/4	9		64,947	803,719
20TH CENTURY-FOX	TF	N	8 7/8	9	-	1/8	-	1.38	15	8 3/4	10		7,558	67,077
WALTER READE	WALT	O	1/8	1/8				.00	3/8	1/8	6		4,296	537
WARNER	WCI	N	25	23 1/2	+	1 1/2	+	6.38	25	17 1/2	29		17,001	425,025
WRATHER	WCO	A	4 1/8	4 3/8	-	1/4	-	5.71	5 1/8	3 1/8	8		2,244	9,256
TOTAL													198,216	4,003,744

Service

88DO INC.	88DO	O	21 1/4	21	+	1/4	+	1.19	22	16 3/4	8	2,513	53,401
COMSAT	CO	N	29	28 5/8	+	3/8	+	1.31	31 3/4	23 7/8	7	10,000	290,000
DOYLE DANE BERNBACH	DOYL	O	14	13 7/8	+	1/8	+	.90	15 3/8	8 7/8	7	1,816	25,424
FOOTE CONE & BELDING	FCB	N	13 7/8	13 5/8	+	1/4	+	1.83	14 1/4	10 1/4	7	2,332	32,356
GREY ADVERTISING	GREY	O	12 1/4	12 1/4				.00	13 1/4	6 7/8	5	1,104	13,524
INTERPUBLIC GROUP	IPG	N	26 5/8	26 1/2	+	1/8	+	.47	27	16 3/8	7	2,290	60,971
MARVIN JOSEPHSON	MARVN	O	8 3/4	8 1/4	+	1/2	+	6.06	10 3/8	6 3/4	5	1,945	17,018
MCI COMMUNICATIONS**	MCIC	O	1 5/8	1 3/4	-	1/8	-	7.14	3 3/8	1 3/8		16,795	27,291
MOVIELAB	MOV	A	1 1/8	1 1/8				.00	2 5/8	1	5	1,409	1,585
MPO VIDEOTRONICS**	MPQ	A	3 3/8	3 3/8				.00	4 1/4	2 3/8		537	1,812
NEEDHAM, HARPER	NDHMA	O	7 3/4	7 3/4				.00	7 7/8	5 5/8	4	823	6,378
A. C. NIELSEN	NIELB	O	20 1/4	19 7/8	+	3/8	+	1.88	24 5/8	16 3/4	13	10,598	214,609
OGILVY & MATHER	OGIL	O	25 1/2	24 3/4	+	3/4	+	3.03	27 1/2	17	8	1,805	46,027
J. WALTER THOMPSON	JWT	N	13 1/8	13	+	1/8	+	.96	14 1/4	7 7/8	9	2,649	34,768
TOTAL												56,616	825,164

Electronics/Manufacturing

AMPEX	APX	N	6 3/4	6 3/4				.00	9 1/4	4 3/4	11	10,885	73,473
ARVIN INDUSTRIES	ARV	N	13 5/8	14 1/2	-	7/8	-	6.03	16	9 5/8	5	5,959	81,191
CETEC	CEC	A	1 1/2	1 3/4	-	1/4	-	14.28	2 3/4	1 1/4	8	2,244	3,366
COHU, INC.	COH	A	2 3/8	2 1/4	+	1/8	+	5.55	3 5/8	2	13	1,617	3,840
CONRAC	CAX	N	22 1/4	21 7/8	+	3/8	+	1.71	29 1/8	20	7	1,427	31,750
EASTMAN KODAK	EASKD	N	87	85 3/8	+	1 5/8	+	1.90	116 3/4	85 3/8	22	161,347	14,037,189
FARINON ELECTRIC	FARN	O	8	9	-	1	-	11.11	11 1/2	7	14	4,291	34,328
GENERAL ELECTRIC	GE	N	52 1/8	52 3/4	-	5/8	-	1.18	58 3/4	46	14	184,581	9,621,284
HARRIS CORP.	HRS	N	50 1/4	50 3/8	-	1/8	-	.24	54 3/8	33 3/4	11	6,071	305,067
HARVEL INDUSTRIES	HARV	O	2 3/4	5 1/2	-	2 3/4	-	50.00	6 1/2	2 3/4	7	480	1,320
INTL. VIDEO CORP.**	IVCP	O	1 1/8	1 3/8	-	1/4	-	18.18	3 1/8	1 1/8		2,701	3,038
MICROWAVE ASSOC. INC	MAI	N	16 7/8	17	-	1/8	-	.73	21 7/8	13 3/4	10	1,320	22,275
3M	MMM	N	59 1/2	60 1/4	-	3/4	-	1.24	66 1/2	52 1/2	23	114,240	6,797,280
MOTOROLA	MOT	N	50	50 1/8	-	1/8	-	.24	57 3/4	41 1/4	23	28,323	1,416,150
N. AMERICAN PHILIPS	NPH	N	29	29 1/8	-	1/8	-	.42	33	19 7/8	8	12,033	348,957
OAK INDUSTRIES	DEN	N	8 7/8	9	-	1/8	-	1.38	12 1/4	7 1/4	8	1,639	14,546
RCA	RCA	N	24 7/8	25 1/8	-	1/4	-	.99	30	18 7/8	13	74,728	1,858,859
ROCKWELL INTL.	ROK	N	28	29	-	1	-	3.44	32 1/2	23 3/8	8	31,200	873,600
RSC INDUSTRIES	RSC	A	1 1/2	1 1/2				.00	2 1/2	1 3/8	8	2,690	4,035
SCIENTIFIC-ATLANTA	SFA	A	18 3/8	18 7/8	-	1/2	-	2.64	18 7/8	10 1/4	13	1,657	30,447
SONY CORP.	SNE	N	8 1/4	8 1/2	-	1/4	-	2.94	9 7/8	7 1/4	25	172,500	1,423,125
TEKTRONIX	TEK	N	59 1/2	60 3/4	-	1 1/4	-	2.05	67	44 1/4	17	8,671	515,924
TELEMAN	TMT	O	3/8	1/4	+	1/8	+	50.00	1	1/4		1,050	393
VARIAN ASSOCIATES	VAR	N	12 3/4	12 1/4	+	1/2	+	4.08	17 1/4	12	11	6,838	87,184
WESTINGHOUSE	WX	N	16	16 1/4	-	1/4	-	1.53	19 1/8	13	7	87,503	1,400,048
ZENITH	ZE	N	26 3/8	27	-	5/8	-	2.31	38 1/4	23 5/8	13	18,818	496,324
TOTAL												944,813	39,484,993
GRAND TOTAL												1,750,551	57,828,316

Standard & Poor's Industrial Average 114.0 113.9 +.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

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

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

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

Less active stocks. Trading in the following issues is too infrequent for weekly reporting. This listing reports the amount and date of the last known sale:

CCA Electronics.....	3/8.....	9/13/76
Concert Network.....	1/4.....	6/4/75
Elkins Institute.....	1/8.....	11/20/74
Heritage Communications.....	3.....	3/8/76
Lamb Communications.....	1 1/4.....	3/6/74
Tele-Tape.....	1/4.....	2/5/75
Universal Communications.....	1/4.....	4/2/75
Woods Communications.....	1/2.....	1/29/75

Marlene Sanders: the other woman in network news

"It was not the most auspicious beginning," says Marlene Sanders of her start last January as vice president and director of television documentaries for ABC News.

In becoming the first woman network news vice president, she took on a staff and program budget that had been halved from year-before levels, and a morale problem that resulted from those cutbacks.

But 1977 looks good for ABC News documentaries and for Marlene Sanders. Reasons: The money allocated to the *Closeup* documentary series has been "at least doubled," as have the number of *Closeup* programs, from six to 12. The staff has been built back up to seven: staff producers, two freelance producers and 20 support people. Also, a magazine-format program, to be under her aegis, is "on paper and in discussion," and she hopes that it would be in production by mid-1977.

Ms. (she prefers the title) Sanders could be described in the terms she applies to one of the upcoming *Closeup* programs: "not flashy . . . warm, thoughtful and personalized." But if her manner is understated, her accomplishments are not. Just as her network role is unique today, so were many of her earlier positions. In 1964 she was the first female to anchor a network evening newscast, substituting for an ailing Ron Cochran on the *ABC Evening News*. Again, in 1971, she filled in for Sam Donaldson for three months on the Saturday-night edition of the *ABC Weekend News*. She also anchored the daytime television news program (she grimaces at the title), *News with a Woman's Touch*.

She broke ground earlier as the first woman newscaster on WNEW(AM) New York, where, she says, "I helped change the image of women in broadcasting." With the station from 1962 to 1964, she wrote and produced a weekly half-hour documentary program and covered local and national stories on-air, including the 1963 civil rights march on Washington and the funeral of President Kennedy.

Before that, from 1955 to 1960, she worked first as a production assistant, later as producer-reporter-writer for WNEW-TV New York on various programs, including *Night Beat*, with now-CBS correspondent Mike Wallace. From 1960 to 1962, she produced and wrote *P.M.*, Westinghouse Broadcasting's live, 90-minute weekday studio show.

Aside from her fill-in and regular anchor duties in the period 1964-73, she worked as a correspondent for ABC cover-



Marlene Sanders—ABC News vice president and director of television documentaries; b. Jan. 10, 1931, Cleveland; Ohio State, 1948-49; Cleveland College, 1950; writer-producer, news programs and documentaries, WNEW-TV New York, 1955-60; writer-producer, *P.M.*, Westinghouse Broadcasting Corp., 1961-1962; assistant director of news and public affairs, WNEW(AM) New York, 1962-64; ABC News radio-television correspondent and part-time documentary producer, 1964-73, concurrently anchor, ABC News daytime *News with a Woman's Touch*, 1964-68; full-time producer of documentaries, ABC News, 1972-75; present post, January 1976. m. Jerome Toobin, director of public affairs, WNET-TV New York, 1958; son, Jeff, 17.

ing hard news. She was in Vietnam in 1966, co-anchored the inauguration of President Johnson in 1965, was ABC correspondent for the coverage of Lynda Bird Johnson's White House wedding, was correspondent on the scene at the Farmington, W.Va., mine disaster in 1968 and covered former Israeli Prime Minister Golda Meir's visit to the U.S. in 1969.

But having been in and out of the ranks of correspondents, she feels her home is in documentaries, where, she says, there is "a product at the end." She also finds her current efforts more rewarding than an anchor post, which she says is prestigious but involves "rewriting wire copy . . . not that I wouldn't have grabbed at the chance to do the evening news."

Of Barbara Walters, who did get the chance amidst much hoopla and some hostility to anchor the evening news, Ms. Sanders laments, "The fact that a woman is finally reaching the top of the visible end of the news business has almost been lost."

As that statement hints, Ms. Sanders is outspoken on the topic of women's rights and women in the broadcasting industry. "I think it's fair to say that I have the in-

terests of our female audience at heart. My inclinations aside, there's an audience there that hasn't been dealt with, she says. (Among the *Closeup* programs scheduled for this season are one on divorce and one titled "ERA: the War Between the Women.") She does, however, give ABC high marks for its attitude toward women.

There's weight to such opinions, because, as others describe her, Ms. Sanders is a thorough professional. Mike Wallace calls her "an exceptionally talented person who has done it all" in the years he has known her since they worked at WNEW-TV. "She has staying power," he adds.

Av Westin, who preceded Ms. Sanders in supervising documentary production for ABC News, says she is a "very well organized and professional journalist who has all the skills it takes."

Alice Herb, one of the producers under Ms. Sanders's supervision, who has worked with her since 1968, calls her "demanding, but not in the picayune sense," and cites her organization, openness and humility ("unusual for a correspondent") as strong points.

Ms. Sanders's list of journalistic awards and commendations is lengthy. Most recently, the *Closeup* edition, "Lawyers: Guilty as Charged?", won the 1976 National Press Club Award for excellence in consumer reporting as well as a Headliner Award. Two honors of which she is proudest are the 1975 Writer's Guild of America annual TV script award for "Right To Die" and the Writers Guild 1964 radio script award for "The Battle of the Warsaw Ghetto."

Ms. Sanders describes herself as basically serious, "bookish, though not without humor, I hope." Television, she believes, is the ideal medium for her, combining her love of the theater ("stage-struck as a kid," she says) with a love of the written word and concern for social and political issues.

Her goals for the *Closeup* series are clear: to reach more people and thereby be more effective, and to take complicated, not necessarily good visual subjects and make them appealing. "Dull, nonvisual subjects escape scrutiny," she says. Slush funds, government complicity in corporate payoffs and multinational conglomerates are examples she cites while conceding, "we do better with emotion."

Television, in a sense, runs in her family. Her husband, Jerome Toobin, is director of public affairs for noncommercial WNET(TV) New York. "We talk shop a great deal," she says.

As for the future: "Wide open," says Ms. Sanders. "I concentrate hard on what I'm doing; I'm not an operator. But I haven't been reticent either."

Editorials

The Carter question

The election of Jimmy Carter to the Presidency introduces new uncertainties into the future of communications regulation. Conditions that have prevailed since Gerald Ford succeeded Richard Nixon in the White House are susceptible to changes that can only be guessed at now.

Broadcasters have found little comfort in the general tone of Mr. Carter's campaign rhetoric. Like most businessmen, they can agree with Mr. Carter's appraisal of the bureaucracy as swollen and inefficient. They are fearful, however, of what Mr. Carter wants a trimmer and more active government to do. To the limited extent that the President-elect has been specific in his observations about regulatory reforms, he has only agitated the apprehensions of the regulated.

His most pointed statements came in an appearance before a Washington forum arranged by Ralph Nader, the consumerist (BROADCASTING, Aug. 16). Among other things, Mr. Carter deplored what he called a "sweetheart" relationship between regulatory agencies and the businesses they regulate and said he would make regulatory appointments that Mr. Nader would approve.

Mr. Nader is not the consultant whom broadcasters would hire to advise on selections to the FCC or whom advertisers would prefer to have a hand in the appointment of Federal Trade Commissioners. In the week before the election, a delegation of Carter advisers waited upon the executive committee of the National Association of Broadcasters and quieted some of the committee's wilder fears (BROADCASTING, Nov. 1), but nobody has yet heard Mr. Carter disavow what he said in the Nader forum.

Perhaps the last man that Mr. Nader would recommend to be a member, let alone the chairman, of the FCC is the incumbent, Richard E. Wiley, an unswerving Republican. Mr. Wiley's chairmanship, which is the President's to give or take away, is unlikely to extend much beyond next Jan. 20. His term of membership expires next June 30.

It is idle to speculate on the Democrat whom Mr. Carter may select to replace Mr. Wiley as a member whenever Mr. Wiley leaves the FCC. As to the chairmanship, attention focuses on Commissioner Benjamin Hooks, who is a Democrat and black. Mr. Hooks's elevation to head the agency would be a recognition of him and of a voting bloc that solidly supported Mr. Carter. By promoting Mr. Hooks and appointing a newcomer to the Wiley membership, the new President could put his stamp on two of the seven FCC commissioners in his first six months in office.

The contrast between the Wiley and Hooks styles was emphasized in the same week that Mr. Carter addressed the Nader forum. Mr. Hooks, dissenting to an FCC rejection of a petition for rulemaking by the National Black Media Coalition, laid out a philosophy of regulatory activism to extend federal control over programming, operation and station ownership.

There are of course limits to the power that an FCC chairman, or even a U.S. President, can exercise over broadcast regulation. The chairman has only one of seven votes. A President cannot push the agency around without arousing the displeasure of a Congress that retains a proprietary interest in the regulatory creatures of its creation.

Perhaps the most effective deterrent to the excessive use of federal power can come from those it regulates. As long as broadcasters perform responsibly, defend their rights when unjustly threatened and maintain a functioning presence in Washington, they will command more respect than restraint.

Rescue

Broadcasters throughout the U.S. owe much to the voters of Indiana and Utah who had the good sense to elect the opponents of Vance Hartke and Frank Moss, running for re-election to the U.S. Senate. If Mr. Hartke had won, he would have become chairman of the Communications Subcommittee. If he had lost, and Mr. Moss had won, the job would have been Mr. Moss's.

Mr. Hartke had promised to write a new Communications Act, thus obviating his need to read the one now in existence. That is a legislative exercise that broadcasters can be grateful to be spared.

Mr. Moss was a leader of the far-sighted statesmen who stopped the United States from smoking six years ago by outlawing the broadcast advertising of cigarettes. There's no telling what other miracles he would have performed at the head of the Communications Subcommittee.

It looks as though Senator Ernest Hollings (D-S.C.) will get the subcommittee job. He is said to be a responsible legislator.

First principles

If the verdict issued last week in the family-viewing case survives appeal, it will end what has become a cozy arrangement between the FCC and the National Association of Broadcasters to apply government regulation by industry action. The arrangement was perfected in the NAB's adoption of family time in its television code, at the nudging of FCC Chairman Richard E. Wiley and exhortation of Arthur Taylor, who at the time was president of CBS. It had, however, been conceived years before and applied many times as a means of circumventing awkward questions about the constitutionality of direct governmental restraints. Federal Judge Warren J. Ferguson has not been misled.

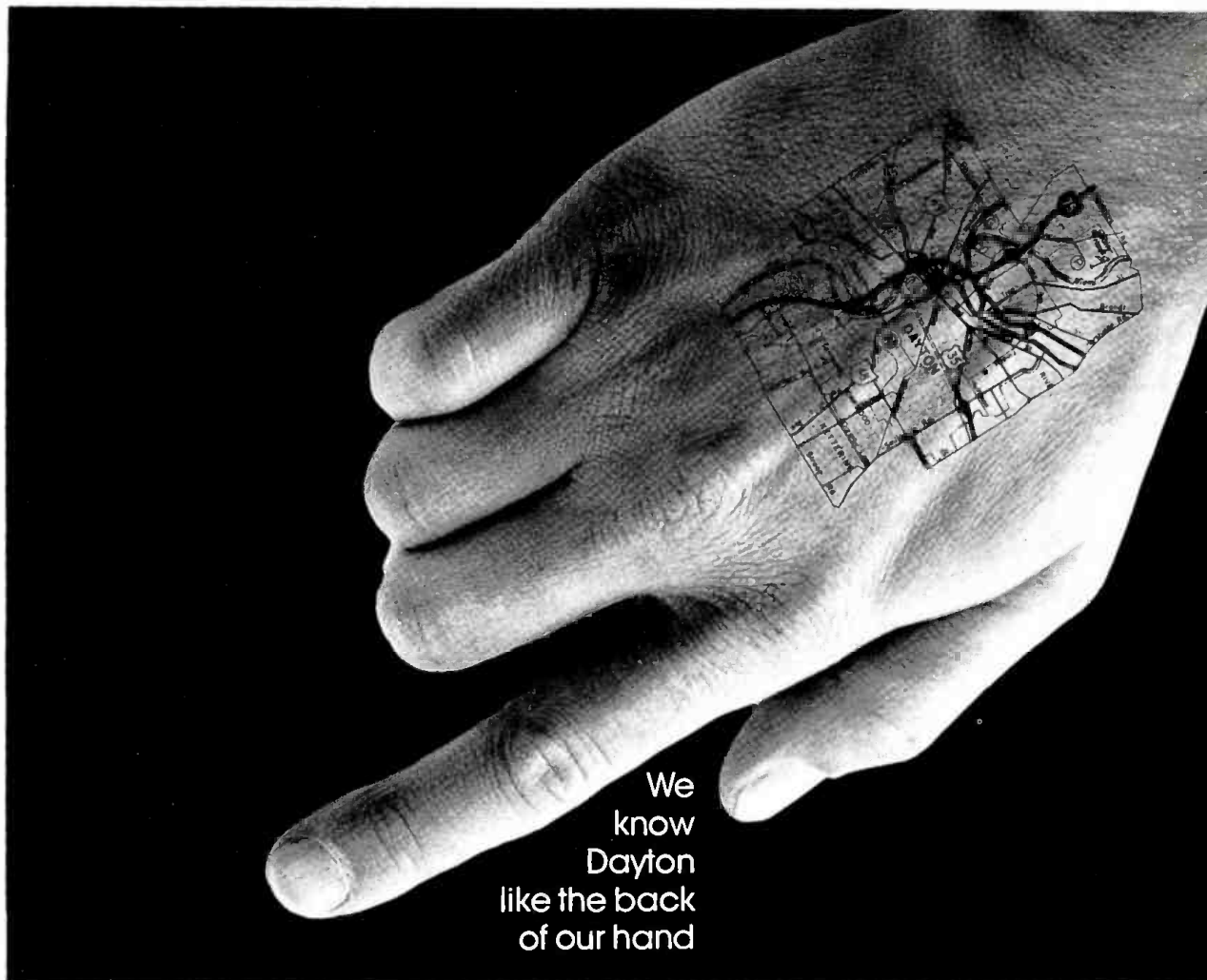
Judge Ferguson found the whole process offensive to the First Amendment. "Uncompromising independence," he said, "is the minimum required of public trustees."

It was put another way on this page before the code action was taken: "By now it ought to be apparent that mass concession to FCC persuasion is nothing less than government regulation by short cut . . . To suggest that the herd must act if anyone is to act is an abdication of individual responsibility that, once lost, cannot be reclaimed." Maybe it has been reclaimed for broadcasters—by Judge Ferguson.



Drawn for BROADCASTING by Jack Schmidt

"WOF's 'crash of the week award' goes to a tan Oldsmobile, license number . . ."



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Charlotte

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