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

Broadcasting Dec 20

The newsweekly of broadcasting and allied arts

Our 46th Year 1976

1

Television's new

Viacom

major source for movies.

The Week in Brief

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

A MAN FOR ALL REASONS ☐ BBDO's Bob Levinson is not only an advertiser but also thinks like a programer. Tony Converse of CBS says, he "has a grasp of how a picture gets made, from the writing through the finished product." **PAGE 65.**

Broadcasting is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington. Single issue $1 except yearend issue $2.50. Subscriptions, U.S. and possessions: one year $30, two years $55, three years $75. Canada add $8 per year, all other countries add $8 per year, U.S. and possessions add $104 yearly for special delivery, $65 for first class. Subscriber's occupation required. Annually: Broadcasting Yearbook $30, Cable Sourcebook $10.

You have to understand a problem before you can solve it.

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

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

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

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

Opening new channels of understanding

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

Go signals

Westinghouse Broadcasting's petition for FCC inquiry into relationship between networks and affiliates is virtually certain to be granted, though in form far from set. At moment, there are no sure votes against it, and four or five likely for it. Indeed, there may even be competition among commissioners for leadership role in pushing inquiry.

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

Job standards

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

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

Reserves

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

Lesson number one

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

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

Small comfort

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

Yawning vacancies

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

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

Top of the line

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

The company he'll keep

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

Back to TV

After long-time absence from TV production, TV division of King Features Syndicate, New York, has made development deals to co-produce two of its newspaper comic strips for network showing. First is with Filmation Productions, Los Angeles, for *Flash Gordon* and other with Hanna-Barbera, Los Angeles, for *Hagar the Horrible*.

ALCOHOLISM. IT'S WHY HALF A MILLION TEENAGERS END UP ON THE ROCKS.

Storer Stations are concerned and are doing something about it.

Today 10 million Americans are hooked on alcohol.

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

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

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

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

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

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

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

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

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

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

Broadcasting that serves.

THE STORER STATIONS

STORER BROADCASTING COMPANY

WAGA-TV Atlanta/WSBK-TV Boston/WJW-TV Cleveland/WJBK-TV Detroit/WITI-TV Milwaukee/KCST-TV San Diego/WSPD-TV Toledo
WJW Cleveland/KGBS Los Angeles/WGBS Miami/WHN New York/WSPD Toledo

Business Briefly

Gulf □ Oil company is readying concentrated spot-radio campaign that will run on Jan. 18. Markets include New York, Chicago, Atlanta, Boston and Cincinnati. Ketchum, MacLeod & Grove, Pittsburgh, is seeking to reach adult men and women.

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

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

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

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

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

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

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

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

Swift □ Sizzlean meat product will be showcased in spot-TV drive to take off in late January for four to five weeks. Wm. Esty, New York, is setting its sights on women, 25-54.

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

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

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

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

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

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

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

Rollins □ Fire and burglary protective systems will be spotlighted in various spot-TV flights to be carried in first half of

BAR reports television-network sales as of Dec. 5

ABC $883,265,200 (32.0%) □ CBS $962,099,600 (34.9%) □ NBC $912,767,200 (33.1%)

Day parts	Total minutes week ended Dec. 5	Total dollars week ended Dec. 5	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.	158	$ 905,200	6,931	$ 36,376,200	$ 32,585,900	+11.6
Monday-Friday 10 a.m.-6 p.m.	996	15,015,600	48,802	596,123,000	496,568,400	+20.0
Saturday-Sunday Sign-on-6 p.m.	324	9,956,500	14,650	314,004,000	239,161,400	+31.3
Monday-Saturday 6 p.m.-7:30 p.m.	103	3,974,500	4,958	147,992,400	119,686,400	+23.6
Sunday 6 p.m.-7:30 p.m.	22	1,397,300	1,039	44,688,300	22,983,400	+94.4
Monday-Sunday 7:30 p.m.-11 p.m.	421	38,625,600	20,409	1,414,413,100	1,180,053,300	+19.8
Monday-Sunday 11 p.m.-Sign-off	220	5,657,100	10,024	204,535,000	164,249,200	+24.5
Total	2,244	$75,531,800	10,681,300	$2,758,132,000	$2,255,288,000	+22.3

Source: Broadcast Advertisers Reports

Rep appointments

- ☐ WEZB(FM) New Orleans and KDIG(FM) San Diego: P/W Radio Representatives, New York.
- ☐ KCTV(TV) San Angelo, Tex.: Katz Television Continental, New York.
- ☐ WBLM(FM) Lewiston, Me.: Marv Roslin Inc., New York.

1977, with initial thrust to begin in early January. McCann-Erickson, Atlanta and New York, is focusing on men and women, 35 and over.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Seven steps that make the most out of advertising

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

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

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

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

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

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

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

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

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

Fourth, advertising cannot overcome gross price disparities.

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

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

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

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

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

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

To cut through the fog between the viewer and the set, advertising must precisely position your product. There must be a simple, direct line between product value and perceived consumer need. Also, the execution must be unconventional. That doesn't mean weird, it means different—original, with visual and audio qualities that demand attention. And, of course, you need adequate media support.

These are all truisms and I offer them to you as nothing more than that. But there is one final point that is honored more in the breach than in the acceptance, and it is the cause of more grief between agencies and advertisers than any single factor: the failure to establish clear-cut communications goals in advance of advertising.

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

Datebook®

■ indicates new or revised listing

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. Representative Lionel Van Deerlin (D-Calif.) will be Jan. 10 luncheon speaker. Fairmont hotel, San Francisco.

Jan. 9-11—*California Broadcasters Association* meeting. FCC Chairman Richard Wiley and Representative Lionel Van 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. 10—Meeting of *National Collegiate Athletic Association television committee* as part of 71st annual NCAA convention (Jan. 6-13). Hotel Fontainebleau, Miami Beach.

Jan. 10-Feb. 12—World Administrative Conference of the *International Telecommunications Union*. International Conference Center, Geneva.

Jan. 12—*New England Cable Television Association* winter meeting. Holiday Inn of Boston-Newton, Newton.

Jan. 12-14—*Association of Maximum Service Telecasters* special meeting. To be discussed will be current activity in the area of short-separation drop-ins, the 1979 World Administrative Radio Conference, general broadcast spectrum management and improvement of UHF reception capabilities. Clyde G. Haehnle, WCET(TV) Cincinnati, chairman of AMST engineering committee, will give a report. Thunderbird Country Club, Rancho Mirage, Calif.

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

■ **Jan. 14-15**—*Utah Broadcasters Association* winter workshop and convention. Sherwood Hills, Sardine Canyon.

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

Jan. 18—*Television Bureau of Advertising* regional sales seminar. Detroit.

Jan. 18—*Nebraska Broadcasters Association* legislature dinner. Nebraska Club, Omaha.

Jan. 20-21—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meeting. Aladdin hotel, Las Vegas.

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

Jan. 21-22—Winter meeting of *Public Radio in Mid-America (PRIMA)*. Sessions will include equipment update, FCC reregulation and deregulation, status of Association of Public Radio Stations-National Public Radio consolidation. Speakers: Sue Harmon, chairman of NPR board; Ron Bornstein, APRS board; Walter Sheppard, WITF-FM Hershey, Pa. (on copyright). Host: KMUW(FM) Wichita, Kan. Holiday Inn Plaza, Wichita.

■ **Jan. 21-22**—*Mississippi Broadcasters Association* annual sales clinic. Consultant Carleton Loucks will preside over Saturday session. Jacksonian-LeFleur's, Jackson.

Jan. 22—*Florida Association of Broadcasters* mid-winter conference. Grenelefe.

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—Deadline for entries in 1976 Sigma Delta Chi Awards of *SDX the Society of Professional Journalists*. Competition is in 16 categories. Information: SDX, 35 East Wacker Drive, Chicago 60601; (312) 236-6577.

Jan. 25—*Television Bureau of Advertising* regional sales seminar. Boston.

Jan. 25-27—*South Carolina Broadcasters Association* winter convention. Wade Hampton hotel, Columbia.

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

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

Jan. 26—*New Jersey Broadcasters Association* mid-winter manager meeting. The Meadowlands, New Jersey Sports Complex, East Rutherford: Contact: Arnold L. Zucker, NJBA executive secretary, c/o Rutgers University, Brunswick.

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.

Jan. 27—*Missouri Public Radio Association* winter meeting. Campus Inn, Columbia.

Jan. 28—Deadline for entries in ninth annual *Robert F. Kennedy Journalism Awards* competition for outstanding coverage of the problems of the disadvantaged. Radio and television will be two of the six categories. Winner in the broadcast category, among others, will receive $1,000 cash prize and be eligible for grand prize that will entail an additional $2,000. Information and entry forms: Journalism Awards Committee, 1035 30th Street, N.W., Washington, D.C. 20007; (202) 338-7444.

Jan. 28-30—*Alpha Epsilon Rho's* Mideast regional convention for professional and student broadcasters in Illinois, Kentucky and Indiana. Southern Illinois University, Carbondale. Coordinator: Les Fuller, SIU chapter of Alpha Epsilon Rho.

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

Jan. 31—*FCC's* deadline for comments on proposed changes in international radio regulations to be presented at *1979 World Administrative Radio Conference* of the *International Telecommunications Union*. Issues include proposed international frequency allocations table and number of problem areas affecting resolution of public and federal government needs (Docket 20271). Replies are due Feb. 21. FCC, Washington.

February 1977

Feb. 1—*Television Bureau of Advertising* regional sales seminar. Portland, Ore.

Feb. 1—Deadline for entries for Janus Awards of *Mortgage Bankers Association of America*, conferred

annually for excellence in financial news programing during the 1976 calendar year. Eligible are all networks or radio and television stations and cable-TV stations. Entry forms and further information: Public relations department, MBAA, 1125 15th Street, N.W., Washington 20005; (202) 785-8333.

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

Feb. 3—*Television Bureau of Advertising* regional sales seminar. Las Vegas.

Feb. 4—*FCC's* deadline for filing comments on cable television syndicated program exclusivity rules and their effect on viewing public (Docket 20988). Replies are due March 16. FCC, Washington.

Feb. 4-6—*American Women in Radio and Television's* national board of directors meeting. Hyatt Union Square, San Francisco.

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

Feb. 6-11—*Institute for Performance Improvement* seminars on communications law. First seminar (Feb. 6-8) will explore significant legal developments affecting commercial AM, FM and TV. Second seminar (Feb. 9-11) will concentrate on legal background, current problems and prospects for new technologies. On seminars' faculty: Seymour M. Chase, Federal Communications Bar Association; Henry G. Fischer, editor, *Pike & Fischer Radio Regulation;* Robert L. Schmidt, president, National Cable Television Association; John P. Bankson Jr., FCBA president, and Henry W. Harris, Cox Cable Communications. Woodbridge Condominium and Conference Center of Snowmass, Colo. Contact: IPI, 2969 Baseline Road, Boulder, Colo. 80303; (303) 443-6961.

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

Feb. 8-19—Seventeenth *International Television Festival of Monte Carlo.* Monte Carlo. Information: InterComm Public Relations Associates, 9255 Sunset Boulevard, Los Angeles.

■ **Feb. 9**—*Ohio Association of Broadcasters* legislative dinner. Columbus Sheraton, Columbus.

■ **Feb. 9-11**—*Public Broadcasting Service* annual programing conference. 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. Fontainebleu hotel, Miami.

Feb. 15—*Television Bureau of Advertising* regional sales seminar. Houston.

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

Feb. 17.—*Television Bureau of Advertising* regional sales seminar. Atlanta.

Feb. 17—*Southern Baptist Radio and Television Commission* eighth annual Abe Lincoln Awards. Tarrant County Convention Center, Fort Worth.

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.

■ **Feb. 22**—*Tennessee Association of Broadcasters* legislative reception. Nashville.

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

March 1977

March 1—Deadline for entries in *American Osteopathic Association's* journalism awards competi-

Major meetings

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; site and date to be announced.

March 27-30, 1977—*National Association of Broadcasters* annual convention. Washington. Future conventions: in 1978, Las Vegas, April 9-12; in 1979, Dallas, March 25-28; in 1980, New Orleans, March 30-April 2; in 1981, Las Vegas, March 12-15; in 1982, Dallas, April 4-7; in 1983, Las Vegas, April 10-13; in 1984, Atlanta, tentatively April.

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.

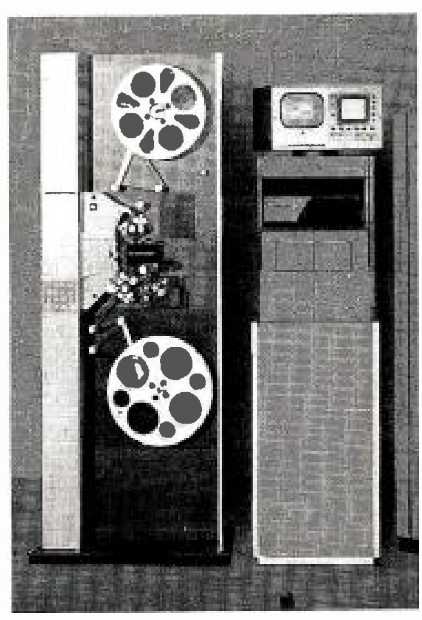
Sept. 14-18, 1977—*Radio Television News Directors Association* international conference. Hyatt Regency hotel, San Francisco. 1978 conference will be at Atlanta Hilton hotel, Atlanta; 1979 conference at site to be designated in Chicago.

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; 1979 conference will be in New York Sept. 16-19.

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. 14-16, 1977—*Television Bureau of Advertising* annual meeting. Hyatt Regency hotel, San Francisco.



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

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

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

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

March 2—*Council of Churches of the City of New York*'s 13th annual broadcast awards luncheon. Americana hotel, New York.

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

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

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

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

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

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

March 20-23—1977 BIAS (Broadcast Industry Automation System) seminar, sponsored by *Data Communications Corp.*, Memphis. Hilton hotel, Memphis.

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

March 27-30—*National Association of Broadcasters* annual convention. Washington.

March 27-30—Ninth annual international conference of *The International Industrial Television Association*. Statler-Hilton hotel, Washington.

■ **March 29**—*Ohio Association of Broadcasters'* "Salute to Congress" dinner. Hyatt Regency, Washington.

■ **March 29**—*Tennessee Association of Broadcasters* legislative breakfast. Rayburn building, Washington.

April 1977

April 1-3—National convention of the *Intercollegiate Broadcasting System*. Hyatt Regency hotel, Washington. Information: Rick Askoff, IBS, Vails Gate, N.Y.; (914) 565-6710.

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

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

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

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

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

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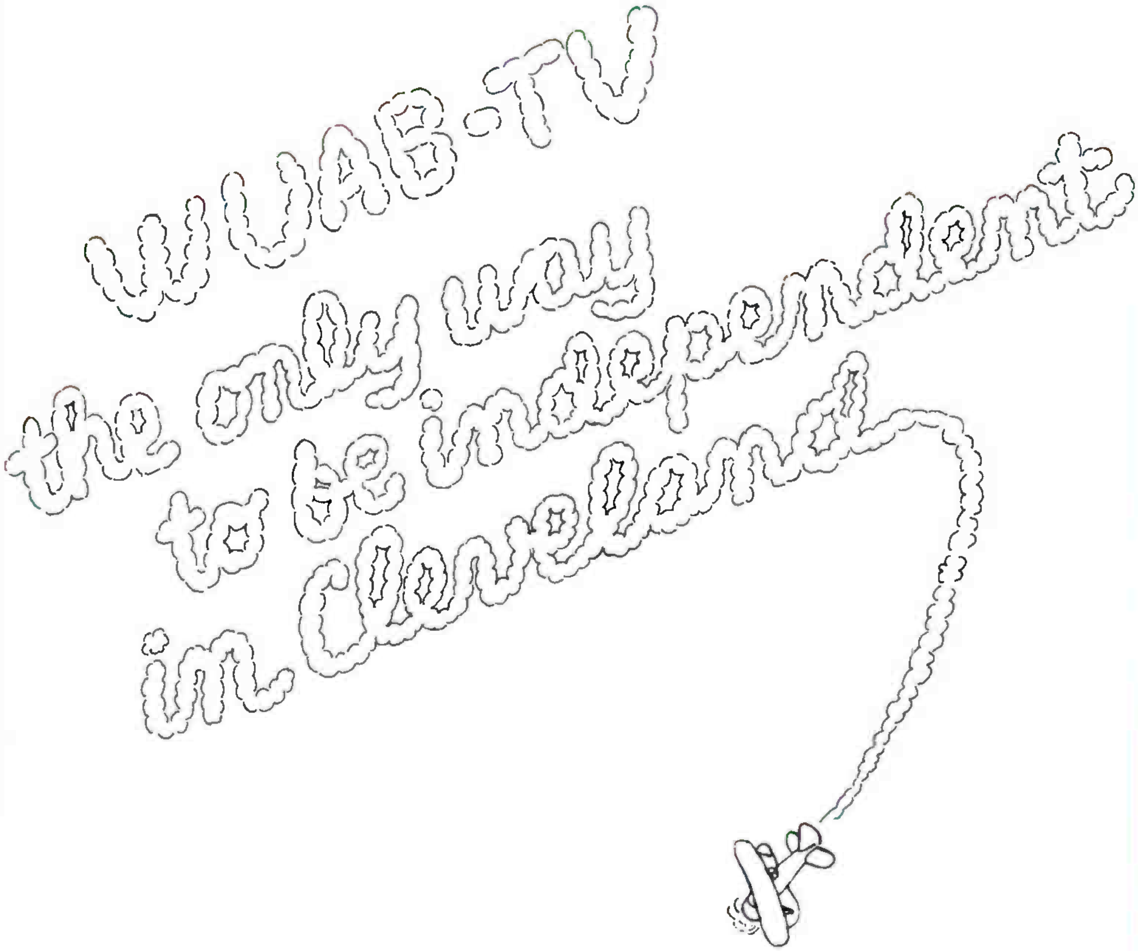
Microfilms of Broadcasting are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103.



Katz American Television now represents WUAB-TV, Lorain-Cleveland.

WUAB-TV. Katz. The best.

Tempo TV

Respectability returns to Channel 5 News

Gary Deeb
TV-radio critic

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

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

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

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

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

"It's one of the better local news departments in the nation..."

Excerpted from the December 8, 1976 issue of
Chicago Tribune

NewsCenter5
4:30 to 6:00 and 10 PM

5 WMAQ-TV
CHICAGO

Top of the Week

FCC's former and latter fee schedules thrown out by appeals court

Version from 1970, which was already successfully contested by cable, is now defeated by broadcasters; 1975 version is also found to be defective

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

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

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

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

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

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

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

The refund decision came in a case brought by the National Association of Broadcasters, AT&T and some 80 other broadcasters and common carriers. And the court, in one of the four opinions written by Judge George E. MacKinnon, overruled the commission's refusal to grant refunds, in part of the ground that the commission, the court said, had misled those it regulates as to what steps were necessary to protect their right to claim refunds.

The court cited the commission's statement in an order denying a stay pending its own reconsideration of the 1970 fee schedule: "The commission will maintain adequate records so that it can make refunds in the event that 'a more moderate fee' schedule is adopted on reconsideration." "Since the FCC led petitioners to believe that more timely action on their part was unnecessary, the prior responsibility of an application to the Fifth Circuit [court of appeals] on remand cannot bar the present suit," Judge MacKinnon wrote.

The principles laid down by the Supreme Court in the NCTA case, he added, "require us to strike down the entire 1970 fee schedule, and having done this, to declare that the FCC erred in denying petitioners' refund requests." The order, he said, applies to all "all fees collected from the broadcasters under the 1970 schedule and [is] not limited to those sums paid by parties to this lawsuit." His discussion—or clarification—of the Supreme Court's decision results in what Judge Edward A. Tamm, in a concurring opinion, called a new limitation on the commission's ability to impose fees.

The Supreme Court held that the 1970 schedule was illegal because it was designed simply to recover the commission's expenditures for the year without being tailored to the "value to the recipient" of the services performed by the commission, as required by the statute under which the fees were imposed.

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

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

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

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

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

'A sweet victory.' How much can broadcasters anticipate receiving under the court order directing the FCC to refund a portion of the fees they paid under the 1970 schedule? There's no way of knowing for certain, but Ernest W. Jennes, principal lawyer for the National Association of Broadcasters on the case, estimates it will be more than two-thirds of the $40-odd million broadcasters paid under the schedule. Some grant fees in connection with station sales amounted to hundreds of thousands of dollars. It was, he says, "a sweet victory" as the court toppled procedural obstacles he said the commission attempted to erect.

NAB to confront TV networks on sex, violence

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

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

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

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

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

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

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

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

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

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

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

There was discussion at the meeting last week of taking the stronger step of passing a resolution urging the networks to do something about the level of violence. That was rejected, however, in favor of the planned dialogues. Two of the networks' representatives on the code board, Alfred Schneider of ABC and Herminio Traviesas of NBC, abstained from the vote for the meetings, because, they said, their own networks were directly involved. All seven other code board members including CBS's Van Gordon Sauter, voted for the action. (The two other members of the code board are Wallace Jorgensen, WBTV(TV) Charlotte, N.C., and James Terrell, KTVT(TV) Fort Worth, Tex.)

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

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

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

It is expected that the NAB executive committee, at its next meeting in Washington, Jan. 4-5, will give its approval to that recommendation, and that the analysis will be completed in time for the association's annual winter board meeting, scheduled for Maui, Hawaii, Jan. 25-28.

Mr. Rich, although not a board member, will also go to Hawaii to apprise the TV board of the outcome of the initial conversations with the network presidents and others up to that time.

The NAB anticipates that appeals of the California court's family viewing decision could consume up to three years, ultimately landing in the Supreme Court. In the interim, Mr. Rich said, the association is determined to fill the gap with something, although nobody knows with what at this point. Key to the NAB's reasoning is that it must fight for recognition of the industry's right to police itself, its programing and advertising, through a subscription code.

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

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

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

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

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

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

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

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

Chevrolet, NBC top NCCB's new violence study

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

- Daytime (Monday-Friday 10 a.m. to 4:30 p.m. NYT)—For the period Sept. 20-Dec. 5, CBS has a 7.7 average rating, ABC a 6.7 and NBC a 6.4.
- Saturday morning (8 a.m. to 1 p.m.)—CBS has a 7.4 to ABC's 7.0 and NBC's 5.8. Figures are for Sept. 11-Dec. 5.
- Evening news—Weekdays, CBS's Cronkite report has a 15.5, Chancellor-Brinkley on NBC a 13.5 and Reasoner-Walters on ABC a 10.2. These averages cover the Sept. 20-Dec. 10 period.
- Sunday football—NFL football is averaging 16.8 on CBS, up from 13.4 a year ago, and 13.3 on NBC, down from 13.5. (ABC's NFL football is on Monday nights.)

In late night, NBC is still well ahead with an 8.6 rating, same as a year ago, while CBS has improved from 6.5 to 7.1 and ABC has moved up from 5.3 to 5.6.

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

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

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

Coming up. There will be no issue of BROADCASTING on Dec. 27. The seventh annual double issue will be published on Monday, Jan. 3, and will feature a special report on "Broadcast Journalism and Presidential Politics," an in-depth examination of the campaign and the role broadcasting played in it—in addition, of course, to the normal yearend news budget.

Small dishes: FCC to tell CATV it's got them, if it wants them

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

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

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

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

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

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

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

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

In Brief

- **Field Communications Corp.**, which already owns 22.5% of **Kaiser Broadcasting Co.**, will purchase other 77.5% for **$42,625,000,** subject to FCC approval. If all goes well with earnings in 1977, 1978 and 1979, price could escalate another $11,625,000. It's anticipated that present management (Don Curran, president) will be retained, with headquarters still in San Francisco (Field is Chicago company). Company will be renamed, perhaps **MF(for Marshall Field) Broadcasting.** Deal is subject to approval by boards of both companies and by Kaiser Industries stockholders. Kaiser U's are WFLD-TV Chicago, WKBD-TV Detroit, KBHK-TV San Francisco, WLVI-TV Boston and WKBS-TV Philadelphia.
- **Barbara Walters's** first full-scale prime-time special on ABC-TV, consisting of interviews with President-elect and Mrs. Jimmy Carter and with Barbra Streisand and Jon Peters and tour of Miss Walters's New York apartment last Tuesday (10-11 p.m. NYT), scored 21.5 rating and 36 share, **easily winning time period** against NBC's *Police Story* (19.1/33) and CBS's (*Switch* 14.7/25).
- **Ernie Schultz,** director of information, KTVY(TV) Oklahoma City, elected vice president/president-elect of Radio Television News Directors Association at RTNDA's annual conference last week in Bal Harbour, Fla. (see page 34). He will succeed **Wayne Vriesman,** VP-news director, KWGN-TV Denver, at association's next convention, Sept. 14-18 in San Francisco. Mr. Vriesman stepped up to presidency at last week's conference, taking over from John Salisbury, news director, KXL-AM-FM Portland, Ore. RTNDA's annual Paul White Award was presented on final day of meeting to **Ted Koop,** one-time CBS Washington VP and former president and Washington director of RTNDA, who wowed audience with his litany of what makes professional newsman.
- Exclusive television **rights to musical gala** at Washington's Kennedy Center Jan. 19, **night before Jimmy Carter's inauguration** ("Closed Circuit," Dec. 6) were sold to CBS-TV for undisclosed price. Gerald Rafshoon, Atlanta agencyman who coordinated transaction, had been asking $2 million. Live telecast will run two and half hours in prime time.
- **Storer Broadcasting Co. has endorsed** Westinghouse Broadcasting Co.'s petition for inquiry into network-affiliate relations, at least to extent of supporting proposal for examination of possible anticompetitive practices.
- FCC has ordered television manufacturers to provide **UHF antenna** on any set with VHF antenna after July 1, 1978.
- CBS News will introduce **Newsbreak,** one-minute news headline service, on CBS-TV each evening at 9 p.m., starting Jan. 1 ("Closed Circuit," Dec. 6).
- ABC, CBS and NBC **broke off their rivalry for TV rights to Moscow Olympics** last Thursday in face of what source called "shocking" and "excessive" demands by Russians, and indicated in joint statement they would consult Justice Department on "desirability of the networks assuming jointly the costs and risks of making available to the American public broadcasts of the 1980 Olympic games." Reversal of their earlier stands against joint venture apparently was triggered

Atlanta TV goes national via satellite

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

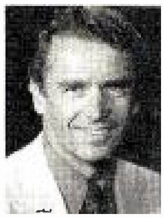
Turner Communications Corp.'s WTCG(TV) Atlanta was scheduled to take to the skies last Friday (Dec. 17)—making it the first television station signal to be brought to cable systems via satellite. The kick-off transmission, slated to be received by four cable systems, is the first step in a new type of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

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

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


Hearst


Walters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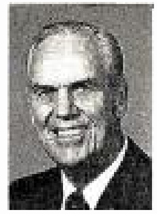
Smith

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

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

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

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

☐ FCC last week **designated for hearing** license renewal application for WTWV(TV) Tupelo, Miss., on basis of petition to deny filed by local citizen group. In other matters disposed of on **petition-to-deny day,** commission renewed licenses of KCOP-TV Los Angeles; WCBD-TV Charleston, S.C.; KAJN(AM) Crowley, KRMD-AM-FM Shreveport, KXKW(AM) Lafayette, WNPS(AM) and WSHO(AM) New Orleans, all Louisiana; WKAB-TV Montgomery; WEZI(FM), WMPS(AM) and WMQM(AM) all Memphis. It also deferred renewal of WXEL(FM) Slidell, La.; denied petition for reconsideration of renewal of KJAZ(FM) Alameda, Calif.; deferred action on WSMB(AM) New Orleans and WDIA(AM) Memphis; granted short term renewal to WWEE(AM) and requested additional information from KWAM-AM-FM, all Memphis; affirmed previous renewal of WGBH-FM Boston; dismissed petitions to deny filed against WBBM-AM-FM-TV, WMAQ-TV, WLS-TV and WBBM-TV all Chicago, but deferred action on WMAQ-TV application and granted WLS-TV renewal subject to outcome of pending court cases.

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

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

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

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

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

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

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

Media

What happens to broadcasting if regulatory act is rewritten?

No hard clues given by drafter though he hints of radical change and deplores lack of comment

The House Communications Subcommittee's planned rewrite of the Communications Act could be the best thing that ever happened to broadcasting. Or the worst.

It depends on the inferences to be drawn from remarks by subcommittee counsel Harry M. (Chip) Shooshan at a luncheon of the Federal Communications Bar Association in Washington last week. Speaking to what one official said was a record luncheon crowd for the association (including three FCC commissioners, Chairman Richard Wiley, Abbott Washburn and James Quello), Mr. Shooshan said broadcasters have been unjustly fitted with black hats, when the real villain of most of the criticism that has showered on radio and television is Congress.

Broadcasters, Mr. Shooshan said (and he hastened to add the opinion was his own), are doing exactly what Congress told them to do in establishing this nation's system of broadcast regulation—"to operate as businessmen in a commercially supported enterprise." As businessmen in their local communities, he added, broadcasters do a much more responsible job than other businessmen in responding to community needs.

That was the bright side of his speech. The dark side for broadcasting was his suggestion that the entire system should be re-evaluated. Perhaps, he posited later, away from the microphone, a commercially supported broadcast system is not the best approach.

The problem, Mr. Shooshan said, is that "we have no coherent communications policy in the country today." He laid the blame on Congress, saying what the nation has had in the communications field is "40-plus years of ad-hocery," of Congress and the FCC applying Band-Aids to an outdated Communications Act. Congress he said, has been 'k'kaloof," getting into communications matters only after they have mushroomed into crises.

What Congress has to consider now, he said, is whether it was right to create what Mr. Shooshan called a "hybrid status" for broadcasting. The dichotomy is between the broadcaster's mandate to serve the public interest and his mission as a businessman to make a profit. Mix into that equation the First Amendment, which ostensibly should keep government out of regulating program content and the result is a "great tension," he said.

The Communications Subcommittee

Shooshan

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

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

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

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

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

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

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

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

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

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

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

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

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

Under consideration. Senator Ernest F. Hollings (D-S.C.) bowed out of the race for Senate majority leader last Tuesday, thereby removing the only major obstacle to his becoming the next chairman of the Communications Subcommittee (see BROADCASTING, Nov. 8). His accession to the chair vacated by Senator John Pastore (D-R.I.), who retires this year, will not be official until the Commerce Committee reorganizes itself after the Senate reconvenes Jan. 3, but Senate insiders consider the move a virtual certainty. Senator Hollings's withdrawal leaves two contenders for the majority leadership: Senators Robert Byrd (D-W.Va.) and Hubert Humphrey (D-Minn.), with Senator Byrd the favorite.

Washington experts set for FCBA seminar

The Federal Commissions Bar Association is planning a seminar next month on a variety of problems that confront communications lawyers but are outside the orbit of FCC jurisdiction. The seminar, billed as "Practicing Communications Law—the Tangents," will be held Jan. 27-28 at the Mayflower hotel in Washington under co-chairmanship of Erwin Krasnow, general counsel of the National Association of Broadcasters, and Scott Robb, of Robb and Reukauf, of New York. Speakers at the seminar will include experts on the Federal Election Commission, Census Bureau, Federal Aviation Administration, Environmental Protection Administration the Occupational Safety and Health Administration, as well as the agencies whose impact on communications matters are better known—the Federal Trade Commission, Internal Revenue Service and the Copyright Office. Registration fee for the seminar in $150 for non-members, $100 for members.

FCC review board reduced by 50%

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

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

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

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

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

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

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

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

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

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

Talking back to your television set. The FCC, in what Chairman Richard E. Wiley says is a further effort to make the commission accessible to the public, has installed a TTY telephone for the deaf. With Latham Breunig, executive director of Teletypewriters for the Deaf Inc., at his right, Chairman Wiley demonstrated the device in a conversation with John S. Schuchman, dean of the Liberal Arts College at Gallaudet College for the Deaf, in Washington. Looking on, (l to r) are Commissioners Joseph Fogarty, Abbott Washburn, Benjamin L. Hooks and Margita White; Edward Carney, assistant to the executive director of the National Association of the Deaf; Dr. George Fellendorg, executive director of the Alexander Graham Bell Association for the Deaf, and Glenn Goldberg, executive director of the National Center for the Law and the Deaf. The unit will be installed in the commission's Consumer Affairs Office, when a hearing-impaired person telephones the office (the number is 202-632-6999) and says a TTY terminal is being used, the staff member taking the call places the telephone receiver in the cradle, the television and the TTY are turned on, and the message appears on the screen. When the question has been asked or the comment made, the commission staff member will type a response, usually after checking with the commission staff member best equipped to provide the information. The commission estimates that between 15,000 and 20,000 terminals are in use in the country, several thousand of them in the Washington area.

INTV sets up program schedule for convention

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

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

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

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

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

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

Representative Lionel Van Deerlin (D-Calif.), chairman of the House Subcommittee on Communications, will address

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the Monday luncheon.

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

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

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

A closed business session of INTV member stations also will be held Tuesday. The luncheon speaker that day will be Walter Reichel, senior vice president and executive director of media and programs at Ted Bates & Co., New York.

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

One of the program panels will appraise "The Fourth Market," with William A. Schwartz of KTVU(TV) of the Syndication division of T.A.T. Communications Co., Los Angeles; Archa O. Knowlton of General Foods, White Plains, N.Y., and Alfred M. Masini of Tele-Rep, New York.

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

Cottone again asks for Justice probe

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

Capcities adds more magazines to its fold

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

Changing Hands

Announced

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

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

■ KFRC-FM San Francisco: Sold by RKO General Inc. to KIOB Inc. for $1,150,000 plus $350,000 covenant not to compete. Seller, subsidiary of General Tire & Rubber Co., owns six other FM's, six AM's and four TV's. Buyer is wholly owned subsidiary of Century Broadcasting Co. which owns WLOO(FM) Chicago, WABX(FM) Crestwood, Mo. Principals in buyer are Howard Grafman, George A. Collias and

Anthony C. Karlos. KFRC-FM is on 106.1 mhz with 69 kw and antenna 1290 feet above average terrain.

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

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

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

■ WKGX(AM) Lenoir, N.C.: Furniture City Broadcasters Inc. sold by George C. Beasley to R.L. Bush Jr. and Bush Inc. for $136,000. Mr. Beasley has contracted to purchase WSAV(AM) Savannah, Ga. and is disposing of his interests in WKGX to conform with FCC ownership rules. Mr. Bush owns 10% of WFAI(AM) Fayetteville, N.C. and WMOO(AM)-WLBX(FM) Mobile, Ala. Mr. Bush will own 99.6% of Furniture City and the balance will be held by Bush Inc., other principals of which are Jeanne N. and Thomas E. Bush, buyer's wife and brother. WKGX is 1 kw day on 1080 khz.

■ WRHI(AM) Rock Hill, S.C.: Sold by York County Broadcasting Corp. to Gray Broadcasting Enterprises for $461,000. Seller is owned equally by James S. Beaty and Harper S. Gault, neither of whom has other broadcast interests. Buyer is owned by Ted J. Gray Jr., who also owns WKDE-AM-FM Alta Vista, Va.; WTTX-AM-FM Appomatox, Va.; WCRE(AM) Cheraw, S.C., and WRNB(AM) New Bern, N.C. WRHI is on 1340 kw with 1 kw day, 250 w night. Broker: Blackburn & Co.

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

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

Approved

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

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

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

■ Other station sales approved by the FCC last week include: WDIG(AM) Dothan, Ala.; KXAR(AM) Hope, Ark.; WDOL(AM) Athens, Ga.; WVTS(FM) Terre Haute, Ind.; KFNF(AM) Shenandoah, Iowa; KLLA(AM) Leesville, La.; WJOR(AM) South Haven, Mich.; WELY(AM) Ely, Minn.; KRMO(AM) Monette, Mo.; WALY(AM) Herkimer, N.Y.; WKBQ(AM) Gardner, N.C.; WTAB(AM)-WKSM(FM) Tabor City, N.C.; WDOH(FM) Delphos, Ohio; KWRO(AM) Coquille, Ore.; KROW(AM) Dallas, Ore.; KDUX-FM Ocean Shores, Wash. (see page 52).

Cronkite extols virtues of, need for longer news periods

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

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

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

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

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

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

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

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

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

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

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

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

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


Cronkite

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

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

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

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

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Outgoing and incoming. President Ford and President-elect Carter both sent messages to the RTNDA conference. Mr. Ford's said, in part, "I congratulate you on your past accomplishments and challenge you to continue your quest for a fair and vigorous representation of viewpoints and a strong and vocal press." Mr. Carter's missive was, naturally, more forward looking: "Let me take this opportunity to re-emphasize my intention to work closely with members of the broadcast news media, to staunchly defend our press freedoms and to vigorously pursue a policy of open and accessible government. I look forward to meeting with you soon." In RTNDA Managing Director Len Allen's report to the membership, he noted that the association is sounding out the Carter team about continuing a program of meetings between the White House and broadcast newsmen that was set up during the Ford administration. "The auspices are good" for such meetings with the Carter White House, Mr. Allen said.

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 antenna system.

"50 kW Ampliphase transmitter delivers a standout signal"

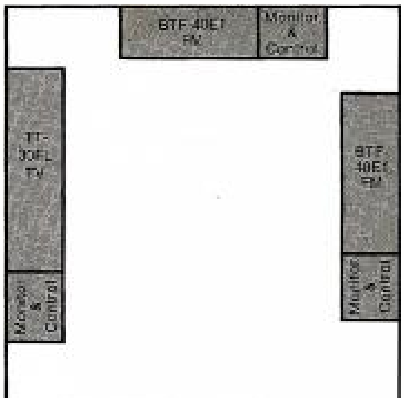
"I like the BTA-50J's wideband sound and low distortion. It doesn't use a modulation transformer or any audio transformers—which gives us a cleaner signal over a wider frequency range. And, although we operate at 100% modulation, it is good to know that the transmitter is capable of 125% modulation.

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

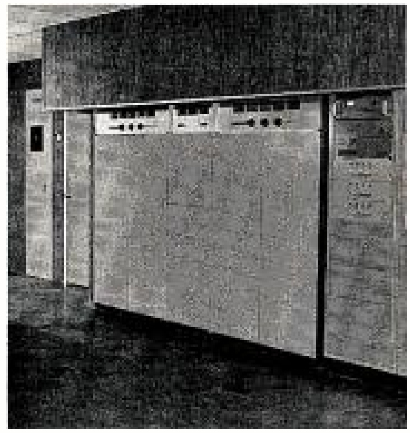
WBEN, BUFFALO, UPGRADES WITH REMOTE-CONTROLLED TV AND FM TRANSMITTERS

"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.



WBEN transmitting plant layout



"The automated transmitters for 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.

"Technical expertise in system design...important"

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

These people make us t

Bill Aaron Dave Abbey Pat Adair JoAnne Adams Larry Adams Tony Adderley Sal Agovino Dona Albers Peter Albertini Connie Albino Margaret Alcott Dave Allen Tom Alt Anita Amaru Vince Arminio Anne Arnold John Aronson Roger Ashley Debbie Baccale Barbara Baker Liz Bain Teri Baird Jane Bardwell Tom Barrett Pat Barry Ethel Bass Edna Begley Jim Belitz Paul Belitz Jim Beloyianis Tammy Bembenek Evan Benvenisti Ardie Bialek Charmaine Biskup Ollie Blackwell Lois Blatt Cindy Blohnik Kathy Bolton Barbara Boswell Bud Bowlin Jerry Breglia Jan Briggs Mike Brooks Bee Brown Jim Buffill Jean Burns Swan Burrus Terry Butler Mary Camacho Carmela Campanella Betsy Candler Diane Cardinale Jim Carmine Linda Carr Sid Carter DeAnna Casey Dave Chodikoff Mary Cimino Regina Cochran Moira Coffey Fran Cohen Laverne Cole Scott Condon Dave Copp Jerry Cregan Tracy Cunniff Kathy Dacey Anne Davis Gail Deindorfer Pam Delfino Kim Denomme Sheila Denton John DeSimone Barbara Dial Carolyn Dibs Salvatore DiGianno Denise Dildilian Jerry Diomede John Dobson Marge Dodson Nora Donohue Marilynn Dreon Joan Duesler Kathy Dunleavy Carlos Egusquiza Joe Eisberg Paul Ellis Dick Epp Dottie Erickson Betty Estle Brian Eyerly Angie Falcone Fay Farquhar George Feldman Nancy Feldman Tony Fernandez Vic Ferrante Jackie Figura Diane Finnis Pat Fitzpatrick Raleigh Fitzpatrick Peter Flickinger Carlos Forgas Bill Fortenbaugh Jim Francis Jay Friesel Judy Fucoloro Marge Galecki Mel Gallucci Sandy Gasman Pat Gaston Russ Gaudreau Marsha Geib Jill Gelbach Jim Gillis Howard Gladstone Lea Glazer . Pam Gold Amy Golden Pat Golding Dick Goldstein Linda Goodman Barbara Gordon June Gordon Ed Gottmann Pete Goulazian Mike Gratz John Gray Len Graziano Jim Greenwald Mary Gregg Sandy Griggs Naldine Gruenbaum Chris Gruning Greg Gush Cliff Hahne Geoff Hall Debbie Harley Don Hart Gordon Hastings Susan Havill Collin Hayles Dorrie Herr Tom Hetherington Lucy Hicks Norm Hinton Pat Hodges John Hoffman Lynn Hollister Linda Hoshell Janice Hudson Mike Hugger Diana Hunt Shelley Ignal Kathy Jackson Virginia Jacobson Gloria James Debbie Jenkins Kathy Jensen Jon Johannan Bea Johnson Bob Johnston Jerry Jones Sam Jones Surette Joseph Randy Jovanovic Robin Katz Carolyn Kaylor Pat Kersick Bill Keys Herb King Anne Kissel Randi Kleppel Tom Kniest Maureen Knightly Terry Kollman Nancy Kosciuk Glenn Kummerow Sheila LaBue Susan Landstreet Tom Lauchner Myla Leacock J. J. LeCroy Mary Leis Beth Lesser Rina Leto Bob Levenstein Sherri Levin Barry Lewis

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. The best.

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

Brinkley wants new standards for air reporting

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

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

"It is time to do things our way," he said, "our own way to suit the needs of our audiences and to suit the strengths and the weaknesses of the medium we work in."

Why should broadcasters develop their own standards for news? If news is news in the papers, isn't it news on radio and television? "No, it is not," said Mr. Brinkley, and he went on to explain why he feels so.

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

He established his own viewer-interest guideline for putting a story on the air. Put it on, he said, only if "it's interesting to at least 10% of the audience—preferably more, but at least 10%."

Brinkley

He cited a two-minute piece on the *NBC Nightly News* last summer as a negative example. The item was about the civil war in Lebanon—"there was a little back-and-forth military movement in the front line, some fighting." The story was done "with great confidence and assurance that this was important news," he said.

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

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

Radio and television continue to make news judgments "by habit, rote and formula developed over the years by newspapers and inherited by us," he said. "But their structure and format are so totally different from ours that very few of their rules and habits are relevant to broadcasting. We follow them nevertheless. We really ought to stop it.

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

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

Judge endorses TV presence at murder trial

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

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

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

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

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

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

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

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

Mr. Stoldal also operated under strictures similar to Mr. Grip's: no TV lights (although he did change the 100-watt bulbs in the courtroom to 350 watts), and he had to obtain the permission of all the parties to the proceeding, an attempted-

Booster shot. This year's RTNDA conference lived up to expectations that it would be the biggest ever. Registration, including wives and exhibitors, will probably top the 800 mark in the final count, exceeding by far any previous conference total. This comes on top of a year when the association established a full-time office in Washington and added 255 new members in the last year. And for some icing on the cake, outgoing RTNDA President John Salisbury of KXL-AM-FM Portland, Ore., announced at the convention that he was able to call in a promise made in 1973 by NBC Chairman Julian Goodman to contribute $10,000 toward the setting up of the D.C. office if that amount were matched by the other two networks. Mr. Salisbury said that he now has received similar commitments from ABC and CBS, adding a total $30,000 to RTNDA coffers.

murder trail. Mr. Stoldal got into the courtroom because the judicial canons in Nevada are somewhat cloudy on the subject of broadcast coverage, and he suggested to his audience that "if you find the right law and the right judge," broadcasters could gain access to courtroom proceedings in many states.

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

Experts debate skin tests in news

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

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

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

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

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

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

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

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

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

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

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

"We consider what we're doing as basically research," Mr. Duff said. "Keep in mind that we are retained by the client," Dr. Magid said. "We work for the client." He said that in many cases, "things that we suggest are not done." The client, he added, "is the ultimate decision-maker."

RTNDA panelist discuss success of all-news

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

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

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

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

NIS was on the mind of the audience, and one member offered an NIS staffer's view on its failure. Jo Moring, an NIS writer, said NIS "had a very large failure quotient built in." Although she said that NIS programing itself was a success, the service lacked "a lot of things that make the salesman's life easier"—including regularly scheduled programing segments and advertising adjacencies. She also said that NIS was "much more expensive on the local level than anticipated or promised." The move to kill NIS was, she said as have NBC executives before her, "a business decision."

Newscasters feel ENG has many advantages

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

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

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

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

Mr. Tiven's station solved its union jurisdictional tangle with regard to ENG by melding three unions working in the area into one—a solution that he said was a complex undertaking not possible in every situation. The critical factor in dealing with ENG and unions is that "the jurisdiction for ENG should be in the newsroom," he said.

The real problem with ENG, Mr. Tivan added, is not technical, it's attitudinal. "If you look at tape as a cumbersome, technically difficult substitute for film, then you're missing the point."

The panelists dealt with some problems that the audience raised. They agreed generally that ENG videocassettes can be used hundreds of times, depending on how often the tape is edited and other technical factors. They suggested other uses for used tape, such as morguing news shows and preparing demo tapes. All the panelists said they had no problems with obscenity via live ENG, as one newsman in the audience worried. And for maintenance engineers for ENG, they suggested "stealing" from college and institutional audio-visual departments.

The "problems" of ENG the session uncovered were minor compared to the advantages. As moderator Ray Miller of KPRC-TV Houston put it: "I've never heard of anyone going back to film."

Signs of life for air coverage of Senate, House

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

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

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

The Senate commission, headed by former Senator Harold Hughes (D-Iowa), recommends an experimental broadcast system modeled after that in place at the United Nations, with the Senate controlling the cameras and microphones, deciding which activities to broadcast and how. The experiment, would last for "an extended period" and be supervised by the joint leadership of the Senate in conjunction with the Rules Committee. At the conclusion of the broadcast experiment, which would be confined at first to in-house closed-circuit monitors, the Senate would then consider other broadcast arrangements, whether, for example to permit a network pool, or the Public Broadcasting Service to rewrite system.

Part of the commission's reason for recommending an end to the Senate's ban against broadcast media in the chamber is its conviction that the news media in general are not adequately covering the Senate's stories. It says news coverage is erratic, fragmented, and at times unbalanced and focuses in sensational terms on personality clashes and isolated incidents, diverting attention from substantive matters.

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

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

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

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

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

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

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

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

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

The members were less hard on themselves, but critical nevertheless. A majority of 55% agreed that the House leadership does not adequately represent House legislative positions on national issues to the media. Majorities also agreed with these statements: Members fail to educate constituents about Congress and the major issues (50.6%); too many members run against Washington and attack Congress to gain votes (53.7%); conflicting committee schedules make the House very difficult to cover for the media (55.5%).

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

Thought food

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

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

But, he continued, "what we do not see or hear enough of over the broadcast media are the causes of the problems we face, the reason the prejudice exists, how it could be alleviated. I have been concerned for some time now that there is no regularly scheduled nightly news-in-depth, news analysis, commentary or public affairs programing in prime-time television.

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

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

Journalism Briefs

School days. Former CBS News President Fred Friendly and now Edward R. Murrow professor of broadcast journalism at Columbia University, is on list of broadcast, newspaper and advertising people who will serve as editors-in-residence at University of Nebraska-Lincoln School of Journalism's second semester. Lecturers will conduct seminar-lecture sessions during three mini-courses from January through March.

Starring Barbara. Barbara Walters, co-anchorperson on *ABC Evening News with Harry Reasoner and Barbara Walters,* will be one of the principal speakers at Associated Press Broadcasters convention at Chase-Park Plaza, St. Louis, June 2-4. Other speakers are to be announced later.

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

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

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

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

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

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

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

The commission's decision will be announced next month.

Cablecasting®

Cable conference is given advice on less regulation, more lobbying

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

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

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

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

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

FCC Chairman Wiley disagreed and said that there is going to be less government involvement with the cable industry. Mr. Wiley explained that as efforts are made to reduce federal regulation, caution must be taken to avoid "frustration" of deregulatory efforts at the local level. He again offered his suggestion for a conference at the FCC between representatives of state and local governments and cable operators (BROADCASTING, Dec. 6) to "face some of those horror stories that I've heard on both sides of the equation." He said he hopes to schedule such a conference some time during the first two months of next year. The chairman noted that the commission will be taking up the subject of definition of a cable system next week but told his audience not to expect a decision on the issue at that time.

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

The regulators and the regulated. (At top) Senator Ernest Hollings (D-S.C.), who appears headed for the post of Senate Communications Subcommittee chairman, addresses NCTA's sixth annual meeting of state and regional presidents and executive directors. (Below) FCC Commissioner Margita White gets acquainted with (l-r) David McBride, Allan Marty and Don Shuler of the Ohio State Cable Television Association.

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

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

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

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

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

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

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

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

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

PSI designs computerized business system for cable

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

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

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

Cable systems getting new association for minority operators

Group will try for financial support for systems construction

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

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

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

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

According to the NCTA, there are presently 30 communities where franchises are principally owned by 15 black, Indian or Spanish-surnamed persons. No systems controlled by blacks are currently operating, NCTA says; however, there are four operating principally owned by Indians or Spanish-surnamed persons located in Espinola, N.M.; Grants, N.M.; Pine Ridge, S.D., and Klatskanie, Ore.

Broadcast Advertising®

TVB reports local advertisers boosting budgets

Expenditures in 20 categories out-distance last year's nine months figures by 21%

The big local-TV advertisers are getting bigger. In the first nine months of 1976, the Television Bureau of Advertising reported last week, advertisers making up the top 20 local television advertising categories increased their TV spending by 21% over the comparable period of 1975.

The estimates, compiled for TVB by Broadcast Advertisers Reports, put the total local TV expenditures of the 20 categories at $729,484,100 as compared with $601,971,900 in the first nine months of last year. By category, the increases ranged from 1% for carpet and floor-covering stores to 65% for auto supply and accessory stores. No category failed to make some gain.

Restaurants, traditionally in the number one local spot, remained there and posted 26% increase to $127,803,500 for the nine months. Department stores, with a 25% increase to $83,391,400, took second

Top-20 local-TV categories

	Jan.-Sept. 1975	Jan.-Sept. 1976	% Change
1. Restaurants and drive-ins	$101,721,100	$127,803,500	+26
2. Department stores	66,878,800	83,391,400	+25
3. Banks, savings and loans	74,832,900	79,083,200	+ 6
4. Food stores and supermarkets	59,298,700	78,936,400	+33
5. Movies	55,802,300	57,941,800	+ 4
6. Auto dealers*	41,299,100	57,584,000	+39
7. Furniture stores	39,114,300	45,029,900	+15
8. Discount department stores	22,129,000	32,323,200	+46
9. Amusement and entertainment	23,025,100	26,553,400	+15
10. Leisure time activities and services	17,016,000	23,036,100	+35
11. Clothing stores	14,304,100	16,713,000	+17
12. Builders and real estate agents	14,117,300	16,686,800	+18
13. Home improvement contractors	11,196,500	13,948,600	+25
14. Appliance stores	12,491,800	12,941,600	+ 4
15. Carpet and floor covering stores	10,580,100	10,729,800	+ 1
16. Hotels and resorts	7,721,300	9,519,500	+23
17. Loan and mortgage companies	8,738,600	9,458,800	+ 8
18. Auto supply and accessory stores	5,630,800	9,315,800	+65
19. Gas, electric and water companies	7,255,300	9,270,900	+28
20. Schools and colleges	8,818,800	9,216,400	+ 5
Total Top 20	$601,971,900	$729,484,100	+21

*Dealer associations not included

place from banks and savings and loan institutions, which dropped to third on a 6% increase to $79,083,200.

Discount department stores also figured prominently in local's nine-month growth, increasing their investments by 46% to $32,323,200 for eighth-place ranking.

Uncle Ben, Uncle Sam agree

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

Some extra thinking on drug advertising

Hooks, Washburn feel that while FCC legally had to reject petition against such ads, there is some merit to request

FCC Commissioners Benjamin L. Hooks and Abbott Washburn are reminding broadcasters that the commission has some responsibilities in connection with over-the-counter drug advertising. They concurred in the commission's unanimous decision to reject the petition of 14 state attorneys general that the commission initiate a rulemaking aimed at banning the broadcast of such advertising before 9 p.m. (BROADCASTING, Dec. 13). They said the law does not permit the commission "to grant, in entirety," the requested relief. However, they said their "personal inclinations and instincts as parents might coincide with those of the petitioners in their concern over hucksterism in as important potentially dangerous an area as household medications." And they noted that commission policy imposes on broadcasters the responsibility for everything they broadcast. "Accordingly, advertisements which falsely glamourize drugs and their effects are not in public interest and licensees are on notice that such practices will be dealt with."

Alpo in the doghouse because of its ads

NARB says spots by Allen Products don't clearly state ingredients

The National Advertising Review Board has ruled that a TV commercial by Allen Products Co., Allentown, Pa., for Alpo Beef Chunks Dinner was misleading because the spot "implies that Alpo is an all-meat product, when, in fact, it is not."

In the decision, the NARB panel reversed a previous decision of the National Advertising Division of the Council of Better Business Bureaus. NAD had decided that the commercial did not make any nutritional comparison between Alpo and other dog foods; satisfactorily disclosed the contents of the product, and was not responsible for consumer misconceptions that meat is the best source of nutrition for their pets.

NAD's decision was appealed to the NARB by the Quaker Oats Co., Chicago, which is a major manufacturer of dog foods. Quaker claimed NAD had erred in not judging the commercial on the net impression it would have on the viewer.

The NARB panel, in finding the commercial "misleading," said it was concerned primarily by the phrase, "Meat by-products, beef and balanced nutrition," failed to indicate the presence of Alpo's soy flour additive and "did not sufficiently inform the consumer that Alpo is not an all-meat dog food."

A statement issued in behalf of Allen Products by Mortin E. Rotman, vice president and counsel for Weightman Advertising, Philadelphia, disagreed with the panel's decision but said the company would modify the commercial to meet the objections. Mr. Rotman explained that disclosure of the product's relatively small soy content, made in TV commercials for a period of two years, was felt to be "sufficient to dispel any implication that the product is all meat."

Latest NAD ad challenges include: Boy Scouts and Kentucky Fried Chicken stores of Long Island

A Boy Scouts of America TV commercial on behalf of the Cub Scouts was one of those challenged by the National Advertising Division of the Council of Better Business Bureaus in a case concluded last month, the NAD disclosed last week in a report on its November activities.

The case was dropped, NAD said, when the Boy Scouts advised it that use of the commercial had been discontinued and would not be resumed unless the spot was modified to meet the objections voiced by NAD's Children's Advertising Review Unit.

The commercial, which promoted the Cub Scouts' swim program, suggested that swimming instruction is available to all Cub Scouts. On learning that not every Cub Scout troop offers the swim program, the NAD unit questioned the commercial's claim that "every Cub Scout can be a swimmer" and its statement, "Do you know how to swim? If not, be a Cub Scout."

The challenge was one of three resolved during November after the advertising in question was discontinued or modified. The others were a TV commercial of KFC of Long Island Inc., a group of 16 Kentucky Fried Chicken stores, and a print ad of Salomon/North America Inc. on behalf of Salomon ski bindings. In nine other cases, NAD said, the advertisers substantiated their claims.

Advertising Briefs

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

Albuquerque) and will be charged for specific services.

Tightening the rules. In a precautionary move, the A.C. Nielsen Co. has asked television station managements to request that their employes refuse to participate in Nielsen Station Index (NSI) measurements of local television audiences. The move, designed to avoid potential bias, was said to be an extension of a long-standing policy of excluding from NSI diary samples any such household when the household reported that one or more of its members were employed by a station. Nielsen officials said they had encountered no problem themselves but tightened their policy after Arbitron Radio and Arbitron Television uncovered at least two instances of alleged misuse of Arbitron diaries. Arbitron officials urged stations some weeks ago to help tighten diary security and to urge employes not to take part in Arbitron measurements.

H-R change. H-R Television has moved to larger quarters in Chicago in Illinois Center at 233 North Michigan Avenue (60601). Telephone: (312) 861-1454.

Radio ammunition. Arbitron has issued its second annual nationwide radio network report, covering 208 ADI's in continental U.S. and based on 180,600 diaries from its April/May 1976 sweep. Arbitron said report has been delivered to four subscribing radio networks—ABC, Mutual, NBC and Katz (last is non-line facility). Arbitron said that advertisers now are in position to plan and evaluate all spot and network radio based on Arbitron Radio.

Teaming up. Jack Hilton, former president of J. Walter Thompson's telecommunications division, has joined with Kenneth Fairchild, former public affairs consultant and broadcast executive with WNBC(AM) and WMCA(AM) both New York, to form Hilton/Fairchild Inc. public relations agency in New York. Other partners will be announced later, said Mr. Hilton, who is being retained by JWT as outside consultant. New company will provide counsel and general services in corporate communications and will be located at *475 Fifth Avenue, New York 10017.*

Sour grapes from other NAB

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

Programing

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

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

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

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

- Warner Bros. Television's *Code R* (Friday, 8-9 p.m. NYT, beginning Jan. 21), an *Emergency/Adam 12*-type soft-action series "featuring emergency rescue operations of the police, fire and ocean rescue departments of an island community," according to CBS, which has Edwin Self as executive producer.
- CBS's in-house production of *The Andros Targets* (Monday, 10-11 p.m., beginning Jan. 31), a melodrama with a big-city investigative reporter as the hero (based loosely on the exploits of a *New York Times* reporter, Nicholas Gage), with Bob Sweeney (*Hawaii Five-0*) as executive producer.
- Norman Lear's and Don Kirshner's *A Year at the Top* (Wednesday, 8:30-9 p.m., beginning Jan. 19), a sitcom with music about "an aging quartet" who "trade their souls" to "the devil's daughter" for " 'a year at the top' of the recording industry," featuring Mickey Rooney.
- Paramount Television's *On Your Own* (Monday, 8:30-9 p.m., beginning Jan. 17), starring Adam Arkin as "a 22-year-old whose search for independence and a career is hampered by over-protective parents and three older brothers".
- The previously announced *Who's Who* (Tuesday, 8-9 p.m., beginning Jan. 4), produced by CBS News, a spin-off of *60 Minutes*, with Dan Rather, Barbara Howar and Charles Kuralt doing the reporting and Don Hewitt (*60 Minutes*) as executive producer.

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

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

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

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

Quest will be replaced on Feb. 2 by *Nightmare* (Wednesday, 10-11 p.m.), a new Quinn Martin Productions anthology "with O. Henry-like plot twists and surprises."

Gibbsville will be replaced some time in February by one of the rotating series of the *NBC Sunday Mystery Movie*. Universal's *Quincy* (Thursday, 9-10 p.m.), with Jack Klugman as a police-department medical examiner. *Best Sellers* will move back an hour (Thursday, 10-11 p.m.) to accommodate *Quincy*, which will be replaced in the *Mystery Movie* rotation by Universal's *Lanigan's Rabbi*, starring Art Carney in a tongue-in-cheek cop series.

Status report on access entries

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

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

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

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

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

Hee Haw

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

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

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

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

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

Lawrence Welk

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

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

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

Other prime-access shows scheduled in at least 10 of the 23 markets are: Sandy Frank's *Name That Tune:* 13 rating, 21 markets; Viacom's *The $25,000 Pyramid:* 13 rating, 14 markets; Viacom's *The Price Is Right:* 12 rating, 21 markets; ITC Entertainment's *The Muppet Show:* 12 rating, 15 markets; Len Firestone's *The Gong Show:* 12 rating, 11 markets; Worldvision's *Let's Make a Deal:* 11 rating, 13 markets, and Viacom's *The $128,000 Question:* 10 rating, 11 markets.

Programing Briefs

Getting into radio. Filmways Inc. is forming new subsidiary, Filmways Radio, that will provide programing formats for automated stations and special syndicated features. Weekly five-hour strip featuring air personality Charlie Tuna is currently being produced for American Forces Radio and Television Services. John Price, formerly with Camex International, has been named director of marketing; Verna Greathouse has been named music director, and Patty Collins will serve as administrative assistant. Filmways Radio is located at *1610 North Cahuenga Boulevard, Hollywood 90028.*

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

Hot Cash. Johnny Cash publicly expressed dissatisfaction with his Christmas variety special (CBS, Monday, Dec. 6, 8-9 p.m., NYT), despite fact that it won its time period with solid 25.1 rating and 35 share. Mr. Cash's "worst show in the history of television" diatribe was directed against production company, Cates Enterprises, not CBS. But Joe Cates, who produced it, along with 10 other Johnny Cash specials in recent years, said he hopes Mr. Cash's anger is heat-of-the-monent reaction and that both will eventually get down to work on 1977 special they're contractually committed to with CBS.

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

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

Hollywood stars threaten boycott of Emmy Awards

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

The long-smoldering dispute between Hollywood and the "hinterlands" (including New York) over control of the National Academy of Television Arts and Sciences has reached the explosion point.

There were reports in Hollywood last week that the chapter there planned to set up its own academy. And there were also rumblings there that sizable numbers of television performers and production workers would boycott the 1977 Emmy telecast because of dissatisfaction with the organizational structure of NATAS. Among the personalities said to have signed the petition for a boycott were Mary Tyler Moore, Freddie Prinze, Ron Howard and Jackie Cooper.

What fueled the latest controversy was a meeting of NATAS trustees in Hollywood on Dec. 11, during which they rejected a Hollywood-originated plan that would have split the academy into national and regional organizations. According to leaders of NATAS outside Hollywood, this plan would have given Hollywood "absolute control" over the national affairs of the academy and would have reduced the representation of the regional chapters to a bare minimum.

When the proposal was beaten down, the 12 Hollywood trustees left the meeting and did not return for the scheduled second day of talks on Dec. 12. Only the 12 Hollywood trustees voted for the plan; 19 voted against and three abstained.

Hollywood's plan was announced about six weeks ago (BROADCASTING, Nov. 8) and called for a division of the academy into national and regional organizations. The national academy would elect trustees from peer groups—i.e., producers would elect producers. Only national members—those involved in the production of national television shows—would have control over the Emmy award structure, voting and telecast, effective with the 1977-78 season. Members involved in local production would have no voice in national affairs.

One compromise proposal offered by Craig Fisher of New York would have given Hollywood a guaranteed majority of the board of trustees in perpetuity—23 for Hollywood, 16 for New York and five from other regions. Hollywood rejected it, saying this would involve selection on a geographical basis and not a purely peer basis throughout the country.

What effect if any the recent developments will have on next year's Emmy telecast is not known. The program is scheduled for NBC-TV on May 15. Sources in New York and Hollywood felt it would go on in any eventuality, pointing out that provisions of the reorganization, as proposed by Hollywood trustees, would not have gone into effect until the 1977-78 season.

Among other actions taken by NATAS trustees at the Hollywood meeting: They instructed counsel to bring suit against organizations and individuals threatening to participate in a boycott of the Emmy awards telecast; they agreed to proceed with the Emmy show; they approved an extensive public relations campaign to acquaint the Hollywood community and members throughout the country with the stand taken by the Hollywood trustees, and they extended until Feb. 26 a contract NATAS has with John Cannon, who stepped down several months ago as president of the national organization. Mr. Cannon had a contract that would have expired with the Dec. 11 meeting if a reorganization plan had been ratified.

CBS, BMI feud heads for trial

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

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

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

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

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

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

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

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

In one of the principal cases, filed seven years ago, CBS sought to compel BMI and ASCAP to issue it a new form of license, popularly called "per-use," under which CBS would pay only for music that it actually uses, instead of the "blanket" license that networks and most other broadcasters have traditionally used in their dealings with the major music-licensing organizations.

In that suit, CBS contended that BMI (and ASCAP) had been guilty of illegal licensing practices in restraint of trade. Judge Lasker dismissed that suit, rejecting the illegal-licensing claims against both BMI and ASCAP, more than a year ago (BROADCASTING, Sept. 29, 1975).

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

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

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

The Broadcasting

Top 100 1976

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

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

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

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

1 **Don't Go Breaking My Heart** (4:23)
Elton John & Kiki Dee—Rocket/MCA

2 **Play That Funky Music** (3:12)
Wild Cherry—Epic

3 **If You Leave Me Now** (3:40)
Chicago—Columbia

4 **A Fifth of Beethoven** (3:02)
Walter Murphy & Big Apple Band —Private Stock

5 **Afternoon Delight** (3:10)
Starland Vocal Band—Windsong

6 **Silly Love Songs** (3:28)
Paul McCartney & Wings—Capitol

7 **You'll Never Find Another Love ...** (3:36)
Lou Rawls—Philadelphia Int'l.

8 **(Shake ...) Shake Your Booty** (3:06)
K.C. & Sunshine Band—T.K. Records

9 **Let 'Em In** (5:08)
Paul McCartney & Wings—Capitol

10 **Kiss and Say Goodbye** (2:24)
Manhattans—Columbia

11 **Disco Duck (Part 1)** (3:15)
Rick Dees & His Cast of Idiots—RSO/Polydor

12 **I'd Really Love to See You ...** (2:36)
England Dan & John Ford Coley—Big Tree

13 **You Should Be Dancing** (3:23)
Bee Gees—RSO/Polydor

14 **Lowdown** (3:15)
Boz Scaggs—Columbia

15 **Devil Woman** (3:21)
Cliff Richard—Rocket

16 **Rock'n Me** (3:05)
Steve Miller Band—Capitol

17 **Still the One** (3:42)
Orleans—Asylum

18 **Love Hangover** (3:40)
Diana Ross—Motown

19 **Muskrat Love** (3:28)
Captain & Tennille—A&M

20 **Sara Smile** (3:07)
Hall & Oates—RCA

21 **More, More, More** (3:02)
Andrea True Connection—Buddah

22 **Shop Around** (3:23)
Captain & Tennille—A&M

23 **Misty Blue** (3:38)
Dorothy Moore—Malaco

24 **Get Up and Boogie** (4:05)
Silver Convention—Midland Int'l.

25 **The Wreck of the Edmund Fitzgerald** (5:57)
Gordon Lightfoot—Reprise

26 **Heaven Must be Missing an Angel** (3:28)
Tavares—Capitol

27 **Shannon** (3:50)
Henry Gross—Lifesong

28 **I Only Want to Be with You** (3:20)
Bay City Rollers—Arista

29 **Boogie Fever** (3:25)
Sylvers—Capitol

30 **Rock 'n' Roll Music** (2:26)
Beach Boys—Reprise

31 **Welcome Back, Kotter** (2:48)
John Sebastian—Reprise

32 **Tonight's the Night** (3:55)
Rod Stewart—Warner Bros.

33 **Turn the Beat Around** (3:21)
Vicki Sue Robinson—RCA

34 **Get Closer** (3:45)
Seals & Crofts—Warner Bros.

35 **Rubberband Man** (3:30)
Spinners—Atlantic

36 **December 1963 (Oh What a Night)** (3:21)

37 **Magic Man** (2:45)
Heart—Mushroom

38 **I Write the Songs** (3:39)
Barry Manilow—Arista

39 **She's Gone** (3:24)
Hall & Oates—Atlantic

40 **More than a Feeling** (3:25)
Boston—Epic

41 **50 Ways to Leave Your Lover** (3:29)
Paul Simon—Columbia

42 **Bohemian Rhapsody** (5:55)
Queen—Elektra

43 **With Your Love** (3:33)
Jefferson Starship—Grunt

44 **Beth** (2:45)
Kiss—Casablanca

45 **Got to Get You into My Life** (2:27)
Beatles—Capitol

46 **Fernando** (4:11)
Abba—Atlantic

47 **Say You Love Me** (3:58)
Fleetwood Mac—Reprise

48 **Love Is Alive** (3:24)
Gary Wright—Warner Bros.

49 **A Little Bit More** (2:56)
Dr. Hook—Capitol

50 **Lonely Night (Angel Face)** (3:17)
Captain & Tennille—A&M

51 **Theme From "S.W.A.T."** (4:07)
Rhythm Heritage—ABC

52 **Fooled Around and Fell in Love** (2:58)
Elvin Bishop—Capricorn

53 **Right Back Where We Started From** (3:16)
Maxine Nightingale—United Artists

54 **Disco Lady** (3:50)
Johnny Taylor—Columbia

55 **Baby, I Love Your Way** (3:28)
Peter Frampton—A&M

56 **Theme From "Happy Days"** (2:40)
Pratt & McClain—Reprise

57 **Let Her In** (3:03)
John Travolta—Midland Int'l.

58 **The Boys Are Back In Town** (3:26)
Thin Lizzy—Mercury

59 **Moonlight Feels Right** (3:38)
Starbuck—Private Stock

60 **Love Roller Coaster** (2:52)
Ohio Players—Mercury

61 **All By Myself** (4:22)
Eric Carmen—Arista

62 **Never Gonna Fall in Love Again** (3:45)
Eric Carmen—Arista

63 **I'll Be Good to You** (3:30)
Bros. Johnson—A&M

64 **Do You Feel Like We Do** (7:19)
Peter Frampton—A&M

65 **Dream Weaver** (3:15)
Gary Wright—Warner Bros.

66 **Getaway** (3:38)
Earth, Wind & Fire—Columbia

67 **Love So Right** (3:19)
Bee Gees—RSO/Polydor

68 **Convoy** (3:48)
C.W. McCall—MGM

69 **You're My Best Friend** (2:49)
Queen—Elektra

70 **Saturday Night** (2:56)
Bay City Rollers—Arista

71 **Let Your Love Flow** (3:16)
Bellamy Bros.—Warner Bros.

72 **This Masquerade** (3:17)
George Benson—Warner Bros.

73 **You Are the Woman** (2:42)
Firefall—Atlantic

74 **Fox on the Run** (3:24)
Sweet—Capitol

75 **Rhiannon** (3:45)
Fleetwood Mac—Reprise

76 **You Don't Have to Be a Star** (3:30)
Marilyn McCoo & Billy Davis Jr.—ABC

77 **Just to Be Close to You** (3:28)
Commodores—Motown

78 **Love Machine, Part 1** (2:55)
Miracles—Tamla

79 **Nadia's Theme** (2:50)
Barry De Vorzon & Perry Botkin Jr.—A&M

80 **Dream On** (3:25)
Aerosmith—Columbia

81 **Show Me the Way** (3:25)
Peter Frampton—A&M

82 **The Best Disco in Town** (2:29)
Ritchie Family—Marlin/T.K.

83 **I Never Cry** (3:43)
Alice Cooper—Warner Bros.

84 **Breaking Up Is Hard to Do** (2:53)
Neil Sedaka—Rocket/MCA

85 **You Make Me Feel Like Dancing** (2:48)
Leo Sayer—Warner Bros.

86 **I'm Easy** (2:59)
Keith Carradine—ABC

87 **Love Hurts** (3:03)
Nazareth—A&M

88 **Theme from "Mahogany"** (3:19)
Diana Ross—Motown

89 **Nights Are Forever Without You** (2:52)
England Dan & John Ford Coley—Big Tree/Atlanti

90 **Only 16** (2:44)
Dr. Hook—Capitol

91 **That'll Be the Day** (2:32)
Linda Ronstadt—Asylum

92 **I Love Music** (3:37)
O'Jays—Philadelphia Int'l.

93 **Love to Love You Baby** (3:12)
Donna Summer—Oasis

94 **(Don't Fear) The Reaper** (3:45)
Blue Oyster Cult—Columbia

95 **You Sexy Thing** (3:30)
Hot Chocolate—Big Tree

96 **Take It to the Limit** (3:48)
Eagles—Asylum

97 **Summer** (3:59)
War—United Artists

98 **Wham Bam Shang-A-Lang** (3:32)
Silver—Arista

99 **Evil Woman** (3:15)
Electric Light Orchestra—United Artists

100 **Sweet Thing** (3:18)
Rufus featuring Chaka Khan—ABC

The Broadcasting Playlist™ Dec 20

Contemporary

Over-all-rank Last week	This week	Title (length) Artist—label	Rank by day parts 6-10a	10a-3p	3-7p	7-12p
1	1	**Tonight's the Night** (3:55) Rod Stewart—Warner Bros.	1	1	1	1
2	2	**You Don't Have to Be a Star** (3:40) Marilyn McCoo & Billy Davis Jr.—ABC	2	5	2	2
3	3	**Rubberband Man** (3:30) Spinners—Atlantic	3	4	3	6
5	4	**You Make Me Feel Like Dancing** (2:48) Leo Sayer—Warner Bros.	4	2	5	3
6	5	**Nadia's Theme** (2:50) Barry De Vorzon & Perry Botkin Jr.—A&M	5	3	6	4
4	6	**Muskrat Love** (3:28) Captain & Tennille—A&M	7	6	4	5
7	7	**More Than a Feeling** (3:25) Boston—Epic	6	7	7	7
10	8	**Stand Tall** (3:20) Burton Cummings—Portrait/CBS	9	9	8	8
12	9	**Sorry Seems to Be the Hardest Word** (3:28) Elton John—Rocket/MCA	8	8	12	10
9	10	**Carwash** (3:18) Rose Royce—MCA	10	11	9	11
18	■ 11	**Livin' Thing** (3:30) Electric Light Orchestra—United Artists	12	10	11	9
11	12	**Love So Right** (3:19) Bee Gees—RSO/Polydor	11	12	10	12
8	13	**You Are the Woman** (2:42) Fireball—Atlantic	13	13	16	14
16	14	**After the Lovin'** (3:50) Engelbert Humperdinck—Epic	14	17	14	15
19	15	**I Wish** (4:12) Stevie Wonder—Tamla/Motown	15	14	17	16
29	■ 16	**Dazz** (5:35) Brick—Bang	17	21	13	13
23	■ 17	**Hot Line** (2:59) Sylvers—Capitol	16	15	19	17
21	18	**Cherchez La Femme** (3:33) Dr. Buzzard's Original Savannah Band—RCA	19	19	15	21
20	19	**Blinded by the Light** (3:48) Manfred Mann—Warner Bros.	18	16	18	18
13	20	**Beth** (2:45) Kiss—Casablanca	20	18	20	19
14	21	**Nights Are Forever without You** (2:52) England Dan & John Ford Coley—Big Tree/Atlantic	25	20	21	20
17	22	**I Never Cry** (3:43) Alice Cooper—Warner Bros.	21	23	23	23
24	23	**Enjoy Yourself** (3:24) Jackson—Epic	23	22	25	22
30	■ 24	**New Kid in Town** (5:02) Eagles—Asylum	22	25	24	25
22	25	**Just to Be Close to You** (3:28) Commodores—Motown	24	24	26	24
26	26	**Rock'n Me** (3:05) Steve Miller Band—Capitol	26	26	27	27
31	27	**Walk This Way** (3:31) Aerosmith—Columbia	29	32	22	26
39	■ 28	**Free Bird** (4:55) Lynyrd Skynyrd—MCA	*	27	28	28
27	29	**This Song** (3:45) George Harrison—Dark Horse/WB	33	28	31	29
32	30	**Somebody to Love** (4:53) Queen—Elektra	28	29	32	30
36	■ 31	**Torn Between Two Lovers** (3:40) Mary MacGregor—Ariola America/Capitol	27	34	33	37
28	32	**If You Leave Me Now** (3:40) Chicago—Columbia	31	30	34	33
35	33	**Love Me** (3:10) Yvonne Elliman—RSO/Polydor	30	35	35	36
37	34	**Night Moves** (3:20) Bob Seger—Capitol	32	31	36	38
15	35	**Disco Duck (Part 1)** (3:15) Rick Dees & His Cast of Idiots—RSO/Polydor	35	36	37	35
—	■ 36	**Weekend in New England** (3:38) Barry Manilow—Arista	*	*	30	31
33	37	**Isn't She Lovely** (6:33) Stevie Wonder—Tamla/Motown	*	*	29	32
34	38	**The Wreck of the Edmund Fitzgerald** (5:57) Gordon Lightfood—Reprise	*	33	*	34
—	39	**I Only Want to Be with You** (3:20) Bay City Rollers—Arista	36	38	39	*
25	40	**Fernando** (4:11) Abba—Atlantic	37	*	38	39

Playback

Barry's back. Barry Manilow's newest single, *Weekend in New England* (Arista), bolts on to "Playlist" at 36. His strong vocals over piano, horns and strings are featured on this second release from the *This One's For You* LP. The lyrics were composed by Randy Edelman. Mr. Manilow "has always been strong in Chicago," says Jim Smith of WLS(AM) where *Weekend* is "one of the strongest additions" to that chart. It's also on at KCBQ(AM) San Diego, where Kathy Aunan says Manilow's recent concert appearance made the addition timely. **Surge for Sayer.** "A diminutive creature with a lot of talent" is Leo Sayer, according to Michael Sarzynski of WKTQ(AM) Pittsburgh. Witness his latest single, *You Make Me Feel Like Dancing* (Warner Bros.). "This is something entirely different for Leo Sayer. It's more pop-oriented. He's always had talent to do blues, but this is very brilliant raw talent with a broadened appeal," says Mr. Sarzynski. From Boston's WRKO(AM) to Seattle's KJR(AM), it's a No. 1 record. **Metamorphosis.** *I Never Cry* (at 22 on "Playlist") by Alice Cooper is another example of an artist's versatility. This mellow, almost MOR tune is a switch from his earlier "demented appeal," continues Mr. Sarzynski. "Now he's more of a cantankerous character everyone appreciates."

Country

Over-all-rank Last week	This week	Title (length) Artist—label	Rank by day parts 6-10a	10a-3p	3-7p	7-12p
1	1	**Broken Down in Tiny Pieces** (3:00) Billy "Crash" Craddock—ABC/Dot	2	1	1	1
2	2	**Baby Boy** (3:04) Mary Kay Place—Columbia	1	3	2	2
5	3	**Thinking of a Rendezvous** (3:22) Johnny Duncan—Columbia	3	2	3	3
4	4	**Statues without Hearts** (2:42) Larry Gatlin—Monument	4	4	4	5
16	■ 5	**Two Dollars in the Jukebox** (2:22) Eddie Rabbitt—Elektra	5	6	6	4
3	6	**Sweet Dreams** (3:00) Emmylou Harris—Reprise	6	5	5	6
9	7	**She Never Knew Me** (2:46) Don Williams—ABC/Dot	8	7	10	8
20	■ 8	**Fox on the Run** (2:03) Tom T. Hall—Mercury	10	8	7	9
10	9	**9,999,999 Tears** (3:00) Dickey Lee—RCA	11	9	8	7
6	10	**Good Woman Blues** (2:50) Mel Tillis—MCA	7	10	14	13
8	11	**Lawdy Miss Clawdy** (2:19) Mickey Gilley—Playboy	9	13	13	10
18	■ 12	**Hillbilly Heart** (2:55) Johnny Rodriguez—Mercury	13	11	12	11
13	13	**You Never Miss a Real Good Thing** (3:47) Crystal Gayle—United Artists	12	12	11	15
11	14	**Everything I Own** (2:49) Joe Stampley—ABC/Dot	14	15	9	12
7	15	**Take My Breath Away** (2:48) Margo Smith—Warner Bros.	15	14	15	18
21	■ 16	**I Can't Believe She Gives It All to Me** (2:25) Conway Twitty—MCA	17	17	17	14
12	17	**Every Face Tells a Story** (3:28) Olivia Newton-John—MCA	18	16	19	17
17	18	**Never Did Like Whiskey** (2:08) Billie Jo Spears—United Artists	16	19	16	21
—	■ 19	**Don't Be Angry** (3:02) Donna Fargo—ABC/Dot	20	18	18	16
19	20	**Somebody Somewhere** (3:00) Loretta Lynn—MCA	19	20	20	19
—	■ 21	**Daddy's Little Girl** (2:44) Ray Sawyer—Capitol	22	21	22	25
22	22	**Her Name Is** (2:17) George Jones—Epic	23	22	21	20
—	23	**Laura** (2:58) Kenny Rogers—United Artists	21	23	25	*
—	24	**Hangin' On** (2:55) Vern Gosdin—Elektra	*	*	23	22
24	25	**Living It Down** (2:30) Freddy Fender—ABC/Dot	24	24	24	*

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


Sabella

Jack Sabella, VP/general manager, KSDO(AM) San Diego, appointed director of station relations, Mutual Broadcasting System, Arlington, Va. **John Patton,** head of own advertising agency, Greenville, S.C., named director of network communications for Mutual. **John Schwenzer,** program manager, Alert Cable TV of North Carolina, Hillsboro, joins MBS as assistant director of network communications.

Julie Tarachow Hoover, director, audience information and awards, ABC Inc., New York, appointed director, broadcast standards and practices, East Coast. **Michael C. Lang,** attorney, labor relations department, ABC, New York, and **Richard Hockman,** regional counsel, Airline Pilots Association, named assistant general attorneys, ABC's labor relations department, New York. **Robert Key,** assistant director of labor relations, Los Angeles, named director. **John Mendonsa,** attorney, West Coast labor relations and legal affairs department, promoted to assistant general attorney, labor relations there. **Ted Van Weeren,** manager, administrative services, broadcast operations and engineering, ABC, West Coast, Los Angeles, named to director of business administration in that department. **Sue Campbell Jones,** economic research department, Armco Steel Corp., Middletown, Ohio, named manager of administrative services, ABC, reporting to Mr. Van Weeren.

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

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

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

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

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

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

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

Kevin McKeown, operations manager, KGB-AM-FM San Diego, appointed to same post, KROQ(AM) Burbank-KROQ-FM Pasadena, Calif.

Leona Wong, publicity coordinator, KPIX(TV) San Francisco, named information services manager.

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

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

Jim Whittaker, with Lowe Runkle advertising, Oklahoma City, joins KTVY(TV) there as promotion manager.

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

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

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

Newly elected officers, Radio Broadcasters of Indianapolis: **Murray Green,** WNDE(AM), president; **Jeff Smulyan,** WNTS(AM), VP, and **Tom Wallace,** WBRI(AM), secretary-treasurer.

Broadcast Advertising

H.D. (Bud) Neuwirth, general manager, WFEA(AM) Manchester, N.H., joins Mutual Broadcasting System, New York office, as director of sales development. **William Gilreath,** former sales manager, KIOI(FM) San Francisco, joins MBS as director of Western sales, based in Los Angeles. **Don R. Carrell,** from WCFL(AM) Chicago, named MBS Midwestern division account executive there.

Robert J. Cagliero, Eastern sales account executive, ABC-TV New York, appointed national director, network sales proposals. **Gordon Link,** account executive, Eastern division, named Eastern Sales manager.

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

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

Judith W. Hofscher, senior media buyer, Ketchum, MacLeod & Grove, Pittsburgh, named broadcast supervisor.

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

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

Nikki Caccia, VP/media director, T.L. Reimel Advertising, Philadelphia, promoted to senior VP/managing director. **Tina Nyce,** media buyer/planner, Kalish & Rice, Philadelphia, appointed T.L. Reimel media director.

Linda Amster Dobbs, media director, Popofsky Advertising, New York, joins D'Arcy-MacManus & Masius there as media buyer. **Mary Smalley,** assistant media planner, BBDO there, and **Hugh James McIlrevey,** media planner, William Esty there, join DM&M/New York as media planners.

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

Stuart Hinkle, from McCann-Erickson, Seattle, joins Hoefer, Dietrich + Brown, San

Francisco, as associate media director.

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

Roy Edwards, VP/Midwest manager, H-R Television, Chicago, named senior VP/West Coast manager, Los Angeles. **Barry Weed,** division manager for Peters, Griffin, Woodward, Chicago, named to succeed Mr. Edwards. **Don Caparis,** salesman in Los Angeles for H-R Television, appointed sales manager of that office.

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

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

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

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

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

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

Paul Wachsmith, New York sales manager, Bernard Howard & Co. station representatives, joins WRVR(FM) there as general sales manager.

Michael R. Seligman, former general manager, WYOO-AM-FM Richfield, Minn., named general sales manager, WSAI(AM) Cincinnati.

Richard J. Brown, account executive, NBC News and Information Service, New York, joins co-owned WRC(AM) Washington as new business development manager.

Ken Patt, general sales manager, WWJ-FM Detroit, joins WCAR-AM-FM there as local sales manager.

Karylyn von Moren, promotion director, KGO(AM) San Francisco, named merchandising director.

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

Maury Long, vice president, BROADCASTING Publications Inc., Washington will retire Dec. 28 after 42 years with the company. Mr. Long was born in St. Paul on Oct. 9, 1911, grew up in Fargo N.D., attended Northwestern University from 1929 to 1931 and graduated from the University of North Carolina in 1933. After a year in government service he joined BROADCASTING Publications as a researcher for the BROADCASTING YEARBOOK. He soon became an advertising manager, business manager and, in 1954 a vice president. After retirement from BROADCASTING, Mr. Long will operate a broadcasting financial consultancy at 5100 Dorset Avenue, Chevy Chase, Md. 20015; telephone, 301-652-6999.

Programing

Hugh Broun, sales manager, Australia, Far East and New Zealand, Columbia Pictures Television International, Sydney, Australia, promoted to managing director for those territories. **Martin Irwin,** VP, video services, EUE/Screen Gems, commercial films division of Columbia Pictures Industries, New York, named senior VP/general manager, video services. **John C. Shultis,** director of operations, appointed executive VP, operations. **Richard H. Smith,** director of syndication, appointed VP, syndication. **Donald Buck,** director of sales, promoted to VP, sales.

Werner Michel, general program executive, West Coast, ABC Entertainment, elected director, current dramatic programs, West Coast. He'll report to Brandon Stoddard, VP, dramatic programs and motion pictures for television.

Robert M. Silberling, director, current prime-time comedy programs, ABC Entertainment, joins CBS-TV, Hollywood, as director, comedy program development.

Richard C. Christensen, controller, Diskriter Inc., Pittsburgh, joins Group W there as business manager, video tape center.

James T. Butler, VP/general manager, WISN-TV Milwaukee, joins Peters Productions, San Diego, as regional manager

Sandra Pastoor, program director, WXIX-TV Atlanta, appointed VP/ program director.

Ted Ferguson, program director, WDRQ(FM) Detroit, named to same post, WCAR-FM there.

Cynthia Lewis, production manager, noncommercial WNET(TV) New York, joins WBZ-TV Boston in same post.

Presley D. Holmes, vice president for programing, National Public Radio, has resigned, effective later this month. Future plans were not announced.

Vic Wheatman, director of news and public affairs, noncommercial WBUR(FM) Boston, promoted to program director, succeeding **Steve Slade,** named executive producer.

Sandra Steinberg, news director, noncommercial KRWG-FM-TV Las Cruces, N.M., named senior producer for news and public affairs, noncommercial KVIE(TV) Sacramento, Calif.

George Thurston, capital news bureau chief (based in Tallahassee, Fla.) for WJXT-TV Jacksonville, Fla., appointed program director, noncommercial WFSU-FM Tallahassee.

Broadcast Journalism

Brian Healy, associate producer, *CBS Evening News with Walter Cronkite*, Washington, appointed producer, CBS News bureau, London. He is succeeded by **Rita Braver,** associate producer, *CBS Morning News with Hughes Rudd and Bruce Morton*. **Eric Jon Engberg,** CBS News reporter, Washington, named correspondent, assigned to Southwest bureau, Dallas.

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

Dave McElhatton, anchorman, KCBS(AM) San Francisco, joins KPIX(TV) there in same position.

Brad Edwards, reporter, KTVY(TV) Oklahoma City, promoted to anchorman.

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

Gail Harris, co-anchor, WBTV(TV) Charlotte, N.C., appointed reporter, WBZ-TV Boston.

Rick Taylor, reporter, WNGE(TV) Nashville, promoted to weekend co-anchor.

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

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

Stephen Wilcox, reporter, KERE(AM) Denver, promoted to news director.

Cable

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

John D. Evans, telecommunications consultant, Department of Health, Education and Welfare, Washington, rejoins Arlington (Va.) Telecommunications Corp. as VP/chief operating officer.

Mark Finley, promotion director, *Boston Herald American* and one-time promotion director of old Don Lee Network, Los Angeles, has established Yankee Cable TV Network, advertising sales representative for cable television systems *(58 College Road, Chestnut Hill, Mass. 02167).*

Robert M. Zitter, general manager, Antietam Cable Television, Hagerstown, Md., appointed director of corporate projects for parent, Schurz Communications.

Equipment & Engineering


Carter

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

William K. Dougherty, in "project implementation" with RCA, responsible for broadcast plant construction, and **Richard P. Schumeyer,** chief engineer, WKBW(AM) Buffalo, N.Y., appointed assistant directors of engineering, Capital Cities Communications, New York (WKBW parent).

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

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

Allied Fields

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

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

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

Deaths

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

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

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

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

For the Record®

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

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

TV application

■ Hanover, N.H.—Taft Broadcasting Corp. seeks ch. 31 (572-578 mhz); ERP 20.9 kw vis., 1.29 kw aur., HAAT 470 ft.; ant. height above ground 79.5 ft. P.O. address: 4808 San Felipe Rd., Houston 77027. Estimated construction cost $170,000; first-year operating cost $156,000; revenue $326,600. Legal counsel Wilkinson, Cragun & Barker, Washington; consulting engineer Jules Cohen & Assoc. Principals: Paul E. Taft (55.5%), Philip D. Taft and Harriet Tracy Taft (12.5% each), Paul E. Milling (12%) and five others. Taft Broadcasting is licensee of KODA-AM-FM Houston. Mr. Paul Taft is director of Wichita Broadcasting Inc., licensee of KWBB(AM) Wichita, Kan. and of Radio Fifteen Inc., licensee of KRXV(AM) Fort Worth. Ann. Dec. 6.

TV action

■ *Park Falls, Wis., Educational Communications Board, State of Wisconsin—Broadcast Bureau granted CP for ch. 36 (602-608 mhz); ERP 741 kw vis., 148 kw aur. HAAT 1468 ft.; ant. height above ground 1467 ft. P.O. address: c/o William C. Woods, 732 N. Midvale Blvd., Madison, Wis. 53705. Estimated construction cost $1,309,250; first-year operating cost $217,200. Legal counsel Dow, Lohnes and Albertson, Washington; consulting engineer Michael J. Wilhelm. Principal: Paul M. Norton, Assistant Director. Station plans to be part of statewide network (BPET-550). Action Nov. 30.

FM applications

■ Tucson, Ariz.—Peter M. Marcus seeks 107.5 mhz, 14.13 kw, HAAT 3563 ft. P.O. address: 126 Hillside Avenue, Cresskill, N.J. 07676. Estimated construction cost $121,026; first-year operating cost $206,283; revenue $218,400. Format: adult contemporary. Principal: Mr. Marcus is president of Winnipeg Corp., Waterbury, Conn., licensee of WWCO(AM). Ann. Dec. 6.

■ Avon Park, Fla.—Charles A. Esposito seeks 106.3 mhz, 3 kw, HAAT 170 ft. P.O. address: Box 1390 Avon Park 33825. Estimated construction cost $3,910; first-year operating cost $7,140; revenue $1,800. Format: MOR. Principal: Mr. Esposito is owner of Avon Electric Services Inc., licensee of WAPR(AM) Avon Park. He is applying for broadcast facility (BPH-9358) Clewiston, Fla. Ann. Dec. 2.

■ Safety Harbor, Fla.—Tampa Bay Concert Radio Inc. seeks 92.1 mhz, 3 kw, HAAT 288.6 ft. P.O. address:

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

9700 82d Avenue, North Pinellas Park, Fla. 33665. Estimated construction cost $65,600; first-year operating cost $94,800; revenue none. Format: Classical. Principals include Earl L. Bradsher Jr., Dan L. Johnson and three others. Mr. Bradsher (16.66%) is Atlanta radio consultant. Mr. Johnson (63.33%) is part owner of WFSO(AM) Pinellas Park, Fla. Ann. Dec. 6.

■ Galesburg, Ill.—Coleman Broadcasting Co. seeks 92.7 mhz, 3 kw, HAAT 300 ft. P.O. address: 245 Seminole Drive, Galesburg 61401. Estimated construction cost $28,000; first-year operating cost $50,000. Format: MOR. Principals are Roger H. and Marilyn J. Coleman. Mr. Coleman has real estate interests and is former president of Galesburg Broadcasting Co., licensee of WGIL(AM)-WAAG(FM). Ann. Nov. 16.

■ Peoria, Ill.—Central Illinois Broadcasting Co. seeks 105.7 mhz, 36 kw, HAAT 571 ft. P.O. address: 833 N. Bourland, Peoria, Ill. 61606. Estimated construction cost $23,100; first-year operating $134,747; revenue $155,000. Format: Popular. Principals: Bruce T. Foster (52%), Charles W. and Belva A. Foster (19% each) and Norman Rica (10%). Mr. Bruce Foster is consulting engineering. Mr. Charles and Ms. Belva Foster are farmers. Mr. Rica is employe of Caterpillar Tractor Co., Peoria. Ann. Nov. 8.

■ Winchendon, Mass.—WGAW Inc. seeks 97.5 mhz, 3 kw, HAAT 300 ft. P.O. address: Green Street, Gardner, Mass. 01440. Estimated construction cost $92,973.50; first-year operating cost $52,000; revenue $75,000. Format: MOR. Company is owned by New England Broadcasting Co. Inc., licensee of WGAW(AM) Gardner, Mass., and principal owner of licensee of WSRO(AM) Marlboro, Mass. New England is owned by C. Edward Rowe. Orange, Mass. Ann. Dec. 6.

■ Omaha, Neb.—Nebraska Communications Corp. seeks 96.1 mhz, 100 kw, HAAT 355 ft. P.O. address: 8105 Maple Ridge Rd. Bethesda, Md. 20014. Estimated construction cost $182,000; first-year operating cost $155,000; revenue $220,000. Format: MOR. Company is owned by Lawrence H. and Janice E. Kirby. Mr. Kirby is general sales manager of WRC-AM Washington. Ann. Nov. 16.

■ Greenport, N.Y.—Twin Forks Broadcasting Inc. seeks 101.7 mhz, 3 kw, HAAT 300 ft. P.O. address: 1759 45 Rockefeller Plaza, New York 10020. Estimated construction cost $204,183; first-year operating cost $89,040; revenue $180,000. Format: MOR. Company is owned equally by Lillian Lang, Helen Michaels and Elayne N. Boros. Ms. Lang is with sales department, Storer Radio, Inc., New York. Ann. Dec. 6.

■ Manlius, N.Y.—AGK Communications Inc. seeks 95.3 mhz, .410 kw, HAAT 704 ft. P.O. address: Townline Road, Canadaigua, N.Y. 14424. Estimated construction cost $64,050; first-year operating cost $78,700; revenue $100,000. Principals: George W. Kimble (25.01%), Russell S. Kimble (25%) and Alan Gerry (49.99%). Mr. George Kimble is president of Canadaigua Broadcasting Co. Inc., licensee of WCGR(AM)-WFLC(FM) Canadaigua. Mr. Russell Kimble is vice president of Canadaigua. Mr. Gerry owns six cable television systems in New York state. Ann. Dec. 6.

■ Woodstock, N.Y.—Woodstock Radio Inc. seeks 100.1 mhz, 1.29 kw, HAAT 463 ft. P.O. address: Box 254 Woodstock 12498. Estimated construction cost $77,934; first-year operating cost $98,000; revenue $70,000. Format: Mixed. Principals: Kristin Booth Glen, Michael D. Ratner, Bruce C. Ratner and Ellen F. Ratner. Mr. Bruce Ratner is producer for WNET-TV New York. Kristin Glen is general counsel and board member of WNCN(FM) and WRVR(FM), both New York. Ann. Nov. 15.

■ Hazelwood, N.C.—Mountain Ridge Broadcasting Media Inc. seeks 104.9 mhz, .125 kw, HAAT 1457 ft. P.O. address: Box 375 Statesville, N.C. 28677; revenue $75,000. Format: adult contemporary. Principals are Jefferson Lowe Watts (13%), Ouida B. Meister (13%), Hoyt Phillip Potts (26%), Robert L. Blankenship (10%) and Orville D. Coward (38%). Mr. Watts is Statesville, N.C. broadcast consultant. Ms. Meister is employe of WSTH Radio, Taylorsville, N.C. Mr. Potts is principal stockholder of licensee of WTLK(AM) Taylorsville and of WHIP(AM) Moonesville, N.C. Mr. Blankenship is development planner for Cherokee Indian Reservation. Mr. Coward is attorney. Ann. Dec. 8.

■ Charlottesville, Va.—WUVA Inc. seeks 92.7 mhz, .220 kw, HAAT 900 ft. P.O. address: Emmet Post Office, Charlottesville 22904. Estimated first-year operating cost $12,455; revenue $37,700. Format: AOR. Company is composed of 66 students of University of Virginia, each with one vote. Directors include Richard A. Dreves, president, announcer for WAYB(AM) Waynesboro, Va. and Michael H. Hulme, executive vice president, engineer for WELK(AM) Charlottesville. Company is applicant for new AM station (BP-17873) in Charlottesville and operates carrier current station at university. Ann. Dec. 6.

■ Charlottesville, Va.—Yes Communications Inc. seeks 92.7 mhz, .235 kw, HAAT 1020 ft. P.O. address: Bellair Farm, Rt. 6, Charlottesville 22901. Estimated construction cost $71,147; first-year operating cost $86,450; revenue $100,000. Format: contemporary. Principal is Halsey R. Scott, Charlottesville salesman with no other broadcast interests. Ann. Dec. 6.

FM actions

Broadcast Bureau granted following CP modifications to extend completion time to date shown: *WOCG Huntsville, Ala. (BMPED-1440), March 30; *KPFT Houston (BMPED-1438), April 30; KBOP-FM Pleasanton, Tex. (BMPH-14956), June 1; *WOSU(FM) Columbus, Ohio (BMPED-1439), April 24.

■ Liberty, Mo., S & M Investments—Broadcast Bureau granted 106.5 mhz, 100 kw, HAAT 620 ft. P.O. address: Box 256, Liberty 64068. Estimated construction cost $175,390; first-year operating cost $21,700; revenue $80,000. Format: C&W. Principal: S & M Investments owns KBIL(AM) Liberty (BPH-9702). Action Nov. 30.

■ Jewett Ohio, Carroll-Harrison Broadcasting—Commission returned 106.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 246 Fourth St., S.E., Carrollton, Ohio 44615. Estimated construction cost $800; first-year operating cost $50,835; revenue $100,000. Format: C&W, religious. Principal: William A. Brackney (51%) and seven others. Mr. Brackney is self-employed forestry specialist. Mr. Brackney has one-third interest in application for new FM in New Lexington, Ohio. Action Nov. 30.

■ Surfside Beach, S.C., Theodore J. Gray Jr.—Broadcast Bureau dismissed 103.1 mhz, 3 kw, HAAT 253 ft. P.O. address: Box 512, Altavista, Va. 24517. Estimated construction cost $29,783; first-year operating cost $34,700; revenue $40,000. Format: C & W, religions. Principal: Mr. Gray has applications pending for FM stations in Cheraw and Appomattox (see below). Action Dec. 6.

■ Surfside Beach-Garden City, S.C., Lower Grand Strand Broadcasting Co.—Broadcast Bureau granted 103.1 mhz, 3 kw, HAAT 300 ft. P.O. address: Drawer A, Surfside Beach, S.C. 29577. Estimated construction cost $71,852; first-year operating cost $65,000; revenue $100,000. Format: C&W. Principals: Five equal owners with 17.9% each and one owner with 10.5% No broadcast interests (BPH-9767, BPH-9792). Action Dec. 6.

■ Montpelier, Vt., North Country Communications—Broadcast Bureau granted CP for 96.7 mhz, 400 w, HAAT 700 ft. P.O. address: Box 551, Montpelier 05602. Estimated construction cost $63,054; first-year operating cost $57,500; revenue $70,000. Format: Music variety. Principals: Joseph and Helen Spaulding (48%) and son George Spaulding (52%). Applicants also have interest in application pending for new FM in Gloucester, Mass. (BPH-9865). Action Nov. 24.

FM licenses

■ Broadcast Bureau granted following licenses covering new stations: *WBPR Barrington, Ill. (BLED-1514); WCCQ Crest Hill, Ill. (BLH-6963); WEMO East Moline, Ill. (BLH-6977); *WARG Summit, Ill. (BLED-1487); WRFB Stowe, Vt. (BLH-6994); *WGTD, Kenosha, Wis. (BLED-1494). Action Dec. 7.

Ownership changes

Actions

■ WDIG(AM) Dothan, Ala. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from WDIG Inc. to Early Bird Broadcasting for $375,000. Buyer is owned by Margaret L. Wein (97%) and two Wein sons and a daughter who have one voting share each. Wein family also owns 40% of WZZA(AM) Tuscumbia-WRCK-FM Sheffield, both Alabama. Principals in buyer are Johnny Culpepper (49.83%) and R. Lamar Trammel (49.83%). Mr. Culpepper is owner of Dothan car rental company and Mr. Trammel is salesman for WDIG. Buyers have no other broadcast interests (Bal-8796, BALRE-3089). Action Nov. 24.

■ KXAR(AM) Hope, Ark. (1490 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Hope Broadcasting Co. to Sandia 76 for $250,000. Principals in seller are A.H. Washburn, Roy Anderson and Haskell Jones, Messrs. Washburn and Anderson have no other broadcast interests. Mr. Jones owns KDQN(AM) DeQueen, Ark., with his wife, Verlaine Jones. Buyer is owned by Arch Wylie (51%), Gerald Keith (10%) and eight other local stockholders. Mr. Wylie has interests in automobile and metal salvage companies in Hope, and Mr. Keith is Hope's city manager. Buyers have no other broadcast interests (BAL-8799). Action Nov. 26.

■ WNDB(AM)-WDNJ(FM) Daytona Beach, Fla. (AM: 1150 khz, 1 kw-U; FM:94.5 mhz, 54 kw)—Broadcast Bureau granted assignment of license from Quality Broadcasting Corp. to Broadcast Management of Florida Ltd. for $700,000. Seller is owned by trust of Fred M. Ayres, widow Janice N. Ayres, Victor Knight and five others. Quality Broadcasting is also licensee of WGGG(AM) Gainesville, Fla.; and WDBF(AM) Delray Beach, Fla. Buyer is owned by Joel M. Thorpe and Thomas H. Green (BAL-8812, BALH-2363, BASCA-776). Action Nov. 30.

■ WDOL(AM) Athens, Ga. (1470 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from University City to Tolliver R. Rivers for $150,000. Seller: Herschel M. Rivers has interests in WTJH(AM) East Point, Ga., WJIZ(AM) Albany, Ga., and WMJM(AM)-WFAV(FM) Cordele, Ga. Buyer also has interests in WTJH(AM) and in WJIZ(FM) (BAL-8807). Action Nov. 30.

■ WMAY(AM) Springfield, Ill.—Broadcast Bureau granted assignment of license from Stuart Broadcasting Co. to Mid-West Family Stations for $700,000. Seller, owned by James Stuart and family, owns KOEL-AM-FM Oelwein and KMNS(AM)-KSEZ(FM) Sioux City, both Iowa; KSAL(AM)-KYEZ(FM) Salina, Kan.; KWTO-AM-FM Springfield, Mo., and KRGI-AM-FM Grand Island and KFOR-AM-FM Lincoln, both

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Nebraska. Buyer (William R. Walker, Joseph D. Mackin, Philip Fisher and Charles Mefford, principals) owns WYFE(AM) Rockford and WYFE-FM Winnebago, both Illinois; WITL-AM-FM Lansing, and WSJM(AM)-WIRX(FM) St. Joseph, both Michigan; WIZM-AM-FM La Crosse, WISM-AM-FM Madison and WYTL(AM)-WOSH(FM) Oshkosh, all Wisconsin (BAL-8802, BALRE-3093). Action Nov. 24.

■ WVTS(FM) Terre Haute, Ind. (100.7 mhz, 50 kw)—Broadcast Bureau granted assignment of license from Raftis Broadcasting to West Pines Broadcasting for $450,000. Seller: Raftis is owned by Harold J. Raftis and his son, Michael J. Neither has other broadcast interests. Buyer is owned by Dr. Everett L. Conrad (24.24%), Arnold L. Page (12.12%), Frederick L. Adamson (10.10%), Harold E. Johns (10.10%) and 12 other stockholders. Buyers have no other broadcast interests, and are farmers and business and professional people in the Terre Haute area. (BALH-2364, BALRE-3096). Action Nov. 30.

■ KFNF(AM) Shenandoah Iowa (920 khz, 1 kw-D, 500 w-N)—Broadcast Bureau granted assignment of license from Shenandoah Broadcasting Co. to Family Stations for $300,000. Principals: Seller is owned by John H. Gayer and Royce E. Willis. Mr. Gayer also owns KAAT(AM) Denver and has interests in KBCR(FM) Steamboat Springs and KVMT(FM) Vail, both Colo. He is also permittee for new AM in Steamboat Springs. Mr. Willis has no other broadcast interests. Buyer is nonprofit, nonstock religious group owner with six FM Stations in Calif., Md. and N.J., and a shortwave station in Scituate, Mass. Buyer has entered into three-way station trade, subject to FCC approval involving KCBS-FM, KMPX(FM) and its own KEAR(FM), all San Francisco (BROADCASTING, Sept. 6). President of buyer is Harold Camping, who owns real estate, engineering design and electrical construction firms in Oakland, Calif. (BAL-8788, BALRE-3086). Action Nov. 24.

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

■ WJOR(AM) South Haven, Mich. (940 khz, 1 kw-D)—Broadcast Bureau dismissed assignment of license from Van Buren County Broadcasting to Iroquois County Broadcasting Co. for $200,000. Sellers: Assignors have interest in WCOE(FM)-WLOI(AM). La Porte, Ind., WWCA(AM) Gary, Ind. and in application for FM in South Haven. Buyers are Samuel (42.9%) and Richard (14.3%) Martin, Donald Ruth (28.6%) and Robert Bivans (14.3%), Iroquois is licensee of WGFA-AM-FM Watseka, Ill. and WTKM-AM-FM Hartford, Wis. (BALRE-3059) Action Nov. 23.

■ WELY(AM) Ely, Minn. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Northern Lakes Corp. to BJL Broadcasting Corp. for $175,000. Seller: Principal stockholders are Vincent T. and Elaine J. Hallett, who have other business interests. Buyer: Jeanne A. Larson (75%) and Bradley S. Jones (25%). Ms. Larson has clothing and sporting goods interests. Both Mr. Jones and Ms. Larson have been employed at WITQ(AM) Mantistique, Mich. (BAL-8800, BALRE-3091). Action. Dec. 7.

■ KRMO(AM) Monett, Mo. (990 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Lloyd C. McKenney to Monett Broadcasting Corp. for $180,000. Seller also owns 25% of KMDO(AM) Fort Scott, Kan., with wife, Dorothy N. McKenney, owning 25% and son, Lloyd James McKenney, 50%. McKenney family also has interests in cable systems in Fort Scott, Kan., and Branson, Mo. Buyer is owned by Dewey Johnson, who also owns KZRK(AM) Ozard, Ark., and, with his mother, Ethel Johnson, owns KSPR(AM)-KCIZ-FM Springdale, Ark. (BAL-8765). Action Nov. 29.

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

■ WKBQ(AM) Gardner, N.C. (1000 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Edward G. Atsinger III to Edward Paul for $220,000 plus $25,000 noncompetition covenant. Principals: Seller also owns KDAR(FM) Oxnard, Calif., and is 50% owner of applicant for new FM in Shafter, Calif., and which has sold, subject to FCC approval, KBIS(AM) Bakersfield, Calif., for $482,500 (BROADCASTING, June 21). Buyer is former broadcaster who now has majority interest in Strattanville, Pa., auto and truck center (BAL-8811). Action Nov. 29.

■ WTAB(AM)-WKSM(FM) Tabor City, N.C. (AM: 1370 khz, 5 kw-D; FM: 104.9 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Tabor City Broadcasting Co. from original stockholders to Joe N. Ross, William Benton, et al. Consideration: $45,000. Principals: Five original stockholders have been selling stock to Mr. Ross, Mr. Benton and others. Ms. Ruby McPherson now wishes to sell her interest, which would put Messrs. Ross and Benton over 50% ownership, necessitating FCC approval. Purchase price reflects only sale of Ms. McPherson's stock. Mr. Benton has interests in WMAP(AM) Monroe, N.C. and station in High Point, N.C. Mr. Ross has interest in WIXE(AM) Monroe, N.C. (BTC-8068). Action Nov. 24.

■ WDOH(FM) Delphos, Ohio (107.1 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Tri-County Broadcasting to Vogel Roach Corp. for $95,000. Sellers: Vernon P. Hopkins, David Roach and Raymond Tanner, Mr. Roach has 25% interest in buyer. Other principals in buyer, William R. Vogel (51%), Alwyn Traylor (12%), Neil Lancaster (6%), and Hugh Ellington (6%) also own WGNS(AM) Murfreesboro, Tenn.; WNOI(FM) Flora, Ill.; WIFN(FM) Franklin and WMPI(FM) Scottsburg, both Indiana, and WAMA(AM) Selma, WHOD-AM-FM Jackson, WBLO(AM) Evergreen, WTCB(AM) Flomaton and WULA-AM-FM Eufaula, all Alabama (BALH-2319, BASCA-758, BALRE-3057). Action Dec. 6.

■ KWRO(AM) Coquille, Ore. (630 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from KWRO Inc. to KWRO Broadcasting Corp. for $152,000. Seller is owned by Marian K. Walsh (individually and as personal representative of estate of William E. Walsh) and William E. Walsh III. Buyer is owned by Marvin K. Frandsen who is also president and director of KSKI(AM) Hailey and KBLI(AM) Blackfoot, both Idaho (BAL-8817). Action Dec. 7.

■ KROW(AM) Dallas, Ore. (1460 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from KROW Broadcasters Inc. to KROW Radio Inc. for $140,000. Principals: Seller is owned by Sheldon E. Robbs (28.8%) and wife, Patricia K. Robbs (21.76%), Authur Johnstone (16.02%) and wife, Anne E. Johnstone (15.62%), and two other minority stockholders. Sellers have no other broadcast interests. Financially troubed station requested waiver of FCC's three-year rule. Buyer is owned by Lloyd B. Ericsson (52%) and Edward P. Charapata (48%), neither of whom has other broadcast interests. Mr. Ericsson is Portland, Ore., attorney and Mr. Charapata is nursing-home operator in Molalla, Ore. (BAL-8775, BALRE-5078). Action Nov. 29.

■ WDIX-AM-FM Orangeburg, S.C. (AM: 1150 khz, 5 kw-D, 500 w-N; FM: 106.7 mhz, 50 kw)—Broadcast Bureau granted transfer of control of WDIX Inc. from Frank Best Sr. and Frank Best Jr. to Smiles of South Carolina. Consideration: $625,000. Principals: Sellers have no other broadcast interests. Principals in buyer include Norman J. Suttles, Derwood H. Goodwin and John Ingram. Buyer also has interests in WLPM(AM)-WFOG(FM) Suffolk, Va.; WRNC(AM) Raleigh, N.C., WVBS-AM-FM Burgaw, N.C., and WSMY(AM) Weldon N.C., and Messrs. Suttles and Goodwin were principals in sale of WSML(AM) Graham, N.C. (BTC-8151). Action Nov. 30.

■ KDUX-FM Ocean Shores, Wash. (104.7 mhz, 48 kw)—Broadcast Bureau granted assignment of license from KDUX Inc. to Aberdeen Broadcasting for $88,000. Seller: Estate of Dale Gunderson, deceased. Buyer is Miller C. Robertson (100%) who owns KXRO(AM) Aberdeen, Wash.; 50% of KFQD(AM) Anchorage and 50% of KUEN(AM) Wenatchee, Wash. (BALH-2307). Action Nov. 26.

Facilities changes

AM actions

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

■ KYAC Seattle—Broadcast Bureau granted CP to increase nighttime share time hours by adding directional ant.-N when KWSU Pullman, Wash., is operating; change ant. trans. location to N. E. 80th and 128th N. E. Kirkland, Wash.; change studio location to 1305 3rd Ave., Seattle, Wash. (BP-20,197). Action Nov. 23.

FM actions

■ KMPX San Francisco—Broadcast Bureau rescinded grant of CP to change studio location and remote control to 2928 San Bruno Ave., San Franciso; install new trans.; install new ant.; make changes in ant. system (decrease height); change TPO; ERP 80 kw (H&V); add circular polarization to ant. height 1120 ft. (HV) (BPH-10261). Action Nov. 29.

■ WLFQ Crawfordsville, Ind.—Broadcast Bureau granted CP to make changes in ant. system (increase height); change TPO; ERP 920 w (H&V); ant. height 500 ft. (H&V); remote control permitted (BPH-10258). Action Dec. 6.

■ KXOR Thibodaux. La.—Broadcast Bureau granted CP to change trans. location to ¼ mile East of Gray, La.; make changes in ant. system (increase height); change TPO; ERP 1.8 kw (H&V); ant. height 380 ft. (H&V); remote control permitted (BPH-10276). Action Nov. 23.

■ KEEY-FM St. Paul—Broadcast Bureau granted mod. of CP to extend time to May 5 (BMPH-14952). Action Nov. 23.

■ *WFOS Chesapeake, Va.—Broadcast Bureau granted CP to change trans. location and studio location to 617 Cedar Road; Chesapeake; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 1.5 kw (H&V); ant. height 145 ft. (H&V); (BPED-2046). Action Nov. 29.

■ KDUZ-FM Aberdeen, Wash.—Broadcast Bureau granted CP to change trans. location to Morrison Rd. 2 miles south of Cosmopolis, Aberdeen; change studio location to 1308 Coolidge Rd., Aberdeen; operate remote control from the proposed studio site; install new trans.; install new ant.; make changes in ant. system (decrease height); change TPO; ERP 31 kw (H); 21 kw (V); ant. height 360 ft. (H&V); remote control permitted (BPH-9938). Action Nov. 26.

In contest

Designated for hearing

■ Jensen Beach, Fla., **FM proceeding:** Robert A. Jones, Raymond A. Kassis and Paul J. Lewis (Florida Gospel Network), Jensen Beach Broadcasting Co. Inc., Robert L. Lord and Marshall W. Rowland (Lord & Rowland Radio) and HLG Inc., competing for 107.1 mhz (Docs. 20996-9).

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

Procedural rulings

■ WGNE-AM-FM Panama City Beach, Fla., **renewal proceeding:** Janus Broadcasting Co. (Docs. 20952-3)—ALJ Reuben Lozner rescheduled hearing for March 21. Action Dec. 9

■ Newark, N.J., **AM proceeding:** Gilbert Broadcasting Corp., Community Group for North Jersey Radio, Sound Radio, Fidelity Voices, competing for 1430 mhz (Doc. 20407-20410)—ALJ Chester F. Naumowicz Jr. scheduled prehearing conference for Jan. 14 and hearing for Feb. 22. Action Dec. 8.

■ New York and Minneapolis, **PSA and AM proceeding:** City of New York Municipal Broadcasting System (WNYC) and Midwest Radio-Television (WCCO) (Docs. 11227, 17588, 19403)—ALJ Frederick W. Denniston scheduled hearing for May 3. Action Dec. 8.

■ *WXPN(FM) Philadelphia, **renewal proceeding:** Trustees of University of Pennsylvania (Doc. 20677)—ALJ Walter C. Miller closed record in proceeding. Action Dec. 8.

Initial decision

■ Carmichael, Calif. **AM proceeding:** Olympic Broadcasters Inc. West Side Radio Inc., Tracy, Calif. (Doc. 20819)—ALJ Walter C. Miller granted application of Olympic for new station on 710 mhz. Ann. Dec. 7.

■ KOAD(AM) Lemoore, Calif., **renewal proceeding:** Golden Broadcasting System (Doc. 19922)—ALJ John H. Conlin denied license renewal. "By engaging in a patter of misrepresentation and lack of candor with respect to its past programing, Golden has shown itself unworthy of the trust the Commission necessarily places in its licenses," judge concluded. Ann. Dec. 8.

■ Neenah-Menasha, Wis., **FM proceeding:** Total Radio and Evangel Ministries, competing for 100.1 mhz (Docs. 20103-4)—ALJ Byron E. Harrison granted application of Evangel Ministries. Ann. Dec. 8.

Fines

■ KQYX(AM) Joplin, Mo.—Broadcast Bureau notified licensee of apparent liability for $1,000 for failing to review and sign completed operating logs. Action Dec. 1.

■ WKIN(AM) Kingsport, Tenn.—Broadcast Bureau ordered licensee to forfeit $1,000 for not being aware that operating logs reflected readings indicating station was operating over authorized power of failing to keep logs by station employe or employes competent to do so, having actual knowledge of facts required. Action Nov. 24.

■ WAAN(AM) Waynesboro, Tenn.—Broadcast Bureau notified licensee it incurred apparent liability for $250 for operating station during presunrise hours with power in excess of authorized presunrise power of 500 w on various dates. Action Nov. 24.

■ KBRD(FM) Tacoma, Wash.—Broadcast Bureau notified licensee of apparent liability for $1,500 for operating overpower and/or underpower for radio station. Action Nov. 24.

Allocations

Petitions

■ John Wharff, Marrieta, Ohio—Requests FM ch. 265A for McConnelsville, Ohio (RM-2794). Ann. Dec. 6.

■ D. Robert Eddy, Newport, Ohio—Requests FM ch 269A for Saint Marys, W. Va. (RM-2795). Ann. Dec. 6.

Actions

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

■ Broadcast Bureau assigned ch. 237A to Pearsall, Tex., as first FM. In same action, deleted ch. 237A from Uvalde, Tex., and substituted ch. 285A. Action was result of petition by Walter W. Herbort Jr. and Ramon Montemayor, licensees of KVWG(AM) Pearsall. New assignment includes nighttime service. Effective Jan. 12, 1977. Action Nov. 29.

Rulemaking

Petition

■ Utilities Telecommunications Council, Washington—Requests amendment to deleted requirement for prior notification of filing of application (RM-2735). Ann. Dec. 6.

Actions

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

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

Cable

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Rock Valley Cablevision, for Oregon, Mount Morris, Byron, Stillman Valley (village of), Polo, Forreston and unincorporated areas of Ogle county, all Illinois (CAC-06414-20); Cablevision, Division of Comcast Cablevision Corp., for Flushing, Mich. (CAC-06749); Sammons Communications Inc., for Cortlandville (town of) and Cortland, both N.Y. (CAC-06765-6); Storer Cable TV of Florida Inc., for Bartow, Fla. (CAC-06783); Upper Potomac Television Company Inc., for Luke and Westerport, both Maryland (CAC-06787-8); County TV Cable, for unincorporated areas of San Mateo county, Calif. (CAC-06962); Moline Cable TV, for Moline, Kan. (CAC-07016); Cardinal Telecable Corporation, for Casey, Ill. (CAC-07088); Lenox Cablevision, for Lenox, Iowa (CAC-07089); Cass Community Antenna TV Inc., for Danforth (village of), Ill. (CAC-125); Dighton Cable Communications Inc., for Dighton, Kan. (CAC-07215); Outer Banks Video Inc., for Manteo (town of), N.C. (CAC-07259); Canadian Cablevision, Inc., for Canadian, Tex. (CAC-07265); Cable TV Construction Ltd., for Halstead, Valley Center (town of), Sedwick, North Newton, all Kansas (CAC-07286-8, 07307); Liberty TV Cable Inc., for Winchester, Ind. (CAC-07310); Artesian Cable T.V. Inc., for Meade and Minneola, Kansas (CAC-07334-5); Cable Brazil Inc., for Staunton (town of), Knightsville, North Central Clay county, all Ind. (CAC-07337-9); Oxford Cable Television Inc., for Oxford, N.C. (CAC-07360); Cablevision of Durham Inc., for Durham, N.C. (CAC-07364); Milford Cablevision Corp., for Amherst, N.H. (CAC-07365). Action Nov. 30.

Other actions

■ Commission directed Kingdom Television Inc. to provide network program nonduplication to KOMU-TV Columbia, Mo., on its cable television system at Fulton, Mo. Action was response to petition by Curators of University of Missouri, licensee of KOMU-TV, requesting that Kingdom be ordered to show cause why it should not be directed to cease and desist from violation of rules. Action Nov. 30.

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

In contest

■ Bedford, Pa., **cable TV proceeding:** Bedford Improved TV Inc. (Doc. 20989)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Joseph Stirmer as presiding judge and scheduled prehearing conference for Jan. 17 and hearing for Feb. 28. Action Dec. 3.

■ Washington county, Tenn., **cable television proceeding:** Washington County Utility District CATV Division (Doc. 20899)—ALJ Joseph Stirmer granted joint request by Washington county and CATV Bureau for issuance of consent order, closed record and ended proceeding. Action Dec. 3.

Rulemaking

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

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

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

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

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

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

AM/FM station manager PA/NY Border. 5 years sales with 2 years successful sales manager position. Equity VP & GM possibilities. Bob Klose, 607-565-9411, Box 188, Waverly, NY 14892.

HELP WANTED SALES

Expanding sales staff. Mid-Michigan's leading radio station needs energetic, stable, willing to learn self starter. Income limited only by your sales ability and desire. Equal Opportunity Employer. Send resume to Box Z-86, BROADCASTING.

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

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

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

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

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

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

HELP WANTED SALES CONTINUED

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

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

WQIQ Radio in suburban Philadelphia needs 3 top-notch account executives. Tremendous billing potential. Single station market! 600,000 population. Over a billion dollars in retail sales! Good draw, benefits, expenses paid. John Haggard, 215-459-1602.

Announcer-Salesperson 3rd endorsed, experience in sales essential; WWTR-FM, P.O. Box 366, Bethany Beach, DE 19930; 302-539-4046. EOE.

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

Somewhere there must be an aggressive experienced radio salesperson. age/sex no consideration to join a sales team permanently and grow to be part of management team in Florida resort community. If you know radio sales, can build a block and close and service and want to settle permanently, we want to talk to you. Call 305-278-2894. Mr. Harris.

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

HELP WANTED ANNOUNCERS

No. 1 Midwest station 200,000+ SMSA taking applications for possible opening. 3rd phone. EOE. Box Z-16, BROADCASTING.

Country music drive time person. Must be experienced and good. Southeast equal opportunity employer. Send resume to Box Z-79, BROADCASTING.

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

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

KGGO, Des Moines needs a top 40 midday personality with the ability to communicate on a one to one basis. New facilities and swimming pool. Send tape & resume to Jerry Dean, program director, KGGO, 3900 N.E. Broadway, Des Moines, IA 50317.

Beautiful Alaska-Number 1 rated AM & FM needs professional voice for news and production. 5-day 40 hr wk, Top benefits. Send tape and resume to Ken Flynn. KHAR/KKLV, 3900 Old Seward H'wy, Anchorage, AK 99503. E.O.E.

HELP WANTED ANNOUNCERS CONTINUED

Small market Rocky mountain AOR station looking for versatile jock heavy on production. Prefer non-smokers. Send tape and resume to KMTN, Box 927, Jackson, WY 83001. No phone calls please.

Experienced announcer and good copy writer. Must type. Permanent position. Beautiful California city near the Sierras. KONG AM & FM, Visalia. An equal opportunity employer.

Morning communicator. Must be dependable, direct, and winning-team oriented. Excellent facility and opportunity. For announcer, strong on production and C&W format. EOE. KVOC, P.O. Box 2090, Casper, WY 82602.

Five kilowatt fulltimer needs announcer with 3rd endorsed for top 100 format. Send tape and resume to KWEW, Box 777, Hobbs, NM.

We're expanding and looking for talented on-air personalities experienced in production. Send tapes & resumes to John Howard, WCUZ, 1 McKay Tower, Grand Rapids, MI 49503.

Needed early '77 creative humorous early morning personality. Contemporary format, minimum 2 years experience. Good references and endorsed 3rd ticket required. Applications invited now from applicants who want a change after the holidays. Apply now, move later. Send tape & resume to Jerdan Bullard, WKUL, P.O. Drawer 968, Cullman, AL 35055. Equal Opportunity Employer.

Good, mature experienced announcer for all night shift. AM is MOR and FM is automated beautiful music. Send tape and resume to Roger Fischer, WMRN, Marion, OH 43302. An equal opportunity employer.

WTVL, Waterville, Maine seeking full time experienced announcer. Mature adult MOR voice necessary. No beginners, no heavy personalities. Send resume and tape immediately. EOE. WTVL, Box 79, Waterville, ME 04901. No phone calls.

Midwestern radio chain looking for talented on-air personalities, news people and production people. Availabilities in small to upper medium markets. Tapes and resumes to JJ Justin/Scott Slocum, P.O. Box 1458, St. Cloud, MN 56301. 612-251-1450.

Good small market MOR station seeks announcer to work morning show and talk-music show. Third ticket required and experience preferable. Send tape, resume and references to: Roy Kristoffersen, Box 211, Saranac Lake, NY 12983.

HELP WANTED TECHNICAL

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

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

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

HELP WANTED TECHNICAL CONTINUED

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

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

Chief engineer for AM/FM stereo stations. Some board work. EOE. Contact Manager, KIRX/KRXL, Kirksville, MO 816-665-9828.

Working chief engineer for southwest public UHF. First phone, extensive broadcast experience required. Supervisory background helpful. Application deadline December 24, 1976. Write or call J. Dryden, KRWG-TV, New Mexico State University, Box 3J, Las Cruces, NM 88003. 505-646-2233. An Equal Opportunity/Affirmative Action Employer.

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

Chief engineer, North East directional AM, requires strong background experience in audio and DA's. Group ownership and excellent benefits. WAMS, PO Box 3677, Wilmington, DE 19807. 302-654-8881.

Assistant chief engineer for AM/FM combination. 5kw DA-N AM; class C FM. Some experience necessary. Top-notch facility. Good pay and benefits. Call Steve Dickoff, 715-832-3463 or write WEAQ, Box 1, Eau Claire, WI 54701. EOE.

Need chief engineer immediately for AM directional and automated FM. Only experienced trouble shooter and person dedicated to good maintenance need apply. Station needs individual who wants a career, not a job. Excellent fringe benefit package, great area for person interested in outdoor sports, good family community. Call and send resume immediately to Jack Gennaro, general manager, WFHR/WWRW, 715-424-1300. Wisconsin Rapids, WI 54494.

WNBH/WMYS New Bedford, Mass. needs chief engineer 50kw automated FM fulltime AM. Salary open. Must be experienced. EOE. Call Donald Laufer, 203-377-0088. No collect calls.

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

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

HELP WANTED NEWS

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

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

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

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

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

HELP WANTED NEWS CONTINUED

Newsperson for 50 kw WLW, good air sound with emphasis on documentaries and knowledge of sports. Enclose air check, resume and salary requirements. Send reply to: WLW Radio, 901 Elm Street, Cincinnati, OH 45202, Attn: Bill Ridenour, News Director. An Equal Opportunity Employer.

News person wanted for AM-FM operation. Experience & 1st class ticket required. Tapes and resumes to Steve Van Beckum, WONS-WBGM, Box 3127, Tallahassee, FL 32303. An Equal Opportunity Employer.

Sports PBP with abilities in sports writing, actualities and sports telephone talk. PBP all sports. Will consider beginner with desire and sports knowledge. Send tape and resume to, WSIP Radio, Paintsville, KY 41240, or call Mr. Fyffe, 606-789-5311.

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

Experienced anchor/reporter ready to move up to a major market professional all-news staff. Send tape, resume to Box 3678, Washington, D.C. 20007. EOE.

Newsperson, excellent opportunity for a beginner with a good voice who wants to work hard at a station with an expanding news operation. Tape, resume to: Alan Boyd, Box 3280, Albuquerque, NM 87110. 505-266-5833.

Self-motivated investigative reporter needed at news-conscious FM rock station in Sacramento. Will augment state network newscasts with solid local coverage and feed California Statehouse news to net. Will have time and freedom to dig for news. Prefer reporter with sense of production capable of producing mini-documentaries. Send tape and resume to Michael Linder, News Director, The Newspace Radio Network, 1323 Anacapa Street, Santa Barbara, CA 93101.

Medium market, Midwest AM-FM with local emphasis. Requires two years commercial experience, with four year degree. Send tape, resume, and salary requirements to Personnel Department, Box 688, Dubuque, IA 52001. Equal Opportunity Employer-M/F.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Modern country program director/personality who can get ratings in drive time for southeast equal opportunity employer. Tell us about yourself. Box Z-80, BROADCASTING.

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

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

Music Director for 15KW stereo public station broadcasting classical, jazz, folk. Must have bachelors degree or equivalent, music training, and endorsed FCC 3rd. Must be a professional broadcaster with pleasant, mature air personality for hosting daily classical show. Must know records and record companies and be willing to build programs around standard concert repertory. $9-10,500 plus excellent benefits. Resumes only to Dr. Walter Sheppard, Manager, WITF-FM, P.O. Box Z, Hershey, PA 17033. An Equal Opportunity/Affirmative Action Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

Teacher experienced in production, news, sales, promotion. PhD preferred. Apply by 12/31, R. Finney, Communication Arts, Madison College, Harrisonburg, VA 22801.

Director of broadcast journalism sought for new school of communication. Salary: $18,000-$23,000 for nine months; no summer duties required; 15% additional in fringe benefits. Rank and salary dependent on professional stature and achievement. At least 15 years in radio and television news required. For further information write: Dean Robert O. Blanchard, School of Communication, The American University, Washington, DC 20016. An Equal Opportunity/Affirmative Action Employer.

SITUATIONS WANTED MANAGEMENT

Owner's son returns from college to take over station. Want situation for present manager, who brought station from $50M to $95M. Replies confidential. Box Z-136, BROADCASTING.

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

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

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

Twenty plus years of successful radio management, knowledgeable all phases. W.N. Schnepp, 515-432-7427.

General Manager with 21 years management experience of medium and major market stations in Northeast, Southeast and Southwest desire 1977 challenge. Formats contemporary, MOR and country. Successful? Always! Expertise management, sales, programing, FCC. Excellent credentials and references, major university communications graduate. All correspondence kept confidential. Reply Radio Joe, 11332 Cohasset Street, Sun Valley, CA 91352.

Award winning, major market and ABC program manager. Wants to consult for your station. Reasonable fee. Paul Mitchell 215-638-9425.

Small market female station manager, very strong in sales, looking for larger market. 16 years radio/TV. Excellent references. Sylvia Hinrichsen, Star Route 2, Owego, NY 13827, 607-687-0622 after 6 PM.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Mature, conscientious person. Adaptable. Personable. Good news, tight board. All areas considered. Audition tape available. Contact: Box Z-74, BROADCASTING.

4 years experience including music director, news & production. 2½ years at present station. Prefer Penna., surrounding states. EZ, MOR, Beautiful Music, classical. 30, married, BS, willing learner. Box Z-78, BORADCASTING.

Talk show host makes national news, now seeks advancement. Intelligent, good talker, entertaining, experienced. Box Z-81, BROADCASTING.

You need a good voice, delivery, and large market experience. Contact me. I need southwest medium or large. Contemporary MOR, rock. Box Z-82, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Experienced announcer, good interviewer, news oriented, currently available. 1st phone, 2 yrs. No AM drive. Mid Atlantic preferred. 207-882-7395 or Box Z-115, BROADCASTING.

Nuts and bolts personality getting screwed. Wife needs shoes. Get me off food stamps! Box Z-127, BROADCASTING.

Bright, articulate, loyal AOR/telephone talk personality, currently employed but available. Experienced, college grad., 3rd endorsed, good interpretive reader, strong background in rock, folk, news and sports. Provide me a challenging opportunity and I'll provide you a true asset to your station and your locale. Would love colleg town anywhere. Box Z-133, BROADCASTING.

College FM trained announcer offers relaxed, flexible, jazz influenced sound, and or classical, AM or FM. 803-457-4662, or Box Z-147, BROADCASTING.

Attention small markets! Adult contemporary announcer with limited experience, but enough brains and talent to do the job. Prefer Great Lakes area. Box Z-152, BROADCASTING.

Female personality, writer, 3rd license, talk show/news/announcing etc. Advertising exp. creative programming ideas. Box Z-163, BROADCASTING.

Fully experienced DJ-newscaster now available. Please call 213-874-7236.

1st phone, broadcasting grad 2½ yrs college. Some exp in news and announcing. Seeking job in Chicago area. Will sell, can write-talk. 312-736-2306.

Top-rated DJ-PD seeks contemp., MOR, or oldies airshift. Medium or major. BA Brcst., 6 yrs. exp., 3rd endorsed, 26, married, stable. Jack Dibrell, 304-723-4435.

Black communicator is available for R&B. Broadcast grad, first phone, 5 yrs. exp., working in TV now. 502-583-8265.

6 year pro, all formats. 1st phone family man will relocate for better support I know I'm worth. 904-761-6920.

Small, medium markets. Top 40/rock announcer. 3 yrs. experience. 3rd endorsed. Work any shift in Louisiana, Fla., Tex, Miss., Alabama. Ready now. 601-762-5341. Paul.

Talented, Aggressive, hard-working individual seeking D.J. and production position in medium market AOR or rock station. Extremely strong and creative on production. 4 years experience as production director. 1 year experience as program director. Available immediately. Will relocate. Richard Langlois, New Castle St. and Boardwalk. Rehoboth Beach, DE 19971. 302-227-7906.

Skilled communicator seeks position in medium or major market AOR or rock station. Experienced in programming, sales, music and all facets. Can achieve if given the chance. Have medium market experience. Available immediately. Will relocate. John Ellstrom, 1000 Valley Forge Circle, King of Prussia, PA 19406 215-783-7159.

First phone—15 years management, programming, news, sports, D.J. (all formats) in top 10 markets. 512-557-6245.

SITUATIONS WANTED TECHNICAL

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

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

Combo-man 1st phone. Some experience, excellent production. Automation studio maintenance, light repair, also relief announcer. Age 24. Box Z-151, BROADCASTING.

SITUATIONS WANTED TECHNICAL CONTINUED

Eight years in broadcasting. Experienced AM directional, FM stereo, studio maintenance, automation. Edward Jurich, 11177 N. Kendall Apt H206, Miami, FL 33176. 305-271-4687.

SITUATIONS WANTED NEWS

Lookout Charles Osgood—'cause here I come. CBS owned and operated experience. Box Z-1, BROADCASTING.

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

Mature experienced news director, 20 years experience, Iowa native, want Iowa or Midwest. Seeking permanent position full time news only. Box Z-128, BROADCASTING.

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

Former NIS News Director seeking advancement in radio or Television. Currently working for PBS-TV. Box Z-150, BROADCASTING.

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

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

If you're looking for a sharp, talented experienced, aggressive, college grad newsman, I'm your man. Solid news background and excellent references. Radio & TV. Call anytime 707-255-2284, Robert B. Wareham.

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

News Director, extensive experience in writing, reporting. Professional, dependable, first phone. Pete Cuett, 805-498-5191.

Ambitous, resourceful, and conscienous young man looking for an entry level position. 3 years college radio experience in sports and news. Strong on PBP. I'm on my way up. Call Ed, 618-654-8543.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Wanted-rewarding challenge. Creative, dedicated professional. Former ABC, major market and award winning program director. Paul Mitchell, 215-638-9425.

TELEVISION

HELP WANTED SALES

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

HELP WANTED TECHNICAL

Maintenance engineer for station in large market, planning major modernization. Must be self starter and experienced. Box Z-54, BROADCASTING.

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

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

HELP WANTED TECHNICAL CONTINUED

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

Major New England television station has opening for technicians experienced in video tape, master control, L maintenance, electronic journalism and studio work. Prior experience in a major market and a first class license required. Excellent salary and fringe benefits. An Equal Opportunity Employer. Box Z-169, BROADCASTING.

KFMB-TV-AM-FM, San Diego, California, has available senior maintenance engineer position. Must know all phases of TV including digital. An Equal Opportunity Employer. Send resume to J. Bradley, KFMB, P.O. Box 1071, San Diego, CA 92112.

Transmitter supervisor for VHF remote controlled mountain site. Contact Jim Kozora, KTCM-TV, Helena, MT 59601. 406-443-5050.

Experienced chief engineer for 5 million watt NBC affiliated UHF television station and stereo FM station. We need a person who will take charge and who really knows how to run a first-class operation. Good company benefits and liberal salary. This is an excellent opportunity for the right person. Contact Al Howard, Executive Vice-President and General Manager, KTVV-TV & KHFI-FM, P.O. Box 490, Austin, TX 78767. Phone: 512-476-3636. An Equal Opportunity Employer.

Ready for advancement? Florida Public Broadcasting needs a top-level engineer to operate their new television and radio facility. A challenging opportunity awaits the right person with at least five years experience. Salary open. Send resume to Personnel Director, WJCT, 2037 Main Street, Jacksonville, FL 32206. An Equal Opportunity Employer.

VTR operator-FCC first class license required. Contact Don Smith, c/o WRDW-TV, Drawer 1212, Augusta, GA 30903 or phone 803-278-1212. An Equal Opportunity Employer.

Maintenance engineer with 1st class license. Studio & transmitter experience required. Excellent growth opportunity. Resume to Art Madeley, CE, WWAY-TV, P.O. Box 2068, Wilmington, NC 28401. Equal Opportunity Employer.

Position available. Immediate appointment in provisional Civil Service status for CATV technician with 3 years experience in CATV/MATV or high frequency transmission system test and maintenance, or Associate Degree in Electronics and 2 years of the above experience. Annual salary $11,300, liberal benefits, extensive travel in New York State. An Equal Opportunity Employer. Send resume to: K.L. Foster (Wm. Huff), NYS Commission on Cable TV, Empire State Plaza, Albany, NY 12223.

HELP WANTED NEWS

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

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

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

Virginia's most prestigious television station seeking street reporter. Television reporting experience essential. Looking for dynamic, aggressive individual for beat assignment. Box Z-166, BROADCASTING.

HELP WANTED NEWS CONTINUED

We're looking for a news management-faculty member to help direct the world's most unusual newsroom. Commercial KOMU-TV, an NBC prime, serves as the on-the-line broadcast training ground for the University of Missouri School of Journalism. All 2-hours of daily newscasts are reported, filmed, produced, edited, and anchored by students. Applicants need a solid professional background, a thorough knowledge of both the technical and editorial sides of broadcast journalism, an M.A., and a strong desire to stay in the business while teaching. Excellent salary and benefits. Academic appointment. EOE. Leigh Wilson, News Director, KOMU-TV, Rte. 63 S., Columbia, MO 65201.

Wanted: Sportscaster. 2 years college, 2 years past experience as a sports reporter. Call Mike Williams, Monday-Thursday 405-843-6641. KWTV, Oklahoma City, an Equal Opportunity Employer.

Reporter/anchor. Some experience necessary. Send resume, references, tape to: Scott Klug, News Director, WAOW-TV, 1908 Grand Ave., Wausau, WI, 715-842-2251.

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.

TV news producer requires experience managing people as well as strong background producing newscasts. Qualified applicants only. Write Bill Lawlor, News Director, Capital Cities Communications, WTNH-TV, New Haven.

TV sports reporter field and studio work. Energetic individual who generates enthusiasm. Substantial sports and leisure-time activity reporting required. Write Bill Lawlor, News Director, Capital Cities Communications, WTNH-TV, New Haven.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Promotion Director. Network affiliate VHF in 37th market, seeks experienced promotion person to handle writing and producing of on-air and print advertising. An Equal Opportunity Employer. Box Z-143, BROADCASTING.

As part of the reorganization of our publicity office, we now have an opening for a Director of Public Information. This person must be experienced in, and capable of supervising and/or handling, where appropriate, all phases of radio and television promotion, including but not limited to, scheduling and producting on-air promotion, press releases, print advertising, program listings, and media contact. This person will report to the Director of Development and will have several persons reporting to him/her. Resume and salary requirements should be sent to Director of Development, WNED-TV, Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Broadcast electronics faculty position: To teach the final year of a Bachelor of Science program. The subjects to be taught include two-way communications, Radio Transmitters (AM and FM), CATV, and Color Television Transmitters. Bachelor of Science degree required plus significant work experience. This is a tenure track position. Apply to: M.R. Halsey, Head, Electrical and Electronics Department, Ferris State College, Big Rapids, MI 49307. 616-796-9971, Ext. 208. An Equal Opportunity/Affirmative Action Employer.

University Theatre Department seeks creative faculty member for teaching duties, primarily in radio/television announcing and radio production; some courses in television production and in survey of broadcasting. Professional and/or teaching experience. MFA or Ph.D. required. Apply to Dr. Alvin J. Keller, Chairman, Department of Theatre, California State University, Fullerton, CA 92634.

Teacher experienced in TV/film production, programming, history or regulation. PhD preferred. Apply by 12/31, R. Finney, Communication Arts, Madison College, Harrisonburg, VA 22801.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

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

SITUATIONS WANTED MANAGEMENT

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

November book a disaster? Get back on top! Hire a program manager with the drive, creativity and determination to make your station a winner. Proven track record of success. Write today. Don't let another rating book go by. Box Z-167, BROADCASTING.

SITUATIONS WANTED TECHNICAL

First phone-maintenance and/or xmtr experience. Box Z-131, BROADCASTING.

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

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

First phone college grad seeks position as switcher/producer/director. I'm 24 years old, currently public affairs director at large group-owned AM. I'll grow with you as I gain experience. Will relocate anywhere. All replies will be answered promptly. Write for tape and resume: Box Z-170, BROADCASTING.

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

SITUATIONS WANTED NEWS

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

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

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

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

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

Husband-Wife film & reporting combination. Both with MS' Communications. Currently working medium market. Seeking challenging assignment. Call: 602-265-4597 or Box Z-160, BROADCASTING.

Reporter/photographer/anchor. 2 yrs. experience TV and radio. RT grad seeking small or medium market TV. Will relocate. Call 904-769-7246 or 769-2313. Mark Greenberg, 4324 W. 20th St. N-247, Panama City, FL 32401.

News photographer: Young, hard-working. Top-40 experience shooting, editing, street producing. Looking for an opportunity. Call John, 215-368-1148.

Science reporter. Weather, health sciences background. Good appearance. delivery. Don Paul 212-869-1166 wkdays; 275 Hoym St., Ft. Lee, NJ 07024.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Production. Have commercial experience; need more. Prefer top 100. Tom Miller, 2900 N. Nordica, Chicago 60634. 312-622-6952.

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

11 yr. experienced producer/director top 10 market. Background in news, commercials, promotion, etc. Call 612-929-4258.

Professional producer-director with 7 years extensive production experience seeking challenging position. Samples available. Graham Brinton, 215-664-3346.

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

CABLE

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Construction (working) foreman, complete knowledge of maping, layout, design, electronics and construction. Assume responsibility for teaching and work. "Equal Opportunity Company." New England Based Company, reply Box Z-44, BROADCASTING.

WANTED TO BUY EQUIPMENT

Wanted to buy: Complete automation system. Contact Art Reed, WARE, 90 South St., Ware, MA 01082.

Wanted: Five to eight channel mono audio control board. WGLB, Box 347, Port Washington, WI 53074. 414-284-2666.

Used UHF TV translators and antennas. Emcee, Adler or others. Box 609, Altoona, PA 16603. 814-943-2607.

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.

Amateur radio club seeks old B&W equipment TK 11's etc. for club station. Working or not. WA4JJQ R. Marsh, 10900 N.W. 18 Place, Pembroke Pines, FL 33026.

FOR SALE EQUIPMENT

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

Two Shebaden FPC-1000A color cameras w/50' cable, and CCU's, plus accessories. Asking $12,000. 1 IVC 800 VTR, asking $1,500. Call 505-883-4962 or write KLYT, 5400 Phoenix, NE, Albuquerque, NM 87110.

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

For sale-RCABTA-5TI 5kw AM transmitter. Available immediately. Good condition. WNIC, Dearborn, MI 48126. Phone: 313-846-8500.

Video Tape-used-Ampex 161-60 1"-1 HR. reels. Good condition. $25 each. Box 11208, Cincinnati, OH 45211. 513-661-8363.

12 Bay FM antenna, 3 1/8" rigid coax, ½" flexible coax, stereo cart and reel recorders, Sparta console, limiters, other audio processing equipment and more. Call Norm Laramee, 918-585-5555.

Two RCA TR70C quad VTR's. Dual standard NTSC/PAL. Fully equipped incl. splicer and cavec. $55,000 ea. Merlin Engineering Works, 415-329-0198, 800-227-1980.

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

FOR SALE EQUIPMENT CONTINUED

Heliax-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric. Box 23872. Oakland. CA 94623.

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

Original comedy for radio entertainers. Free sample! OBITS. 366-C West Bullard, Fresno. CA 93704.

Hundreds have renewed! We guarantee you'll be funnier. Freebie! Contemporary Comedy. 5804-B Twineing, Dallas TX 75227.

MISCELLANEOUS

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

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

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

INSTRUCTION

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

1st class FCC, 6 wks. $450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

FCC license study guide. 377 pages. Covers third, second, first radiotelephone examinations. $9.95 postpaid. Grantham, 2002 Stoner, Los Angeles, CA 90025.

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

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

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

REI 2402 Tidewater Trail, Fredercicksburg, 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.

Third class phone with broadcast endorsement complete self-study course. Text plus cassette includes sample FCC test. Send $14.95 to Broadcast Technicians School, P.O. Box 738 Radio City Station, NYC 10019.

Omega State Institute, FCC first class license and studio training. 90% placement success! 237 East Grand, Chicago. 312-321-9400.

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

INSTRUCTION CONTINUED

Get your first to get there first! Don Martin School of Communications! Since 1937, training broadcasters for broadcasting! 1st phone training using latest methods and completely equipped transmitter studio. Call or write for details and start dates. Don Martin School, 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. Call 213-462-3281 or 213-657-5886.

No FCC license? Tried every way but the right way? It's time for Genn Tech. Free catalog. Home study. 5540 Hollywood Blvd., Hollywood, CA 90028.

RADIO

Help Wanted Management

RADIO STATION MANAGER

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

Box Z-144, BROADCASTING

Group operator needs manager for successful medium market modern country station. Three years sales management experience required. Only selling managers need apply. Resume, references, billing history and financial requirements first letter.

Box Z-162, BROADCASTING

Help Wanted News

NEWSPERSON/ANNOUNCER

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

Box Z-148, BROADCASTING

Situations Wanted Management

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

Box Z-50, BROADCASTING

ATTENTION-BROADCAST GROUP OPERATORS AND RADIO GM's

We are three agressive New York account executives with management experience. All desire relocation, In or out of New York. All have successful track records in selling national and local accounts at all levels. All desire the right sales manager or general manager's position. East or West Coast preferred. One of us may be your man. All correspondence kept confidential. Reply P.O. Box 1874, Grand Central Station, N.Y. 10017.

Situations Wanted Announcers

ATTENTION FLORIDA & SOUTH

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

Box Z-134 BROADCASTING

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Situations Wanted Announcers Continued

RADIO & TV PRO

16 years experience, major markets, strong music. (MOR) interview and sports shows. References from all past employers. Will consider all markets. Former restaurant owner in Vail Colo. & East Hampton, N.Y. wishes to return to broadcasting. Fred Bernard 245 Forest Ave. Glen Ridge, N.J. 07028. 201-744-0137.

Situations Wanted News

9 years radio news experience—management, anchor, street/political reporting, editor/producer. Currently asst. news director in first rate award winning news operation. Seeking ND-ship with operation dedicated to local news. I'm young, professional and full of ideas. All replies confidential. Reply Box Z-132 Broadcasting.

TELEVISION

Help Wanted Management

SALES MANAGEMENT

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

Help Wanted News

WEEKEND ANCHOR

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

An Equal Opportunity Employer

Situations Wanted Programing, Production, Others

ORGANIZATION LADY

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

Box Z-129, BROADCASTING

Situations Wanted Programing, Production, Others Continued

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

Correspondent

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Every A.M. and P.M. drive, millions of Washingtonians listen to White House correspondent Les Kinsolving's "Capitol Commentary" on radio station WAVA. They hear the answers or the evasions to Kinsolvings always tough and provocative questions.

He won the AP Broadcasters Award for the best radio editorials in Virginia in 1975. His column appears in over 200 newspapers.

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

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Wanted To Buy Stations

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

Box Z-145 BROADCASTING

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

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

For Sale Stations

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

Box Z-53, BROADCASTING

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

BOX Z-155, BROADCASTING

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

Box Z-168, BROADCASTING

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- **AM/FM in Miss. Small town. Sales about $120,000. $168,000 cash.**
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Contact:
William L. Walker
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Washington, D.C. 20036
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MEDIA BROKERS APPRAISERS

RICHARD A.
SHAHEEN INC.
435 NORTH MICHIGAN • CHICAGO 60611
312•467•0040

NOTICE

new classified rates
effective January 1, 1977

- Help Wanted 70 cents per word $10 00 weekly minimum
- Situations Wanted. 40 cents per word - $5.00 weekly minimum
- All other classifications 80 cents per word - $10 00 weekly minimum

DISPLAY RATES

- Situations Wanted - $30 00 per inch
- All Others - $60 00 per inch

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

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the **EXACT** category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, Etc If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed No make goods will be run if 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.

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.

Name ______________________ Phone ______________________

City ______________________ State ________ Zip ________

Insert ______ time(s). Starting date ______________ Box No. ______

Display ______________ (number of inches).

Indicate desired category: ______________________

Copy: ______________________

Stock Index

Broadcasting

	Stock symbol	Exch.	Closing Wed. Dec. 15	Closing Wed. Dec. 8	Net change in week	% change in week	1976 High	1976 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
ABC	ABC	N	38 1/2	39 1/4	- 3/4	- 1.91	39 1/4	19 7/8	16	17,625	678,562
CAPITAL CITIES	CCB	N	54 1/2	53 7/8	+ 5/8	+ 1.16	55 3/4	42 1/4	13	7,764	423,138
CBS	CBS	N	59 7/8	58 1/4	+ 1 5/8	+ 2.78	60 1/2	46 3/4	11	28,313	1,695,240
COX	COX	N	32	31 1/4	+ 3/4	+ 2.40	37 3/4	28 3/4	10	5,863	187,616
GROSS TELECASTING	GGG	A	13 3/4	12 1/2	+ 1 1/4	+ 10.00	13 3/4	10	8	800	11,000
KINGSTIP COMMUN.	KTVV	O	4 1/2	4 5/8	- 1/8	- 2.70	4 7/8	2 1/4	16	461	2,074
LIN	LINB	O	16 3/4	17 1/8	- 3/8	- 2.18	17 3/4	9 5/8	8	2,382	39,898
MOONEY	MOON	O	1 7/8	1 3/4	+ 1/8	+ 7.14	3 7/8	1 3/4	3	425	796
RAHALL	RAHL	O	8 1/4	7 1/8	+ 1 1/8	+ 15.78	8 1/4	4 1/2	14	1,297	10,700
SCRIPPS-HOWARD	SCRP	O	31 1/2	32 1/2	- 1	- 3.07	32 1/2	20 1/2	8	2,589	81,553
STARR	SBG	M	2 5/8	2 3/8	+ 1/4	+ 10.52	5	2 1/4		1,202	3,155
STORER	SBK	N	24 3/4	24 3/4		.00	25 1/4	12 3/4	6	4,876	120,681
TAFT	TFB	N	29 1/2	29	+ 1/2	+ 1.72	31 1/2	23 1/4	8	4,070	120,065
									TOTAL	77,667	3,374,478

Broadcasting with other major interests

	Stock symbol	Exch.	Closing Wed. Dec. 15	Closing Wed. Dec. 8	Net change in week	% change in week	1976 High	1976 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
ADAMS-RUSSELL	AAR	A	3 3/8	3 1/8	+ 1/4	+ 8.00	4 3/4	2	7	1,262	4,259
AVCO	AV	N	12 7/8	13 1/2	- 5/8	- 4.62	14 3/4	4 1/2	2	11,541	148,590
JOHN BLAIR	BJ	N	10 5/8	10 1/4	+ 3/8	+ 3.65	11 1/4	5	6	2,406	25,563
CHRIS-CRAFT**	CCN	N	5 3/4	6	- 1/4	- 4.16	6 3/8	4 1/2	13	4,162	23,931
COMBINED COMM.	CCA	N	19 1/4	19 7/8	- 5/8	- 3.14	20	12 5/8	9	6,363	122,487
COWLES	CWL	N	12 1/8	12 1/8		.00	12 1/8	6 1/8	16	3,969	48,124
DUN & BRADSTREET	DNB	N	30 5/8	29 1/2	+ 1 1/8	+ 3.81	33 3/4	24 5/8	18	26,571	813,736
FAIRCHILD IND.	FEN	N	8 7/8	8 3/4	+ 1/8	+ 1.42	11 1/2	6 1/8	11	5,708	50,658
FUQUA	FQA	N	11 7/8	12	- 1/8	- 1.04	12	4 1/2		8,844	105,022
GANNETT CO.	GCI	N	41	40	+ 1	+ 2.50	41	32 7/8	20	21,108	865,428
GENERAL TIRE	GY	N	26 1/4	24 3/4	+ 1 1/2	+ 6.06	26 1/4	17 5/8	6	21,954	576,292
GLOBE BROADCASTING**	GLBTA	O	2 1/4	2 1/4		.00	2 7/8	1 1/2		2,783	6,261
GRAY COMMUN.		O	7	7 1/4	- 1/4	- 3.44	7 1/4	6	4	475	3,325
HARTE-HANKS	HHN	N	28 1/4	27	+ 1 1/4	+ 4.62	28 1/4	17 1/8	13	4,383	123,819
JEFFERSON-PILOT	JP	N	32 1/8	31 1/2	+ 5/8	+ 1.98	32 1/8	25 5/8	12	24,078	773,505
KAISER INDUSTRIES	KI	A	13 3/4	13	+ 3/4	+ 5.76	16	8	9	28,119	386,636
KANSAS STATE NET.	KSN	O	4	4		.00	4 7/8	3	8	1,826	7,304
KNIGHT-RIDDER	KRN	N	39	38 7/8	+ 1/8	+ .32	39	28 7/8	13	8,305	323,895
LEE ENTERPRISES	LNT	A	18 5/8	18 3/8	+ 1/4	+ 1.36	25 1/2	15 3/8	11	3,352	62,431
LIBERTY	LC	N	17 5/8	18 1/8	- 1/2	- 2.75	18 5/8	9 1/2	6	6,762	119,180
MCGRAW-HILL	MHP	N	16 1/8	15 3/4	+ 3/8	+ 2.38	17	12 3/4	10	24,690	398,126
MEDIA GENERAL	MEG	A	17 1/4	16 3/8	+ 7/8	+ 5.34	19 1/2	14 1/4	8	7,276	125,511
MEREDITH	MDP	N	17 1/4	17	+ 1/4	+ 1.47	17 5/8	10 1/4	5	3,064	52,854
METROMEDIA	MET	N	27 7/8	25 1/4	+ 2 5/8	+ 10.39	29 3/4	15	8	6,730	187,598
MULTIMEDIA	MMED	O	19 1/4	18 3/4	+ 1/2	+ 2.66	20	14 1/4	9	4,390	84,507
NEW YORK TIMES CO.	NYKA	A	18 1/2	15 3/4	+ 2 3/4	+ 17.46	18 1/2	11 1/2	14	11,206	207,311
OUTLET CO.	OTU	N	18 1/2	17 7/8	+ 5/8	+ 3.49	19	12 7/8	6	1,440	26,640
POST CORP.	POST	O	17 1/4	15 3/4	+ 1 1/2	+ 9.52	17 1/4	8	725	875	15,093
REEVES TELECOM**	RBT	A	1 3/4	1 3/4		.00	2 1/2	1 1/8		2,376	4,158
ROLLINS	ROL	N	21 7/8	21 1/2	+ 3/8	+ 1.74	27 3/8	20 3/4	13	13,404	293,212
RUST CRAFT	RUS	A	7 7/8	8 1/4	- 3/8	- 4.54	9 7/8	5 5/8	6	2,291	18,041
SAN JUAN RACING	SJR	N	8 1/8	8	+ 1/8	+ 1.56	10 1/4	7 1/4	5	2,509	20,385
SCHERING-PLOUGH	SGP	N	43 1/4	45 1/4	- 2	- 4.41	59 3/4	42 1/4	15	54,037	2,337,100
SONDERLING	SDB	A	14 3/8	14 7/8	- 1/2	- 3.36	14 7/8	6 3/4	5	731	10,508
TECH OPERATIONS**	TO	A	2 1/4	2 1/4		.00	4 3/4	2 1/8		1,344	3,024
TIMES MIRROR CO.	TMC	N	22 7/8	21	+ 1 7/8	+ 8.92	23 3/4	18 1/4	13	33,905	775,576
WASHINGTON POST CO.	WPO	A	43 1/2	44 1/4	- 3/4	- 1.69	44 1/4	21 3/4	11	4,546	197,751
WOMETCO	WOM	N	12 3/4	12 1/8	+ 5/8	+ 5.15	13 1/4	8 7/8	8	9,470	120,742
									TOTAL	378,255	9,468,583

Cablecasting

	Stock symbol	Exch.	Closing Wed. Dec. 15	Closing Wed. Dec. 8	Net change in week	% change in week	1976 High	1976 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
ACTON CORP.	ATN	A	3 3/8	3 3/8		.00	3 3/4	1 1/8	11	2,640	8,910
AEL INDUSTRIES**	AELBA	O	2 1/4	2 1/4		.00	2 3/8	3/4		1,672	3,762
AMECO	ACO	O	1/2	5/8	- 1/8	- 20.00	1 3/4	3/8		1,200	600
AMERICAN TV & COMM.	AMTV	O	20	20 1/2	- 1/2	- 2.43	21 3/4	13 1/2	16	3,359	67,180
ATHENA COMM.*		O	1/8	1/8		.00	1/2	1/8		2,125	265
BURNUP & SIMS	BSIM	O	3 3/4	4	- 1/4	- 6.25	6 1/2	3 1/4	47	8,319	31,196
CABLECOM-GENERAL	CCG	A	5 3/8	5 5/8	- 1/4	- 4.44	8 1/8	4 1/8	5	2,560	13,760
CABLE INFO.		O	5/8	5/8		.00	1 1/4	1/4	3	663	414
COMCAST		O	3 3/4	3 5/8	+ 1/8	+ 3.44	3 3/4	1 7/8	47	1,708	6,405
COMMUN. PROPERTIES	COMU	O	4 1/4	4 1/4		.00	4 1/4	1 7/8	47	4,761	20,234
COX CABLE	CXC	A	17 1/8	16	+ 1 1/8	+ 7.03	17 3/4	13	17	3,560	60,965
ENTRON	ENT	O	2	2		.00	2	1 1/2	2	979	1,958
GENERAL INSTRUMENT	GRL	N	19 3/4	17 3/4	+ 2	+ 11.26	19 3/4	8 1/4	43	7,178	141,765
GENEVE CORP.	GENV	O	8 1/4	8 3/4	- 1/2	- 5.71	10	6 1/2	55	1,121	9,248
TELE-COMMUNICATIONS	TCOM	O	3 1/4	3 1/4		.00	5 1/4	2 7/8	46	5,281	17,163
TELEPROMPTER**	TP	N	7 7/8	8 1/8	- 1/4	- 3.07	9 3/8	5 3/4		16,634	130,992
TIME INC.	TL	N	37 3/4	38 3/4	- 1	- 2.58	38 3/4	32	13	25,000	943,750
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	15 1/4	14 1/4	+ 1	+ 7.01	15 1/2	9	13	1,700	25,925
UNITED CABLE TV**	UCTV	O	3 5/8	3 1/2	+ 1/8	+ 3.57	3 7/8	1 5/8		1,879	6,811
VIACOM	VIA	N	10 1/8	9 1/2	+ 5/8	+ 6.57	11 3/4	7 7/8	10	3,705	37,513
									TOTAL	96,661	1,530,589

	Stock symbol	Exch.	Closing Wed. Dec. 15	Closing Wed. Dec. 8	Net change in week	% change in week	1976 High	1976 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Programing											
COLUMBIA PICTURES	CPS	N	7 1/8	7 1/8		.00	7 7/8	4 1/2	5	6,748	48,079
DISNEY	DIS	N	47 1/8	45 3/4	+ 1 3/8	+ 3.00	63	43 5/8	20	31,010	1,461,346
FILMWAYS	FWY	A	7 1/4	7 1/8	+ 1/8	+ 1.75	10 1/4	5 1/4	6	2,404	17,429
FOUR STAR			3/4	1	- 1/4	- 25.00	1	1/4	8	667	500
GULF + WESTERN	GW	N	18 3/8	17 1/2	+ 7/8	+ 5.00	26 7/8	15 1/2	4	45,162	829,851
MCA	MCA	N	37 7/8	37	+ 7/8	+ 2.36	37 7/8	25	6	17,445	660,729
MGM	MGM	N	15 3/4	14 7/8	+ 7/8	+ 5.88	15 3/4	12 7/8	8	13,102	206,356
TELETRONICS INTL.		O	6	5 3/4	+ 1/4	+ 4.34	9 5/8	3 3/4	8	837	5,022
TRANSAMERICA	TA	N	14 1/8	13 3/4	+ 3/8	+ 2.72	14 1/8	8 1/4	8	64,973	917,743
20TH CENTURY-FOX	TF	N	10 1/2	10 7/8	- 3/8	- 3.44	15	8 3/4	9	7,568	79,464
WALTER READE*	WALT	O	1/8	1/8		.00	3/8	1/8	6	4,296	537
WARNER	WCI	N	25 1/2	24 1/2	+ 1	+ 4.08	25 1/2	17 1/2	24	17,001	433,525
WRATHER	WCO	A	4 1/8	4 1/4	- 1/8	- 2.94	5 1/8	3 1/8	8	2,244	9,256
									TOTAL	213,457	4,669,837
Service											
BBDO INC.	BBDO	O	22 1/2	22 3/4	- 1/4	- 1.09	22 3/4	16 3/4	8	2,513	56,542
COMSAT	CQ	N	32 1/2	32 1/2		.00	32 1/2	23 7/8	8	10,000	325,000
DOYLE DANE BERNBACH	DOYL	O	17 1/8	16 3/8	+ 3/4	+ 4.58	17 1/4	8 7/8	8	1,816	31,099
FOOTE CONE & BELDING	FCB	N	15 5/8	15 1/8	+ 1/2	+ 3.30	15 5/8	10 1/4	8	2,332	36,437
GREY ADVERTISING	GREY	O	16 1/4	16 1/8	+ 1/8	+ .77	16 1/4	6 7/8	7	1,104	17,940
INTERPUBLIC GROUP	IPG	N	30 1/2	30	+ 1/2	+ 1.66	30 1/2	16 3/8	7	2,290	69,845
MARVIN JOSEPHSON	MRVN	O	10 3/4	10 7/8	- 1/8	- 1.14	10 7/8	6 3/4	5	1,854	19,930
MCI COMMUNICATIONS**	MCIC	O	1 3/8	1 1/4	+ 1/8	+ 10.00	3 3/8	1 1/4		16,795	23,093
MOVIELAB	MOV	A	1 1/4	1 1/8	+ 1/8	+ 11.11	2 5/8	1	5	1,409	1,761
MPO VIDEOTRONICS	MPO	A	3 3/4	3 1/8	+ 5/8	+ 20.00	4 1/4	2 3/8	6	537	2,013
NEEDHAM, HARPER	NDHMA	O	11 1/8	11 1/8		.00	11 1/8	5 5/8	6	823	9,155
A. C. NIELSEN	NIELB	O	21 3/4	20	+ 1 3/4	+ 8.75	24 5/8	16 3/4	13	10,598	230,506
OGILVY & MATHER	OGIL	O	29 1/4	26 3/4	+ 2 1/2	+ 9.34	29 1/4	17	9	1,805	52,796
J. WALTER THOMPSON	JWT	N	15 7/8	15 3/8	+ 1/2	+ 3.25	15 7/8	7 7/8	8	2,649	42,052
									TOTAL	56,525	918,169
Electronics/Manufacturing											
AMPEX	APX	N	7 1/4	6 3/4	+ 1/2	+ 7.40	9 1/4	4 3/4	11	10,885	78,916
ARVIN INDUSTRIES	ARV	N	15	14 3/4	+ 1/4	+ 1.69	16	9 5/8	4	5,959	89,385
CCA ELECTRONICS*	CCA	O	1/8	1/8		.00	1/2	1/8	1	897	112
CETEC	CEC	A	1 7/8	1 5/8	+ 1/4	+ 15.38	2 3/4	1 1/4	10	2,244	4,207
COHU, INC.	COH	A	2 1/2	2 1/4	+ 1/4	+ 11.11	3 5/8	2	21	1,617	4,042
CONRAC	CAX	N	26 5/8	26 1/4	+ 3/8	+ 1.42	29 1/8	20	8	1,427	37,993
EASTMAN KODAK	EASKD	N	84 1/2	84 5/8	- 1/8	- .14	116 3/4	84	22	161,347	13,633,821
FARINON ELECTRIC	FARN	O	10 1/2	9	+ 1 1/2	+ 16.66	11 1/2	7	14	4,291	45,055
GENERAL ELECTRIC	GE	N	52 7/8	51 1/4	+ 1 5/8	+ 3.17	58 3/4	46	14	184,581	9,759,720
HARRIS CORP.	HRS	N	57 1/4	56 1/8	+ 1 1/8	+ 2.00	57 1/4	33 3/4	12	6,071	347,564
HARVEL INDUS.** *	HARV	O	5 1/2	5 1/2		.00	6 1/2	2 3/4	14	480	2,640
INTL. VIDEO CORP.**	IVCP	O	1 1/4	1	+ 1/4	+ 25.00	3 1/8	1		2,701	3,376
MICROWAVE ASSOC. INC	MAI	N	19 1/2	19 1/4	+ 1/4	+ 1.29	21 7/8	13 3/4	12	1,320	25,740
3M	MMM	N	55 3/4	55 1/4	+ 1/2	+ .90	66 1/2	52 1/2	21	114,240	6,368,880
MOTOROLA	MOT	N	54 3/8	51 3/4	+ 2 5/8	+ 5.07	57 3/4	41 1/4	21	28,353	1,541,694
N. AMERICAN PHILIPS	NPH	N	32 5/8	31	+ 1 5/8	+ 5.24	33	19 7/8	8	12,033	392,576
OAK INDUSTRIES	OEN	N	9 3/4	9 3/4		.00	12 1/4	7 1/4	9	1,639	15,980
RCA	RCA	N	26 3/4	26 3/8	+ 3/8	+ 1.42	30	18 7/8	13	74,728	1,998,974
ROCKWELL INTL.	ROK	N	32 1/4	31 3/8	+ 7/8	+ 2.78	32 1/2	23 3/8	9	31,200	1,006,200
RSC INDUSTRIES	RSC	A	1 1/2	1 3/8	+ 1/8	+ 9.09	2 1/2	1 3/8	8	2,690	4,035
SCIENTIFIC-ATLANTA	SFA	A	20 5/8	19	+ 1 5/8	+ 8.55	20 5/8	10 1/4	14	1,657	34,175
SONY CORP.	SNE	N	9 1/4	9 1/8	+ 1/8	+ 1.36	9 7/8	7 1/4	22	172,500	1,595,625
TEKTRONIX	TEK	N	65 1/4	62 1/2	+ 2 3/4	+ 4.40	67	44 1/4	17	8,671	565,782
TELEMATION	TIMT	O	3/4	1/2	+ 1/4	+ 50.00	1	1/4	1	1,050	787
VARIAN ASSOCIATES	VAR	N	14	14 1/8	- 1/8	- .88	17 1/4	12	12	6,838	95,732
WESTINGHOUSE	WX	N	16 3/8	16 1/8	+ 1/4	+ 1.55	19 1/8	13	7	87,503	1,432,861
ZENITH	ZE	N	28 1/2	26 1/4	+ 2 1/4	+ 8.57	38 1/4	23 5/8	14	18,818	536,313
									TOTAL	945,740	39,622,185
									GRAND TOTAL	1,768,305	59,583,841

Standard & Poor's Industrial Average	116.8	115.6	+1.2

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

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

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

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

Profile

Bob Levinson: an advertiser who thinks like a network programer

Robert Sam Levinson—vice president and director of network programing, BBDO, New York; b. April 23, 1938, New York City; B.A. in sociology and political science, Beloit College, 1960; analyst, network availabilities, BBDO, New York, 1960-1966; director of network services, 1966-70 (elected vice president in 1967); director of network planning, 1970-71; associate director of network programing, 1971-75; present post, 1975; divorced; children—Elaine, 15; Nancy, 14; Wendy, 10.

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

Bob Levinson is a short, compact man who has close-cropped hair and keeps his beard neatly trimmed. His manner is businesslike, with no wasted speech or motion. (For example, when he's working on a number of things at once his phone conversations tend to be quick and terse, almost to the point of abruptness.)

"Before the season started, I was worried that the networks would be canceling series if they didn't catch on in three weeks," Mr. Levinson says. He even predicted in the BBDO analysis of the 1976-77 prime-time season put out last summer that there'd be no such thing as second season any more because the networks would cancel a series as soon as it showed any Nielsen weakness and replace it immediately, whatever the month.

"That prediction was wrong," he says, adding that he's glad he was wrong. "When a network cancels eight or nine hours of programing in one season, you can't imagine what a drain that is on the creative community."

The announcement of definable second-season schedules also allows advertisers to feel more secure about their network buys from January to March and beyond, according to Mr. Levinson. But right now, he adds, there are so many advertiser dollars out there chasing so few available commercial minutes in prime time that the networks are having trouble lining up decent make-goods for all of the sponsors who were bumped by the four prime-time political debates.

Ironically, "the networks themselves don't fully enjoy being all sold out," he continues, because this standing-room-only sellers' market ends up alienating major advertisers "who can't buy the schedules they want to buy."

Mr. Levinson is the BBDO executive who has shepherded all of the *General Electric Theater* drama specials in recent years on CBS. "Bob has a good, sensitive eye for story material, which is unusual in the advertising business," says the producer, Philip Barry, who has worked on *GE Theater* productions over the years with Mr. Levinson. Tony Converse, the CBS vice president for special programs, one of which is *GE Theater*, agrees with Mr. Barry. "Bob has a grasp of how a picture gets made, from the writing of it on through to the finished product," Mr. Converse says. "That's not true of most advertising executives."

Judging by all these encomiums, Mr. Levinson would appear to have been born to the advertising business. Instead, he ended up on Madison Avenue almost by accident. He was planning to follow in his father's footsteps by becoming an attorney. (His father was general counsel for Warner Bros. Pictures.) But after getting his BA degree in sociology and political science at Beloit College, "I found the prospect of continuing on in law school overwhelming," he remembers. "So one week before classes were to begin at the University of Wisconsin" (where he'd enrolled during his senior year at Beloit) "I walked out."

He'd just gotten married and needed a job, so his father-in-law, a space salesman at *Look* magazine, arranged an interview for him with Herb Maneloveg, then head of media at BBDO. "I had never even heard of BBDO at the time, and I had no idea of how an advertising agency operated," Mr. Levinson says, with a smile.

He was hired for BBDO's media-training program in September 1960. After two years of media-research activity, he moved into BBDO's TV-programing department and for the rest of the sixties he says he plowed through miles of network-rating figures, spot-rating histories, individual series share points and "numbers, numbers, and more numbers."

Mr. Levinson takes pride in having helped to create BBDO's elaborate computer system, called the NSS, into which is fed just about every rating figure ever recorded. These figures are stored and cross-referenced and ready for call-up in a matter of minutes, giving BBDO, in his opinion, "the finest post-analysis system in the agency business." James Rosenfield, vice president, sales administration, CBS-TV, adds, "Thanks to Bob Levinson, BBDO was ahead of the pack in the use of the computer."

Mr. Levinson has a few clients—particularly the Block Drug Co., which markets a range of products geared to people over 50—that are spending a lot of money on the so-called "fourth network," which he regards as "an advertiser alternative to buying time on one of the three networks." Specifically, BBDO clients buy spots on syndicated barter shows like *Hee Haw, The Lawrence Welk Show* and *The Dolly Parton Show.*

The advantages of buying barter, as Mr. Levinson sees it, are that the advertiser can zero in on the demographic target he's seeking. One disadvantage, he admits, is that these barter shows often contain up to twice as many commercials as are typically found on a prime-time network show. And he tends to look a bit askance at upcoming fourth-network-type attempts like Mobile and SFM Media's *Age of Exploration* (10 weekly hours) and MCA/Universal's miniseries being done in conjunction with a group of independent stations. When a syndicator tries to get a group of disparate stations (some independent, some affiliated with a network) around the country to run a particular program on a given night of the week (even, if possible, in the same time period), according to Mr. Levinson, they run into the problem of not having that network in place the rest of the week to saturate viewers with on-air promos for the event. He says that on-air promos—which ABC, CBS and NBC shoehorn into every chink in their schedules—are considered the most effective way of letting people know about what's coming up on the network.

After spending 17 years—all of his professional life—at BBDO, Mr. Levinson says, "This is where my future is." "Programing is the most interesting thing there is," he says, "because what a programer is doing is pitting himself against 180 million people and trying to figure out what they're ready to watch at any given time."

Editorials

Another rerun?

The evidence emerging from its meetings last week suggests that the National Association of Broadcasters television code review board may be attempting to establish itself as an enforcer of program standards. The board decided, as reported elsewhere in this issue, to hire outside counsel to find ways for the code apparatus to continue functioning without violating the orders of a federal court that outlawed the code restrictions on programing in so-called family-viewing time. It has also appointed a committee to meet with network presidents and Hollywood producers in an effort to reverse what is seen as a trend toward excessive permissiveness.

The actions stem from a spreading feeling among broadcasters that too much sex and violence are coming down the line from Hollywood and New York. If the feeling is as general as some leaders in NAB affairs say it is, it is properly a matter for discussion between networks and affiliates. The question is whether the NAB code delegation will appear at the forthcoming meetings as concerned affiliates or as emissaries from a code bureaucracy seeking to extend its authority. If the latter is the role, the NAB is heading in the same direction that put it into federal court.

As the NAB hierarchy should have recognized when the court ruled out family-viewing time, there is little difference between the imposition of programing controls by government or by a centralized bureaucracy created by the industry. Indeed, when the industry bureaucracy is made to operate at the instigation of the government, as in the adoption of family time, there is no difference at all. In family time broadcasters were a party to a violation of the First Amendment, which, in other contexts, they have professed to admire.

The NAB has been given an opportunity it cannot afford to reject. With family time declared illegal and a cloud thrown over the whole code by the court, the NAB should remove all program standards and all hints of centralized enforcement from the television code and substitute a reasonable set of guidelines that broadcasters can apply individually. Individual responsibility is what the First Amendment and the U.S. system of independent broadcasting are all about.

Their own baby

Speaking of complaints about violence on television, President Peter Allport of the Association of National Advertisers says that "censorship by advertisers is not the solution," and we say, "Amen."

We've had complaints about violence on TV almost as long as we've had TV. In the last year or two they have grown louder, and they may become even noisier before they abate, if they ever do. But if violence is a problem, it is a broadcaster problem and must be solved by broadcasters and nobody else.

Mr. Allport presented his views—which presumably reflect those of a majority of his members—in response to a letter sent out by Nicholas Johnson, the former FCC commissioner, on behalf of his current enterprise, the National Citizens Committee for Broadcasting. Mr. Allport read in the letter—and was properly repelled by—an "implied proposal that advertisers—the sponsors—be called upon to become the censors of what the public may or may not see on television (BROADCASTING, Dec. 13).

Advertisers, as Mr. Allport pointed out, have a right to associate their products with any programs they wish and to avoid association with any programs they wish. But they have no right to use, in Mr. Allport's phrase, "economic muscle to dictate what broadcasters should not present to the American public." Indeed, to complete Mr. Allport's sentence, any such course "must be as strongly resisted for television as it would be were advertisers to try to dictate the editorial content of newspapers or magazines."

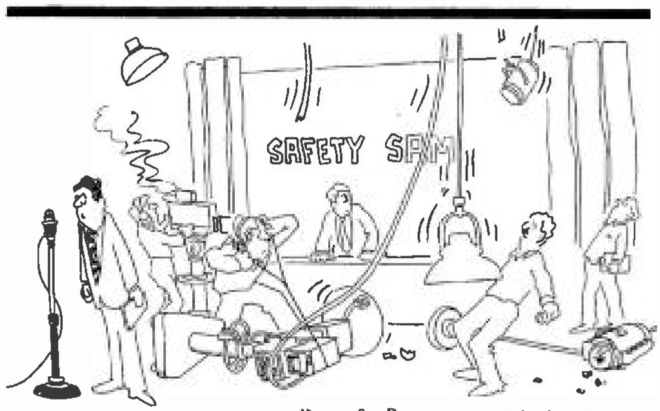
For a variety of reasons, broadcasters are currently engaged in a number of new efforts to bring the so-called sex and violence issues under control. Given the extremely subjective nature of both questions, it is not likely that they will succeed to the satisfaction of all viewers: While some may be pleased, others will feel deprived. But it is a job that only broadcasters can do, and each must do it according to his own best judgment. The judgment of others, whether advertisers, paid critics or outsiders striving for attention, may not be superimposed.

Return to reality

The FCC has acted with firmness and respect for its responsibilities in rejecting a petition for rulemaking to ban television commercials for over-the-counter drugs between 6 a.m. and 9 p.m. Despite its inherent defects, the petition was politically difficult to turn down, signed as it was by the attorneys general of 14 states in what can only be viewed as a unanimous suspension of their knowledge of the law and their common sense.

A more pliant FCC could have fallen for the petitioners' emotional assertion that accidental poisoning, drug abuse and even narcotics addiction are traceable to the impact of television advertising on the impressionable young. This FCC, however, kept its head. Nowhere, it said, was there proof of a connection between television commercials and the harmful use of drugs. Absent proof of damage, the commission ruled that the public interest would be served by the free flow of information about remedies that are legally marketed.

There is in this a refreshing rebuttal of the widely held belief that almost all social ills originate in television and can therefore be cured by subjecting television to more government control. The most conspicuous application of that principle came in the act of Congress banning broadcast advertising of cigarettes on the stated premise that people would quit smoking. The steady increase in cigarette consumption since then is apparently ignored when people like the 14 attorneys general look for another quick fix of a public problem by government repression of broadcasting.



Drawn for BROADCASTING by Jack Schmidt

"Today's program, Accident Prevention in Home and Shop, *will not be seen due to technical difficulties."*

holiday greetings from all of us to all of you

Earl Abrams (ret.)
Wendy Ackerman
John Andre
Dave Berlyn
Therain Bethea
Susanne Bishop
Philippe Boucher
Ian Bowen
Sheila Chamberlain
Barbara Chase
Joanne Cowan
Rufe Crater
William Criger
David Crook
Denise Ehdalvand
Joe Esser
Rocco Famighetti
Fred Fitzgerald

Lisa Flournoy
Kira Greene
Gary Huffman
Ed James
Patricia Johnson
Kwentin Keenan
Doris Kelly
Art King (ret.)
Sandy Klausner
Winfield Levi
Ruth Lindstrom
Maury Long
Eleanor Manning (ret.)
John Mercurio
Bill Merritt
Irv Miller
Mark Miller
Randall Moskop

Lucille Paulus
Bruce Robertson (ret.)
Jay Rubin
Dan Rudy
Harry Stevens
K Storck
Betty Taishoff (ret.)
Larry Taishoff
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